



KAP IMPACT ASSESSMENT

OPEN DOORS: AN IOM X PRODUCTION (INDONESIA)

JUNE 2016

OVERVIEW

In April 2015 and June 2016, IOM X conducted a Knowledge, Attitude and intended Practice (KAP)* Impact Assessment of the video *Open Doors: An IOM X Production*. This assessment consisted of a pre-survey (n=324) and post-survey (n=307) through online panels with Indonesian nationals aged 15 to 50 of similar backgrounds. The objective of the video was to raise awareness of live-in domestic worker exploitation and encourage employers of domestic workers to adopt practices to reduce exploitation, such as providing one day off per week.

*To learn more about Rapid Asia's KAP methodology, please visit <http://rapid-asia.com/programme-evaluations/kap-score/>

KEY FINDINGS

After watching *Open Doors*:

- 90% of viewers processed the messages of *Open Doors*. This means that 40% found it interesting and learned something new and 50% will speak to others about the issue.
- 91% of viewers took at least one step towards the desired behaviour change, indicating that *Open Doors* has stimulated people to think about the issue and connect with the message on an emotional level.
- Knowledge about domestic worker rights increased from 58% to 75% of respondents.
- Positive attitudes towards domestic workers increased from 16% to 22% of respondents.
- Behavioural intent to adopt practices to reduce the exploitation of domestic workers increased from 66% to 77% of respondents.



OPEN DOORS: AN IOM X PRODUCTION

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



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DEMOGRAPHIC OF RESPONDENTS



AGE

15-50 years
(50% aged 15-24)



GENDER

50/50
men/women



OCCUPATION

72% employed
17% studying
11% other (including home duties and unemployed)



EDUCATION

66% university diploma or higher



EMPLOYERS

More than 50% of respondents were employers of domestic workers

EMPLOYERS WHO PROVIDED THE FOLLOWING RIGHTS TO THEIR DOMESTIC WORKERS

| Domestic workers entitlements | Employers (%) |
|---|---------------|
| Fair wages | 84 |
| Rest days if domestic worker is sick | 87 |
| Reasonable working hours | 81 |
| Allowed to make phone calls | 54 |
| A written contract that the domestic worker fully understands | 38 |
| Own private bedroom | 72 |
| One day off every 7 days | 50 |
| Freedom to decide how and where to spend free time | 49 |
| Access to Wi-Fi | 20 |

CONTENT & MESSAGING

40% of viewers found *Open Doors* interesting and learned something new and **50% found it interesting, learned something new and will speak with others about the issue.**

It was rated *Excellent* by 31% and *Very Good* by 57% of respondents in terms of raising awareness of the exploitation of domestic workers in the ASEAN region and the importance of domestic workers having one day off.

It was rated *Excellent* by 31% and *Very Good* by 53% of respondents in making viewers more appreciative of domestic workers, and encouraging employers to have a positive relationship with them, while respecting their right to one day off per week.

There was some confusion among respondents about whether 'one day off' meant giving one day off per week or several consecutive days off when needed, such as for an illness in the domestic worker's family.

RELEVANCE

20% of respondents...
...said the issue of protecting domestic workers from exploitation was relevant to them.

32% of respondents...
...said they would encourage others to watch the video.

24% of respondents...
...thought that this video will help people be more mindful of how they treat domestic workers.

15% of respondents...
...said they are confident that this video can help to prevent the exploitation of domestic workers in Indonesia.

BEHAVIOUR CHANGE JOURNEY

Following a Behaviour Change Communication (BCC) approach is not simply about changing people’s behaviour but moving them one step at a time towards behaviour change, as shown below. Behaviour change theory describes how an individual moves towards behaviour change through a series of stages, such as building awareness and knowledge, moving on to shifting beliefs and attitudes, and finally behavioural intentions and behaviour change.

Figure 1 illustrates the different steps of the behaviour change journey, alongside communication actions that can move people along the journey. After watching *Open Doors*:

- 16% of respondents shifted from *Knowledge* to *Belief*
- 34% shifted to *Attitude*
- 32% shifted to *Intention*
- 9% shifted to *Behaviour*

