

Roadshow Baseline and Impact Evaluation

Philippines



Prepared for
IOM X

Prepared by:
Rapid Asia Co., Ltd.

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Input for Program Strategy

Potential Issues

- Most of the women have limited education and no real experience of the formal work sector.
- Mother is key influencer (because of trust), especially if the woman is pressured to migrate to support the family.
- Domestic work in the Middle East is very dominant.
- Women understand there are risks but don't make an effort to seek independent information.
- Attitude is a potential barrier, not social norms.

Media Scene

- Television (71% regular watching) and radio (50% regular listeners).
- Local and international news most popular radio programs.
- Limited internet connections (21%).
- Most internet users (90%) access internet from a feature phone.

Knowledge and Behaviour Gaps

- The need for a valid passport, visa and work permit when migrating.
- Seeking independent advice about a job.
- People who have been exposed to safe migration information appear to have had their attitudes shift in the wrong direction. They become more naïve, oblivious and in denial.

Emotional Considerations

- People who have been exposed to safe migration information appear to have had their attitudes shift in the wrong direction. They become more naïve, oblivious and in denial.

Outline

- ▶ Summary & Recommendations
- ▶ Background & Methodology
- ▶ Respondent Profile
- ▶ Media Behavior Profile
- ▶ Migration Preparation & Expectations
- ▶ Campaign Execution
- ▶ Engagement Measurement
- ▶ Impact Framework in Perspective
- ▶ Impact Result

Background & Methodology

Background

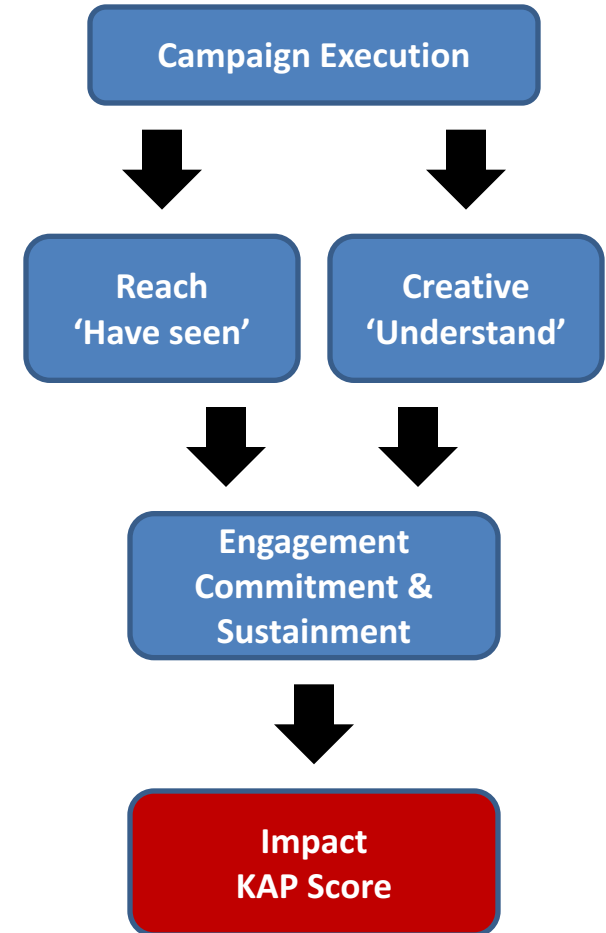
- ▶ There are many women in Maguindanao, both single and married, who migrate for work to boost income and support their families. Most seek domestic work in the Middle East. Whilst a good opportunity, unscrupulous traffickers prey on these women using deception to attract women to fake job opportunities. Many women are not aware of these risks and hence don't comprehend the seriousness of not having proper documents or the need to check if a recruiter can be trusted and how to check fake documents.
- ▶ Economic opportunities in the Philippines, especially in the Maguindanao area, are becoming increasingly difficult to find and there is a perception that working abroad can help people to get rich, earn money quickly and thereby provide better life for their family. There is an mentality that locals refers to as “Bahala Na”, which literally translates into “whatever happens, happens”. In other words, even if aware of the risks, some may believe that they don't have full control or can do anything meaningful about it. If a recruitment agency shows a license they may assume they are legitimate, even though licenses are known to be copied from the internet.
- ▶ With a view to addressing this issue, IOM X, the International Organization for Migration's innovative campaign to encourage safe migration and public action to stop exploitation and human trafficking, in partnership with the United States Agency for International Development (USAID), is in the process of setting up a road show program in Maguindanao. The objective behind the road show is to inform women who have an intention to migrate in the future about the risks, and more importantly, what they can and should do to protect themselves and others.
- ▶ Rapid Asia was commissioned to carry out a baseline survey with potential migrating women in Maguindanao. The results presented in this report will help to shape the program moving forward in terms of target groups, messaging and communication channels.

Evaluation Objectives

- ▶ Rapid Asia was hired to carry out a pre and post study to evaluate achievement as well as positive impact generated by the road show. The overall objective was to relate the issue of human trafficking and safe migration behavior to the average women to build greater awareness and empowering them to take concrete action.
- ▶ The target was young women (aged 18 to 35 years) in 10 districts in Maguindanao who had an intention to migrate in a near future and who potentially could face different forms of exploitation risks.

OBJECTIVES:

- ▶ **Campaign Execution:** To build a basic understanding about the severities of exploitation in the domestic work industry and create sufficient exposure through appropriate media.
- ▶ **Engagement:** To engage people to care enough to influence others and be inspired to learn more via POEA, local NGOs, government authorities, and the IOM X website.
- ▶ **Desired impact:** To learn that human trafficking happens in the domestic work industry and what women can do to protect themselves and others.
- ▶ **Barriers to change:** Encourage people to contact the POEA office and provide better access to information to improve knowledge and to influence attitudes to be more discerning about recruiters, even if they are friends or relatives.



Survey Design and Methodology



Methodology Item	Process
Evaluation design	Pre and post evaluation format.
Target participants	Women Aged 18 up to 35 years Lower education (no formal education up to senior high school) Have intention to migrate but have never migrated overseas
Coverage	10 districts in Maguindanao
Survey Method	The evaluation was done using local volunteers who were trained on site on how to administer the questionnaire and do sampling. The volunteers were divided into four teams and sent to different districts within Maguindanao to conduct the interviews.
Data Collection Period	The Pre Stage was conducted in August, 2016 The Post stage is to be conducted 2016
Sample Size	Pre n=400 and Post n=
Data collection method	Face to face interviewing
Language	Tagalog

Sample Distribution and Weighting

The sample distribution across the 10 selected districts in Maguindanao is shown in the table below. In order to have an as representative sample as possible, the sample was weighted based on the district population distribution.

District	Population Size*	%	Unweighted sample	Weighted sample	%
Buluan	38106	9	40	35	9
Datu Piang	28492	7	40	26	7
Datu Odin Sinsuat (Dinaig)	76332	18	40	71	18
Pagalungan	31891	7	40	30	7
Parang	73328	17	40	68	17
Sultan Sa Barongis	22547	5	40	21	5
Sultan Kudarat	82758	19	40	77	19
Sultan Mastura	21712	5	40	20	5
Paglat	11207	3	40	10	3
Upi	45444	11	40	42	11
Total	431817	100	400	100	100

* Source: The 2010 Population Census

Respondent Profile

Demographics profile, economic profile, media usage and awareness of human trafficking.

Demographic Profile

The participant profile are shown in the table on the right. Half the women (49%) were 18 to 25 years old and one third (34%) had finished Senior High school. Some 39 percent were employed and 42 percent were doing home duties. The vast majority (83%) were Muslim.

Profile	Pre n=400 (%)	Post n= (%)
Sex		
Female	100	
Age		
18-25	49	
26-30	29	
31-35	22	
Education		
Elementary school or less	19	
Junior high school	41	
Senior high school	34	
Vocational education	6	
Main Activity		
Employed	39	
Studying	7	
Home duties	42	
Unemployed looking for work	12	
Other	1	
Religion		
Muslim	83	
Christian	17	

Economic Profile

Most women (61%) were not working. Amongst working women, most were working in retail or wholesale followed by agriculture. Some 25 percent were self employed and 8 percent were blue collar workers. In terms of socioeconomic status, 82 percent are in the bottom two socioeconomic classes (E and D).

Socioeconomic class (SEC) is defined as: Not always being able to afford ...

A – Those better off

B – A car

C – Home appliances

D – New clothes

E – Food

Average monthly income amongst working women was 6147 Peso, which is equivalent to around USD 127.

Profile	Pre n=400 (%)	Post n= (%)
Current position		
Not working	61	
Management level	4	
Supervisor	1	
White collar worker	< 1	
Blue collar worker	8	
Self employed	25	
Industry of work		
Not working	61	
Agriculture	10	
Retail and wholesale	19	
Finance, business serv.	3	
Community, pers. serv.	3	
Other	4	
Socioeconomic Status		
E	34	
D	48	
C	12	
AB	6	
Income / month (Peso)		
Average (Base: n=155)	6,147	

Media Behavior Profiles (Pre Stage Only)

Ownership and usage of mass and social media

Media Ownership and Usage

Media Ownership	Pre n=400 (%)
Television	76
Radio	51
Newspaper	6
Magazine	6
Internet	25
PC or laptop	4
Smart phone or tablet	8
Regular mobile phone	37
None	7

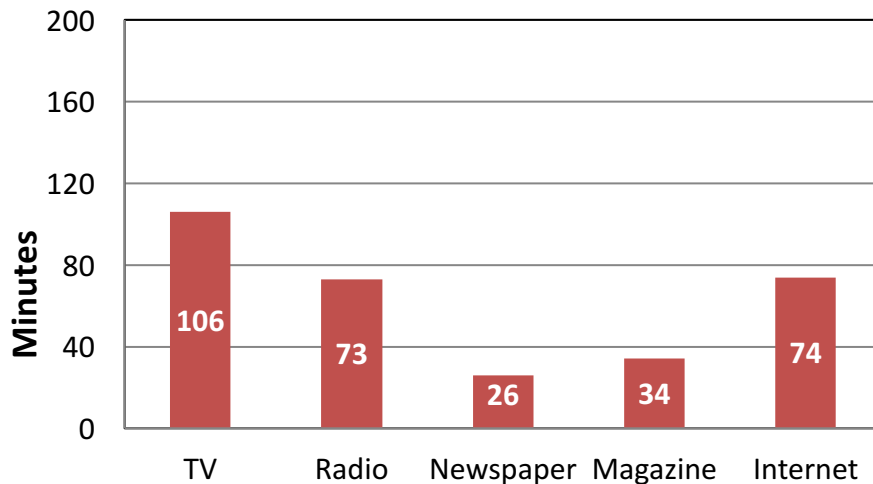
Media Usage	Pre n=400 (%)
Television	71
Radio	50
Newspaper	6
Magazine	4
Internet	21
None	3

In terms of media ownership, three in four women owns a television (76%), over one third have a mobile phone (37%), and around half have a radio (51%). Internet connectivity stands at 25 percent but only 8 percent have a smart phone or a tablet. Very few read newspapers or magazines. In terms of media usage some minor differences can be seen but they were not significant.

