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I. ABOUT IOM X

Global estimates stipulate that 44 per cent of people living in conditions of forced labour are migrants,¹ and most recent global figures from WalkFree, the International Labour Organization (ILO) and the International Organization for Migration (IOM) found that 66.5 per cent of all forced labour is in Asia Pacific.² Male and female migrants are trafficked within their own countries and across international borders, with agriculture, care and hospitality, construction, fishing, manufacturing, mining, and textiles among the most prominent sectors in which they are found. Trafficked persons are also subjected to various forms of sexual exploitation and abuse.

Current research suggests that young people are the most vulnerable to exploitation and human trafficking, and those who migrate particularly so. IOM statistics on assisted victims of human trafficking show that half of all victims are between 19 and 33 years of age.³

According to the U.N., Asia Pacific is home to over 55 per cent of the world's youth, amounting to around 990 million young people, which has left many of the region's developing economies struggling to absorb such large numbers into education systems and labour markets.⁴ In Asia Pacific, youth unemployment rates are more than double the unemployment rate of the total working age population.⁵ Cross-border migration has become the primary alternative for many youth seeking gainful employment. Asia hosts the largest portion of young international migrants in the world, with 36 per cent of migrants aged 15-24 years old living in the region.⁶

While migration has been the path to a more promising future for many young people, their mobility makes them particularly vulnerable to human trafficking and its associated exploitation and abuses. They are more likely to be overrepresented in jobs that are dirty, difficult and dangerous; they are more likely to be subjected to non-payment of wages; and they are less likely to be unionized or have access to social services.

Parallel to this, according to the International Monetary Fund's latest regional assessment (May 2018), growth in most of Southeast Asian economies is expected to accelerate, supported by robust domestic demand.⁷ So while it is important to reflect on the potential vulnerability of youth in this region, it is also equally as important to recognize the youth of today as the leaders of tomorrow and their growing influence on the world around them as consumers and employers.

The role of technology in information dissemination and access

Communicating information to populations on the move, especially youth, used to be a lot more challenging. In the past, one had to hope that people would tune in to radio and/or television at the exact time their programme was airing or hope that print media products would be seen or accessed by people through direct outreach. While this is still certainly the case in many communities in this region, it is changing unbelievably quickly.

The use and ownership of technology has increased dramatically in recent years. Connectivity is growing at an impressive rate throughout Southeast Asia, with 55 per cent of the population now using social media tools. This is up from 40 per cent only three years ago. In the last 12 months, there have been 80 million new Internet users in Southeast Asia. So today, out of a population of 644 million people, half are online with 380 million as active Internet users, everyone has a phone – some even have two – and just under half (270 million) are using the Internet on their phones.⁸ Research shows that Asian households are leapfrogging televisions and investing directly in smartphones for access for information.

What this all means is that there are now ever-increasing opportunities to leverage media to engage youth before they have made their decision about migration, when they are in transit and when they are at destination.

IOM X as a solution

Considering the intersection between migration and human trafficking; the fact that young people in Asia Pacific are on the move; and that more and more people in this region are online, IOM and the United States Agency for International Development (USAID) started IOM X in October 2014. The campaign is managed by IOM's Regional Office for Asia and the Pacific.

IOM X leverages the power and popularity of media and technology to encourage safe migration and public action to stop exploitation and human trafficking. By applying Communication for Development (C4D) evidence-based and participatory approaches, IOM X moves beyond raising awareness to effecting behaviour change.

The design of IOM X was heavily influenced by lessons learned during the eight-year run (2006-2014) of MTV EXIT,⁹ a behaviour change campaign to help prevent human trafficking. This included the importance of applying a C4D approach — where the campaign works with communities to understand their knowledge, attitudes and intended practices around a certain issue, and then together develop messages and tools — as well as the need for Research and Learning to guide activity design.

MTV EXIT successfully reached large audiences in Asia with important general messaging to help prevent trafficking in persons (TIP), such as memorizing national anti-trafficking helpline numbers and safeguarding travel documents. Over the course of MTV EXIT in Asia, awareness of human trafficking increased significantly in countries across the region through mass media campaigns, new and strengthened national laws, and increased media coverage, to name a few likely factors. In view of this, IOM X recognized an opportunity to direct its activities and messaging in a more targeted manner, using a sector-specific approach.

This approach not only recognizes the differences in migration and human trafficking patterns between sectors, including the different factors that influence vulnerability, but it also accounts for the lack of a nuanced public understanding of human trafficking prevalence and how it manifests in the surrounding labour force. Applying a sector-specific approach ultimately enables IOM to ensure that each IOM X intervention and piece of campaign content produced has a very clear objective, linked to a concrete action or specific behaviour change, and is perceived as relevant to the lives of the targeted audience members.

IOM X works closely with celebrities, public and private sector partners, government agencies and young people across the ten member states of the Association of Southeast Asian Nations (ASEAN), as well as Bangladesh and Hong Kong Special Administrative Region (SAR), China, because of close migratory ties. During the course of four years, IOM X worked more intensively in some countries than others. This was because activity implementation was concentrated in specific countries due to the prevalence of workers in sectors of priority. For example, 82 per cent of fishers exploited in the Thai fishing industry are migrants, most of who come from Myanmar;¹⁰ and the majority of domestic workers in Asia Pacific come from Indonesia and the Philippines.¹¹ In this way, IOM X took a bottom-up approach to activity design, driven by what it identified to be the sectors in most need of interventions.

Since it launched four years ago, IOM X activities have reached a potential audience of 683 million.ⁱ This includes 239 videos targeted at varied audiences, and hundreds of educational materials, such as factsheets, research findings and training manuals. All IOM X videos and resources are available free-of-charge to individuals, organizations and broadcasters.ⁱⁱ The campaign's communication materials are in use in 18 languages, in over 40 countries.

ⁱ This number comprises people that have been, or may have been, exposed to IOM X content on social media, the Internet, television, radio, public events, trainings and through media coverage (print, television and radio).

ⁱⁱ IOM X materials are available at IOMX.iom.int.

PRIORITY COUNTRIES

Bangladesh
Brunei Darussalam
Cambodia
Hong Kong SAR, China
Indonesia
Lao People's Democratic Republic (PDR)
Malaysia
Myanmar
Philippines
Singapore
Thailand
Viet Nam

PRIORITY SECTORS

Fishing
Domestic Work
Manufacturing
Entertainment
Forced Marriage

TARGET AUDIENCES

M/F, aged 15-35
Asia Pacific region
E.g. fishers, domestic workers, consumers, employers, students

The International Organization for Migration (IOM)

IOM is the United Nations' entity dedicated to promoting humane and orderly migration for the benefit of all. IOM works to promote international cooperation on migration issues, to assist in the search for practical solutions to migration problems and to provide humanitarian assistance to migrants in need, including victims of human trafficking and associated forms of exploitation and abuse.

THE IOM X THEORY OF CHANGE

The overarching objective of IOM X was to inspire social resilience to human exploitation and trafficking in persons in the Asia Pacific region. While the achievement of this goal was not foreseen to have been measurable within the scope of this four-year programme, IOM aimed to measure progress against two key outcomes. The first, looking at the programme's impact on individual beneficiaries, was to achieve an increase in positive attitudes and/or demonstrate with greater consistency the desired practices among targeted audiences (Outcome 1.1). The second, seeking to influence the broader counter- trafficking in persons (CTIP) community, was to achieve an increase in public (including state) institutions engaging with private sector actors to adapt, develop, and use innovative approaches to addressing TIP, including use of technology (Outcome 2.1).

Foundational to achieving progress with regard to both inspiring behaviour change at the individual level and strengthening ongoing community-led CTIP interventions was the application of robust C4D approaches.

What is social resilience?

Social resilience is comprised of three dimensions:

1. **Coping capacities:** The ability of social actors to cope with and overcome all kinds of adversities.
2. **Adaptive capacities:** Their ability to learn from past experiences and adjust themselves to future challenges in their everyday lives.
3. **Transformative capacities:** Their ability to craft sets of institutions that foster individual welfare and sustainable societal robustness towards future crises.¹²

IOM X works to increase positive attitudes towards issues related to human trafficking and exploitation and/or demonstrate with greater consistency the desired practices associated with TIP prevention and safe migration (Outcome 1.1). This Theory of Change (TOC) assumes that if IOM X media content and resources are accessible in relevant languages and on popular media platforms, and that if audience members are open to considering the implications of new information for their own lives, those vulnerable to being trafficked and those likely to contribute towards the demand of human trafficking (such as consumers buying products potentially made with forced labour, employers who exploit their employees, etc.) will use their improved attitudes to take protective or preventative behavioural action.

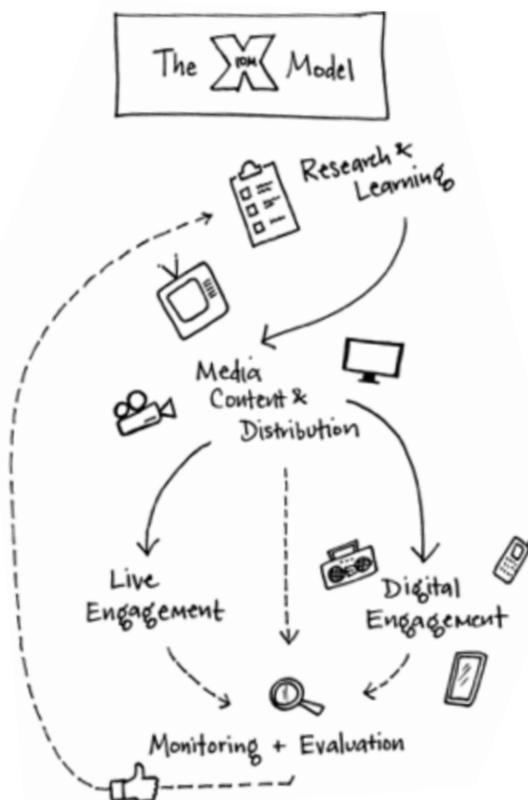
Additionally, IOM X works to increase public-private sector engagement at national and regional levels to adapt, develop and use innovative approaches to address TIP (Outcome 2.1). This TOC also assumes that if public and private institutions understand human trafficking and how it is relevant to their lives following exposure

to IOM X media content, resources and live engagement activities (i.e. participation in an IOM X C4D capacity building workshop), and that they apply this knowledge and these skills to produce CTIP materials and activities, they are ultimately more likely to sustain this collaboration beyond IOM X involvement.

IOM X's activities are designed to address two overarching gaps in knowledge. Addressing these gaps will result in: a positive shift in knowledge/awareness, particularly among youth and migrant populations (as vulnerable groups), to make informed choices for the prevention of human trafficking (i.e. how to migrate safely, ensure a fair work environment, report suspected exploitation) (Output 1.2); and participants from public and private institutions have the knowledge and skills to produce and disseminate C4D CTIP outreach tools (Output 2.2).

With the realization of these two outputs, IOM X achieves its planned outcomes, which contribute to its overarching objective of inspiring social resilience to human trafficking and exploitation in Asia Pacific.

Figure 1. IOM X community engagement model



The IOM X model of community engagement ensures that the design of all activities is heavily influenced by research findings, while a strong monitoring and evaluation component captures learnings that are fed back into this activity design. Figure 1 illustrates the various categories of IOM X activities. **Research and Learning** activities may include primary and secondary research on migration and human trafficking trends, as well as further information to best understand potential targeted audiences. **Media Content and Distribution** refers to all content production and dissemination activities. **Live Engagement** refers to all engagement activities that involve face-to-face or in-person formats (e.g. youth forums, concerts, screenings) whereas **Digital Engagement** refers to all virtual forms of engagement, whether online or on air. Finally, **Monitoring** activities are those used to track progress and performance of campaigns, while **Evaluation** activities assess impact. This model means that IOM X is continually adjusting its activities to have a greater impact on its target audiences.

IOM X PROGRESS ACHIEVED

The following table outlines IOM X's progress achieved towards its theory of change for the duration of the project, from October 2014 to December 2018.

Indicator	Fiscal Years 2016-2019							
		Target	Actual				3-Year Targets	
	Baseline (Figures from Y1, Pilot Phase)	Annual Targets	Y2	Y3	Y4 ¹	Annual Performance Achieved to the End of Reporting Period (%)	Total Achieved	Target Total
O1.1.3: Number of visitors to IOM X online promoted resources to adopt positive CTIP behaviours (such as visiting the IOM X website to learn more about human trafficking.)	1.1.3a Total visits to 'Find help' page: 23	Y2: 500 Y3: 17,608 Y4: 9,600	372	23,696	15,062	Y2: 74% Y3: 135% Y4: 157%	39,130	27,580
	1.1.3b Average e-Learning interactions per month: 260	Y2: 300 Y3: 1,000 Y4: 3,000	303	1,818	5,752	Y2: 101% Y3: 182% Y4: 192%	1,192 ²	Average interactions per month Y2: 300/ month Y3: 1,000/ month Y4: 3,000/ month
	1.1.3c Average visits to specific-landing pages per month: 0	Average visits per month Y2: 1,000 Y3: 2,500 Y4: 5,000	~2,274 ³	4,848	4,611	Y2: 227% Y3: 194% Y4: 92%	1,055 ⁴	Average interactions per month Y2: 1,000 Y3: 2,500 Y4: 5,000
O1.2.1: Percentage increase in knowledge of targeted audiences.	<i>Baseline is only calculated in the pre-survey for each media content/ activity assessed.</i>	Positive shift in knowledge of no less than 15% for each media content/activity assessed.	27%	26%	17.5%	Y2: 27% Y3: 26% Y4: 17.5%	<i>On average a 24% shift in knowledge was accomplished</i>	Positive shift in knowledge of no less than 15% for each media content/activity assessed.
O2.1.1: Number of private sector collaborative actions taken with state institutions.	1	2 per year	5	2	6	Y2: 250% Y3: 100% Y4: 300%	13	6
O2.2.2: Number of targeted beneficiaries (particularly PPCD/ workshop/ training participants) with increased knowledge and skills about TIP, and C4D/BCC CTIP outreach tools.	0	Y2: 140 Y3: 120 Y4: 20	102	280	193	Y2: 73% Y3: 233% Y4: 965%	575	300

¹ Year 4 includes results from Q1 and Q2 of Year 5.

² This is the result reported in for Year 4 (including Y5 Q1 and Q2) as this indicator does not count cumulative but rather the results from the latest reporting period.

³ The monthly averages were calculated depending on when specific landing pages were published. In FY 2016, iomx.org/fish was active throughout the year and 'iomx.org/happyhome' was only active for 5 months (published May 2016) during Q3 and Q4. Thus the calculation is as follows:

- Unique monthly visits to iomx.org/fish = (601 (Q1)+ 252 (Q2) + 312 (Q3) + 230 (Q4))/12 months = ~116.25 visits/month.
- Unique monthly visits to iomx.org/HappyHome = (8081 (Q3) + 2709 (Q4))/5 months= ~2158 visits/month.
- TOTAL = 2158 visits to HappyHome/month + 116.25 visits to Fish/month = **~2274.25 total unique visits per month to specific landing pages.**

⁴ This is the result reported in for Year 4 (including Y5 Q1 and Q2) as this indicator does not count cumulative but rather the results from the latest reporting period.

MEASURING IMPACT

IOM X has been able to achieve measurable impact – to move beyond raising awareness to effecting positive behaviour change – through the application of C4D.

C4D means applying an evidence-based participatory approach to developing all campaign content and materials. In practice, this means that IOM invested a significant amount of IOM X programme resources in research and learning (approximately 15% of total budget).

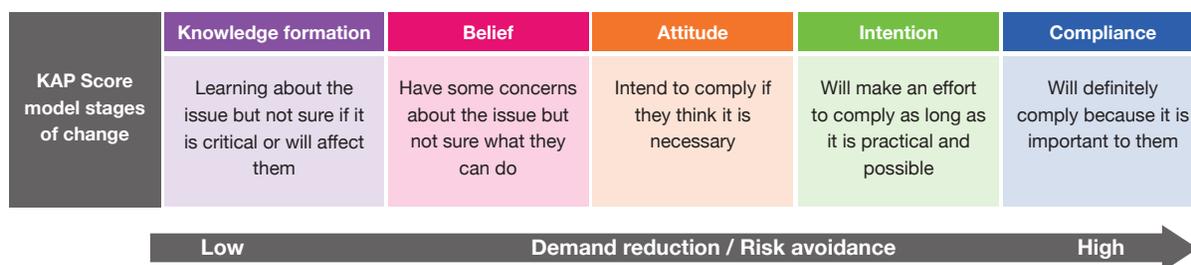
To date, IOM X has conducted 199 qualitative and quantitative research activities, across seven countries, directly engaging 5,385 beneficiaries to inform the campaign’s content and activities.

Given that behaviour change tends to occur over the long-term and is typically beyond the scope of time-bound programmes, within the field of C4D it has long been recognized that interim social and behaviour change indicators can act as useful ‘predictors’ of longer-term

change. In this way, IOM in Asia enlisted the services of Rapid Asia, Inc.ⁱⁱⁱ, an independent research agency, to apply its KAP Score model to assess the impact of IOM X campaigns.

