

IOM X FORCED MARRIAGE CAMPAIGN



Two Cambodian women seek information about migrating to China for marriage in IOM X's *Successful Migration* video.

BACKGROUND

People can be forced, coerced, threatened or tricked into marrying someone without their informed consent. Forced marriage is a form of exploitation in the trafficking process. Often victims leave their homes to go another city, region or country to live with their 'husbands'. They are then expected or pressured to manage domestic tasks.¹

Victims are also under immense pressure to engage in sexual activities with their 'husbands' and are highly vulnerable to abuse because they lack any kind of protection due to their isolation and social pressures.² Often women recruit other women or young girls, promising them an opportunity to select a rich husband in another country. In situations of trafficking, women have no choice in their spouse and are instead auctioned off to the highest bidder. Some think they will marry one person, and then arrive to find they are forced to marry another. Forced marriage often causes girls and women to become victims of sexual, physical and emotional abuse.

IOM X's forced marriage campaign addresses the trend of young Cambodian women being trafficked for forced marriage.

¹ United States Agency for International Development (USAID). 2015. Child, Early, and Forced Marriage Resource Guide p. 10.

² Ibid p.



USAID
FROM THE AMERICAN PEOPLE

PARTNERS

To help inform young women in rural Cambodia of the risks involved in migrating to China for marriage, IOM X partnered with the Women's Media Centre of Cambodia (WMC) to create a video, encouraging young Cambodian women to seek as much information as possible before making the decision to go. WMC is a non-profit media organization. Its aim is to use media as a vehicle to accomplish gender equality in Cambodia by addressing social, economic, political and legal issues that are related to women.



RESEARCH

As this human trafficking trend differs in nature across Southeast Asian countries, it became clear that no one programme would be suitable to address the trend regionally. Through consultations with IOM Cambodia and IOM China, IOM X decided to focus on marriage migration between Cambodia and China. The research began with a desk review of forced marriage between the two countries, including a qualitative study and research on the legislation around the issue.

WMC conducted original research for the project. Through a series of two focus group discussions with 14 participants and three in-depth interviews with female aspirant and returned migrants in Kampong Cham, WMC identified current levels of knowledge, attitudes and practices around marriage migration to China.

The research showed that the target audience knows very little about migrating to China, but that family debt puts a great deal of pressure on these women to migrate abroad to help out their family. More than half of all respondents had only heard good things about migrating to China, indicating that a programme on forced marriage can help portray a more realistic picture of the potential difficulties and dangers. WMC also did research on which sources of media the target audience consumes, in order to better target the campaign's media content.



KEY MESSAGE

If you or anyone you know is thinking about migrating to China for marriage, seek information from a village chief or the local Commune Committee for Women and Children before you go.

RESOURCES AND ACTIVITIES

VIDEO

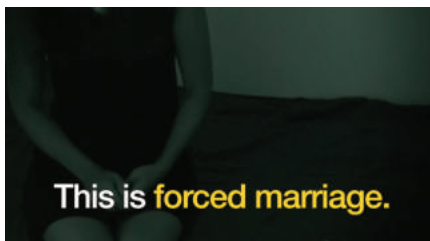


Title: *Successful Migration* (7:48)

This video seeks to raise awareness among Cambodian women about the perils of forced marriage, and how to take steps to stay safe. Launched on 3 April 2018.

Views to date: 161,004

Khmer with Eng subs: tinyurl.com/IOMXSMKhmer



Title: *This is Forced Marriage* (1:13)

This short video describes how forced marriage can be a form of exploitation in the human trafficking process.

Views to date: 1,810

English subs: tinyurl.com/IOMXMarriage

Cantonese subs: tinyurl.com/MarriageCanton

BROADCAST



IOM X's *Successful Migration* video was broadcast on television in April 2018. A total of four airings reached a potential audience of 11,200,000 (4,800,000 potential viewers on CNC; 6,400,000 potential viewers on MyTV; data unavailable for PNN). The in-kind value of the television broadcasts is US\$1,719.

Together with IOM Cambodia, WMC held a series of call-in radio shows to raise awareness on the risks of marriage migration to China, smart migration, how to prepare for migration and the challenges that women can face when migrating overseas. The radio shows aired a total of four times on Women's radio FM102, and six times on VAYO FM. An estimated 25,460 people were reached through the ten radio airings, which had an in-kind value of US\$1,140.

FACTSHEET:

A summary of 15 facts about forced marriage, accompanied by descriptive illustrations.



Read: tinyurl.com/IOMXFMFS

WEBSITE:

A dedicated page on the IOM website that shares facts about forced marriage and video content.