Media Consumption

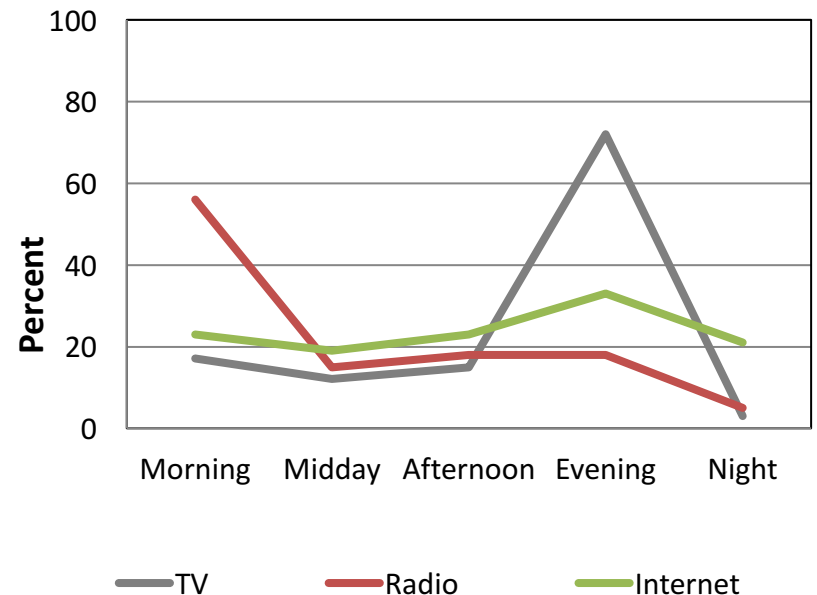
Media Consumption per Day

Base: Amongst those who use the media



Time of Media Consumption

Base: Amongst those who use the media



Those who watch television spend on average just over 1.5 hours per day watching. Radio and internet users spend just over one hour listening to the radio and using the internet. The few that read news papers and magazines spend around half an hour reading per day. Television is used mostly in the evening whereas radio is predominantly consumed in the morning. Internet is used throughout the day but saw a peak during evening hours.

Radio Channels Listened to Regularly

Radio Channel	Pre n=215 (%)
DXMS Radio Bida	36
DZRH	35
DXMY	33
DXCM	3
DXOL Happy FM	32
Star FM	40
MOR (My Only Radio)	29
Other community radio stations	27
Avg. No of Stations	2.4

There are several national and regional radio stations. The most popular ones are DXMS Radio Bida, DZRH, DXMY, DXOL Happy FM, Star FM, and MOR. Each of these stations has a following of around one third of women. On average, women listen to between 2 to 3 different radio stations.

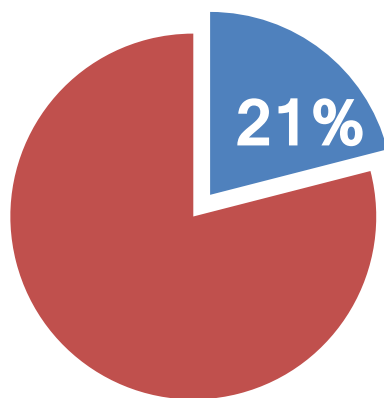
Radio Programs Listened to Regularly

Program type	Pre n=215 (%)
Local News	81
International News	58
Sport	4
Drama series	13
Talk shows	17
Game shows	1
Variety or comedy shows	1
Reality shows	3
Other	9

Women listen to a variety of radio programs but local news (81%) and international news (58%) are by far the most popular. Apart from news programs, talk shows and drama series are popular with around one in six women. Other programs don't appear to be very popular.

How to Access the Internet

Use internet regularly

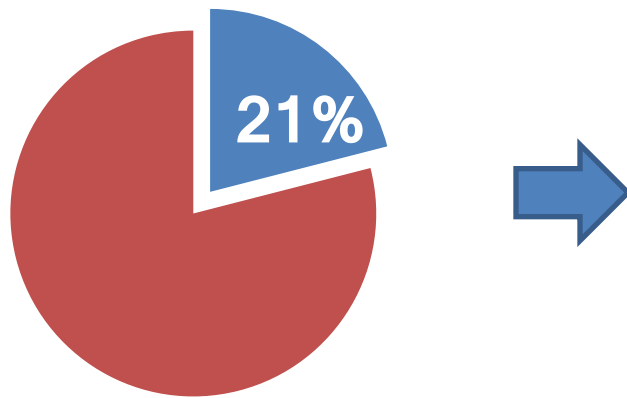


Device used	Pre n=97 (%)
PC or laptop	17
Tablet	19
Mobile phone	90

Around one in five (21%) of women use the internet regularly. To access internet the vast majority of users will use a mobile phone (90%) followed by tablet (19%) and PC or laptop (17%).

Social Media Subscriptions

Use internet regularly

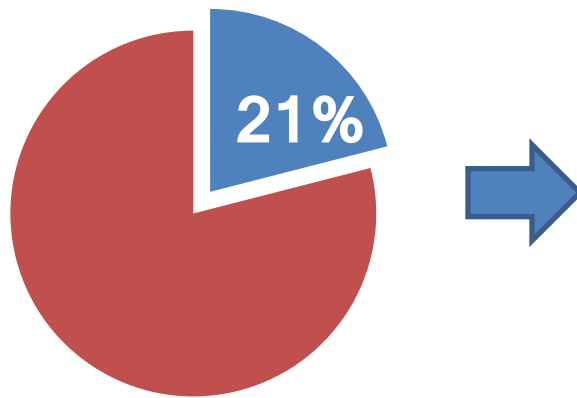


Social media	Pre n=97 (%)
Facebook	99
Twitter	5
Google+	26
Instagram	23
YouTube	39
Other	4
None	-

All women who has internet access have a social media subscription. Facebook is by far the most popular site used by nearly all women (99%). Other popular sites include YouTube (39%), Google+ (26%), and Instagram (23%).

Social Media Activities by Region

Use internet regularly

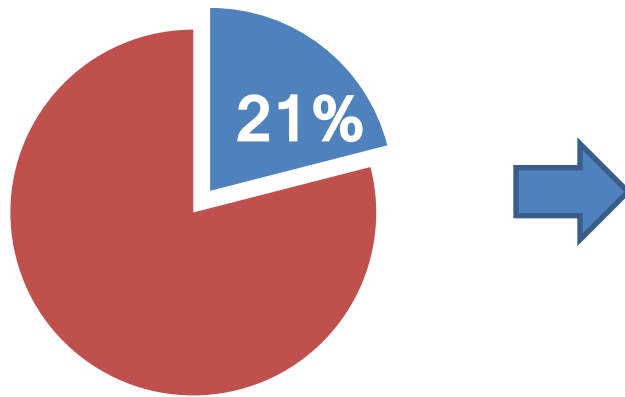


Activity	Pre n=97 (%)
Searching	50
Reading material	71
Chatting	70
Connecting and networking	24
Downloading stuff	19
Sharing stuff	24
Competition and games	1
Other	8

Women do a variety of activities when using social media, the most popular being reading materials (71%) and chatting (70%). Half of all women also searched for information (50%) and around one in four (24%) used it for networking and sharing stuff. Competitions and games, on the other hand, were not popular with women.

Chat Services Used

Use internet regularly



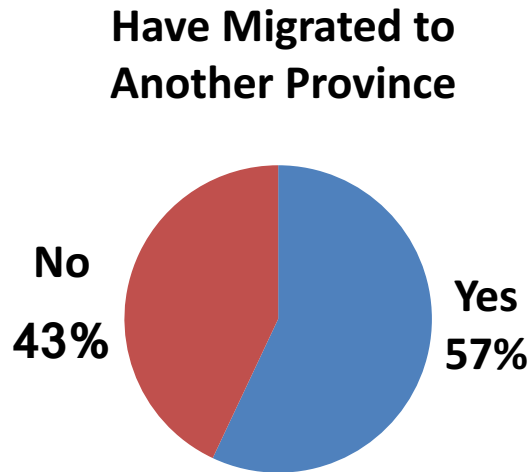
Chat service	Pre n=97 (%)
Google chat	14
Facebook	96
WhatsApp	5
Line	2
Skype	34
Yahoo	8
Viber	4
Wechat	3
None	1

Overall, 99 percent of internet users used a chat service. Facebook was the most popular one with 96 percent, followed by Skype with 34 percent and Google Chat with 14 percent. Other chat services were only used by very few women, less than 10 percent.

Migration Preparations & Expectations (Pre Stage Only)

Awareness of human trafficking, information sources about migration and how to fund migration costs.

Have Migrated & Know Others Who Migrated



Know others who have migrated	% n=400
No	12
Father	3
Mother	5
Sibling	25
Other relative	49
Close friend	53
Work colleague	3

Only women who had never migrated overseas were interviewed. Some 57 percent had migrated to another province for work in the past. Most of the women (88%) also knew someone else who have migrated. In most cases it was other relatives (49%) or close friends (53%).

Influencers on Decision to Migrate

All women said they themselves will play a key role in making the decision on how and where to migrate. However, many (86%) indicated they were influenced by other people. There was a distinct difference when comparing those who had a desire on their own to migrate and those who may have no choice but to migrate. Those who have a desire to migrate were more influenced by relatives and friends, whereas the other group was more influenced by close family members. The mother in particular was found to be a key influencer.

Influencers	Total n=400 (%)	Desire to migrate n=194 (%)	Don't desire but have to n=206 (%)
Myself	93	90	95
Recruitment agent	4	5	3
your spouse	28	22	32
your mother	44	28	51
your father	28	14	42
your child	9	10	7
your sibling	18	24	10
Other relative	30	36	23
Friends	29	36	22
Someone at work	3	4	2
Employer	2	4	2
Community leader	1	1	1
Other	2	1	4
Nobody else	14	9	19

Type of Work Sought & Desired Destination

Type of Work Desired	% n=400
Domestic work	86
Business services	6
Other	8

Most desired destination	% n=400
To another province	2
Saudi Arabia	57
UAE	15
Middle East	9
US or Canada	5
Singapore	3
Australia or New Zealand	2
Other Asia	3
Other	4

The vast majority of women (86%) intended to migrate to do domestic work. The most popular destinations were Saudi Arabia (57%), followed by UAE (15%) and Middle East (9%). Other destinations were far less popular.