The KAP Score model was inspired by stage theory, which describes how an individual approaches compliant behaviour through a series of discrete stages. The initial stages are pre-action stages and can be conceptualized as temporal variations of an individual’s intention to comply. Based on answers to customized Knowledge, Attitude and Practice (KAP) questions, the KAP Score approximates five set stages of change, from a position where beneficiaries start to learn about the issue, start having concerns, change their attitude, develop an intention to comply, and finally display robust compliance (figure 2). The linear representation of the stages is conceptual and may not apply to each and every individual.

Figure 2. KAP Score stages of change



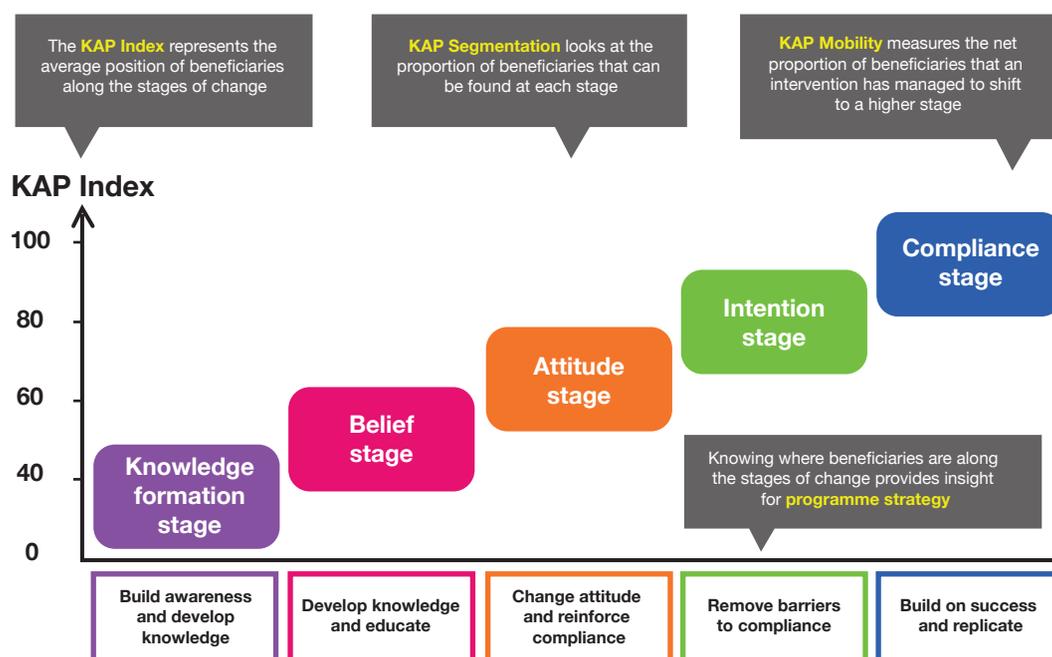
This foundational KAP Score model is then used to inform the following KAP Score indicators (see figure 3):

KAP Index: This is an indicator in which knowledge, attitudinal and compliance measures have been incorporated to form a one-number score. The higher the KAP Index, the more developed the mindset of the target group. The KAP Index helps to make an initial assessment against which outcomes can be monitored and evaluated.

KAP Mobility: This measures the net proportion of beneficiaries that an intervention has managed to shift from one stage to the next along the stages of change.

ⁱⁱⁱ Rapid Asia specializes in monitoring and evaluation of social development projects. To date, the research company has carried out projects in over 30 countries across Asia, Africa, Eastern Europe and South and Central America. For more information, visit www.rapid-asia.com.

Figure 3. KAP Score model



The KAP Score model, and associated indicators, was used to assess the impact of six IOM X campaigns across seven countries from 2014-2018.

An illustrative example of the kind of finding from an impact assessment using the KAP Score is as follows, from the IOM X Cotabato Roadshow in the Philippines: 63 per cent of viewers took at least one step towards the desired behaviour change (verifying a recruiter’s license), indicating that the video stimulated people to think about the issue and connect with the message on an emotional level. Behavioural intent to verifying a recruiter’s license increased from 68 to 75 per cent of respondents.

Further to the KAP Score model and where possible, IOM measured concrete actions taken as a result of exposure to IOM X campaign content. In this way, online campaign activities provided opportunities to monitor campaign performance and immediate behavioural adoption, whether it was individuals exposed to campaign content clicking through to specific landing pages to access more information, participating in tailored learning opportunities (such as e-Learnings) or visiting the IOM X Find Help webpage to access contact information for service providers.

The IOM X campaign tracked over 321,428 individual actions taken online in support of efforts to prevent human trafficking and stop exploitation.

Visits to IOM X’s sector-specific landing pages:	134,413
e-Learning interactions: ^{iv}	118,018
Visits to IOM X’s Find Help page:	39,102

Measuring impact: Examples in action

Measuring the impact of information dissemination activities, including campaigns, is never easy. Visit <http://iomx.iom.int/design-a-c4d-campaign/> for sample case studies as to how IOM employed diverse qualitative and quantitative methods at varying levels of human and financial investment.

^{iv} Interactions with IOM X e-Learning courses are calculated based on the number of visitors to IOMX.org/LEARN.

II. DRIVING BEHAVIOUR CHANGE THROUGH SECTOR SPECIFIC CAMPAIGNS

Some differences between sectors that need to be considered during campaign design



Life/work context: *What is someone's living/workspace situation? Are they living and working on a fishing boat that rarely comes to shore? Are they a live-in domestic worker? If so, are they given regular days off and are they allowed to spend their free time how and where they want? Is a person working at a factory where it is more difficult to hide exploitation from other workers and staff? Do they live in a dorm attached to the factory?* These questions will have an impact on what resources can be promoted and how easy it is to reach the target population.



The way people are recruited: *Is someone being formally recruited by a regulated agency or are they being approached by unlicensed brokers?* Depending on the sector and the country of destination, situations are different. For example, a woman from the Philippines wanting to work in Singapore as a domestic worker technically has access to regulated agencies in the Philippines and will almost certainly go through legal migration channels to enter into Singapore, where labour migration is tightly controlled and regulated. However, if this same woman wanted to migrate to a country in the Middle East, where migration channels are less regulated, there will likely be more irregular migration channels available to her. Similarly, a young man living in rural Cambodia looking to work in the agricultural sector in Thailand may not have access to a regulated recruitment agency, and may find it difficult to find a job in the industry that provides him with a work permit and visa. Recognizing this vast diversity of recruitment practices, the differing availability of resources and services greatly impacts what aspirant migrants can do to migrate in the safest manner.



Regulation: *How are workers in the specific work sector protected under the country's labour laws?* Labour laws and labour standards differ across countries and sectors. For example, domestic workers in Singapore and Thailand are legally entitled to a weekly rest day, whereas in Indonesia the labour law does not include domestic workers, and therefore giving a weekly rest day is not a legal requirement. In situations of exploitation, one's rights and recourse will depend on where one is working and what type of work one is doing.



The gender bias: To name examples, there are more women working in the domestic work sector than men, and more men working in the fishing industry than women. In such segregated industries, it is acceptable to target only women or men as the target audience of a campaign. However, in the manufacturing industry, working with textiles is often attributed to women, even though a quarter of all workers are men.¹³ Trafficking for sexual exploitation is another sector where it is assumed that only women and girls are victims, which is false as men and boys are also at risk. To avoid perpetuating these kind of gender biases, careful analysis is necessary to best understand what the industry looks like in the specific geographical location and to create appropriate content relevant for the priority audience.



Severity of exploitation: Due to the nature of work, the exploitation and abuse that occurs in some sectors can be far worse than others, especially when workers are in isolation. In this way, fishing and domestic work are two of the most exploitative labour industries. A study of identified victims of trafficking from the Mekong region found that women and men trafficked in domestic work and fishing industries reported high levels of physical or sexual violence, with 61 per cent of trafficked domestic workers and 68 per cent of trafficked fishers reporting experiencing such violence. This same IOM study found that women trafficked for forced marriage reported the highest levels of physical or sexual violence, at 89 per cent of all respondents.¹⁴

Recognizing the vast diversity of young people across the region, as well as the complexity of migration and patterns associated with human trafficking, IOM made the decision to apply a sector-specific approach to IOM X campaign outreach. This decision was primarily made to enable IOM to design highly targeted information dissemination activities, which recognize critical differences between labour sectors believed to have higher prevalence levels of people experiencing exploitation, or even trapped in situations of modern slavery.

IOM first prioritized the fishing and domestic work industries. This decision was made due to research pointing to the fact that workers exploited in these industries (68% of fishers and 60% of domestic workers who were participating in post-trafficking assistance services in the Greater Mekong subregion¹⁵) reported the worst forms of abuse and exploitation. This is likely due to the relative isolation of workers in these industries compared to others. While campaign activities continued to address these industries, IOM later added content on exploitation in the manufacturing sector, forced marriage and trafficking for sexual exploitation (entertainment sector).

Applying a sector-specific approach ultimately enables IOM to ensure that each IOM X intervention and piece of campaign content produced has a very clear objective, linked to a concrete action or specific behaviour change.

The rationale behind this is clear, given that the person who is at risk of being exploited as a fisher is incredibly different from the person who is at risk of being exploited as a domestic worker. Though victims of both sectors tend to be migrants from rural areas with a low socio-economic background with low levels of education, fishers are primarily young men and boys whereas domestic workers are usually women and girls. What each of them can do to protect themselves, and the services that are available and that they can access, differ. Both domestic workers and fishers are isolated by the nature of their jobs, with fishers spending weeks or months at sea and domestic workers working behind closed doors. These factors can make it difficult for domestic workers and fishers to access information technology, especially if they are being exploited by unscrupulous employers.

Domestic workers and fishers may also have very different tastes; what is attractive to young women living and working in a city is likely different to what is attractive to older men working in the fishing industry. Additionally, these groups may be using different social media platforms, making it crucial to tailor campaign content and style specifically to each group.

On the other side of the spectrum, what an individual can do as someone who consumes fish products is incredibly different from what someone can do as an employer of a domestic worker in their own home. Consumers of fish products should try to make informed decisions on which fish to buy by asking themselves where and how the fish was caught, and whether labour regulations are being upheld by the fishing company. Employers of domestic workers should be informing themselves about labour laws for domestic work, upholding these, and trying to foster communication with employed domestic workers to ensure a harmonious working relationship.

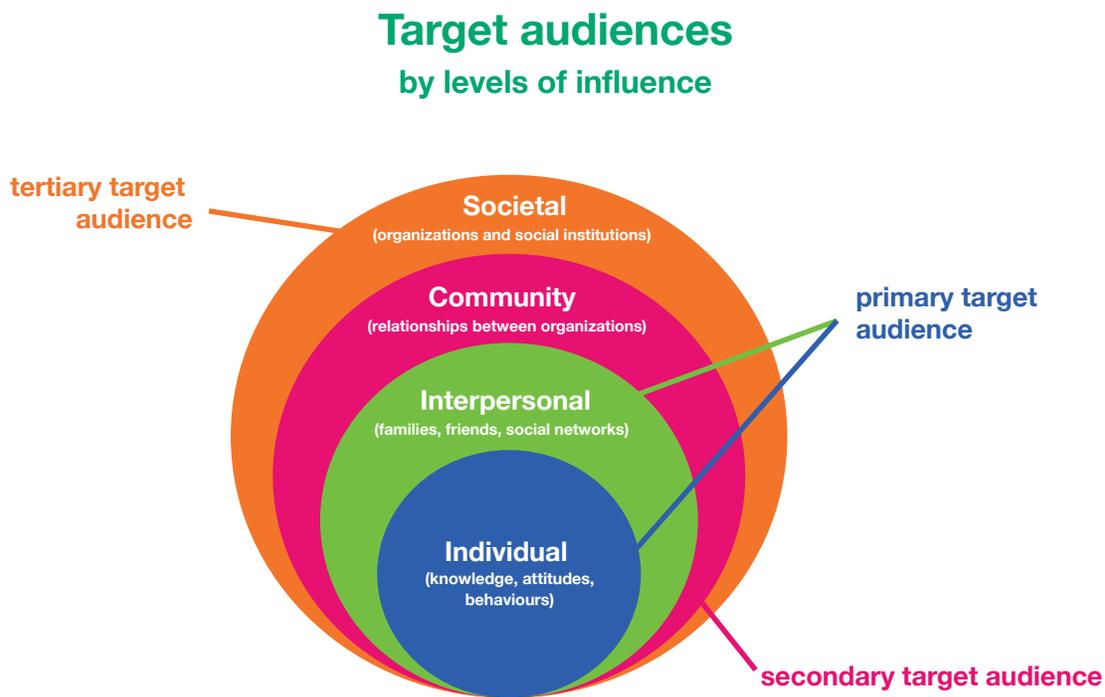
While the initial ambition was for IOM X to be an ASEAN-wide programme, prioritizing populations to target through a sector-specific lens also supported prioritizing programming responses. For example, an IOM report on assisted foreign victims of trafficking on boats fishing in Indonesian waters found that 77 per cent of victims exploited were from Myanmar and 17 per cent were Cambodian nationals.¹⁶ Similarly in Thailand, some 82 per cent of fishers are migrant workers. The vast majority come from Myanmar and Cambodia, due to the porous borders between the countries.¹⁷ Because of these figures, IOM X fishing-sector campaign content prioritized targeting an audience of primarily male migrants in Cambodia, Myanmar and Thailand. Similarly, while one in every 25 female wage earners globally is a domestic worker,¹⁸ Indonesia and the Philippines are primary sending countries in Asia Pacific.¹⁹ For this reason, IOM X domestic work-sector campaign content primarily focused on Indonesia and the Philippines as source countries, but also included Hong Kong SAR, China, Malaysia, Singapore and Thailand as countries of destination for migrant domestic workers.

While narrowing the scope of IOM X interventions by country, sector and the individual role in relation to that sector, supports IOM efforts to

produce highly targeted information dissemination activities; IOM also uses the Social Ecological Model (SEM) below to enhance engagement by identifying and understanding the various levels of influence on a person's knowledge, attitudes and behaviours. This framework looks at the complex relationships between individual, interpersonal,

community and societal influences. These relationships are always context specific, and vary greatly from one cultural and geographic location to the next. Ideally, each level of influence will be addressed through project activities or partnerships for optimal and sustainable results.

Figure 4. Social Ecological Model (SEM)



IOM uses the SEM model to conduct audience analysis during the design of new campaigns.

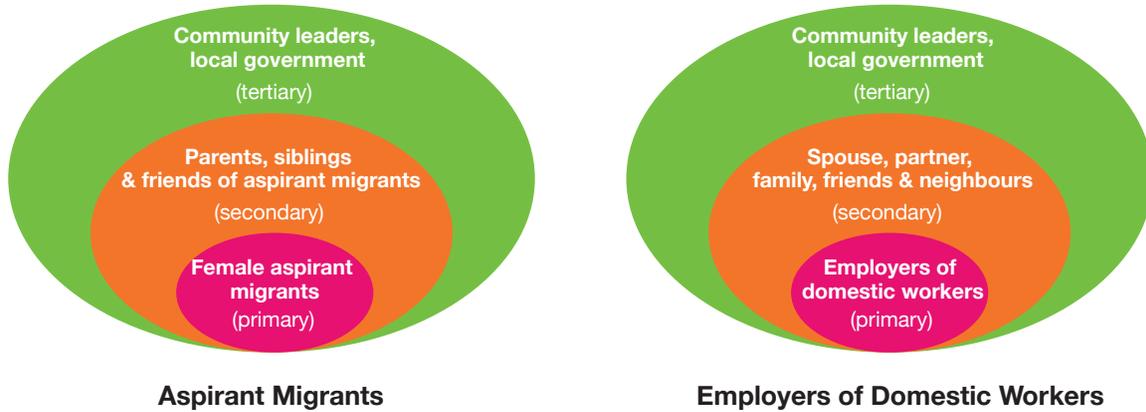
The primary audience consists of the group(s) of individuals whose behaviours the campaign is attempting to change or influence, or whose lives the project tries to improve or protect through targeted behaviour change communication efforts. In the case of IOM X, such audiences might include aspirant, current or returned migrants, employers, consumers or migration counsellors.

The secondary audience refers to both formal and informal social networks and social groups whose members' knowledge, attitudes and practices may influence the primary audience's

behaviour either positively or negatively. Typically, such audiences that are engaged with social mobilization activities include influential family members, friends, peers, co-workers and other community members.

The tertiary audience consists of those whose actions reflect the broader social, cultural and policy factors that create an enabling environment for positive change to take place or be sustained. These might include local government representatives, law enforcement officials and media. Figure 5 illustrates two examples of potential audiences when the primary target audience is, for example, aspirant female migrants, compared to when it may be employers of domestic workers.

Figure 5. Potential audiences for campaign to prevent exploitation of aspirant female migrants



As can be seen, even when applying a sector-specific approach, there is still a wide scope for each of these sectors as to what can be covered, and so we have developed a simple framework to help facilitate this planning.

The framework is divided into four sections with community of source on the left and community of destination on the right, broader community considerations at the top and individual considerations at the bottom.

