



IOM X OPEN DOORS IMPACT ASSESSMENT

COMPARATIVE ASSESSMENT FROM INDONESIA, MALAYSIA AND THAILAND

FEBRUARY 2017

OVERVIEW

In 2015 and 2016, IOM X conducted Knowledge, Attitude and intended Practice (KAP) Impact Assessments of *Open Doors: An IOM X Production* in Indonesia, Malaysia and Thailand. These assessments consisted of a baseline and impact study with nationals of those countries aged 15 to 50. The methodology used was an online panel with participants of similar background in both the pre- and post-surveys. The objective of the video was to raise awareness of live-in domestic worker exploitation and encourage employers of domestic workers to adopt practices to reduce exploitation (such as providing one day off per week).

LESSONS LEARNED & RECOMMENDATIONS

- *Open Doors* had the greatest impact on Indonesian audiences, followed by Malaysian then Thai.
- *Open Doors* was successful at **increasing knowledge** (average increase of 27%) of respondents and **strengthening (in Indonesia and Malaysia) and continuing maintenance (in Thailand) of employer’s behavioural intent to adopt positive practices** to reduce exploitation of domestic workers. After watching *An* average of 76% of all respondents indicated high behavioural intent. It is an effective tool to promote domestic worker rights and should continue to be disseminated.
- **Reducing negative and increasing positive attitudes continues to be a challenge.** After watching *Open Doors*, 42% of all respondents still expressed negative attitudes about domestic workers and 18% expressed positive attitudes. Negative attitudes were high in Malaysia, but decreased significantly after watching *Open Doors*, whereas negative attitudes remained unchanged in Thailand and Indonesia.
- Impact was lower amongst employers who hire local domestic workers, thus further qualitative research should be conducted to uncover their attitudes towards domestic workers and migrants to develop activities and media content for this target audience.



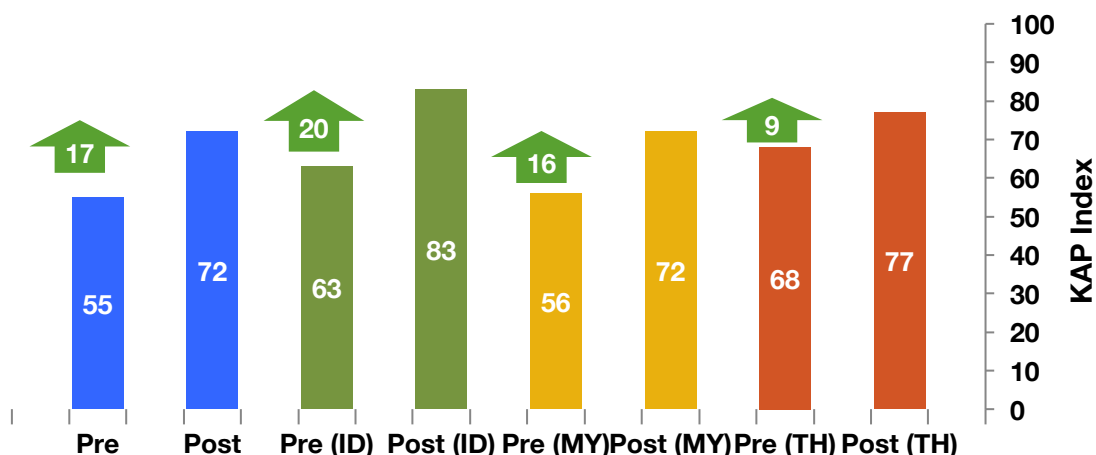
OPEN DOORS: AN IOM X PRODUCTION

This 22-minute three-part drama is about families and their domestic workers. Based in Singapore, Malaysia and Thailand, the three stories follow the challenges of each busy family, as they balance demanding work schedules, household duties and raising children, with the help of their domestic workers from the Philippines, Indonesia and Myanmar. In each story, the family goes through a moment of reflection, where they realize that everyone needs a break, and that not meeting their domestic worker’s needs is having a negative impact on both the family and their employee. Creating a happy home means working together with open communication and mutual respect.