Source of Financing & Who Will Assist

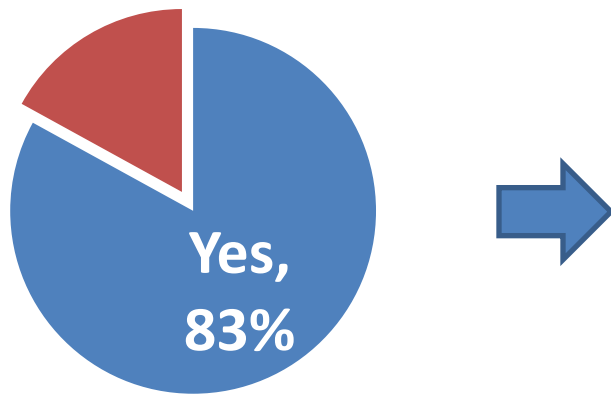
Source of Financing	% n=400
Own savings	73
Sell some assets	10
Borrow from friends	37
Money lender	10
Bank loan	2
Loan from agency / broker	6
Other	3

Would help you to migrate	% n=400
Would do by myself	18
Friends and relatives who are recruiter	44
Friends and relatives who are NOT recruiter	12
Recruiter from an agency	54
Others	2

Women envisaged that the cost of migration would be covered by their own savings in most of the cases (73%) or from borrowing funds from friends (37%). Some will borrow funds and most will borrow from money lenders or the recruitment agency.

In terms of assistance during the migration process, most women mentioned the expected this to come from the recruitment agency (54%) or friends and relatives who are recruiters (44%).

Exposed to info on Safe Migration



Most women (83%) have been exposed to information about how to migrate safely. Those aware had mainly heard about it from TV documentaries (64%), news and media reports (53%), friends and family (30%), radio (23%), and POEA (23%). On average, women have been exposed to the issue from 2-3 different media sources.

Source of awareness	n=333 (%)
News and media reports	53
TV documentary or other program	64
Community radio	23
Through friends or family	30
Through local government authorities	2
Religious leaders	1
Commercial Radio	7
Internet	11
Police	3
Maguindanao TIP-VAWC Actionline	4
DOLE (Department of Labour and Employment)	12
POEA (Philippine Overseas Employment Admin)	23
OWWA (Overseas Workers Welfare Administration)	11
Kaagapay OFW or other NGO	1
Job fairs (e.g. on labor day)	1
Public service announcements	-
Community event, festival, street show etc.	-
Posters, leaflets or brochures	4
Recruitment agency or broker	2
Average number of media sources	2.5

Awareness of TIP

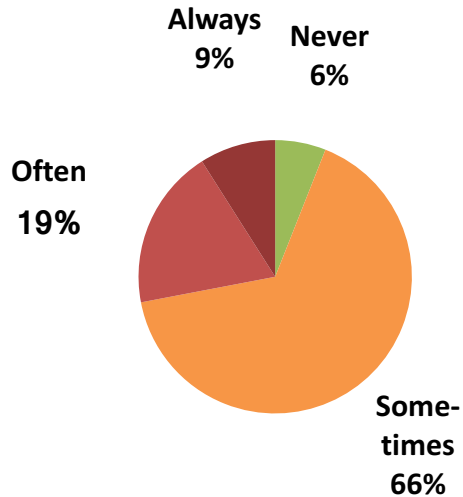
Level of awareness	Total n=400 (%)
Never heard about it	25
Have not heard much about it	15
Yes, I have heard about it but I'm not very familiar with it	54
Yes, I'm quite familiar with this subject	7

Quite a few women have never heard about trafficking or not heard much about it (40%). Those aware had mainly heard about it from TV documentaries (75%), news and media reports (57%), radio (21%), and POEA (18%). On average, women have been exposed to the issue from two different media sources.

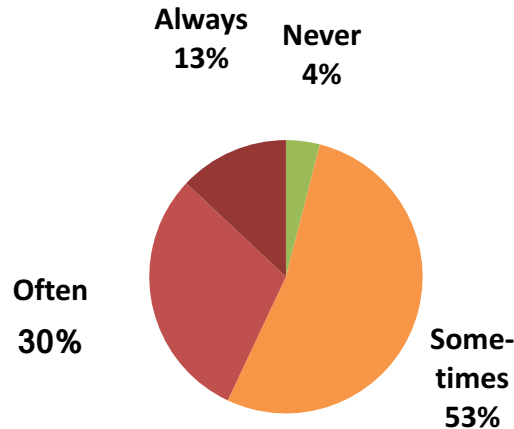
Source of awareness	n=243 (%)
News and media reports	57
TV documentary or other program	75
Community radio	21
Through friends or family	17
Through local government authorities	2
Religious leaders	<1
Commercial Radio	4
Internet	14
Police	5
Maguindanao TIP-VAWC Actionline	16
DOLE (Department of Labour and Employment)	10
POEA (Philippine Overseas Employment Admin)	18
OWWA (Overseas Workers Welfare Administration)	8
Kaagapay OFW or other NGO	5
Job fairs (e.g. on labor day)	<1
Public service announcements	1
Community event, festival, street show etc.	-
Posters, leaflets or brochures	1
Recruitment agency or broker	1
Average number of media sources	2.0

Perceived Risks if Migrating Abroad

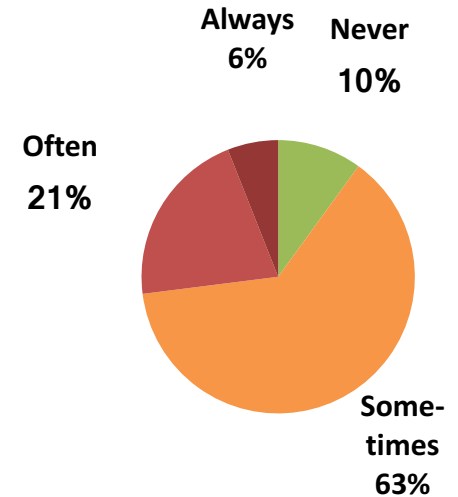
Being cheated by the recruitment agency



Being exploited by the employer



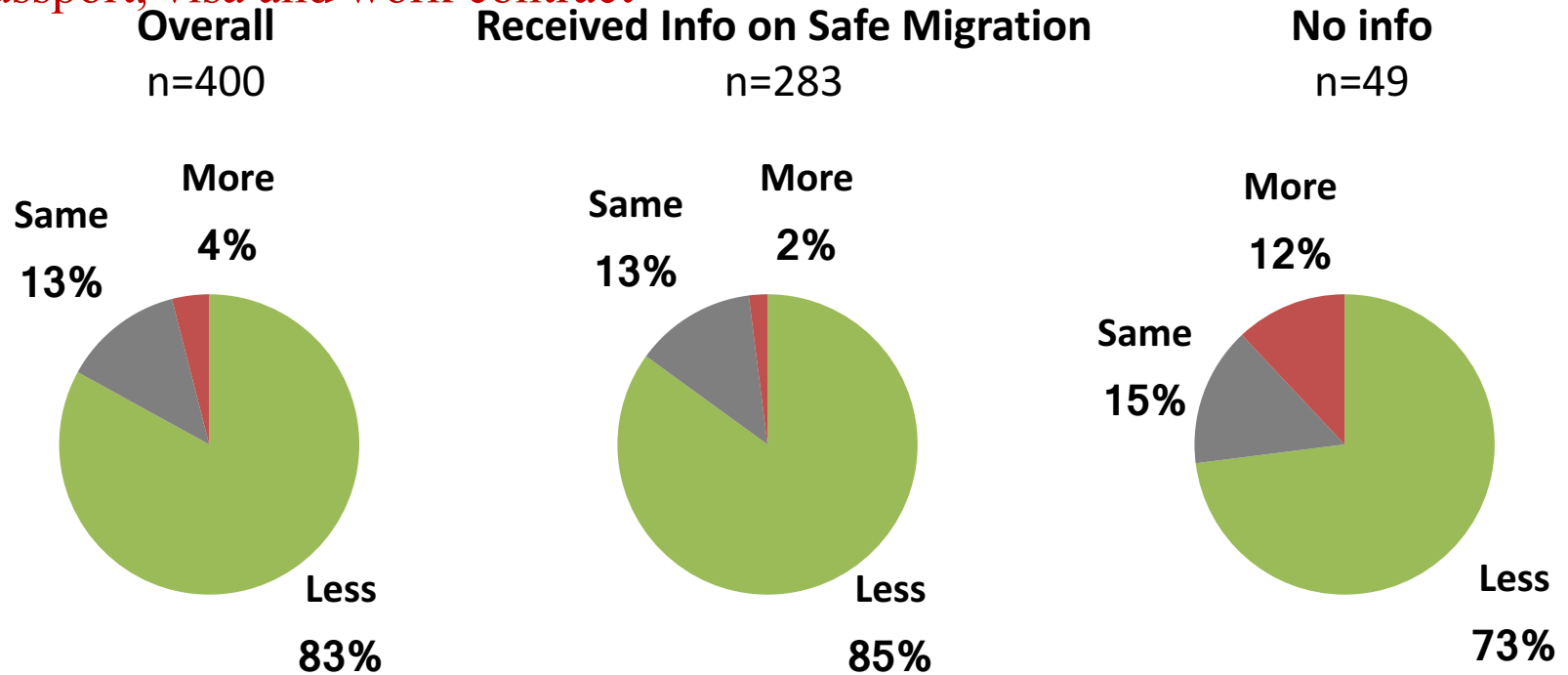
Being arrested by authorities



Being cheated by recruitment agencies, exploitation by employers, and arrested by police were some of the risks women face when migrating. Women perceived the risk of being exploited by employers to be the greatest risk where some 43% said they expect this to happen often or even always.

Risk if Migrating With Proper Documents

Passport, visa and work contract

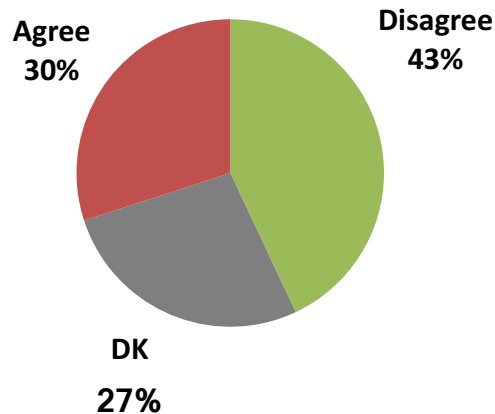


The vast majority of women (83%) believed that they could migrate with less risk if they had proper documents including a valid passport, visa and work contract. Being exposed to information about safe migration appears to have strengthened this belief.