Figure 6. IOM X Audience Framework



Historically, efforts to protect those most vulnerable to exploitation and human trafficking have taken place in communities of origin. This focus has been driven by a myriad of factors, including the perception that prevention activities must take place at the source – stopping the process of human trafficking where it starts. This belief is coupled with international aid donor priorities that invest in communities of the highest perceived needs, which often corresponds with where existing leadership lacks the financial or political will to lead their own interventions. Overall, this means that – from an information dissemination perspective – the CTIP community has put a lot of effort into ‘raising awareness about human trafficking’ in those communities most negatively impacted, with varying degrees of success. Not wanting to reinvent the wheel or to occupy space where IOM X programming is not

needed, IOM X interventions targeting aspirant migrants tend to have a greater focus on participatory planning and capacity development, allowing the communities wherein IOM works to have greater ownership over the products and results, while at the same time increasing their understanding of what makes for more effective behaviour change communication. This often also entails facilitating discussions that encourage community members to move beyond ‘raising awareness’ to promoting concrete calls to action that members of their communities can take to protect themselves and those they care about.

With regard to the other side of the framework, while source communities have had more prevention activities, communities of destination have not received nearly as much attention. This may be due to factors highlighted earlier with regard to prevention efforts focused on preventing the process of trafficking from the perspective of potential victims and aligning CTIP efforts with other aid initiatives, but it may also be due to the fact that engaging stakeholders in communities of destination is challenging on many levels. Operationally, costs may be much higher to organize activities that are attractive to demand audiences. Up until quite recently, it has also been much harder to reach diaspora populations already residing in communities of destination with materials relevant to them through traditional media. Another persistent challenge of designing interventions for ‘demand’ audiences is overcoming often pervasive attitudes of xenophobia, discrimination or apathy towards populations most vulnerable to exploitation and human trafficking (especially migrants and minorities). These negative attitudes are often held at the highest levels of society, which can hinder interventions. This gap in CTIP programming has presented clear opportunities for IOM to design innovative IOM X campaign interventions and, importantly, to share learnings with others.

The following section of the report summarizes IOM X campaigns across sectors considering priority target audiences in communities of source (source) and/or destination (demand).

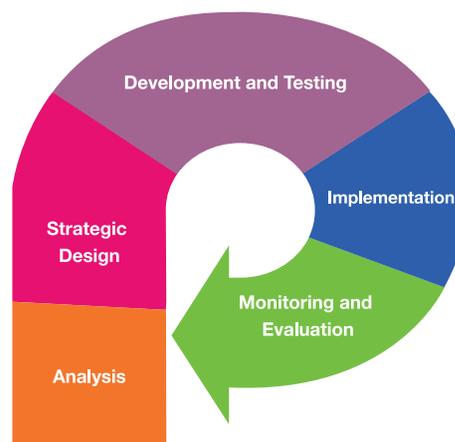
A note on gender

Women constitute close to half (47.8%) of all migrant workers between the ages of 20 and 64 in ASEAN,²⁰ yet gender inequalities and sexism are perpetuated throughout women’s migration and work experiences. This exacerbates the negative impacts on women from xenophobic attitudes faced by all migrant workers. On the other hand, men may find themselves languishing in situations of exploitation or passed over for much-needed support usually provided to vulnerable populations and trafficked persons due to pervasive stigmas associated with males as ‘victims’. For these reasons, among many, implementation of the IOM X campaign ensured that a gender lens was applied to the design, implementation and assessment of all interventions.

IOM X'S approach to developing a campaign: the P-Process

Figure 7. The P-Process

To ensure that all IOM X campaigns are evidence based, IOM X uses a C4D approach. C4D is a participatory process where communication tools and activities are used to support social and behaviour change in a sustained way. To guide the process of creating a C4D campaign, IOM X uses a modified version of the P-Process, originally developed by Johns Hopkins University.^v



Steps

1. **Analysis: Know your audience.** To create something relevant and impactful, conduct research to understand the context of the problem, identify the target audiences, uncover their knowledge, attitudes, and behaviours towards the highlighted issue, and find out how they access information.
2. **Strategic Design: Know how to best reach your audience.** Set SMART objectives,^{vi} determine the best communication channels for dissemination, and design a communication strategy where an activity can move the targeted audiences along the different stages from awareness, knowledge, and attitudes towards accomplishing and maintaining positive behavioural change. Bring all the research and strategic design together and develop a creative brief.
3. **Development & Testing: Does it work?** This is when materials and messages are developed, tested, revised and retested with the targeted audience to make sure that they are understood, relevant and evoke emotion that can motivate positive behaviour change.
4. **Implementation: Getting your message out there!** Roll out the activity through the communication channels identified in Step 2. Mobilize key stakeholders who have been involved in Steps 1 to 3 to be part of dissemination and enlist them to push out the materials through their unique networks.
5. **Monitoring and Evaluation (M&E): How is it going?** Will we do this again in the same way? Good practice involves routine data collection to measure the progress and impact of an activity. Monitoring captures day-to-day activities to gain insights in to whether the target audience is engaging in an activity and what is happening to them during the activity. Evaluation measures how well a programme achieves the objectives it set out in Step 2. It's important to allow time and budget for monitoring and research, while also ensuring that mechanisms are in place to capture and communicate key learnings.

^v The Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs (CCP) and its partners in the USAID-supported Population Communication Services (PCS) project developed the P-Process in 1982 as a tool for planning strategic, evidence-based communication programmes.

^{vi} SMART objectives for behaviour change communication are objectives that are **Specific** (captures the essence of the desired behaviour change), **Measurable** (has objectively verifiable, clear and reliable means of measuring a desired behaviour change), **Achievable** (requiring a reasonable amount of time, effort and money to complete), **Relevant** (plausible associated with the desired behaviour change) and **Time bound** (clearly achievable within the timeframe available).



EXPLOITATION IN THE FISHING INDUSTRY

Fishing is one of the biggest industries in Asia Pacific. Migrant workers are increasingly working on fishing boats because nationals of the countries from where the boats operate find the salaries too low for the rigorous work, and the periods at sea too lengthy.²¹ These conditions also increase the risk of exploitation for migrant fishers. Previous research has shown that migrant workers in the fishing sector often face abuses and deceptive practices during recruitment.²² Boat owners and managers sometimes prevent migrant workers from leaving through threats of financial penalty and physical violence. Exploitative employers are able to increase their profits by underpaying (or not paying) their workers, forcing them to work long hours with no weekly day off and by not respecting safety laws. In some cases, trafficked migrant workers are kept working on boats for many years without pay.

A 2016 IOM study in Svay Rieng – one of the major source provinces for Cambodian workers in the Thai fishing industry – interviewed young men who expressed the desire to migrate to Thailand and found that only seven per cent had

regular access to the Internet. In contrast, research conducted by other organizations with migrant workers in Thailand found that over 90 per cent had regular access to the Internet.²³

What this means is that there are now increasing opportunities to leverage media – especially social media like Facebook – to engage people when they are at destination, including at workplaces where it has been challenging to engage with workers due to isolation.

IOM'S RESPONSE

IOM launched a series of IOM X campaigns targeting diverse audiences to prevent exploitation in the fishing industry. Leveraging high-profile celebrity involvement, *Prisana* targeted young urban consumers to increase their awareness of exploitation and TIP in the fishing industry; *Know Before You Go* was created to inform aspirant migrant workers about safe migration practices; and *Real Life of Fishers* specifically targeted fishers about their rights and recourse in the industry.

IMPACT

On average, IOM X campaign content to prevent trafficking and exploitation in the fishing industry increased levels of knowledge by 17 per cent, positive attitudes by 5 per cent and positive intended behaviour by 31 per cent.^{vii}

Average KAP Index shift: 22

Average KAP Mobility: 66

SOURCE AUDIENCE: Aspirant male Cambodian migrants, likely to end up in the Thai fishing industry, who were exposed to IOM X campaign content, and surveyed by IOM X's research partner, demonstrated an increase in knowledge (20%) and increased positive attitudes towards safe migration practices (6%). Furthermore, positive behavioural intent (with regard to practicing safe migration) increased by 32 per cent. After exposure to IOM X's programming (i.e. *Know Before You Go*), and when provided with a list of options, more respondents indicated they would advise friends to: seek independent advice about an employer (43% to 73%), visit a Migrant

Resource Centre (70% to 83%), migrate safely (27% to 53%) and migrate with a passport (23% to 50%).

DEMAND AUDIENCE: After exposure to IOM X's programming, knowledge levels of urban Thai audiences (likely consumers of seafood products) were most significantly shifted in terms of knowing that trafficking happens in Thailand in the fishing industry (55% to 74%), and that men, women and children are at risk of being trafficked (70% to 89%). While positive attitudes of those surveyed remained low, and were held by an average of 23 per cent of respondents, agreement with the statement 'If human trafficking victims were poor to start with, at least now they have a job' lowered from 27 per cent to 16 per cent of respondents.

With regard to positive behavioural intent, 64 per cent of respondents (up from 46%) said they would support companies that follow fair trade practices; 53 per cent (up from 40%) would advise a friend not to buy from companies that exploit workers; and 48 per cent (up from 32%) said they would talk to friends about human trafficking.

Visits to sector-specific landing pages:

50,400

Uses of fishing campaign hashtag:^{viii} **570**

e-Learning interactions: **320**



^{vii} There is increasing evidence that regardless of what an individual's personal attitudes are about the promoted behaviour, they may adopt the behaviour regardless if they believe the promoted behaviour to be the social norm.

^{viii} Interactions with specific IOM X e-Learning courses are calculated based on the number of visitors to IOMX.org/LEARN during the online promotional period for a specific e-Learning course. Typically, an e-Learning course is promoted more heavily for three weeks, parallel to the launch of a wider online campaign on the course topic.



REACH

From 2014-2018, IOM X produced a suite of content targeted at both aspirant and current migrant workers in the fishing industry, as well as consumers. This included 34 videos that have been viewed 1.6 million times online and by 92,000 people at on-the-ground screenings. In the same period, there were a total of 249 television broadcasts of the videos in Cambodia, Myanmar, the Philippines and Thailand, reaching a potential audience of 47.8 million.

IOM X's content to prevent exploitation in the fishing industry was produced with the support of 29 public and private sector partners, and bolstered by over 90 news articles and broadcasts about the campaign. IOM X held two events to bring attention to its work in this sector, which were attended by 280 people.

IOM X produced a number of materials for its audience to learn more on the topic of exploitation in the Asia Pacific fishing industry, including an e-Learning course, a factsheet and a sector-specific website.

IOM X's materials about exploitation in the fishing industry are available in English, Khmer, Lao, Myanmar and Thai.

Tips for further engagement in this sector



Use popular social media platforms to engage aspirant and current workers:

There is vast potential to leverage new technologies to engage with workers in hard-to-reach work sites.



Don't cause workers to tune out: In designing IOM X content for aspirant migrants it was made clear through consultations that aspirant workers were well aware of pervasive exploitation in the fishing industry. For this reason, few of them were voluntarily migrating to become fishers. That said, despite choosing to migrate with brokers who promised opportunities in the agricultural or construction sectors, many still ended up in the fishing sector. For this reason, the IOM X *Know Before You Go* video never references the fishing sector explicitly so as not to cause workers to tune out or to stop watching because they felt it was not relevant to them as they had no intent to work in the fishing sector.



Partner with celebrities/influencers that are known to care: IOM X learned from research that audiences will care more if campaigns enlist celebrities or influencers who have a reputation of being passionate about an issue. Asking for testimonials, blogs, and additional posts to accompany a campaign is a good way to show audiences that the participating celebrity or influencer cares about the issue.

SUMMARY OF ACTIVITIES

COMMUNITY	COMMUNITY OF ORIGIN: Aspirant Migrants <ul style="list-style-type: none"> Television broadcasts (distribution) C4D Training of Trainers (TOT) with CTIP stakeholders in Cambodia 	COMMUNITY OF DESTINATION: Current Migrants, Employers, Consumers <ul style="list-style-type: none"> <i>Prisana: An IOM X Drama</i> (video) <i>#ICareDoYou PSA</i> (video) <i>Prisana: An IOM X Music Video</i> (video) <i>Prisana: Behind the Scenes</i> (video) <i>#ICareDoYou Media Launch</i> (event) IOMX.org/Fish (website) Exploitation in the Asia Pacific Fishing Industry (e-Learning) Exploitation in the Asia Pacific Fishing Industry (factsheet) Online Influencer Educational Luncheon (event) Television broadcasts (distribution) Landing page on Baidu (distribution) Private sector partners (production, event, distribution)
	INDIVIDUAL	COMMUNITY OF ORIGIN: Aspirant Migrants <ul style="list-style-type: none"> <i>Know Before You Go</i> (video) Screenings at Migrant Resource Centres in Cambodia (distribution) Geotargeted Facebook outreach (distribution)

Rescued from one Facebook message

I am from Cambodia

I got cheated from Cambodia company n [redacted] company to working on the ship as translator n reporter

But when I get on the ship they call me n force me to working as fish man

N working as laborer r slave

Can social media help rescue victims of human trafficking? It seems unbelievable but it was instrumental in helping rescue Pisey (name changed to protect identity), a Cambodian man who was contracted to be a translator aboard a foreign fishing vessel but was instead forced into hard fishing labour at sea, and treated harshly. When Pisey wanted to go home, his employer would not return his passport, and threatened to leave him in the Marshall Islands

unless he was able to pay them USD 4,000. After getting Internet access at a small shop on the island in June 2016, Pisey contacted IOM X through Facebook and said that he needed help. IOM X immediately got in touch with IOM Cambodia and IOM Micronesia – as he was a Cambodian citizen stranded in the Marshall Islands – and IOM, coordinating with law enforcement on the Marshall Islands, were able to cross-check the details of his story. Once law enforcement contacted the company, Pisey's passport was returned to him and he was soon booked on a flight back to Cambodia. Upon his return, IOM Cambodia followed up with him by telephone to ensure that he had arrived safely.

This story reflects gaps in protection for workers on fishing vessels. Pisey was incredibly lucky to find Internet access and have the knowledge to access assistance online. Many other victims of human trafficking in the fishing industry are not so lucky as they are never able to leave their ships to obtain any means of communication to report their exploitation.



“As an actor, I have been fortunate enough to be given a voice, and I am using this voice today to ask my fans to watch *Prisana*, and then talk about what they learned with family and friends. Tackling exploitation in the fishing industry is everyone's responsibility, but this also means that everyone can be part of the solution.”

— Ananda Everingham, Actor and Producer of *Prisana: An IOM X Drama*

Using 'dark posts' to reach current migrant fishers



To help aspirant and current fishers from Cambodia, Myanmar and Thailand know about their rights as fishers in Thailand, IOM, in partnership with the ILO and Royal Thai Government, produced an animated video titled the *Real Life of Fishers* in 2018, available in Khmer, Myanmar and Thai languages.

IOM X launched a social media campaign to reach current and prospective fishers who are currently living in their home community or are located in one of ten key fishing industry provinces in Thailand.^{ix} IOM X used Facebook's geolocation tools and capabilities to promote posts that targeted users by age (13-40 for Myanmar and Cambodia nationals; 18-50 for Thai nationals), language, country and province. Targeting would take place in two rounds of social media promotion.

In the first round, the *Real Life of Fishers* was viewed 388,451 times from 1 May to 16 October 2018 on IOM X's social media platforms. However, in this first round of targeted promoted posts, IOM X's geotargeting reached users almost exclusively in Myanmar

and Cambodia, and not in the ten identified provinces of Thailand, which meant that current migrants were largely excluded.

This is due to Facebook's motivation to generate the highest possible value for each language-specific promotion. Given that IOM X also wished to reach current migrants in Thailand, a second round of promoted posts was launched, utilizing different geo-targeting tools (namely the use of dark posts^x on Facebook).

Using dark posts allowed IOM X to target Myanmar and Cambodia audiences in the ten identified provinces of Thailand, regardless of whether or not they were connected to the IOM X Facebook page. This second round of promoted posts generated fewer views (117,751) but garnered better quality engagement from the audience. Better quality was measured here by the fact that viewers watched more of the video, in some cases up to three times more of it, than the first round. By doing two rounds of promoted posts, IOM X was able to review the results of the first round and adjust its targeting strategy to better reach its audiences and provide them with information they can use to help protect themselves from human trafficking and exploitation.

IOM X's report^{xi} provides further details on the production and dissemination of this video.

"Ending the global scourge of human trafficking is one of our highest priorities. We are working with partners across the Asia-Pacific region to tackle the problem from multiple angles. IOM X's *Prisana* is a powerful example of how mass communication campaigns can contribute to increasing understanding of the issue and build a movement starting at the community level for more effective and localized counter-trafficking efforts."

— W. Patrick Murphy, U.S. Embassy Chargé d'affaires a.i.

^{ix} The ten priority provinces in Thailand identified as key fishing industry provinces by the ILO EU Ship To Shore Rights Project are: Chon Buri, Samut Songkhram, Samut Sakhon, Chumphon, Ranong, Surat Thani, Phang Nga, Phuket, Trang and Songkhla.

^x Dark posts are targeted ads on social media. Unlike boosted and organic posts, though, they do not appear on the poster's timeline. They also do not show up in the feeds of the poster's followers. Instead, they show up as sponsored content in the feeds of users the poster is specifically targeting. Because they are not "published" the same way as organic posts, dark posts are more formally known on Facebook as "unpublished posts".