View: <http://tinyurl.com/OpenDoorsIOMX>

KEY FINDINGS: INDONESIA, MALAYSIA AND THAILAND

Open Doors had the greatest impact on Indonesian audiences, followed by Malaysian then Thai:



Benchmark

Open Doors: An IOM X Production

FINDINGS

- More than 84% of viewers processed the messages of *Open Doors*. This means that they found it **interesting** and **learned something new** of which about 50% said they would **speak to others** about the issue.
- Highest to lowest KAP Index **shift** for each country: Indonesia (20), Malaysia (16), Thailand (9)
- Highest to lowest post KAP Index for each country: Indonesia (83), Thailand (77), Malaysia (72)
- Employers of migrant domestic workers always had a higher KAP Index (78 or higher) than non-employers or employers who hired local domestic workers.
- People previously exposed to news about domestic workers had a higher KAP Index (75 or higher). This shows that experience and exposure to information contributes to a better understanding about domestic workers' rights.

PROFILE OF RESPONDENTS

	INDONESIA	MALAYSIA	THAILAND
Baseline	n=324 (April 2015)	n=208 (November 2016)	n=313 (April 2015)
Impact	n=307 (June 2016)	n=104 (December 2016)	n=302 (June 2016)
Age	15-50, male and female (50/50)	15-50, male and female (50/50)	15-50, male and female (50/50)
Employers of domestic workers	62%	100%	47% (50% employers of migrants, 50% employers of locals)

KAP Index®: This is an indicator developed by Rapid Asia in which knowledge, attitudinal and behavioural intent measures have been incorporated to form an Index. The higher the KAP Index, the more developed the mind-set of the beneficiaries. A significant increase in the KAP Index following an intervention is evidence of impact and that some level of behaviour change is very likely to have taken place. To learn more about Rapid Asia's KAP methodology, please visit <http://rapid-asia.com/programme-evaluations/kap-score/>



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KNOWLEDGE

After watching *Open Doors*...



...the lowest knowledge increase amongst respondents was 17% in Thailand. The biggest increase was amongst Malaysian respondents with an increase of 32%, followed closely with a 31% increase in Indonesia.

...knowledge levels for employers and non-employers were similar.

...knowledge levels were high especially around 'one day off' and 'paid rest days' (above 85% of all respondents).

...'fair working hours' was very low, only one third had this knowledge.

ATTITUDES

After watching *Open Doors*...

...positive attitudes increased by 8% amongst respondents in Thailand, by 23% in Malaysia and by 32% in Indonesia.



...positive attitudes remained low across all three countries, expressed by an average of 1 in 5 respondents. Although there was a significant positive shift, positive attitudes were particularly low in Malaysia, where only 1 in 10 expressed positive attitudes.

...negative attitudes decreased slightly (2% or less) in Thailand and Indonesia – but significantly in Malaysia, where they decreased in 19% of respondents. However, negative attitudes were still expressed by an average of 42% of all respondents after watching *Open Doors*.



...negative attitudes remained more prominent amongst employers of local domestic workers than those who employ migrant domestic workers. This could be explained by the fact that the video only features employers who employ migrant domestic workers.

...ignorance, the strongest negative attitude, was expressed by an average of 60% of respondents. This means that these respondents agreed that live-in domestic workers should be available at any time.

...Thai employers of local domestic workers continued to express **significantly** stronger negative attitudes than non-employers and employers of migrants.

BEHAVIOUR

After watching *Open Doors*...

...behavioural intent remained high amongst an average of 72% of all respondents in the pre- and post-survey. Thailand had the smallest increase in behavioural intent with less than 1%, whereas Malaysia had a 13% increase and Indonesia had a 16% increase.



...employers of migrant domestic workers continued to show higher compliance intention than others (non-employers and employers of local domestic workers), especially in terms of telling friends about the positive contributions that domestic workers bring to their families.

...reporting suspicious employers who exploit their domestic workers scored low in Thailand and Indonesia at 62%, whereas 75% of Malaysian employers indicated their intent to practice this behaviour.