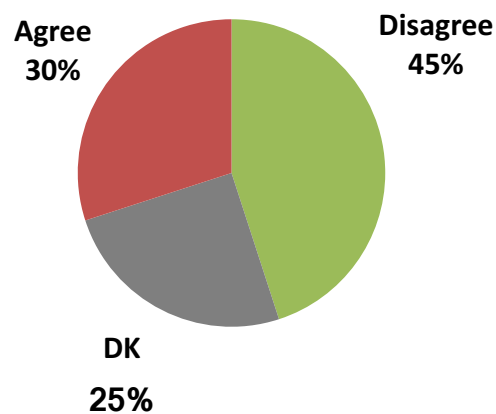
Potential Benefits vs. Potential Risks

Benefits of migration outweigh the risk of being exploited

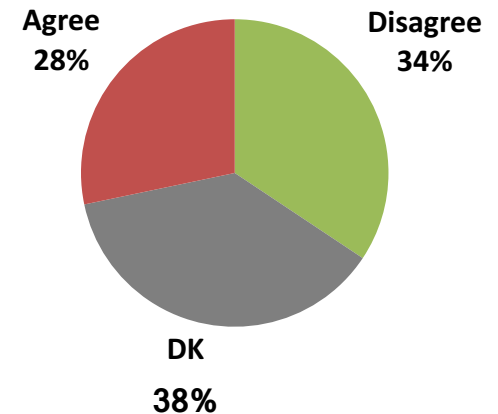
Overall
n=400



Received Info on Safe Migration
n=283



No info
n=49



Women were somewhat divided when considering the benefits versus the risks of migrating. There are more (43%), however, who disagree that the benefits outweigh the risks. Again, past exposure to information about safe migration appears to have strengthened this belief. In other words, information about safe migration can help to make women more risk averse.

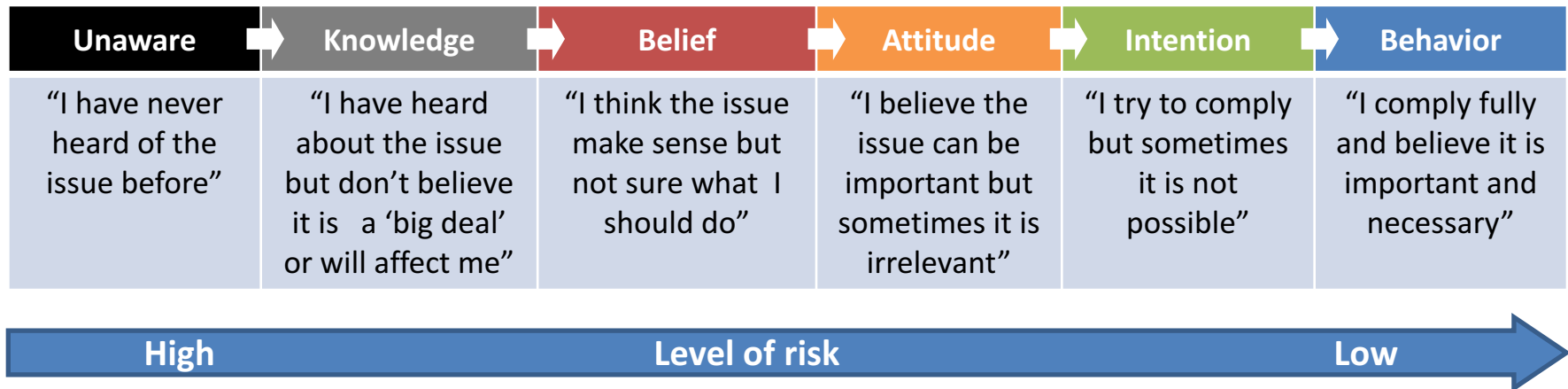
Impact Framework in Perspective

KAP Score is proven evaluation framework based on popular behaviour change theory and with benchmarking capabilities.

Basic Behaviour Change Concept

Behavior change is not black and white but is better described as a journey. Popular behavior change theory (i.e. theory of planned behavior and the trans-theoretical model) describes how an individual moves towards behavior change through a series of stages. The process starts with awareness and knowledge building, moving on to belief formation and attitude change, and finally behavioral intentions and behavior change. From a social development program perspective, the behavioral change journey may also be described in terms of risk. As beneficiaries move towards behavior change, their risk level is gradually reduced. Most social development programs are directed toward beneficiaries that are considered to be at a higher risk level and consequently, at a lower level in the behavioral change journey.

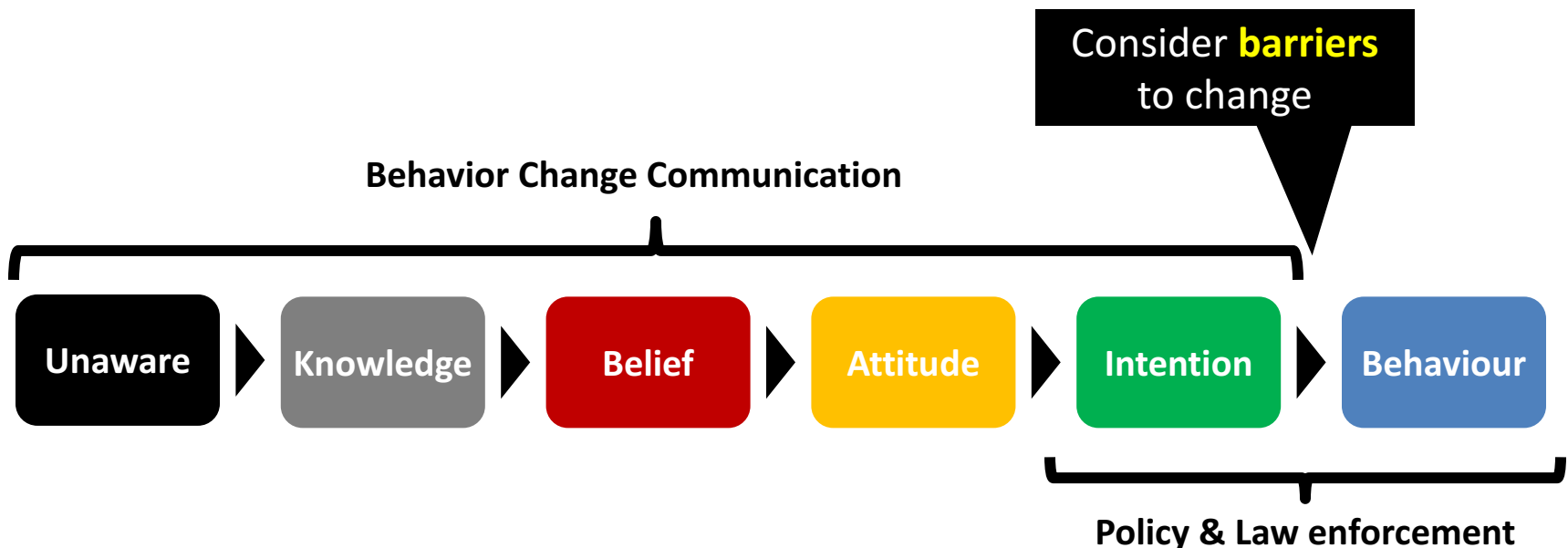
Based on this theory, Rapid Asia uses a proven model (i.e. KAP Score) that is able to replicate the behavior change journey and approximate at which stage of the journey a beneficiary is at any point in time. A single intervention can seldom move a beneficiary through all the stages but can make a contribution by shifting them to a higher level in the journey. Each stage of the journey can be described as shown below.



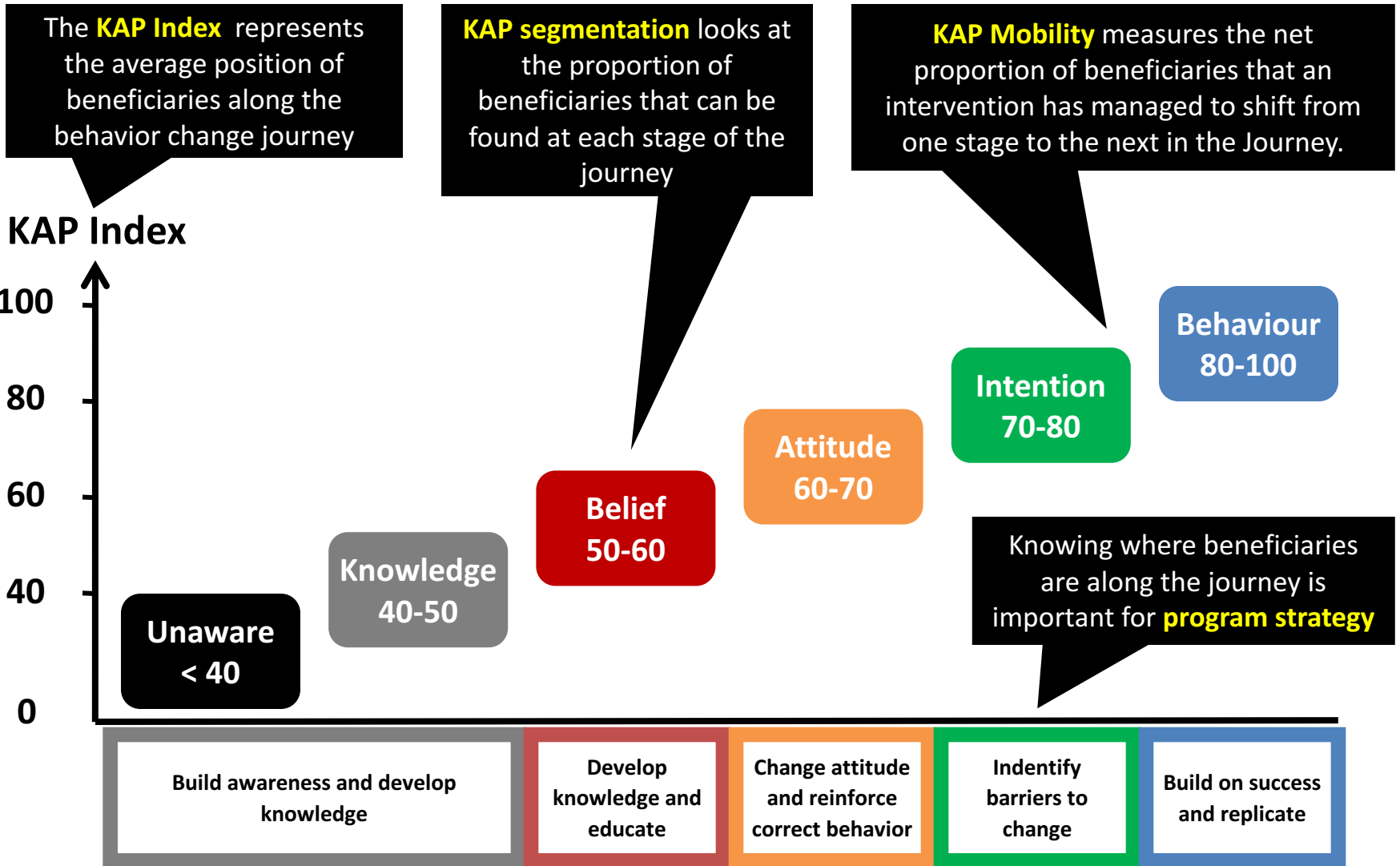
Communication & Policy go Hand in Hand

Communication alone can seldom move a person through all the stages but can potentially bring them to a point at which they have formed an intention to change provided there are no physical or environmental barriers to prevent them from doing so. Financial constraints, social norms, and lack of law enforcement are examples of barriers that can prevent beneficiaries from taking the desired action.