^{xi} To read more about the campaign visit <https://iomx.iom.int/resources/fishing-industry/reports/real-life-fisher-campaign>.



EXPLOITATION OF DOMESTIC WORKERS

One in every 25 female wage earners is employed in domestic work.²⁴ Of the estimated 67 million domestic workers around the world, 35 per cent are in Asia Pacific. An estimated 1.9 million of these domestic workers in Asia Pacific are being exploited.²⁵ Domestic workers are at significant risk of exploitation because they work in the confines of private homes. They suffer from pervasive negative attitudes, and labour laws in many ASEAN countries do not cover domestic work. Despite the first global standards for domestic work created in 2011, domestic workers still commonly face abuses such as no weekly day off, excessive working hours, confiscation of identification documents, restriction of movement, salary deductions, non-payment of wages, and verbal and physical abuse. A study on victims of trafficking in the Mekong region by IOM and the London School of Hygiene and Tropical Medicine found that domestic workers faced some of the most severe forms of physical and/or sexual violence, and next to those trafficked on to fishing boats, worked the longest hours with victims reporting working an average of seven days a week for more than 15 hours a day.²⁶

While there exists some understanding of the experience of domestic workers facing the worst forms of exploitation, primarily through testimony from identified victims, there persists significant gaps in understanding of employers' existing knowledge, attitudes and practices with regard to employment of domestic workers in ASEAN. IOM's own research in this regard, conducted by the IOM X programme in Indonesia, Malaysia and Thailand, highlighted that existing entitlements provided to domestic workers by employers, as well as attitudes of employers towards domestic workers, differed between male and female employers, and whether or not they hired an international domestic worker or one native to their own country.

When assessing entitlements provided from the perspective of the employer, IOM found that as few as 20 per cent of employers allowed their domestic workers access to Wi-Fi, not only making it difficult to stay in touch with family and friends back home, but also to access help if they are in situations of exploitation.²⁷ The same study found that only 38 per cent of employers in Indonesia have a written contract that their domestic worker fully understands and only 50 per cent allow for a weekly rest day.²⁸

The table below indicates domestic worker entitlements by country, based on IOM X research:

DOMESTIC WORKER ENTITLEMENTS

Entitlements to domestic workers	INDONESIA n=192 (%)	MALAYSIA n=208 (%)	THAILAND n=146 (%)
Rest days if domestic worker is sick	85	72	67
Fair wages	83	69	72
Reasonable working hours	80	65	59
Own private bedroom	68	51	53
A safe and clean workplace	66	62	60
Allowed to make phone calls	53	64	66
Freedom to decide how and where to spend their free time	53	44	45
One day off every 7 days	46	53	54
A written work contract which domestic worker fully understood	32	61	61
Access to Wi-Fi Internet	13	27	49
None	1	3	<1

Overall responses to attitudinal questions were fairly consistent, with close to 40 per cent in denial that the exploitation of domestic workers is a problem. Similarly, about 40 per cent believed that if a domestic worker is mistreated it is because she did something wrong and deserves punishment. In Malaysia, employers of Malay domestic workers held on average stronger negative attitudes compared to employers of overseas domestic workers, except for a shared attitude of ignorance (that a live-in domestic worker should be available to work at any time).^{xii}

IOM'S RESPONSE

IOM's flagship campaign to encourage employers of domestic workers to create a fair working environment in their own homes was the IOM X Happy Home campaign. As part of this, IOM produced a series of videos and content for domestic workers including *Saki Si Fatima*, *Migrant Voices*, and *Perjalananku Pengalamanmu: Tips Bekerja di Hong Kong*.

IMPACT

On average, IOM X campaign content to protect migrant domestic workers from trafficking and exploitation increased levels of knowledge by 23 per cent, increased positive attitudes by 2 per cent (but decreased negative attitudes by 26%) and increased positive intended behaviour by 11 per cent.

Average KAP Index shift: 11

Average KAP Mobility: 66

“I want people to know that we came here to work, to be nice to you, and to take care of your family. We trust you, so you should do the same thing for us. Because if there is no trust between the employer and domestic worker, this won't work.”

— Bhing Navato, Filipino Domestic Worker and volunteer at the Humanitarian Organisation for Migration Economics (HOME) in Singapore.

^{xii} To see summary reports and full reports for the studies please see the links below:

Indonesia: <https://iomx.iom.int/resources/exploitation-domestic-work/reports/open-doors-indonesia-impact-assessment-summary-report>.

Malaysia: <https://iomx.iom.int/resources/trafficking-domestic-work/reports/open-doors-malaysia-impact-assessment-summary-report>.

Thailand: <https://iomx.iom.int/resources/trafficking-domestic-work/reports/open-doors-thailand-impact-assessment-summary-report>.

SOURCE AUDIENCE: While aspirant migrant domestic workers who were surveyed in Maguindanao province of the Philippines, who expressed the desire to migrate to become domestic workers in Malaysia or the Middle East, demonstrated existing high levels of familiarity with safe migration practices, exposure to IOM X campaign content was still able to shift levels of knowledge about the need to verify a recruiter's license with the Philippines Overseas Employment Agency (POEA) from 73 per cent to 86 per cent of respondents. Furthermore, negative attitudes about verifying a recruiter's license decreased from 24 per cent to 13 per cent of respondents. Existing negative attitudes assessed, that saw the largest decrease, included being oblivious about trusting relatives who are recruiters and being naïve about how to check the legitimacy of a recruiter's license. These reductions in negative attitudes are likely linked with the positive shift in behavioural intent to verify a recruiter's license from 68 per cent to 75 per cent of respondents.

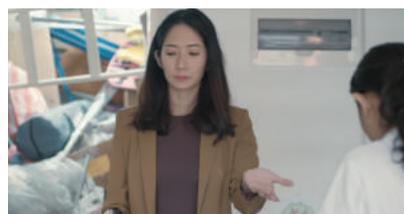
DEMAND AUDIENCE: As a result of watching IOM X campaign content, surveyed employers of domestic workers in three ASEAN countries (Indonesia, Malaysia and Thailand) demonstrated an average increase of levels of knowledge about domestic worker rights by 27 per cent. While positive attitudes towards domestic workers and protecting their labour rights increased on average by 21 per cent, reducing negative attitudes and increasing positive attitudes continues to be a challenge. After exposure to the IOM X campaign, 42 per cent of all respondents still expressed negative attitudes about domestic workers while only 18 per cent expressed positive

attitudes. Negative attitudes were high in Malaysia, but decreased significantly after exposure, whereas negative attitudes remained unchanged in Thailand and Indonesia. Ignorance, the strongest negative attitude, persisted and was expressed by an average of 60 per cent of respondents, which means that these respondents agreed that live-in domestic workers should be available to work at any time – 24 hours a day, seven days a week.

Despite differences found between the attitudes of Malaysian employers of domestic workers of varied nationalities, negative attitudes were reduced across the board after exposure to the IOM X intervention. The same was true of employers of overseas domestic workers with the exception of apathy (46% before exposure, 60% after exposure), which could be explained by some employers feeling guilty after watching the video. In Thailand, most negative attitudes towards domestic workers remained unchanged after exposure to IOM X. Interestingly, employers of Thai domestic workers demonstrated holding significantly higher negative attitudes in all aspects compared to employers of overseas domestic workers and non-employers. These findings reinforce those from the ILO four-country study on attitudes towards migrant workers²⁹ in that the more time national citizens spend with migrant workers the more positive their attitudes are towards migrant workers. Then again, this finding may also suggest that Malaysian and Thai nationals as domestic workers are subject to worse labour conditions than migrant domestic workers. More research is needed in this regard.

e-Learning interactions: 601

Visits to sector-specific landing pages: 6,204





REACH

IOM X conducted a number of activities to help combat the exploitation of domestic workers. This included the production of 29 videos, which were viewed over 170 million times online.

The videos included dramas directed at inspiring employers to be fairer, vox pops where current domestic workers gave advice to aspirant domestic workers, and diary style videos where young people spoke about what they can do to help prevent the exploitation of domestic workers. Amongst the videos, there were productions targeted at specific audiences: one geared at females in Maguindanao, Philippines, who aspired to work as domestic workers in Malaysia and the Middle East, and one geared at females in Indonesia who aspired to work as domestic workers in Hong Kong SAR, China. The former is a short drama featuring a young woman who follows the right process to migrate for domestic work and has a successful migration, and the latter is a five-part scripted reality series in which an Indonesian woman follows the steps to migrate to Hong Kong SAR, China for domestic work, getting advice from relevant people along the way.

As part of its work to prevent the exploitation of domestic workers, IOM X held two media launch events, attended by more than 1,300 people. The events generated 204 news articles and broadcasts about the campaign.

IOM X produced a number of educational materials for its audience to learn more on the topic of the exploitation of domestic workers, including an e-Learning course, a quiz, three factsheets (one on the exploitation of domestic workers in Asia Pacific; one on migration trends of women from Maguindanao, Philippines; and one on Indonesian women going to Hong Kong SAR, China, for domestic work), and two sector-specific websites.

IOM X's materials about the exploitation of domestic workers are available in Arabic, Bahasa Indonesia, Bahasa Malaysia, Cantonese, English, Tagalog and Thai.

“BBTV Channel 7 is willing to do what we can to help, and this is a corporate social responsibility programme that our staff and leadership have strong support for. *Open Doors* sheds light on an important issue. We encourage our viewers to tune in to view this.”

— Palakorn Somsuwan, Managing Director, BBT Channel 7 Thailand.

Tips for further engagement in this sector



Continue to engage employers: IOM X's experience showed that, while pervasive negative attitudes towards domestic workers continue to be a barrier to positive change, there is potential to have a positive impact through featuring stories of positive deviants^{xiii} and leveraging strong cultural values (such as family values).



Research gaps: When analysing its own research findings, IOM found a common discrepancy between KAP levels of individuals who employed international migrant domestic workers versus those who hired national domestic workers. There is a clear need for more understanding as to the root causes for negative attitudes of employers of domestic workers from their own country. For example, is the motivation based on class or gender? Are negative attitudes associated with communities who practice internal migration?

SUMMARY OF ACTIVITIES

COMMUNITY	<p>COMMUNITY OF ORIGIN: Aspirant Migrants</p> <ul style="list-style-type: none"> Perjalananku Pengalamanmu (website) <i>Saki Si Fatima</i> (video) Cotabato Roadshow (event) Migration Trends of Maguindanao Women (factsheet) Cotabato Roadshow Press Release (article) C4D capacity development workshops 	<p>COMMUNITY OF DESTINATION: Current Migrants, Employers, Consumers</p> <ul style="list-style-type: none"> Happy Home Media Launch (event) Happy Home Landing Page (website) <i>Happy Home Audience Reactions</i> (video) Happy Home Press Release (article)
	INDIVIDUAL	<p>COMMUNITY OF ORIGIN: Aspirant Migrants</p> <ul style="list-style-type: none"> <i>Perjalananku Pengalamanmu: Tips Bekerja di Hong Kong (My Journey, Your Experience: Tips for Working in Hong Kong)</i> (video) Indonesian Domestic Workers in Hong Kong SAR, China (factsheet)

^{xiii} Positive deviance is an approach to behavioural and social change based on the observation that in any community there are people whose uncommon but successful behaviours or strategies enable them to find better solutions to a problem than their peers, despite facing similar challenges and having no extra resources or knowledge than their peers. These individuals are referred to as positive deviants. (Source: Tuhus-Dubrow, R. (2009), "The Power of Positive Deviants: A promising new tactic for changing communities from the inside". Available from <https://www.bostonglobe.com/>).

Video geared at creating happy homes for domestic workers goes viral



IOM X's video, *Open Doors: Singapore*, aimed at preventing the exploitation of domestic workers, has been viewed over 160 million times since it launched in May 2016. The video tells the gripping story of a young Filipina domestic worker who finds herself being mistreated by her employer. It carries a message to employers of domestic workers that a positive relationship with their domestic worker, based on trust and communication, helps create a happy home.

"Creative approaches to addressing serious human rights abuses, like the exploitation of domestic workers, are a powerful way to engage audiences and spark meaningful conversations," said Rebecca Mok, Director of Love Frankie, the social impact agency behind the video. "One of the reasons this video resonated so strongly across the region is because we created a narrative that genuinely connects with people emotionally, and challenges their perceptions."

"For *Open Doors: Singapore* to have such a sustained shareability shows that the issue is not just another trending issue on the Internet, or just a piece of passive entertainment, but a message that resonates strongly our viewers," said Derek Tan, Co-Founder of Viddsee, a video entertainment platform that drives distribution and marketing of short premium content.

During IOM X's post-KAP survey on its Happy Home campaign, nearly half (46%) of the respondents indicated that they had seen the *Open Doors* videos. Reach was found to be significantly higher amongst employers (55%) compared to non-employers (30%). Those who had seen IOM X's 24-minute video were also asked where they had seen it. Internet was the media source with the highest reach overall (78%).

"The United States remains committed to promoting dignity, freedom, human rights, and wellbeing of people around the world. Human trafficking impedes health, economic growth, rule of law, women's empowerment, and lifetime prospects for young people. We are proud to support this regional campaign to effectively address human trafficking and ensure protection of people throughout ASEAN, including domestic workers who are at higher risk for exploitation because the abuse can take place behind closed doors."

— Brian McFeeters, U.S. Deputy Chief of Mission to Indonesia, during the launch of IOM X's Happy Home campaign in May 2016.

A game-changing mobile app could protect domestic workers



As part of a collaboration between IOM X and IBM's Corporate Service Corps programme, a design sprint workshop took place in Bangkok in August 2016 to create a business plan for a prototype application to prevent the exploitation of migrant domestic workers. The design sprint process is ideal to address worker issues because it puts the needs of the user first. Furthermore, because this design sprint included the participation of current migrant

domestic workers, technical workshop participants were able to test their assumptions with members of this target audience right away, and refine the results of these tests into technological specifications.

“Using our expertise for social good is at the heart of IBM's corporate identity, and our partnership with IOM X reflects this. Female migrant domestic workers are vulnerable due to their lack of rights, extreme dependency on their employers and the isolation of their work environment. This prototype aims to add an important layer of protection that is lacking,” said Helvio de Castro Machado Homem, a Technical IT Architect with IBM who participated in the project.

The case study about the design sprint provides a comprehensive overview.^{xiv}

“Millions of women migrate in the Asia Pacific region to work as domestic workers, including those from Indonesia. Therefore, and in the spirit stipulated in the Palermo Protocol, it is inevitable for every Government in the region to work together with all stakeholders to prevent domestic workers from being victims of human trafficking. I welcome all initiatives, such as IOM X's *Open Doors*, which is an innovative campaign to encourage safe migration and to stop exploitation and human trafficking.”

— H.E. Retno Lestari Priansari Marsudi, Minister of Foreign Affairs,
Ministry of Foreign Affairs of the Republic of Indonesia.

“I welcome the IOM X Happy Home campaign, which speaks directly to the people who can stop the exploitation of workers in the domestic sector. Let's put more attention on this issue and encourage both parties (workers and employers) to better understand their rights and obligations in order to create better environments for both domestic workers and employers.”

— Mr. Hanif Dhakiri, Minister of Manpower, Ministry of Manpower of the Republic of Indonesia.

^{xiv} Visit <https://iomx.iom.int/resources/trafficking-domestic-work/case-studies/iom-x-and-ibm-case-study> to view the case study.



TRAFFICKING FOR SEXUAL EXPLOITATION

Men, women and children can all be victims of human trafficking for sexual exploitation, and globally, an estimated 19 per cent of all cases of forced labour are cases of sexual exploitation.³⁰ Approximately 4.8 million people were victims of trafficking for sexual exploitation in 2016 alone.³¹ Seventy-three per cent of victims of trafficking for sexual exploitation are found in Asia Pacific.³²

Many people immediately associate human trafficking with trafficking for sexual exploitation. While there is broad public awareness of this type of trafficking, many misconceptions and stereotypes exist. Not being able to properly identify victims or understanding the causes and manifestations of trafficking for sexual exploitation can lead to unintended consequences such as creating ‘collateral damage’ by employing ill-conceived interventions in this area. For example, in order to ‘protect’ women and girls from becoming victims of human trafficking for sexual exploitation, some countries have placed serious restrictions on migration of these populations, potentially making them even more vulnerable by seeking out unethical recruiters who force or trick women and girls into situations of sexual exploitation.³³

To inform the content of a campaign on trafficking for sexual exploitation, IOM X met with a wide range of organizations and independent researchers who are regional experts on the topic. The aim was to better understand what issues could be addressed through an awareness raising campaign. During consultations, it was raised that there are a number of misconceptions about trafficking for sexual exploitation circulating among the general public, which can hinder the quality of CTIP responses. As a result of this, IOM X decided to address eight of the most common myths around the subject with the help of partners.

“Every country I go to in Asia has this story of the ‘white van’ that comes and takes the children. I have worked in Thailand for nine years in anti-trafficking, specifically focusing on trafficking of children and I have never heard of a case where a child was kidnapped.”