View: IOMX.org/marriage

PRESS ENGAGEMENT:

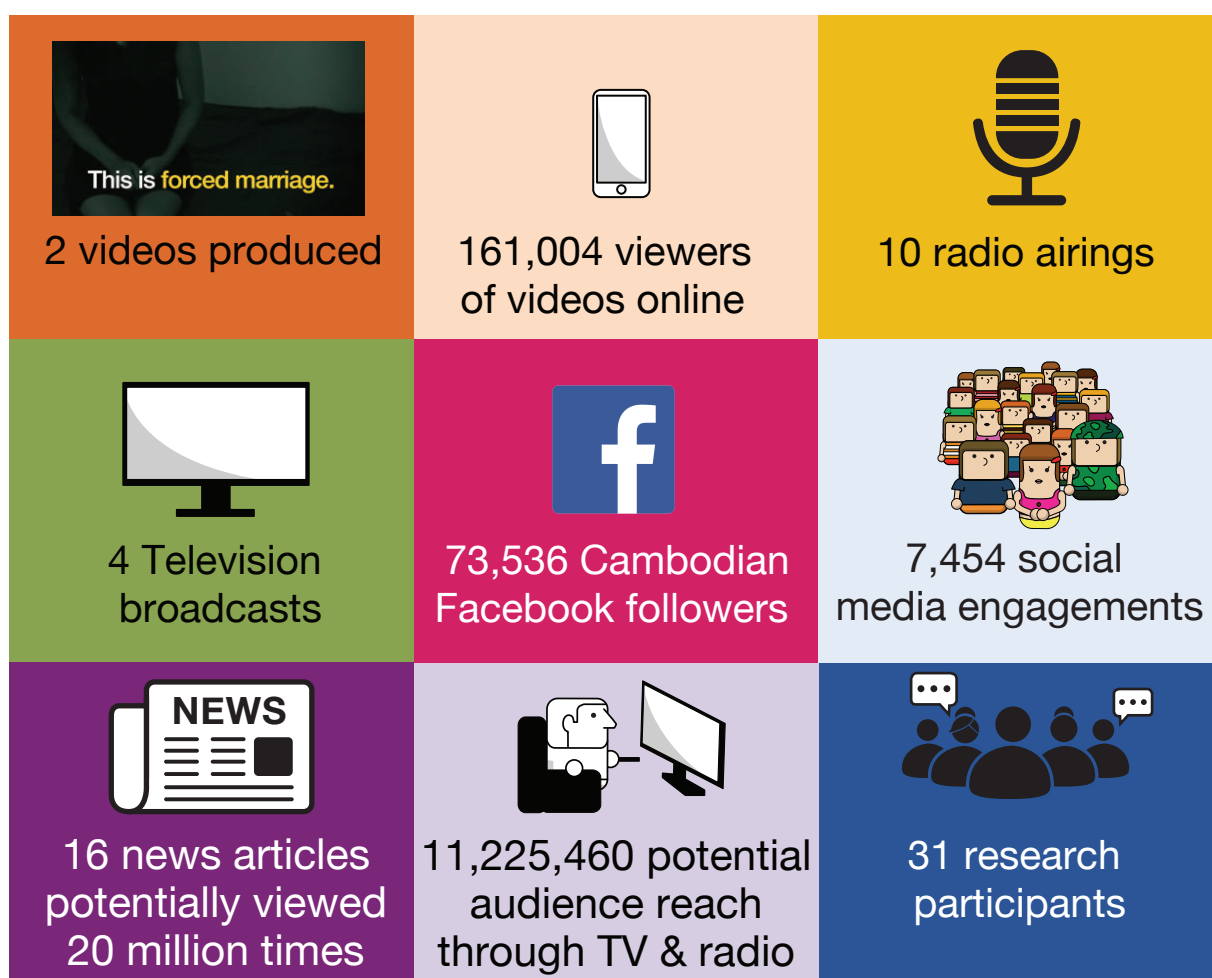
IOM X distributed a press release about the *Successful Migration* video to media in Cambodia on 4 April 2018. This resulted in 16 news articles and broadcasts about the campaign, which were potentially viewed 20 million times.



Read: tinyurl.com/IOMXForcedMarriagePR

IMPACT

To assess the immediate impact of the video, WMC did a qualitative study from April through May 2018 with members of the target audience. One focus group discussion with seven participants and seven in-depth interviews were carried out in rural Cambodia (Ta Ong, Chamraeun Phall, Prammat Dei and Veal Ri Kaeut). This small scale study showed that participants learned about the dangers of migrating to China for marriage from IOM X's *Successful Migration* video. One of the study's respondents highlighted this as she said, "[t]he video gave us a lot of information to consider, it is not what we expected. Migration is not always safe and sound. On the contrary, it is potentially risky for us. We could be physically abused and exploited if we just go there and know nothing." Additionally, participants said that if they were to consider moving to China for marriage, they would seek information from village chiefs or returned migrants before making their decision, and they would encourage their friends to do the same. The video accomplished its aim of encouraging young aspirant migrant women in Cambodia to prepare themselves for marriage migration by seeking information first.



For further information, please contact Tara Dermott, IOM X Program Leader, at tdermott@iom.int.