Dividing the journey into stages also helps to better understand program strategy. If the target audience is trailing lower down the journey, communication would focus on awareness and knowledge building. As the mind-set of the target audience develop, influencing attitudes becomes more important. Finally, removal of potential barriers and reinforcement of positive behavior needs to be considered. Apart from policy and law enforcement, potential barriers can be financial, availability, self efficacy and social norms.



KAP Score Indicators



KAP Score Indicators Explained

KAP INDEX

- ▶ The **KAP Index** is an indicator in which knowledge, attitudinal and behavioral intent measures have been incorporated to form an Index. The higher the KAP Index, the more developed the mind-set of the beneficiaries. The KAP Index helps to make an initial assessment against which program impact can be monitored and evaluated. Hence, a significant increase in the KAP Index following an intervention is evidence of impact and that some level of behavior change is very likely to have taken place. The link to actual behavior has been validated in past studies and confirms that the KAP Index is a good proxy for measuring behavior change.

KAP SEGMENTATION

- ▶ **KAP Segmentation** shows how beneficiaries are distributed along the journey. Beneficiaries are allocated to the different segments along the journey based on the developmental stage of their mind-set. A person with a poorly developed mind-set would fall into the lower stages of the journey. The higher the proportion that falls into this space, the stronger the need for interventions that focus on awareness and knowledge building. It is also possible to profile the segments in detail for better communication targeting.

KAP MOBILITY

- ▶ In situations where a pre and post measure is done, it is useful to look at the extent to which the intervention has managed to shift beneficiaries to a higher level in the journey. The proportion of beneficiaries who have shifted from one stage in the journey to the next can be examined. **KAP Mobility** shows the overall net result of this shifting. A score of 100 means that everyone in the target group have shifted one step up the journey on average. In line with the theory that behavior change happens in stages, the KAP Mobility score is seldom over 100.

KAP Score Questions

The foundation of the KAP Score framework is made up from 15 questions around knowledge, attitude and practice. The questions are always customized to each evaluation and in collaboration with the client. Based on input from IOM X, as well as past experience with safe migration studies, the 15 key questions have been formulated in the context of women domestic workers. Each question addresses a specific knowledge, attitude or behavioral change issue that goes to the heart of what IOM X is trying to communicate.

KAP	Questions / Statements
Knowledge	<p>You need a passport, visa and work permit to migrate for work to another country</p> <p>Migrating illegally means you become at risk of being arrested and deported</p> <p>Those migrating with proper documents can earn more money and access health care</p> <p>To verify a recruiter the best option is to check their license with POEA</p> <p>Understanding the correct definition of human trafficking</p>
Attitude	<p>People in my community prefer to migrate through informal or illegal channels</p> <p>If the recruitment agent shows some kind of license that means you can trust them, no need to check further</p> <p>If someone is recruited by a relative or someone they know there is no risk at all</p> <p>It is not possible to avoid the risk of trafficking, whatever happens, we cannot prevent it</p> <p>It's OK to sign a contract you don't understand as long as the recruiter seems trustworthy</p>
Behavior (practice)	<p>Seek advice from POEA if unsure about a recruitment agent</p> <p>Seek information about potential risks before migrating for work</p> <p>Discussing with friends about how to migrate safely</p> <p>Verify the authenticity of a recruiter's license before migrating</p> <p>Seek independent advice about a job offered by a relative</p>

Social Norms

When looking at behavior change it is important to consider the potential impact of social norms. The existence of strong social norms can influence people to behave against their conscience or what they believe to be right. In such cases, influencing people to change their behavior may be less effective unless social norms are tackled as well.

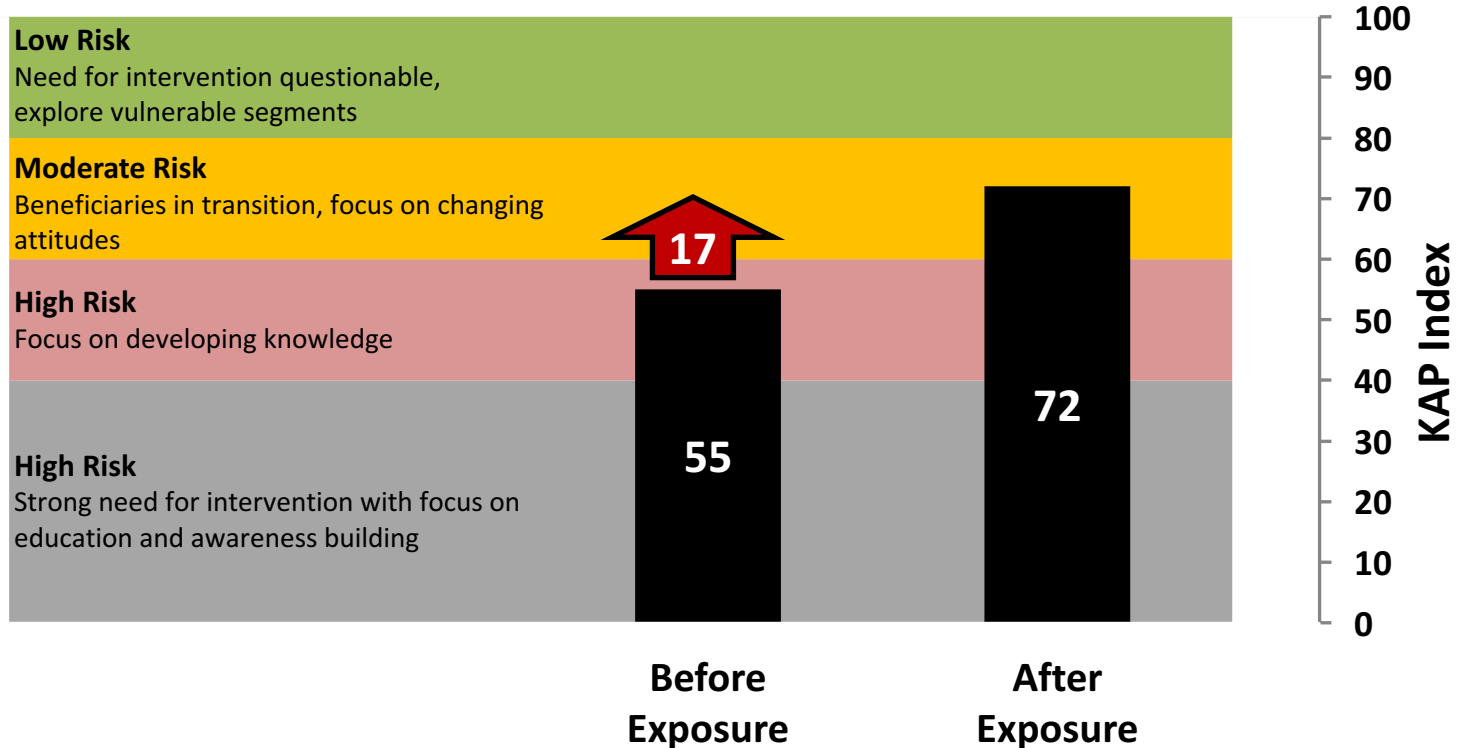
In the case of safe migration, one of the major risk factors is trafficking where dubious recruiters use deceitful tactics to lure migrants. Social norms can come into play if people feel it would not be socially unacceptable to refuse a job offer, even if they felt uncomfortable with the agent or the work itself. To test this, questions were asked to determine whether (1) refusals are considered **socially acceptable** and (2) whether refusals are considered to be **normal behavior**. Based on these two dimensions, the matrix below shows how respondents were classified based on their answers. In this case, 83 percent women indicated that social norms only weakly influence their ability to refuse a job. Hence, the influence of social norms is considered to happen only to a small degree.

Influence of social norms		Refusals are considered socially acceptable		
		Most of the time	Sometimes	Seldom
Refusals are considered normal behavior	Most of the time	44%	2%	<1%
	Sometimes	37%	11%	1%
	Seldom	5%	<1%	1%

KAP Index Benchmarking - Background

(Based on over 21,000 interviews with general public in 20 countries)

Based on past evaluations with general public, the average shift for similar interventions has been 17 points on the KAP Index, moving the KAP Index up from an average of 55 up to 72 points. At the pre stage, beneficiaries are typically at the lower end of the Acceptance Stage, a stage at which they are in transition with most being part of the high risk segment.