— Malina Enlund, A21

Eight myths about trafficking for sexual exploitation

1. Trafficking for sexual exploitation only happens to girls and women
2. Victims are usually kidnapped and their families don't know what happened
3. Victims are usually physically trapped in situations of exploitation
4. If individuals are not being physically forced, then they must be there by choice
5. Demand from foreigners fuels trafficking for sexual exploitation in Southeast Asia
6. Victims of trafficking for sexual exploitation can only be found in brothels
7. Raids to rescue suspected victims always have positive consequences
8. Rescuing victims leads to a happy ending

Learn the truth in IOM X's *Mythbusting* series.

IOM'S RESPONSE

To deepen understanding about specific trends associated with trafficking for sexual exploitation, IOM engaged a series of experts to produce its IOM X *Mythbusting* series as well as the creative short, *Unexpected Victim*.

IMPACT

Like all IOM X activities, the IOM X intervention for the prevention of trafficking for sexual exploitation was heavily informed by recommendations from practitioners, however, in this case – unlike others – it was also agreed that the primary target audience for the IOM X intervention should be other practitioners and advocates. In this way, this campaign was meant to deepen the awareness of people who already care about the issue, as well as to deepen their understanding, and engagement for its prevention, by dispelling

many common myths associated with trafficking for sexual exploitation. The IOM X landing page on the topic was highly successful, engaging thousands of visitors on the subject and making them more knowledgeable by debunking common misperceptions associated with trafficking for exploitation. This landing page was the most visited of all IOM X sector-specific landing pages, with over 31,000 visits since it launched in January 2018. This is likely due to the high-level of interest in the subject matter as well as IOM's targeted distribution strategy, leveraging platforms like Twitter and CTIP organizational social networks to most effectively reach the primary audience. Web users in Southeast Asia accounted for 96.7 per cent of total page views. Having the target audience engage so heavily with this content was the desired impact of the campaign.

Visits to landing page: **31,108**

“Because of the lack of awareness and understanding that boys can also be sexually abused, sexually exploited, people aren't taking enough actions and measures to actually protect their sons, their boys and boys in their communities, and not enough measures in terms of preventing and responding to trafficking of boys for sexual exploitation.”

— Aarti Kapoor, Embode



REACH

To increase understanding about trafficking for sexual exploitation, IOM X created nine videos, viewed 381,319 times. Eight of the videos were interviews with subject matter experts to debunk common myths about the issue. The ninth video, produced in partnership with Australian creative agency Rasic and Partners, was *Unexpected Victim*, a poignant glimpse into the shocking crime of human trafficking for sexual exploitation.

In addition, IOM X produced a number of written materials on the issue of trafficking for sexual exploitation, including two factsheets, blog articles and a press release.

IOM X's materials about trafficking for sexual exploitation are available in English.

“Data usually only tells one side of the story. Boys are often made invisible due to these regressive assumptions on gender, which reinforce the idea that males are perpetrators and all females are victims.”

— Jarrett Davis, up! Foundation

“The concept of trafficking victims being in chains, locked up, kept away, supports the idea of slave-like situations. [...] In reality, it is more a psychological and emotional pressure and fear that is put on trafficking victims which keeps them trapped in those situations.”

— Dr. Mark Capaldi, ECPAT

Tips for further engagement in this sector



Continue to deepen understanding: As new trends arise and new tactics are used to recruit and exploit men, women and children for sexual activities, it is necessary to increase understanding of how and why trafficking for sexual exploitation occurs. For example, young people are using SMS and chat platforms to 'sell' other young people for sexual services. Predators are befriending and deceiving unsuspecting users on social media. Video messaging services are being used to stream incidents of sexual exploitation. All of these are examples of anecdotal reports relayed to IOM X through consultations, and they are alarming. While communication campaigns clearly benefit from ever-increasing access to the Internet, it is important to monitor these trends and to be mindful of the associated increased vulnerability youth face in order to create content and messages that embolden young people to be as safe as possible online. With more knowledge of the ever-changing online environment, it is easier to recognize when sexual exploitation is happening, who is at risk and what can be done to help.



Create safe migration content for potential victims: While some women and men knowingly enter sex work and then end up in a situation of trafficking and exploitation, many are tricked or coerced into this work and are subsequently exploited. Continuing to create safe migration content for vulnerable populations can potentially protect people from becoming victims.



Consider stigma: Social stigma associated with sexual exploitation and sexual violence continues to be one of the main barriers for trafficked persons to be able to return to their home communities or restart their lives. Sharing stories featuring survivors who have had success in this regard could serve as an important counterbalance to the myriad of content that focuses on the experience of exploitation over what happens next for the survivor. While there may be sensitivities around featuring trafficked persons themselves, their stories can still be used to inspire the desired change in social norms.

SUMMARY OF ACTIVITIES

COMMUNITY	COMMUNITY OF ORIGIN: Aspirant Migrants	COMMUNITY OF DESTINATION: Current Migrants, Employers, Consumers <ul style="list-style-type: none"> • <i>Trafficking for Sexual Exploitation Mythbusting Series</i> (video) • <i>Unexpected Victim</i> (video) • Press Release about Unexpected Victim (article)
	COMMUNITY OF ORIGIN: Aspirant Migrants	COMMUNITY OF DESTINATION: Current Migrants, Employers, Consumers <ul style="list-style-type: none"> • Trafficking for Sexual Exploitation (factsheet) • IOMX.org/SE (website) • Blog about Trafficking for Sexual Exploitation (article) • e-Learning about Trafficking for Sexual Exploitation
INDIVIDUAL		

MANUFACTURING

In Asia Pacific, there are an estimated 16.6 million people in forced labour, many of whom work in the manufacturing industry.³⁴ Research shows that over 70 per cent of adults forced to work in manufacturing are trapped in a situation of debt bondage,³⁵ where they are forced to pay off exorbitant loans by working. During this time they receive little to no pay and exploitative employers often confiscate workers' passports and documents, making it difficult for people to escape these situations of modern day slavery. As so many products are produced in factories that are subcontracted, there is little oversight in the manufacturing chain, making it difficult for consumers to access information on the production process of their products.

This disconnect between the production process and consumers often leaves people unaware of the (forced) labour that is used to produce the products they buy. As a result, it is easy to miss out on the experiences of the people who make everyday products, from clothes and accessories to food and gadgets.

Young people in urban areas are primarily consuming information, which influences their purchasing decisions, online. For example, the average Internet user in the Philippines spends 9 hours and 29 minutes per day on the Internet and a user in Thailand spends 9 hours and 38 minutes per day online (4 hours and 56 minutes of this on his/her phone). Consumers in Asia Pacific are also increasingly doing their shopping online. According to statistics on online shopping and e-commerce worldwide, e-retail sales in Asia Pacific accounted for 12.1 percent of retail sales in 2016. In contrast, e-retail sales only account for 1.8 of retail sales the same year in the Middle East and Africa.³⁶

IOM'S RESPONSE

Leveraging the fact that urban ASEAN youth are spending so much time on the Internet, IOM produced two exciting online campaigns to encourage consumers to care about the people behind the products they buy: *Made* and *Do You Know Who Made It?*

IMPACT

IOM X campaign content to prevent human trafficking, forced labour and exploitation in the manufacturing sector increased levels of knowledge by 27 per cent, positive attitudes by 49 per cent and positive intended behaviour by 32 per cent.

Average KAP Index shift: 30

Average KAP Mobility: 100

DEMAND AUDIENCE: When asked whether they had heard of Socially Responsible Purchasing (SRP), defined as 'buying products made with fair labour', 51 per cent of urban youth in Manila surveyed said that they had heard of it, while only 29 per cent claimed to practice it regularly. This is in stark contrast to the 94 per cent who expressed awareness of human trafficking and testament to the need to move beyond general awareness raising of human trafficking to more sector-specific manifestations of trafficking and preventative practices. While negative attitudes towards workers in the manufacturing sector were already quite low (around 20% before exposure), the negative attitude of 'denial' (not caring about the exploitation of garment workers) was expressed by half of the respondents. After exposure to IOM X campaign content, denial significantly decreased from 49 per cent to 11 per cent of respondents. In order to understand existing levels of behavioural intent around SRP before exposure, viewers were asked to answer a series of multiple choice questions around their likelihood to practice the following behaviours:

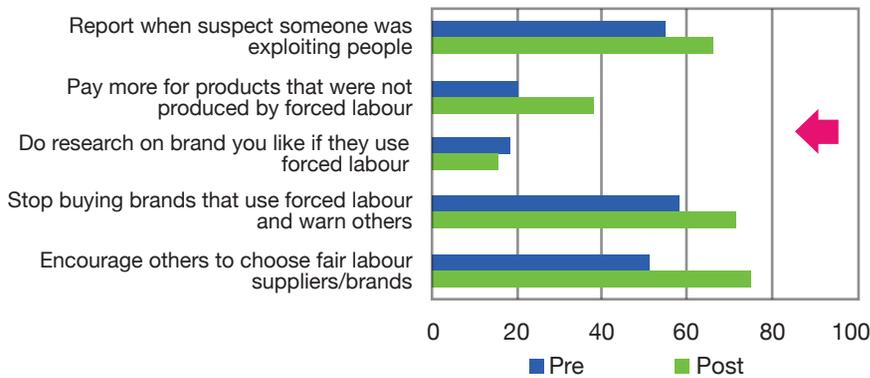
- Report when they suspected someone was exploiting people
- Pay more for products that were not produced by forced labour
- Do research on a brand they like to see if they use forced labour
- Stop buying brands that use forced labour and warn others
- Encourage others to choose fair labour suppliers/brands

While positive behavioural intent was already quite high before viewing, after watching *Made*, behavioural intent increased across the board with the greatest shift around the behaviours of paying more for products that were not produced by forced labour and encouraging others to choose fair labour suppliers and brands. Where the series was least effective was with regard to doing research on a favourite brand to see if they use forced labour.

“I totally get it and understand those behind the scene! Even though, I’m not in their shoes but I have seen many in the same situation. You have my well wishes. Fight, fight!”

— Napasorn Somul, viewer of IOM X *Do you know who made it?* campaign content on YouTube.

Figure 8. Shift in behavioural intent after watching *Made*



Behavioural intent increased by 32% after watching *Made*.

Manufacturing e-Learning interactions:
17,091

Visits to landing pages:
9,888

What are you wearing? Quiz takers: **517**










REACH

IOM X created a series of interventions to bridge the gap between consumers and the people who make their products. This included 16 videos that were viewed 6,502,328 times online, two landing pages that were visited 34,851 times, and a media launch event attended by over 300 people.

IOM X had a number of strong private sector partnerships around its efforts in this sector. This included Viddsee, Google Thailand, Fashion Revolution and TQPR (public relations firm).

In addition, IOM X produced a number of written materials on the issue of exploitation in the manufacturing industry, including an e-Learning, a factsheet, blog articles and a press release.

IOM X's content to raise awareness about exploitation in the manufacturing industry is available in English and Thai.

“Here’s the truth: whenever we make a purchase, we risk supporting exploitation. But if we choose what we buy wisely, we can contribute to breaking the cycle of abuse that harms the people behind the products.”

— Tara Dermott, IOM X Program Leader.

Tips for further engagement in this sector



Link to ongoing advocacy campaigns: IOM is hopeful that, in the near future, enough progress will have been made with industries to be able to promote products and companies with supply chains clear from labour exploitation. Until that day, however, consumers – once inspired – are hungry for concrete actions that they can take to prevent the exploitation of workers in the supply chains of the products they enjoy. To meet this desire, campaign efforts in this sector can be linked with ongoing advocacy campaigns, as IOM X did with content supporting both the #GoTransparent^{xv} campaign and Fashion Revolution.



Consumers do not want to ‘research’: Despite expressing a willingness to share what they have learned with others with regard to labour exploitation in supply chains, or to encourage others to shop ethically and to even spend more on ethical products, consumers surveyed by IOM do not want to research brands.³⁷ This is an important limitation for which all efforts to encourage socially responsible consumerism should account when designing concrete calls to action.



Broaden the conversation beyond clothing and electronics: IOM research showed that the majority of consumers associated exploitation with manufacturing of clothing and electronics. Few people are aware that this exploitation also happens in other manufacturing sectors such as sporting goods, toys and home appliances. To help make an impact, campaigns should consider discussing exploitation and trafficking in these sectors.

^{xv} IOM X partnered with Fashion Revolution to promote the organization's #GoTransparent hashtag, which was part of its online "Clean Clothes" campaign to encourage consumers to purchase ethically produced clothing and accessories. For more on the campaign, visit <https://cleanclothes.org/transparency>.

SUMMARY OF ACTIVITIES

COMMUNITY	<p>COMMUNITY OF ORIGIN: Aspirant Migrants</p>	<p>COMMUNITY OF DESTINATION: Current Migrants, Employers, Consumers</p> <ul style="list-style-type: none"> • <i>Made</i> (video) • <i>Meet the YouTube Creators</i> (video) • <i>หนึ่งสิ้น ไม่อยากมีพ่อแบบนี้ (I Do Not Want To Have This Father)</i> (video) • <i>ถามเด็กไทย: มีเงิน 1 ล้านบาทจะเอาไปทำอะไร? (We Ask Thai Children: What Would You Do With 1 Million Baht?)</i> (video) • <i>I'm (Not) Happy</i> (video) • <i>เพียงรัก - Silly Fools</i> (video) • <i>The Secret To Authentic Thai Cooking</i> (video)
	<p>COMMUNITY OF ORIGIN: Aspirant Migrants</p>	<p>COMMUNITY OF DESTINATION: Current Migrants, Employers, Consumers</p> <ul style="list-style-type: none"> • <i>ฝรั่ง บุกครัวพม่าไอโซ่ สั่ง 10 เมนู กินรวดเดียว (Crazy Amazing Good Food At Broccoli Revolution)</i> (video) • <i>ร้านอาหาร ทำโดย คุณแม่ฝรั่ง จากทั่วโลก ลอนดอนเท่านั้น (Mums from around the world cooking in London)</i> (video) • <i>Do you know who made it? Launch event</i> (video) • <i>Do you know who made it? Media Launch</i> (event) • <i>YouTube partnership</i> (production and distribution)
INDIVIDUAL	<p>COMMUNITY OF ORIGIN: Aspirant Migrants</p>	<p>COMMUNITY OF DESTINATION: Current Migrants, Employers, Consumers</p> <ul style="list-style-type: none"> • <i>How to make a t-shirt</i> (video) • <i>How to make a bag</i> (video) • <i>How to make a shoe</i> (video) • <i>How to make a phone</i> (video) • <i>Do you know who made it? Press Release</i> (article) • <i>Social media outreach</i> (distribution) • <i>Exploitation in Manufacturing</i> (factsheet) • <i>Human Trafficking and Thailand</i> (quiz) • <i>IOMX.org/tham</i> (website) • <i>IOMX.org/made</i> (website)

“I choke back on my tears once I see the guy fall. Thank you so much for making this music video. I want everyone to know the problem of exploitation of labour and how serious this problem is.”

— Anonymous, viewer of IOM X’s *Do you know who made it?* campaign.

Establishing the right partnership



In 2017, as IOM X was in the initial design phase for its campaign to prevent exploitation in the manufacturing industry, it met with ten of Thailand's most popular YouTube Creators. During this meeting, IOM and its creative partner, Love Frankie, provided the YouTube Creators with basic knowledge on human trafficking and exploitation in the region, and celebrity Ananda Everingham spoke of the importance of applying creative talent for CTIP action. The group then brainstormed ways to make young urban Thais interested in the people behind the products. After the event, the Creators were invited to pitch YouTube video ideas on relevant topics for the IOM X campaign. Out of the six proposals received, IOM picked five to move into development.

The five Creators produced very different videos, based on what they learned about exploitation in the manufacturing industry during the briefing meeting, as well as what they know resonates with their audience. For example, in Bie the Ska's video, a young girl pressures her father to buy her the latest mobile phone to impress her friends. Ironically, the factory where he works to produce those very phones does not pay him enough to

very phones does not pay him enough to afford the products. In a contrasting genre, Picnicly's Luke and Tae visit a popular vegan restaurant located in downtown Bangkok. They meet with the owner and staff to discuss the importance of ensuring their staff and suppliers are treated fairly and with respect.

The advantages of working with YouTube Creators were numerous. Firstly, it provided IOM X with a ready-made audience. The YouTube Creators that produced content for IOM X had a combined following of nearly 13 million people within the campaign's target audience. As soon as the videos were posted on each Creator's page, the views skyrocketed. Bie the Ska's IOM X video was the top trending video in Thailand for six days straight following the media launch.

Secondly, IOM X's 2017 research in Thailand found that young Thais do not respond to traditional celebrities to the same extent as they had in the past. The new influencers for this demographic are social media stars. Having the important messages of the *Do you know who made it?* campaign conveyed by the biggest social media stars – YouTube Creators – was the perfect fit for the campaign.

Thirdly, the participation of Ben King, Google Thailand Country Director, at the public media launch provided high-level representation of the partnership. King spoke on a panel during the launch event, expressing Google's support for IOM X and its campaign to prevent exploitation in manufacturing. This public show of support drew technology media to the launch event, thus increasing coverage of the campaign.

“Great event, @IOMXorg. I was deeply impressed by the quality of Thailand's influential YouTubers' efforts to fight human trafficking.”

— Donica Pottie, Ambassador of Canada to Thailand, following the launch of IOM X's *Do you know who made it?* campaign in Bangkok in March 2018.

Finding a platform for long form video content

To help distribute its five-part video series, *Made*, IOM X entered a partnership with the short film distribution platform, Vidsee. It can be challenging to entice viewers to watch an entire miniseries, but visitors to Vidsee's websites primarily go there to watch short films, making them more receptive to watching an entire series, as opposed to people who may encounter *Made* on YouTube or Facebook while trying to pass a few idle minutes in their day. Based on Vidsee's analytics, *Made* was successful in terms of people watching the entire show, as they had a 73 per cent completion rate of the videos. On Vidsee's platform, *Made* reached a total of 902,309 people.

"We are excited to continue working with IOM X to tell stories that resonate strongly with our community, and drive emotional and powerful storytelling for positive change on our platform," said Derek Tan, Co-Founder, Vidsee.

"An added take-away from the focus group discussion with young Thais was their dislike of the suggestion for them to 'learn' more – a message commonly used in communication materials. Any reference to direct learning was a turn-off, since they wanted to relax, not 'study', when online."

— Tessa Rintala, IOM X C4D Consultant.



FORCED MARRIAGE

Forced marriage affects 15.4 million people around the world.³⁸ While this is a global phenomenon, it manifests itself in different forms in different regions and countries. With more than 50 per cent of the world's forced marriages happening in Asia Pacific, IOM prioritized this issue.³⁹

Because of how varied circumstances of forced marriage manifest, IOM recognized that a broad regional programme would not be useful from a prevention perspective. Instead, IOM made the decision to focus specifically on Cambodia for an IOM X campaign intervention, where women often knowingly migrate abroad to get married hoping that this can lead to employment. In reality however, receiving a work permit takes several years, meaning that Cambodian migrant women usually have to wait years to be able to find a proper job and remit money home. While some women end up in a comfortable situation, a number of women end up being exploited. A UN-ACT study on forced marriage of Cambodian women to China found that trafficked women are often married to husbands living in rural areas where they are exploited on the family farm, with little or no access to money. Their new husbands and in-laws often confiscate their

passports and other identification documents and cut them off from contact with their families and friends back in Cambodia. In the worst cases, there is severe sexual and physical abuse.⁴⁰

IOM RESPONSE

IOM created the IOM X *Successful Migration* campaign to increase awareness – and set realistic expectations – for women considering marriage migration from Cambodia to China, in order for them to make informed decisions.

“

“It is important that others watch the video so that they know who to ask for information in order to avoid being at risk of exploitation and wasting money on a broker.”

— Anonymous respondent of IOM X's Forced Marriage impact assessment.

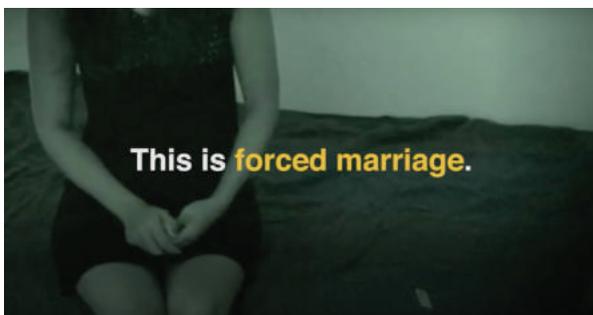
”

IMPACT

After exposure to IOM X's *Successful Migration*, participants in qualitative consultations^{xvi} demonstrated increased levels of understanding on the risks involved with marriage migration, and how to access information on this type of migration. Furthermore, after viewing the programme, participants reported that they would proactively seek information on marriage migration from a local Commune Committee for Women and Children, as promoted in the IOM X video.

“The 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.”

— Anonymous respondent of IOM X's Forced Marriage impact assessment.



REACH

IOM X's *Successful Migration* video was targeted at Cambodian women who are vulnerable to trafficking for forced marriage. The video was complemented by a definition video explaining what the issue looks like from a more general stance. The two videos were viewed by 165,000 people online.

IOM expanded its reach of the IOM X campaign through a series of radio broadcasts in Cambodia about the risks of marriage migration to China, how to prepare for migration and the challenges that women can face when migrating overseas. IOM was also able to secure television broadcasting slots for *Successful Migration* in Cambodia. All together, the radio and television broadcasts potentially reached an audience of 11,225,460.

Press engagement on IOM X's campaign to raise awareness about forced marriage generated 16 news articles and broadcasts in Cambodian press, which were potentially viewed 20 million times.

IOM X's content to raise awareness about Forced Marriage is available in Arabic, Cantonese, English, French, Hungarian and Spanish.

^{xvi} To assess the impact of its *Successful Migration* campaign, IOM conducted a small qualitative study with 14 women in four rural villages in Cambodia (Ta Ong, Chamraeun Phall, Pramat Dei and Veal Ri Kaeut) in May 2018. A summary of the campaign and the research findings can be accessed at <https://iomx.iom.int/resources/iom-x/reports/forced-marriage-campaign-report>.

Tips for further engagement in this sector



Geographical expansion: While IOM prioritized the migration of women from Cambodia to China for marriage, there is clear scope for similar, highly targeted information dissemination activities in other countries across the region including Lao PDR, Myanmar and Viet Nam.



Get inputs from the target audience: Women who are considering marriage migration or who have migrated for marriage should always be included in the design of information materials on the topic. Too often, women are perceived as victims in this process as opposed to women who may be proactively making decisions based on what they feel is best for their families. For this reason, diverse experiences must be accounted for and women should be portrayed respectfully, regardless of the story being told.

SUMMARY OF ACTIVITIES

COMMUNITY	<p>COMMUNITY OF ORIGIN: Aspirant Migrants</p> <ul style="list-style-type: none"> • Forced Marriage Press Release (article) • Television broadcasts (distribution) 	<p>COMMUNITY OF DESTINATION: Current Migrants, Employers, Consumers</p> <ul style="list-style-type: none"> • <i>Forced Marriage Definition</i> (video) • Facts about Forced Marriage (factsheet)
	<p>INDIVIDUAL</p> <p>COMMUNITY OF ORIGIN: Aspirant Migrants</p> <ul style="list-style-type: none"> • <i>Successful Migration</i> (video) • Radio call in shows (distribution) 	<p>COMMUNITY OF DESTINATION: Current Migrants, Employers, Consumers</p>

“Through the video I learned the difficulties of a lady who migrated for marriage to China. It was not easy at all, she was disconnected from her family for many years, her documents like passport was withdrawn and she was trafficked by brokers.”

— Anonymous respondent of IOM X’s Forced Marriage impact assessment.

III. IOM X ROADSHOW MODEL

Myanmar Roadshow (September 2017-July 2018)



Bangladesh Roadshow (January-December 2017)



Philippines Roadshow (May 2016-March 2017)



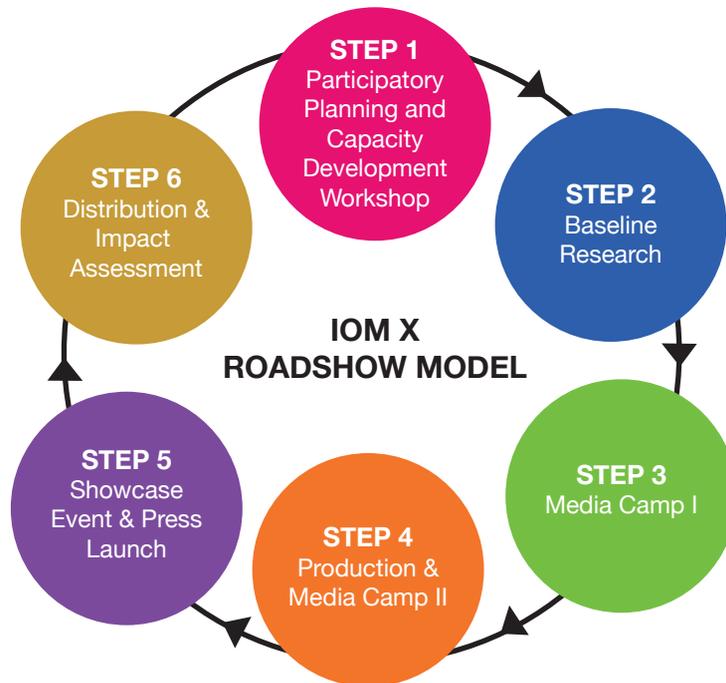
The IOM X Roadshow seeks to engage communities using a model by which IOM facilitates robust C4D processes, but it is the participating community that takes the lead in designing the IOM X campaign content and surrounding activations of the intervention. IOM X held three Roadshows, one in the Philippines in 2016/2017, one in Bangladesh in 2017 and one in Myanmar in 2017/2018.

“We don’t go into communities and say ‘this is your problem, and this is what you have to do about it’. Who would listen to us if we did? Instead, our approach with the IOM X Roadshow is to facilitate dialogue within a community, and help develop tools they need to address the solution. The videos we are launching today give a very clear message to aspirant Bangladeshi migrants.”

— Sarat Dash, former Chief of Mission, IOM Bangladesh.

When applied, each Roadshow is tailored to the community in which it takes place, and so the specifics of activities and how they are conducted may change, the general model is as follows:

Figure 9. IOM X Roadshow Model



STEP 1: PPCD

Host a Participatory Planning and Capacity Development (PPCD) Workshop for 20-30 diverse participants from a selected community. Identify the trafficking trends, begin developing messaging and determine the most effective type of media to create.

STEP 2: Research

Conduct a Knowledge, Attitude and Practice (KAP) baseline (pre-survey) of approximately 400 people of the target audience, prioritized by the participants during the PPCD, and sourced in the Roadshow location.

STEP 3: Media Camp 1

Reconvene community stakeholders who participated in the PPCD to further develop messaging based on research findings and agree on the type of media content to produce.

Whenever possible, test draft materials with members of the target audience external to consultative workshops through focus group discussions between Media Camp 1 and Media Camp 2.^{xvii}

STEP 4: Production and Media Camp 2

Produce the identified media content and bring the 20-30 stakeholders back together to provide feedback on the draft media content and to develop a distribution strategy.

STEP 5: Showcase and Press Launch

Hold a public showcase to launch the media content and provide a platform for counter-trafficking stakeholders to speak about their work. Where possible, provide opportunities for members of the target audience to also speak to their peers. Hold a press launch to maximize reach through media engagement.

STEP 6: Research

Conduct a Knowledge, Attitude and Practice (KAP) impact assessment (post-survey) with members who share the same demographic profile as those who participated in the baseline survey from the general public in the roadshow location. A good sample-size for this kind of survey in a local community is about 400 people, as this allows for robust findings.

^{xvii} This was an important learning for IOM X during the Bangladesh Roadshow and was applied to the subsequent Myanmar Roadshow. IOM X pre-tested the draft video scripts with two groups of external stakeholders in Myanmar that had not been part of the PPCD or Media Camp 1, and revised the scripts with their feedback prior to production. This maximised the relevancy of the videos to the target audience.

IOM X ROADSHOW IMPACT

IOM X campaign content to promote safe and informed migration, the production of which was led by communities participating in the IOM X Roadshow Model, increased levels of knowledge by 14 per cent, reduced negative attitudes by 36 per cent and increased positive intended behaviour by 6 per cent.

Average KAP Index shift: 4.5

Average KAP Mobility: 40.5

As discussed previously, key findings from IOM X Roadshow efforts in Cotabato, Philippines showed that after watching *Kwentong OFW: Saki Si Fatima*, the video created for the campaign encouraging young aspirant domestic workers to check the legitimacy of their recruiter's license with the Philippines Overseas Employment Agency (POEA), increased viewer's levels of knowledge of safe migration practices by 20 per cent. Particularly levels around the need to verify a recruiter's license increased, where participants' average levels of knowledge on this behaviour rose from 73 to 86 per cent. Furthermore, negative attitudes around this behaviour decreased from 24 to 13 per cent. The largest decrease in negative attitudes was around being oblivious, specifically, the sentiment that it is okay to trust relatives who are recruiters.

Highlights from the IOM X Bangladesh Roadshow impact assessment include that while overall levels of knowledge only increased by eight per cent, there was a 34 per cent increase in recognizing that *dalals* (informal brokers who are the primary facilitators of migration in Bangladesh) do not provide a service to check if a migrant has been issued with a proper visa. The highest increase in knowledge (40%) was around recognizing that men, women and children are at risk of human trafficking. Negative attitudes decreased by 27 per cent, with the most significant shift occurring in feeling resigned (believing it is not possible to avoid the risk of being exploited), as there was a 62 per cent decrease in this sentiment. Despite a low shift in behavioural intent (1%), there was a 41 per cent increase of intention to carry out the promoted behaviour of the campaign, to check the validity of one's visa with an agency that provides this service. As 77 per cent of respondents intend to share the IOM X Bangladesh Roadshow videos with friends and family, it is expected for these positive shifts to occur in a wide ranging audience.



“We are proud to support IOM X's campaign to help people in Myanmar learn more about taking jobs in other cities and countries, and how to avoid being cheated or becoming a victim of trafficking.”

— Teresa McGhie, USAID Mission Director, Myanmar.



IMPACT: REACH AND ENGAGEMENT

The IOM X Roadshow model was used to reach close to three hundred million people (289.3 million) through the targeted dissemination of information materials to encourage safe and informed migration on air, online and on the ground, including 339,250 members of communities of high out-migration through direct outreach. The vast majority of people reached was through broadcasts on television (123.5 million) and radio (19.15 million). A number of platforms were used to promote primarily offline migration resources, such as Migrant Resource Centres (MRCs) and helplines, so IOM was unable to correlate any specific uptake in services as a result of IOM X interventions.



“The United States is clear on its stance towards human trafficking and exploitation: we will not tolerate it, and we will tackle it from every angle. Through the IOM X Roadshow, we are able to empower migrants to make safer migration decisions before they leave home, and this reduces their vulnerability to human trafficking when they go abroad.”

— Marcia Bernicat, U.S. Ambassador to Bangladesh.



Online, analytics were used to track the performance of IOM X materials generated by the community-based Roadshow models. The materials reached 2.3 million people online, generated 94,891 actions of engagement (likes, comments and shares of content), and resulted in 24,896 unique visits to Roadshow-specific information websites. This represents an engagement rate^{xviii} of over five per cent as a result of exposure to IOM X content online, which is very high. As a point of reference, the all-industry median rate for Facebook engagement (the primary platform used by IOM X for its Roadshows) is closer to 0.16 per cent.⁴¹

IMPACT: INSTITUTIONAL CHANGE

One of the clear strengths of the IOM X Roadshow Model is its use of consultative forums to best ensure that the final promoted calls-to-action are realistic, relevant and achievable. Given the often complex nature of regular migration processes, promoting positive behaviours associated with safe migration can be more challenging than first realized. The IOM X Bangladesh Roadshow provides a case-in-point. During the first consultative workshop, community members quickly realized that there were no readily available alternatives to engaging with *dalals* (informal brokers) for aspirant migrants, and so the discussion moved to what individual migrants could do to best ensure that the dalal they had engaged was not deceiving them. The result of this discussion was to encourage migrants, regardless of how they were engaging in pre-migration processes, to vet the legitimacy of their visa at the local District Employment and Manpower Office (DEMO) or through an NGO (such as Ovivashi Karmi Unnayan Program (OKUP)). It became clear over the course of consultations, however, that DEMOs were not equipped with information necessary to vet visas for all countries of destination for Bangladeshi migrant workers. IOM Bangladesh staff immediately raised this concern to the national-level Bureau of Manpower, Employment and Training (BMET). IOM flagged that the IOM X Bangladesh Roadshow content could not be launched until the DEMOs were able to support migrants in this way. Because BMET had been kept informed about ongoing IOM X activities at

the district level, representatives were quick to mobilize, making sure that all DEMOs received information about how to vet all visas. While this kind of institutional change could not have been predicted by IOM when starting its IOM X Roadshow process, it serves as testament to the vast potential for change when investing time and resources into highly consultative processes.

In the Philippines, IOM X's partnerships with the Maguindanao Provincial Government, POEA, the Inter-Agency Council Against Trafficking and creative agency Dakila were crucial to the success of the the IOM X Cotabato Roadshow.

“The Government of Bangladesh supports all efforts that will help protect Bangladeshi migrants from abuse abroad – and this starts at home. The videos produced by the IOM X Roadshow were informed by Bangladeshis, for Bangladeshis. Having the right visa to work abroad is critical, and we support the efforts IOM is making to ensure aspirant migrants verify the validity of their visas before leaving the country.”

— H. E. Nurul Islam, BSC, Minister of Expatriates' Welfare and Overseas Employment, People's Republic of Bangladesh.

This critical support was made apparent during the panel discussion at the press conference when Esmael Mangudadatu, the Governor of Maguindanao, explained that it was not feasible for many women in Maguindanao to travel all the way to the POEA office in Cotabato City to get safe migration information. He then directly addressed the POEA representative on the panel and said that he would provide free office space and support for POEA to open offices in other parts of the province. This offer was covered in news articles following the press conference.

^{xviii} Engagement rate is calculated based on all interactions divided by total number of views.

IMPACT: WHO IS TAKING THE CAMPAIGN FORWARD?