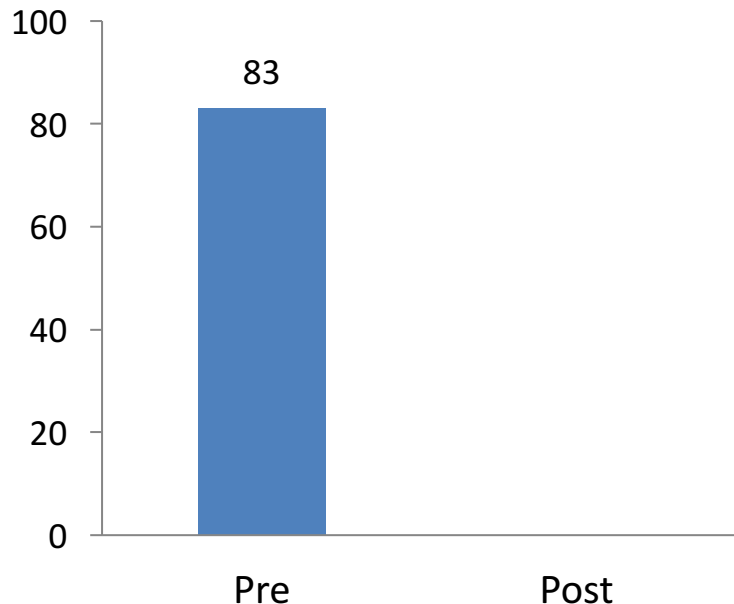
Impact Result

Measurement of impact using KAP Score

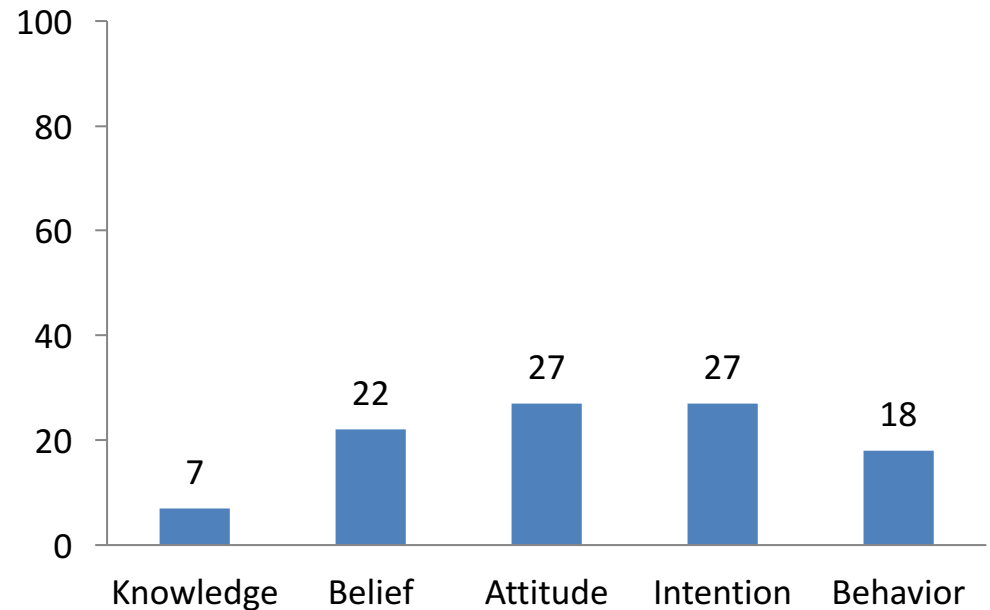
KAP Index and KAP Segmentation

Overall

KAP Index



KAP Segmentation

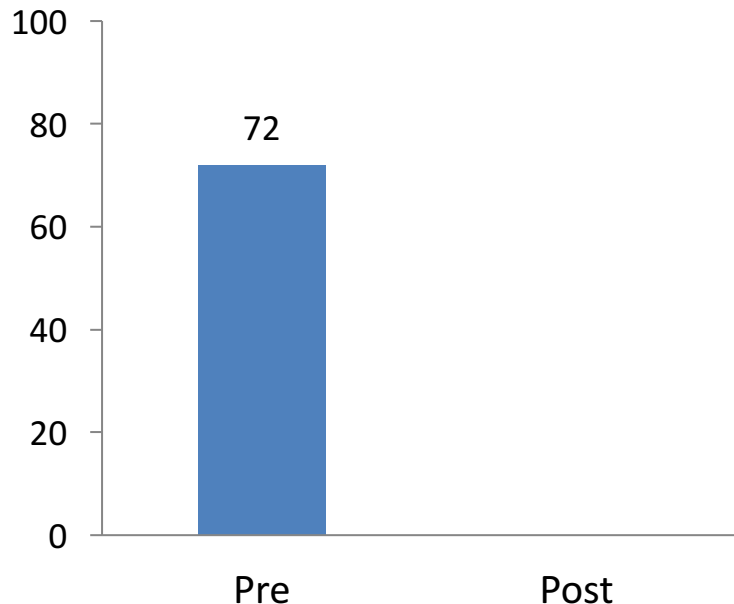


Overall, the KAP Index at the pre stage was 83 and shows that the mind-set amongst the women interviewed were quite well developed. The KAP Segmentation showed that a large proportion of participants (45%) are at the Intention and Behavior stage, indicating that basic education regarding safe migration is not always needed.

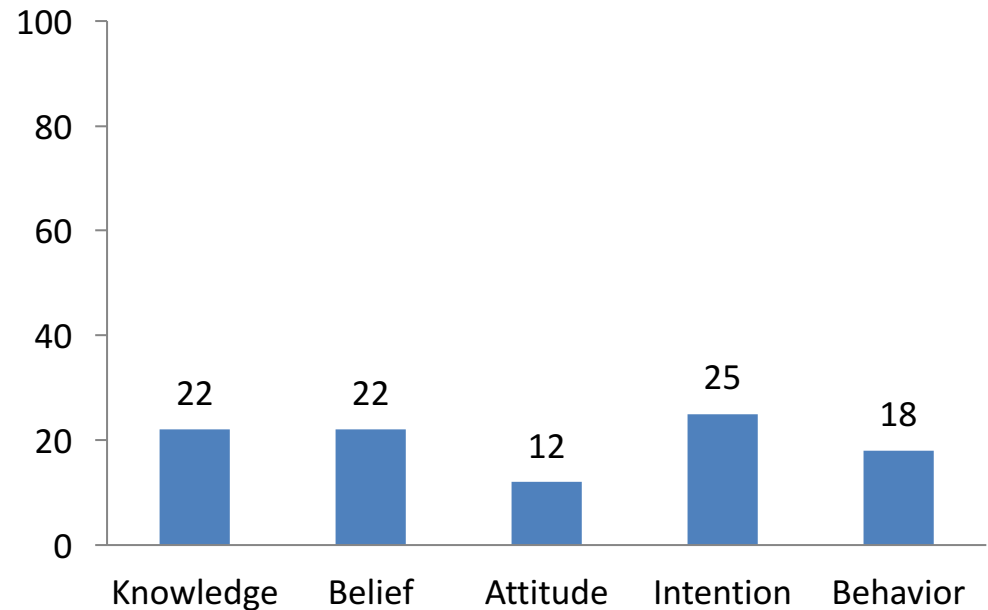
KAP Index and KAP Segmentation

Those not exposed to information about safe migration

KAP Index

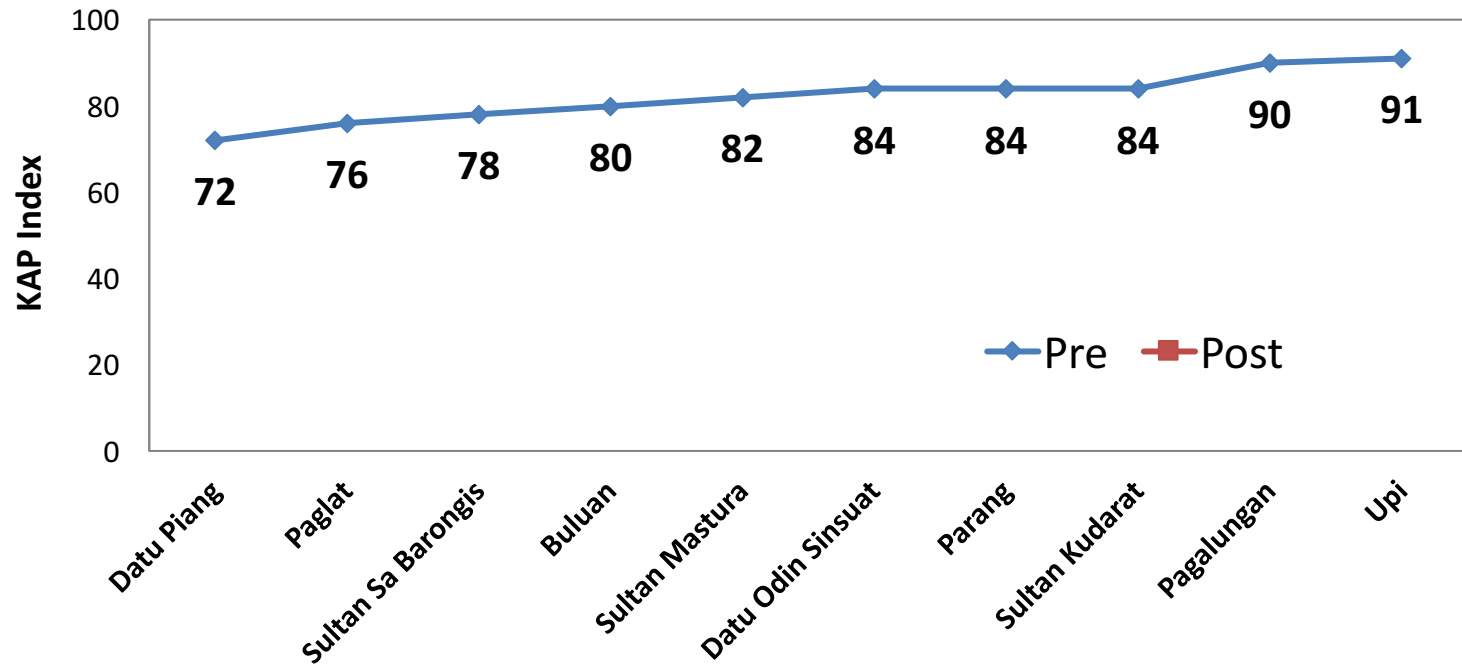


KAP Segmentation



When looking at those who had not been exposed to information about safe migration issues, the KAP Index was significantly lower at 72. The KAP Segmentation showed that a large proportion of participants (44%) in this group were at the Knowledge and Belief stage, indicating need basic education regarding safe migration.

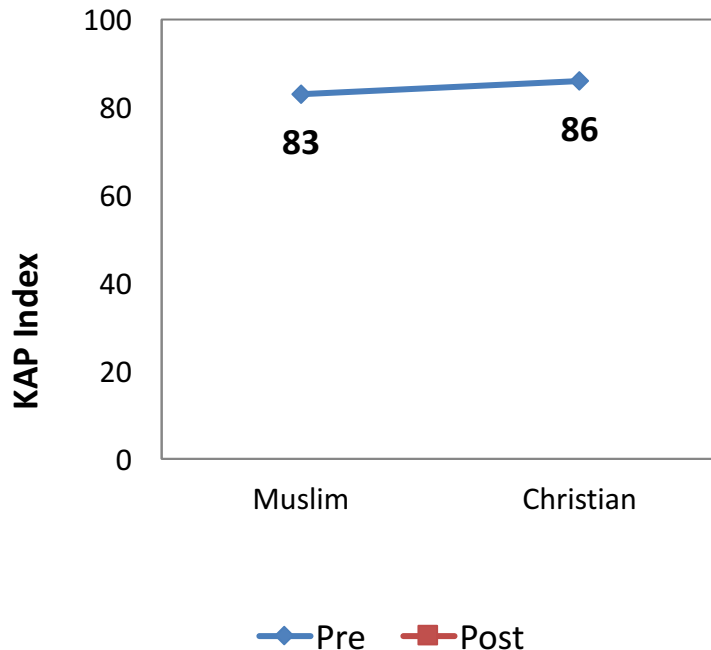
KAP Index by District



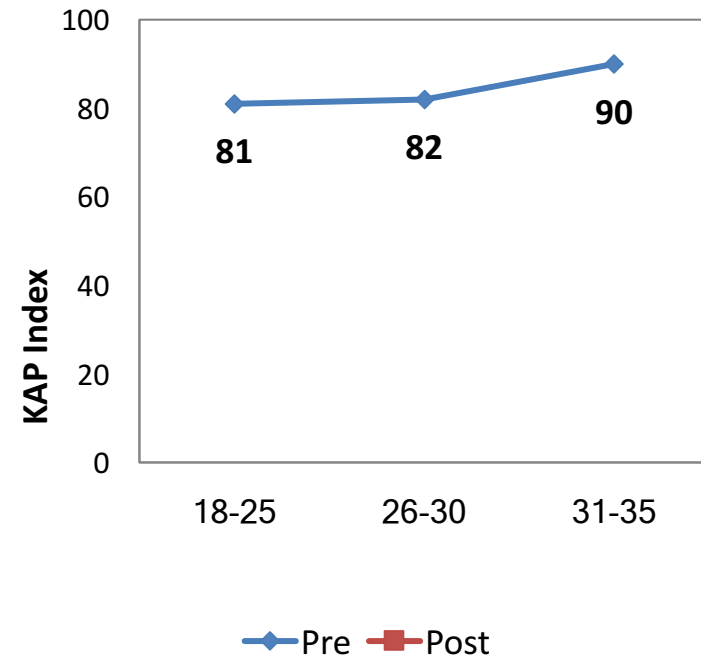
The KAP Index when comparing across districts was found to be significantly higher in some regions, whereas other regions had an index of just over 72.

KAP Index by Demographics

Religion

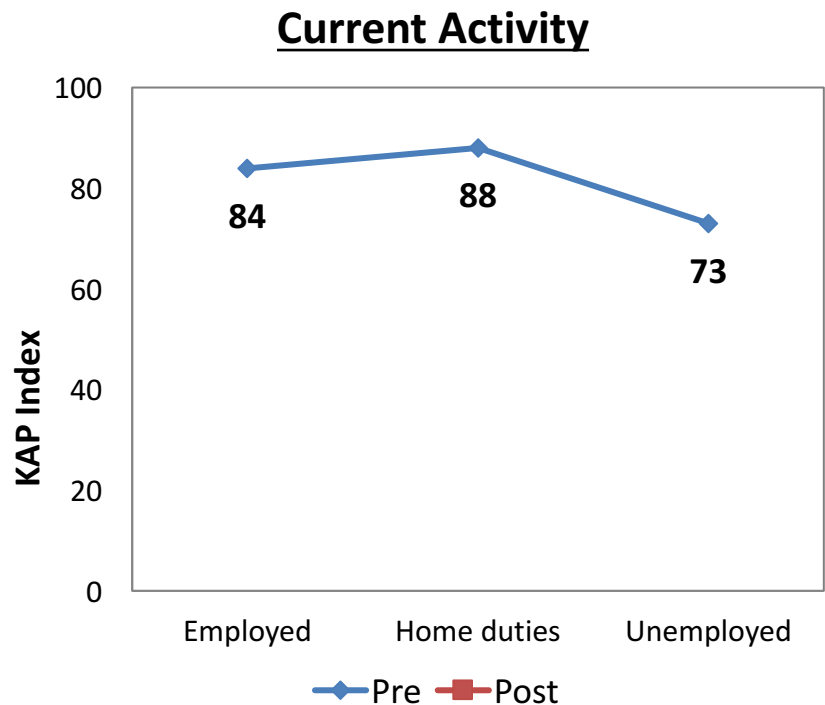
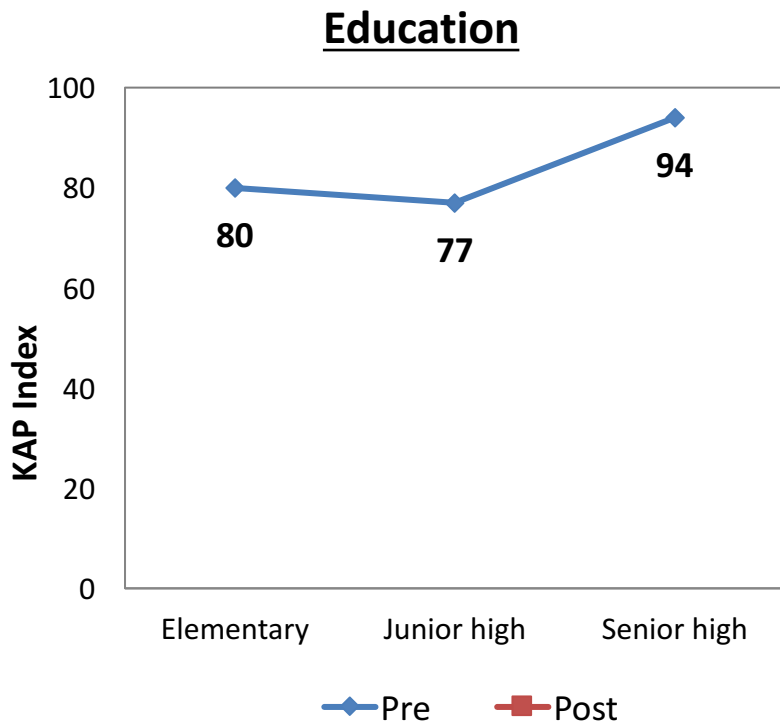


Age



Christians had a slightly higher KAP Index than Muslims in the Pre stage. The KAP Index was also found to be generally lower amongst younger age groups. Hence, targeting younger people make sense as this group requires further education about human trafficking.

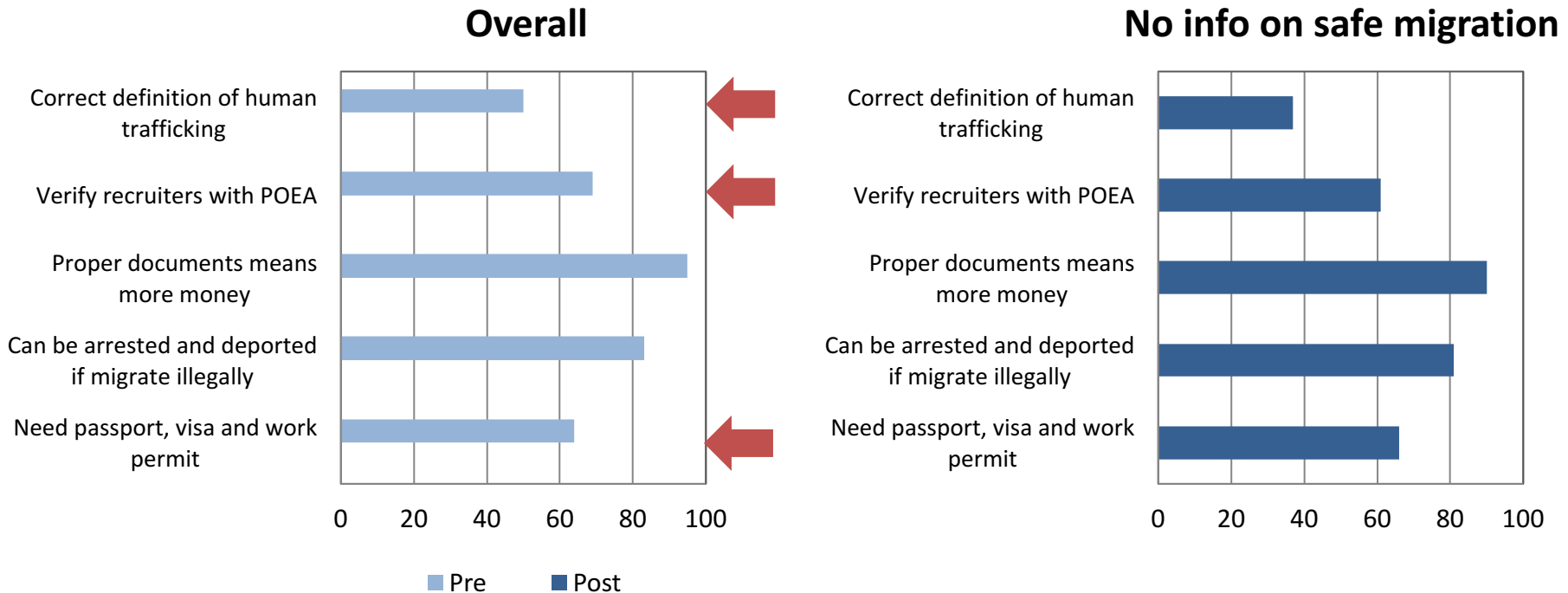
KAP Index by Demographics



The highest KAP Index was found among people who have completed senior high school. It is also higher for women who are working and doing home duties compared to those who were unemployed looking for work.

Knowledge

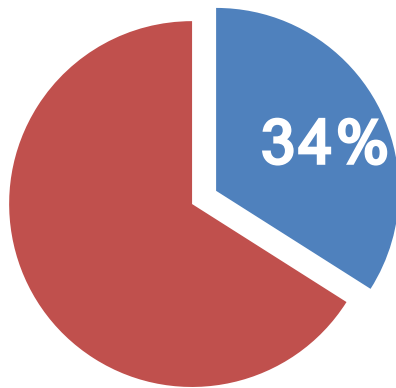
Proportion of People who are aware



Knowledge levels were on average quite high over 50 percent or higher but was lower in respect to 'understanding the correct definition of TIP' and 'need passport, visa and work permit' when migrating.

TIP-VAWC Actionline & Contacting POEA

Have heard of Maguindanao TIP-VAWC Actionline



Preferred method of contacting POEA

Contact method	Pre n=400 (%)
Phone	37
Website	23
Visit office	40

Around one in three (34%) of women have heard of the Maguindanao TIP-VAWC Actionline. Women have different preferences in terms of contacting the POEA office. Phone, website and being able to visit the office are all relevant and should be considered.