In Myanmar, close engagement of the Ministry of Labour, Immigration and Population (MOLIP) meant IOM X staff made monthly visits to Nay Pyi Taw as well as routine phone calls and correspondence with Department of Labour (DOL) staff to best ensure that campaign content produced was in line with national messaging priorities as well as the ever-increasing availability of migration resources, such as MRCs. This investment of time and resources proved worthwhile given the Ministry's subsequent support and promotion for the dissemination and continued use of the IOM X Myanmar campaign content. Not only did senior level officials from MOLIP participate in two press events (Nay Pyi Taw, May 2018, and Yangon, July 2018) bringing with them extensive media coverage, but MOLIP also facilitated the broadcast of all *Make Migration Work* video content across government-run media channels (which are the most watched channels of the surveyed population). MOLIP also requested an additional five ethnic-language versions of the videos to be produced for continued broadcast and dissemination through government networks.

Other valuable partnerships being taken forward following the IOM X Myanmar campaign are those established between IOM and private-sector partners Mizzima and DVB, independent broadcast channels. As a result of coordinating promotion and distribution of the IOM X campaign, the private media companies recognized the many synergies between their broadcast priorities and IOM's ongoing support to migrant populations and their communities both across Myanmar and the diaspora. In this regard, IOM is continuing dialogue with Mizzima and DVB.

IOM has also found that uptake of its content has continued to grow beyond Roadshow-affiliated promotional activities. A prime example of this is how, one and a half years after the launch of the flagship programme of the IOM X Cotabato Roadshow in the Philippines, *Kwentong OFW: Saki Si Fatima* was garnering tens of thousands of viewers on YouTube. Analytics conveyed that the majority of new views were from people

located in Saudi Arabia, Qatar, Kuwait and other Gulf countries where there is a high proportion of Filipino workers, indicating that this video content is continuing to engage existing workers without specific intervention from IOM or its partners.^{xix}

GENDER

Yet another strength of the IOM X Roadshow model is that the highly participatory and consultative processes are coupled with an emphasis on collecting, sharing and discussing qualitative and quantitative data, which also lends the process strong opportunities to identify any important differences between the experiences and priorities of women from those of men. IOM X used a gender approach that ensured equality and equity sensitivity. It did this by selecting migration trends with a high prevalence of exploitation and trafficking in persons specifically for women (such as aspirant female migrant domestic workers in Maguindanao) as well as trends that specifically involve men (such as the predominantly male out-migration of Bangladeshi irregular migrants).

“The contributions of women to their communities is invaluable, and we recognize that by providing opportunities to empower women, all facets of society benefit. USAID works with women across Asia to provide the tools they need to succeed.”

— Beth S. Paige, Director of the USAID Regional Development Mission for Asia, marking the launch of the media content produced during IOM X's Cotabato Roadshow in May 2017.

One of these gender-specific trends identified for a Roadshow response was that approximately 14,000 women were choosing to migrate from Maguindanao to Malaysia and to countries in the Middle East for domestic work. Many of these women were vulnerable to extreme forms of exploitation, and even human trafficking, due to trusting in fraudulent brokers. While the community had prioritized this as a significant issue to

^{xix} For a full account of this trend, please view the report at <https://iomx.iom.int/resources/domestic-work/reports/continuing-engage-philippine-domestic-workers-through-kwentong-ofw>.

address, it was important that IOM baseline research activities also shed light on the unique experience and needs of this population to use evidence to inform the response, rather than relying on community-based assumptions. One such key factor vital to understand is the perceived sense of agency that these young women have for making decisions about their lives to know how best to target these videos. Say, for example, young women in this particular community usually defer to their parents or partners to make migration-related decisions for them.

This would mean that IOM would need to factor these considerations into the content development and distribution strategy. Interestingly, from the 400 women between the ages of 18-35 of lower education levels with the desire to migrate (but have never migrated overseas before) surveyed, IOM learned that all of them claimed that they themselves play a key role in making the decision on how and where to migrate. However, 86 per cent indicated that other people influenced them. Those who have a desire to migrate are most influenced by their siblings, friends and other relatives. Those who do not have a desire to migrate but have to, are most influenced by close family members like mother, father and spouse.⁴² For this reason, IOM X content not only featured a protagonist who fit the profile of the target audience, but also shared her migration story through the story of her family.

One of the key learnings from the IOM X Cotabato Roadshow in Maguindanao was that, while viewers learned a lot from the video, the sense of perceived relevance was quite low as only 16 per cent of women surveyed said that they thought the video was relevant to them and only 12 per cent would encourage others to watch the video.⁴³ This was most likely due to that, despite the production company's efforts to film the story in a way that looked as though it was clearly filmed in a Muslim community in Maguindanao, the audience could tell that they worked with actors from Manila.

Subsequent content produced as a part of the IOM X Roadshows in Bangladesh and Myanmar featured real stories of female migrants. In Myanmar, women from communities of priority volunteered to play the roles with whom they could strongly empathize. It worked – in Bangladesh, 20 per cent of viewers found the content to feel

"We know that families and societies depend on their remittances as a significant input into household and national accounts. But even though migration provides economic opportunities for some women and a financial safety net for their families, many women are highly vulnerable to unfair treatment, exploitation, abuse and different forms of violence. This is especially the case for domestic and care workers."

— Roberta Clarke, Regional Director of UN Women Asia and the Pacific and Representative in Thailand, marking the launch of IOM X's Happy Home campaign in May 2016.

relevant to them and 34 per cent said they would encourage others to watch the videos.⁴⁴ Furthermore, anecdotal feedback collected through qualitative consultations in Myanmar found that viewers could identify with the videos as they recognized that the videos were created for people in their demographics and who also wanted to migrate abroad for work.⁴⁵

CAPACITY DEVELOPMENT

The capacity development of IOM staff and stakeholders to not only understand and value best C4D practice but to also be equipped with the knowledge and tools to apply such evidence-informed and participatory processes to their ongoing outreach and engagement activities, regardless of subject matter, was of foundational importance to the IOM X campaign. While the use of participatory processes encouraging direct input from beneficiaries and broader community members are generally accepted as best practice, they can also represent a significant time and energy commitment for community members. In the non-profit sector, in particular, beneficiaries are often asked to give their time and indigenous knowledge without compensation. Mindful of this, IOM aimed to transform as many of the IOM X consultative activities into capacity development exercises as possible, where participants were not only asked to share their expertise, but they were also able to learn about new methodologies and their potential application. Accompanying resources, in local languages, were provided.

One of the necessary IOM X Roadshow activities is the initial PPCD. It is during this workshop where diverse community members are brought together to learn from experts on trends associated with migration and human trafficking in the broader regional and national context, as well as C4D. Together, over the course of two and a half to three days, community members use the IOM X C4D Strategic Planning Tool to go step-by-step through designing a highly targeted information dissemination activity, learning about the significance of each step as they go. Upon completion, participants are awarded a certificate.

“Government disseminates posters but this is not enough to reach the hard to reach groups, because of their specific mindset. To change their mindset, a different approach is needed and IOM X’s Roadshow is one of the best approaches.”

— Participant in the IOM X Bangladesh Roadshow.

“I liked the way the programme is designed, it uses a bottom up approach that includes the voice of the local people. The [process was] also very participatory.”

— Participant in the IOM X Bangladesh Roadshow.

“This program enriched my personal knowledge as well as increased my efficiency to perform better in my professional life.”

— Participant in the IOM X Bangladesh Roadshow.

IOM conducted pre and post self-assessments with 102 PPCD participants to gauge their confidence levels with regard to C4D. IOM’s target was for participants to have an average score of 90 per cent on a self-assessment survey on perceived knowledge about C4D. On average, participants demonstrated a 91 per cent level of knowledge about C4D.

Yet another opportunity for capacity development in the IOM X Roadshow Model was around the research conducted. In both the Philippines and Bangladesh, IOM and its research partner, Rapid Asia, built the capacity of 40 student volunteers from universities in close proximity to the priority targeted communities and who were interested in research and analysis. The students participated in a one-day intensive training with Rapid Asia, where they learned surveying techniques, methodology and analysis. The student volunteers then conducted the baseline survey and, eventually, the impact assessment, giving them an opportunity to apply their surveying skills in real life.

When conducting consultations with stakeholders at the national level, to inform the design and geographic priority for the IOM X Bangladesh Roadshow model, IOM staff met with journalists from media outlets that had been instrumental in

exposing the rates of irregular migration of Bangladeshi migrants as well as the myriad forms of exploitation taking place, especially around the Andaman Sea Crisis (2015). During this meeting, members of the press highlighted that their counterparts at the district level do not enjoy the same kind of exposure to subject matter experts and as a result, media coverage can be weak, non-existent or even false. It was therefore their strong recommendation that IOM hold a training for journalists from the districts of priority for the IOM X Roadshow, to not only ensure better coverage of the resulting campaign activities, but to also create sustained capacity for media coverage associated with migration trends, including smuggling and human trafficking.

“I came to learn many issues on safe migration and human trafficking, which I published in my newspaper and many people became aware of the issues.”

— Journalist who participated in IOM X journalist training in Dhaka, Bangladesh, in November 2017.

IOM responded by not only inviting the participation of local journalists to join the IOM X Roadshow participatory planning workshops at the district level, but also invited 15 journalists (five from each of the three priority districts) to participate in a one-day training in Dhaka and then to stay on for the media launch of the IOM X Bangladesh Roadshow content. The immediate impact seen from this participation was that journalists made use of this training in their work.

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“Even though I haven’t been able to adapt them to our project, we are planning to adapt/imitate what we have learned from IOM X Myanmar campaign for our future activities such as video clips production, participatory planning, community led research and also the national level launching ceremony.”

— Mr. Nicholas Nay Win Aung, Project Coordinator of the Myanmar Catholic Migration and Anti-Human Trafficking Network, who participated in the IOM X PPCD in Yangon in 2017.

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IOM X Roadshow



Watch the IOM X Roadshow process unfold from start to finish in this short overview video from the IOM X Cotabato Roadshow: <https://iomx.iom.int/resources/human-trafficking-general/videos/iom-x-cotabato-roadshow>

IV. CONCLUSIONS

YOUTH ENGAGEMENT



While migration has been the path to a more promising future for many young people, their mobility makes them particularly vulnerable to human trafficking and its associated exploitation and abuses. And, parallel to recognizing the potential vulnerability of youth in this region, it is also important to recognize the youth of today as the leaders of tomorrow and their growing influence on the world around them as consumers and employers.

While IOM engaged with youth across its IOM X activities from its sector-specific campaigns to its Roadshows, during its four years in Asia Pacific, IOM X also created opportunities to work exclusively with young people across the region. These activities primarily focused on three key areas:



- 1. Building the capacity of young people to be leaders in their own communities.** In 2015, IOM X hosted the ASEAN Youth Forum in Bangkok. Twenty youth (two from each ASEAN country) participated in the three-day event to learn about human trafficking and design activities to raise awareness about the issue at home. These ASEAN Youth leaders then returned to their home communities and conducted activities reaching 2,246 people. Also in 2015, IOM X hosted Connect Singapore in partnership with Microsoft, a two-part event that trained university students on the issue of trafficking and how to conduct outreach activities. Using a quiz application developed by IOM X and Microsoft, the students engaged over 100 Singaporeans on the streets on the topic of human trafficking and exploitation.
- 2. Giving support for youth-led counter-trafficking initiatives.** IOM X supported young people across Asia Pacific to run their own campaigns to raise awareness about human trafficking and exploitation. For example, IOM X provided educational handouts, speakers for events and subject-matter experts for Project Liber8, a Malaysia-based youth-led NGO.
- 3. Providing a space for young people to speak to their peers on the issue of human trafficking and exploitation.** IOM regularly invited young people to contribute blog articles to share what they learned at workshops and other events and promoted these across IOM X online platforms. IOM X's *Tips* video series gave youth a voice to discuss practical issues they face, such as speaking to their parents and elders about domestic worker abuse.

ONLINE ENGAGEMENT

The rapid growth of digital and mobile technologies in Southeast Asia gave IOM an opportunity to engage its target audience like never before. Digital and mobile grew to become the most effective way to ensure specially-created content was seen by the right people at the right time for maximum impact. Tools like Facebook, Twitter and Instagram helped engage audiences in social spaces where they already interact. Meanwhile, business intelligence tools like Hootsuite, Sprout Social, Google Analytics and Facebook Insights helped to track and evaluate the engagement of campaigns.

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“Over the last decade, the global community has made appreciable progress in understanding human trafficking. Social media and technology have played a crucial role in expanding our efforts to raise awareness by enabling us to reach new audiences and to amplify our message.”

— Blair Hall, Deputy Chief of Mission, U.S. Embassy Singapore, marking the IOM X Connect Singapore event in November 2015.

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IOM X applied three key best practices to its digital strategy:

1. **Less is more:** Analytics show that videos under one minute are more successful online than longer videos. For this reason, IOM X created its *Definitions* series, which comprises of short, clear videos that clearly explain to audiences different forms of trafficking and exploitation. A total of eight *Definitions* videos were produced, and reversioned into six languages. The videos were viewed online 873,844 times from May 2016 to December 2018.
2. **Real people, real impact:** Feedback during IOM X's Roadshow media camps suggests that people want to hear true experiences from people like them. For this reason, IOM X produced *Migrant Voices*, a series of videos where current migrant workers give advice to aspirant migrants. The videos were viewed 289,133 times.
3. **Just do it:** IOM X's experience is that people want to take an action. The campaign's *Letters for Migrants* activity catered to this. The postcards were handed out at events and workshops, and people were encouraged to write a short note of appreciation to a migrant worker. The postcards could be submitted to IOM X online, and appeared on the campaign's medium page. Offline, IOM X delivered the postcards to migrant workers through supporting organizations.

An urgent email from a netizen at risk

In August 2016, Mira* (name changed to protect identity) sent an urgent email to IOM X via the contact form on the website: “I have reason to believe someone may be involved in sex trafficking and may be trying to recruit me. Please help.” Mira was desperate for information on how she could identify whether the situation she was in was indeed what she believed it to be. She had done research online but couldn't find clear information about the signs she should be looking out for and who to alert if she felt in danger. After receiving Mira's email, IOM X quickly got in touch via Facebook messenger. The team ascertained that Mira was in Indonesia, and was able to provide local helpline numbers that she could speak directly with an organization that could call to help. Within three hours of sending the email, Mira was connected with the right people to help her navigate a potentially dangerous situation.

PARTNERSHIPS

As evidenced by this report, all IOM X content and activities were produced as a result of engaging with partners at some level. Establishing diverse and meaningful partnerships was vital for the achievement of progress towards IOM X's overarching objective of building social resilience to human trafficking across Asia Pacific. Productive partnerships both ensured that campaign content was accurate, relevant and used by local actors to ultimately inspire behaviour change (Outcome 1) through highly participatory and consultative processes; and to bring diverse IOM partners (both public and private actors) together to strengthen ongoing CTIP efforts in new and innovative ways (Outcome 2).

This emphasis placed on seeking innovative solutions to trafficking related issues drove IOM to establish a number of exciting partnerships with technology companies including Google, IBM and Microsoft.

The partnership established between IOM X and Microsoft Asia Pacific proved to be exceptionally productive leading to joint initiatives including the first-ever regional conference on technology for CTIP (June 2015). IOM X also engaged young Thais through Microsoft Thailand's YouthSpark^{xx} initiative, hosted the IOM X Connect Singapore event in partnership with Microsoft, and built and launched 6Degree together with Microsoft and its regional partners.

Innovation: Connect Singapore



^{xx} A Microsoft organized initiative where youth get to work with Microsoft and community leaders to create action plans on a variety of issues.

The world's first crowdfunding platform for victims of trafficking



6Degree allows users to fund direct assistance that is provided to survivors of human trafficking through IOM's time tested direct assistance program. It was the world's first crowd funding portal to support victims of trafficking, and a flagship innovation for IOM X.^{xxi}

In June 2015, IOM X and its partners USAID, Microsoft and AvePoint held an Exclusive Media Demo in Bangkok, Thailand, for 6Degree.org.

"The growing operational challenges of migration management demand out-of-the-box thinking on how best they can be tackled. The use of technology shows enormous potential in this respect, and combining Microsoft's deep expertise in deploying

cloud computing technology to support public sector endeavors inspires confidence in our efforts to aid human trafficking victims," said Stefan Sjöström, former Vice President for Public Sector, Microsoft Asia.

"6Degree is the first time we have been able to provide individual donors with direct access to supporting a proven and time-tested mechanism for helping individual survivors of trafficking. I am excited by the possibilities this technology opens up for organizations such as IOM, and the opportunity to give more victims of human trafficking a second chance at life," said Andrew Bruce, former Regional Director, IOM Regional Office for Asia and the Pacific.

The Demo generated more than 50 news articles and broadcasts, in the world's most read publications, including the New York Times and the UK Daily Mail, which have a combined readership of over 100 million people. This global coverage also generated high levels of online engagement, with posts about 6Degree on social media garnering 1,719,818 impressions in the three-day period following the event. The first case on 6Degree was fully funded within four days of the launch of the platform.

CLOSING SUMMARY OF TARGETED AUDIENCES: WHO DID WE REACH, AND WHAT DID THEY LEARN?