Attitude Analysis

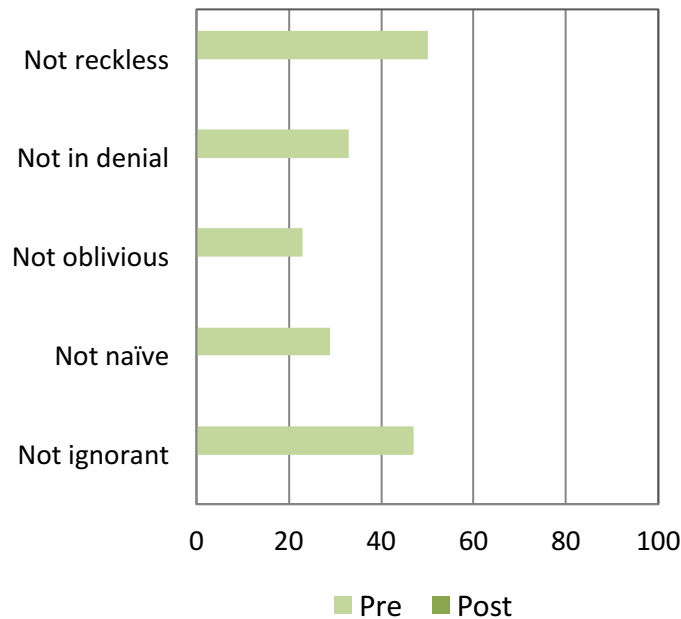
Attitudes were measured using a set of carefully constructed statements, each representing a particular attitude as shown below. The statements were formulated in third person format, allowing participants to answer more truthfully without attaching themselves to the particular attitude. The extent to which people agree or disagree with the statement determined whether their attitude was generally negative or positive.

Statement	Negative (If agree)	Positive (If Disagree)
People in my community prefer to migrate through informal or illegal channels	Ignorance	Not ignorant
If the recruitment agent shows some kind of license that means you can trust them, no need to check further	Naive	Not naive
If someone is recruited by a relative or someone they know there is no risk at all	Oblivious	Not oblivious
It is not possible to avoid the risk of trafficking, whatever happens, we cannot prevent it	Denial	Not in denial
It's OK to sign a contract you don't understand as long as the recruiter seems trustworthy	Reckless	Not reckless

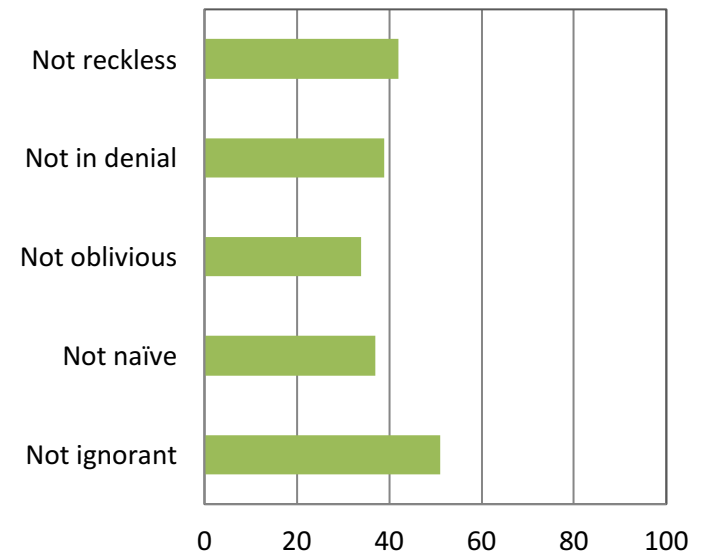
Positive Attitudes

Proportion with clearly POSITIVE attitude

Overall



No info on safe migration

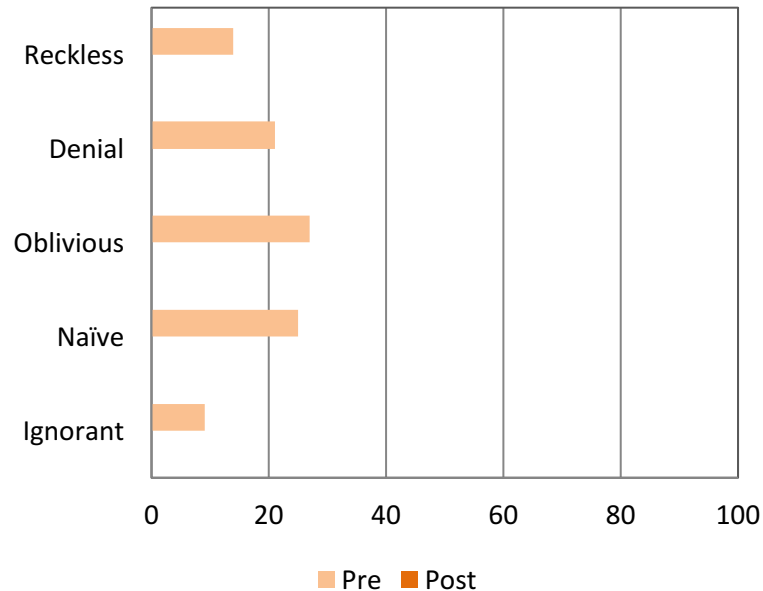


Positive attitudes on average are quite high, over 20 percent. The most prominent positive attitudes were not being reckless and not being ignorant.

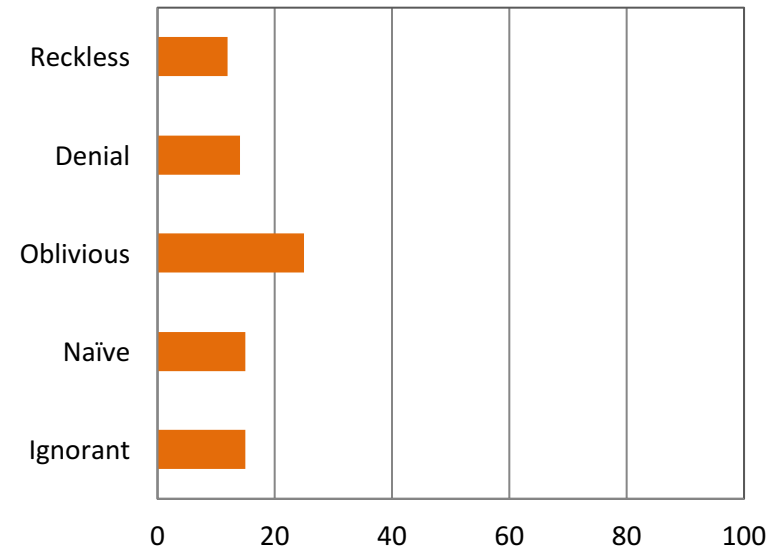
Negative Attitudes

Proportion with clearly **NEGATIVE** attitude

Overall



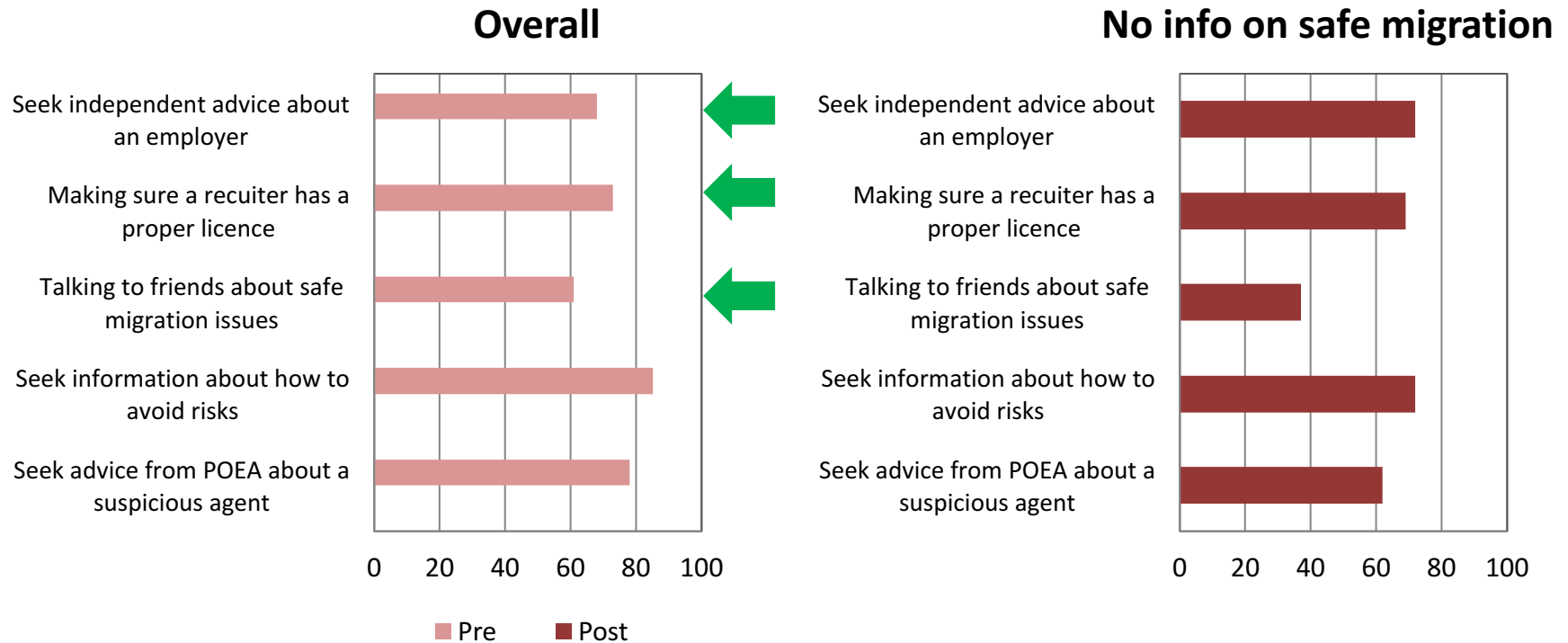
No info on safe migration



Negative attitudes are on average relatively low. Being oblivious, naïve and in denial are those that dominate with around 20 percent or higher. It is interesting that negative attitudes are less pronounced among those not exposed to information about safe migration. This needs to be explored further as potentially being better informed could lead to having a more relaxed attitude.

Behavioral Intent

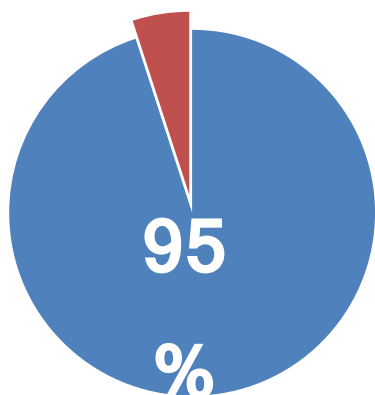
Proportion who indicate they will fully comply



Behavioral intent was on average quite high across the board with 60 percent or more indicating they would comply fully.

Trusted Information Sources

Would definitely/probably seek information about potential risks if migrating



Trusted Information Sources

Information Source	Pre n=381 (%)
Spouse	38
Parents	75
Other relatives	38
Friends	30
Local government authorities	13
Village chief	9
Internet	<1
Police	15
Maguindanao TIP-VAWC Actionline	6
POEA	37
NGO	2
Job agency or broker	13

Some 95 percent of women indicated they intend to seek information about potential risks if they were to migrate. The most trusted source for this type of information was parents (75%). Spouses, other relatives and POEA follows as a second tier of trusted sources with around one third each.

For more resources, please visit IOMX.iom.int