The table on the following page provides a clear overview summarizing the change that IOM hoped to achieve through its many IOM X campaign activities targeting diverse audiences across the region. While each IOM X campaign was usually comprised of a number of elements calling for varying actions, this table conveys the primary behaviour change objectives.

^{xxi} This partnership was taken forward, independent of the IOM X programme, between IOM and Microsoft. During the subsequent year, and with added funding support from IOM headquarters, V2.0 of the 6Degree platform, with previously reported enhanced features, was finalized. However, due to limited internal capacity, the platform has not been launched and further developments have been put on hold. As the innovative platform still holds great potential to become a strong fundraising mechanism for populations most vulnerable to human trafficking, the 6Degree team is seeking opportunities to handover the platform for future implementation.

ACTIVITIES: WHO DID WE REACH, AND WHAT DID THEY LEARN?

COMMUNITY	<p>COMMUNITY OF ORIGIN: Aspirant Migrants</p> <ul style="list-style-type: none"> Aspirant female domestic workers in Maguindanao province, the Philippines, know how to check the legitimacy of their recruiters' licence before migrating to the Middle East for work, as a result of the community-led IOM X Cotabato Roadshow Aspirant migrants and their families in Myanmar know steps they should take for a better migration experience, as a result of the IOM X Myanmar campaign CTIP stakeholders are better equipped to apply C4D to local communication activities as a result of IOM X training 	<p>COMMUNITY OF DESTINATION: Current Migrants, Employers, Consumers</p> <ul style="list-style-type: none"> Consumers in Thailand may better understand that there could be exploitation in the supply chains of the products they buy through the #ICareDoYou campaign (launched by <i>Prisana</i>) CTIP stakeholders are better equipped to apply C4D to local communication activities as a result of IOM X training Employers of domestic workers in ASEAN recognize it's their responsibility to create a fair work environment for their domestic worker, and specifically that a day off per week is part of this, through the Happy Home campaign Practitioners may better understand trafficking for sexual exploitation through the <i>Mythbusting Series</i> and <i>Unexpected Victim</i> video Young Thais recognize that there is exploitation in the manufacturing industry and that, as consumers, they can call on their favourite brands to stop this, through the <i>Do you know who made it?</i> campaign Migrant workers in some Asia Pacific countries know that people in the countries they work in recognize the difficulties they face as migrant workers and that their rights need to be protected, as a result of IOM X's <i>Letters for Migrants</i> campaign
	INDIVIDUAL	<p>COMMUNITY OF ORIGIN: Aspirant Migrants</p> <ul style="list-style-type: none"> Aspirant male migrants from Cambodia, Lao PDR and Myanmar considering work in the Thai fishing sector know how to prepare for a safe migration experience as a result of the <i>Know Before You Go</i> video Female domestic workers from Indonesia aspiring to migrate to Hong Kong SAR, China, for work understand the process and what to expect through the <i>Perjalananku Pengalamanmu</i> video series Young women in Cambodia understand the risks and reality of migrating to China for marriage through the <i>Successful Migration</i> campaign Aspirant Bangladeshi migrants know how to check the validity of their visa before migrating, through the IOM X Bangladesh Roadshow Aspirant domestic workers in Asia Pacific and aspirant Bangladeshi migrant workers are better equipped to make informed migration decisions based on the experiences of current migrant workers, as a result of the <i>Migrant Voices</i> video series

RECOMMENDATIONS

While this final IOM X Asia report has endeavored to share specific lessons learned and opportunities for continued and strengthened outreach activities in Asia Pacific for CTIP, the following recommendations are considered cross-cutting and relevant to activities that extend beyond the specific prevention of trafficking in persons and beyond the borders of this region. It should be noted that the recommendations prioritized have also been informed by an external evaluation of the IOM X Asia programme, conducted in December 2018.^{xxii}

Value of C4D

The benefits of applying robust, evidence-informed and participatory C4D approaches for all information dissemination and public outreach activities should be clear. Investing the necessary time and resource to conduct baseline research and to **involve beneficiaries** and stakeholders in production processes whenever possible not only significantly increases perceived relevance and potential impact on priority audience members, but also generates much higher levels of visibility, distribution and engagement.

Understanding what C4D is makes available a vast range of resources and processes, which can serve as useful guidelines, to support practitioners to best ensure that their information dissemination activities achieve the desired impact. These guidelines, processes and models (such as the IOM X Roadshow) also foster positive **adaptive management** practice and the flexibility necessary to tailor interventions as needed for specific communities and beneficiaries.

Integral to all C4D processes is emphasis on activities to both monitor and evaluate the performance of activities and information products. By following C4D approaches, organizations learn to not only collect data, but to also share what they learned broadly – both within the organization as well as with external stakeholders – to inform joint design and dissemination activities. This **culture of learning** serves to strengthen ongoing engagement activities, while at the same time showing where activities are having the desired impact and where they are falling short.

Given that behaviour change tends to happen in the longer-term and beyond the scope of any time-bound project, it has long been accepted in the field of C4D to use proxy indicators to measure intended behaviour change. While IOM stands by its methods used for this as good practice, in future IOM X programming, IOM will aim to strengthen its **metrics to measure changes in behaviour** by applying some of the following practices: engaging with sample groups of stakeholders over a longer duration; promoting participatory monitoring; increasing the use of offline engagement techniques; and collecting data through partners and service delivery points.

Traditionally, the Behaviour Change Journey has been understood as consisting of steps wherein individuals must first have the correct knowledge and then the right attitudes to change and ultimately maintain the promoted behaviour. While this simple formulation remains the clearest way to understand the necessary steps and components to changing behaviours, there is increasing evidence that suggests that regardless of what an individual's personal attitudes are about the promoted behaviour, they may adopt the behaviour regardless if they believe the promoted behaviour to be the **social norm**. IOM's direct experience, according to findings of IOM X campaign impact assessments, also supports this. Impact assessments of IOM X campaigns to prevent the exploitation of fishers, as well as its efforts to prevent the exploitation of domestic workers, found that despite shifting levels of positive attitudes to a small degree (on average: 5% for fishing and 2% for domestic work), IOM X activities inspired greater impact with regard to positive intended behaviours (on average: 31% for fishing and 11% for domestic work).

^{xxii} Visit <https://iomx.iom.int/resources/iom-x/reports/external-evaluation-iom-x-asia-campaign> to see the full report of the external evaluation.

This is clearly an important consideration and so IOM recommends to explore the potential for shifting perceived social norms to reduce irregular migration and the exploitation of workers. By conducting robust audience analysis to not only understand current levels of knowledge, attitudes and practices of the primary target audience, but to also more clearly understand the secondary and tertiary audiences, practitioners will be able to design complementary **social mobilization** and **advocacy** activities around shifting social norms to create an environment most conducive to positive change.

Strategic approaches commonly used in C4D to target diverse audiences include:

PRIMARY AUDIENCE

Behaviour Change Communication (BCC) best practice usually entails one-on-one or small group interaction, which help to inform, motivate and problem solve for behavioural adoption, change and/or maintenance. This meaningful two-way dialogue leverages the feelings of trust, respect and openness to address and overcome individual-level challenges. Increasingly new platforms (such as social media) are being leveraged for BCC purposes. Regardless of the engagement method selected, it is vital that BCC media content links to relevant and accessible services or resources to support the promoted behaviour change.

SECONDARY AUDIENCE

Social Mobilization refers to a set of activities that inform, engage and motivate, for example, community members, social networks and religious groups. Through increased awareness and understanding, these groups take action in support of an issue, with the possibility of changing social norms over time.

TERTIARY AUDIENCE

Advocacy refers to a process during which, for example, decision-makers, policy officers and legislators, budget officers, and social and cultural influencers, are informed and motivated to take action in support of an issue. This could result in public media statements, increased funding and changes in laws and regulations, among others, all of which support the creation of an enabling environment for positive behaviours at the individual level.

Further ways that IOM intends to strengthen its own C4D activities include conducting extensive **stakeholder mapping** exercises prior to designing future IOM X programming. This is to ensure that potential stakeholders are prioritized, that all relevant stakeholders are engaged through the campaign, and that specific engagement with grassroots organizations and migrant networks are maximized. IOM will also aim to strengthen its focus on **gender equality** and integrate mechanisms to ensure a more thorough gender mainstreaming approach throughout its work.

Best programming practice

A priority of the IOM X Asia programme was to establish a **robust foundation** for ongoing information and engagement activities with young people across Asia Pacific for the prevention of trafficking and exploitation. Given the vast diversity of trafficking trends in the region, this meant that IOM X Asia needed to develop campaigns across five key sectors and multiple countries. However, now that the foundation has been established, a key recommendation for IOM is that future IOM X programming should focus on **fewer but more impactful campaigns** that include a stronger offline presence. This report should reinforce this recommendation by illustrating that – where IOM had capacity to design multiple IOM X activities targeting both source and demand audiences of a single sector (such as domestic work and fishing) – it was able to generate far more engagement and learnings than in others (such as entertainment and forced marriage).

The application of a sector-specific approach to its interventions proved to be helpful for producing **highly tailored and targeted** information materials and dissemination activities, especially from the perspective of engaging with audiences in communities of destination – whether this is demand audiences (like employers or consumers) or audiences of current migrants vulnerable to exploitation. That said, this sector-specific approach was less useful when designing activities in communities of high out-migration. This is likely due to the fact that high levels of lesser regulated, or completely informal, migration means that aspirant migrants have less control over where they end up working. In these instances, information products to encourage informed migration were prioritized by community members. Furthermore, qualitative research conducted by IOM, with current and returned migrant domestic workers, also found that when asked about their **information preferences** pre-departure, they rank information specific to their labour rights significantly below information related to lifestyle and culture.

This experience lends itself to a couple of concrete recommendations for engaging with source communities. Firstly, clear opportunities for graduating broad level ‘safe migration’ campaigns to more targeted campaigns increase in relevance when closely linked with regular migration opportunities. For example, using information activities to not only share information pertaining to the benefits of regular labour migration over irregular, but also promoting specific employment opportunities and associated resources. Secondly, the **ever-increasing access** migrant workers have to the Internet, and specifically to social media, means that there should be more investment in maintaining communication with migrant populations to inform pre-departure decision making as well as to meet post-arrival information needs.

Despite proliferating opportunities to reach aspirant migrant populations with information to inform migration, what to communicate to aspirant migrant populations without viable migration options remains a persistent challenge. In circumstances such as this, participatory methods of production become even more important to draw out – through structured discussions and sharing activities – what key drivers are to unsafe or irregular migration in order to begin to consider, as a community, what alternative behaviours may be most relevant. In communities like this, it may ultimately make sense to invest less in BCC activities focused on changing an individual’s behaviour, and instead to focus on facilitating activities with the aim of influencing broader environmental factors. This could include advocacy activities to create change at the regulatory, policy and institutional level or social mobilization activities aimed at the organizational and community level.

One of the clear ways that the IOM X programme enjoyed some level of success in this regard, and so should be considered for replication, was through the IOM X Roadshow Model. While the ultimate outcome of the six-step Roadshow process is a BCC campaign targeting individual, aspirant migrants, the series of community-based workshops and consultations that comprise the Model are about social mobilization and the launch event provides a great opportunity for higher-level advocacy.

Regardless of who is being targeted or where they are, IOM has clear recommendations for increasing the efficacy of highly-targeted information campaigns. Use **positive and inspiring messaging** (scare campaigns do not work for longer-term decision making processes). Similarly, consider carefully the imagery associated with your information materials. If you are promoting a positive message, feature a positive image to reinforce that desired behaviour change. Make sure that all materials have **clear calls to action**. Where it makes sense, **feature representatives of the primary target audience** to give the advice directly to their peers. Regardless of the style of content, or how the information is being relayed, the benefits of applying **participatory production processes** will be sustained even beyond the utility of the information content produced.

LESSONS LEARNED

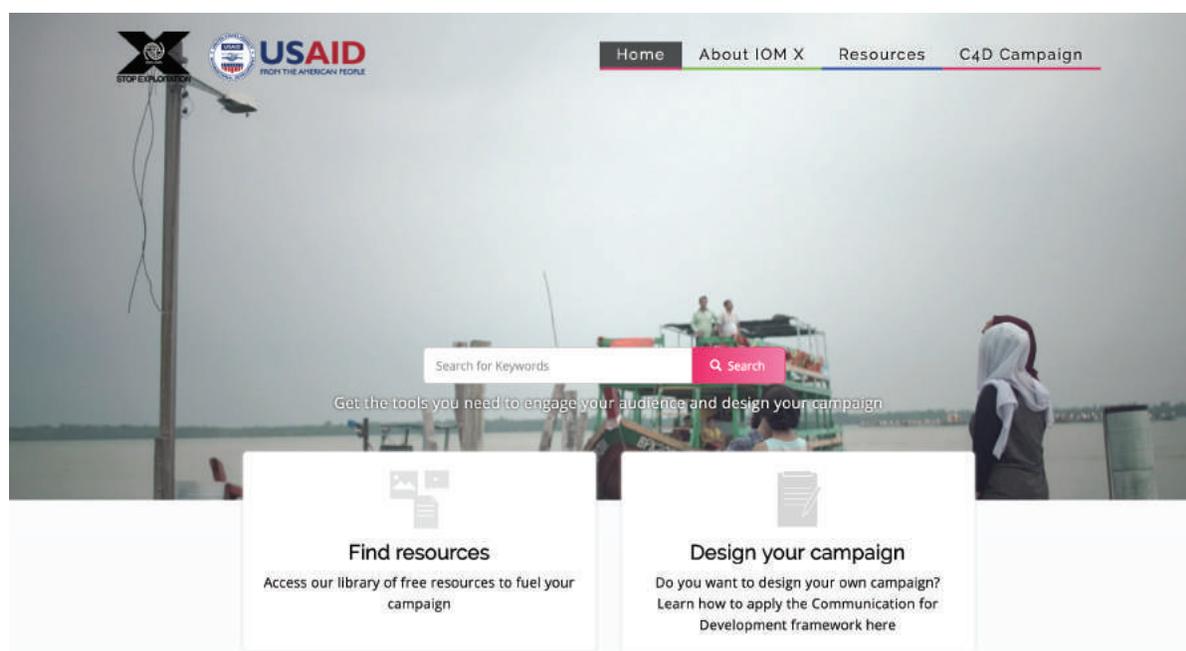
The following lessons were learned during the four-year implementation of IOM X in Asia Pacific. These may be considered during the design of future campaigns in a similar context.

- 1. Use the right influencers:** Although the use of famous actors or celebrities in online awareness raising campaigns can help to increase viewership and raise much needed attention around important issues, this can also pose risks to the campaign and to the organization if the behaviour and actions of the individuals are not aligned with the values of the organization. For example, through research commissioned by IOM X, it was found out that youth in Thailand are less inspired by mainstream celebrities as role models than they used to be. They are increasingly looking to new 'influencers' as trustworthy role models. Other factors that must be considered when engaging 'high profile celebrities' is the high resource investment (both time and financial). Careful consideration should be made as to whether or not it makes sense.
- 2. Be clear about what you are asking, and communicate in your audience's language:** The IOM X experience in Asia Pacific found that campaign video content is most effective when it includes specific calls for action and when it is dubbed into local languages, as opposed to using subtitles.
- 3. Share your content where your audience already is:** The choice of the best platforms and channels for dissemination of IOM X products has to correspond to the most widely used mediums in every given location. Robust baseline research is a valuable way to assess current media consumption trends of specific populations.

SUSTAINABILITY

As an IOM initiative, benefitting from global visibility of its successes, the IOM X Asia programme has increased the perceived value associated with applying robust C4D processes across IOM's efforts to protect migrant workers – whether it's through the provision of health services or responding to humanitarian crises.

In order to sustain the momentum that the IOM X Asia programme has built over four years, IOM X launched the X-Site in 2018, an easy-to-use online library for IOM staff and other practitioners. The X-Site will be maintained by IOM's Online Communication Unit (OCU).



The X-Site provides a step-by-step guide to applying C4D to communication activities, as well all downloadable materials developed by IOM X: videos, factsheets, impact assessments, scripts, workshop plans, facilitation guides, and more. The X-Site is fully searchable, categorised by content type, sector, language and campaign.

In addition, the IOM X C4D e-Learning will be made available in 2019 to all IOM staff globally on the internal IOM learning platform, iLearn, as well as to IOM stakeholders on its publically available platform, eCampus. The IOM department for Sustained Development and Learning will manage these platforms.

WHAT'S NEXT FOR IOM X

With the completion of the IOM X Asia programme, both the IOM X model of applying C4D approaches to strengthen information dissemination activities and the IOM X campaign itself will continue globally.

IOM X Central America began in October 2018, funded by the United States Agency for Populations, Migration and Refugees. IOM X Central America activities will take place in four priority countries (El Salvador, Guatemala, Honduras and Mexico), following the roadshow model established in Asia.

The German government has expressed interest to fund IOM X West Africa, with an initial one-year pilot in Guinea and Nigeria. The programme is tentatively set to start in April 2019.

IOM is optimistic about the potential for new funding for IOM X activities in additional countries moving forward.

Figure 10. Global use of IOM X materials indicated by X logos.



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