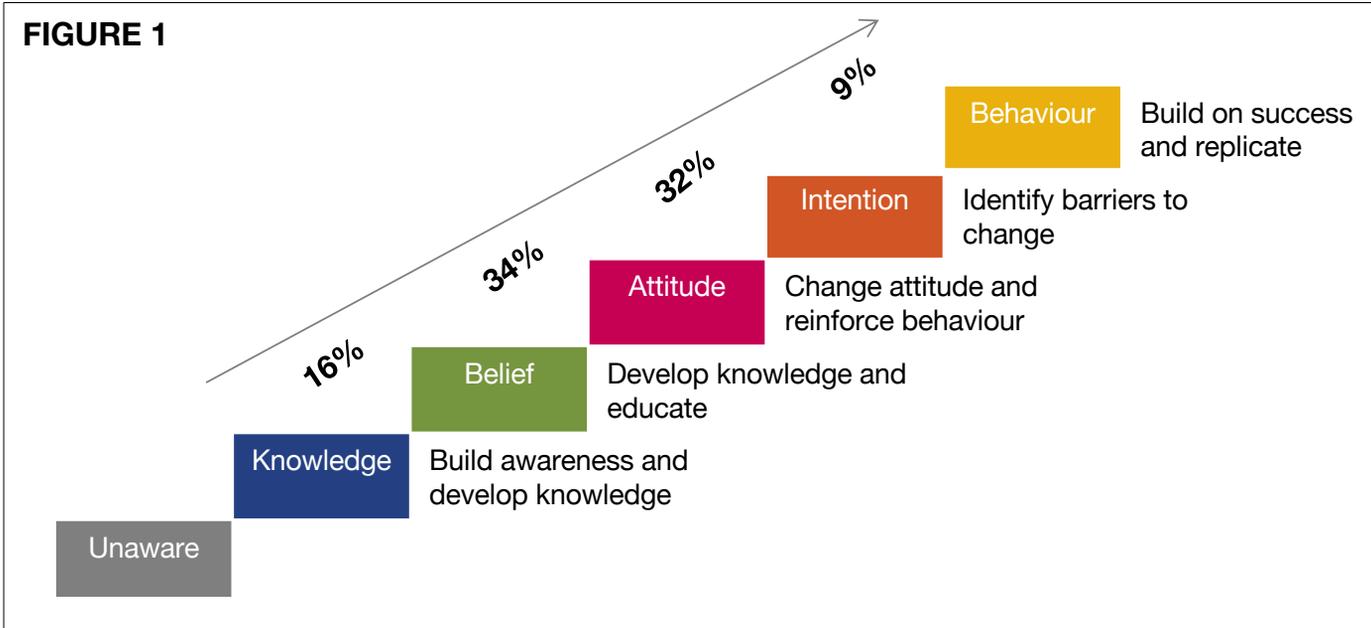
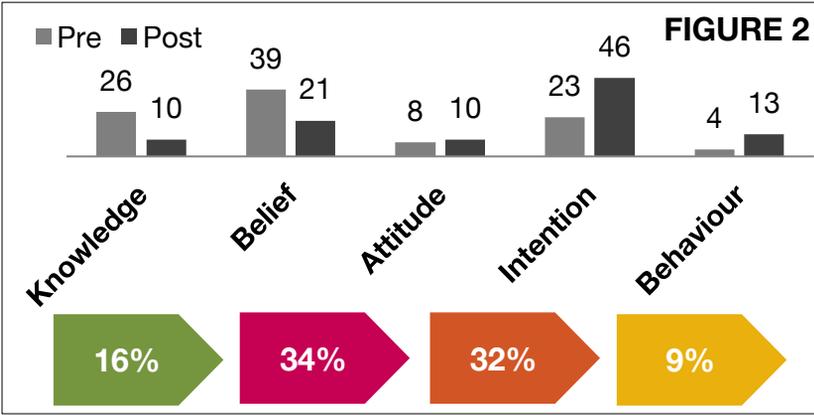


Figure 2 shows the percentage of respondents at each step along the behaviour journey before and after watching *Open Doors*.



On average 91 out of 100 people shifted up one stage of the journey after watching *Open Doors*. This demonstrates significant impact, especially in terms of educating people about domestic worker rights. However, negative attitudes still act as a barrier to behaviour change.



KNOWLEDGE, ATTITUDE AND INTENDED PRACTICE (KAP) IMPACT RESULTS

The **KAP Index®** is an indicator developed by Rapid Asia in which knowledge, attitudinal and behavioural intent measures have been incorporated to form an index. The higher the KAP Index, the more developed the mindset of the beneficiaries. A significant increase in the KAP Index following an intervention is evidence of impact and that some level of behaviour change is very likely to take place.

FINDINGS



The KAP Index shifted from 63 (pre) to 83 (post). This shift of 20 points is higher than the KAP Index benchmark, which is 17.

The KAP Index was higher for those aged 25 and over (85) compared to those aged 15-25 (80). However, the shift between pre and post for the younger age group was the most significant with a 25 point shift compared to 14 points for older respondents.

Men and women had very similar KAP Indexes.

Participants who were employed, university educated, or from high socioeconomic backgrounds had a much higher KAP Index (~86) than those who were studying, educated to high school or vocational level, or from lower socioeconomic backgrounds (~74).

Employers of domestic workers had a higher KAP Index (85) than non-employers (79). However, the KAP Index shift of non-employers was higher (21) than employers (18), which indicates that the impact of the video was greater amongst non-employers.

Participants previously exposed to news about domestic workers in Indonesia had a significantly higher KAP Index (84) than those who had not been exposed to such news (45). This indicates that experience and exposure to information contributes to a better understanding about domestic worker rights.

SHIFTS IN KNOWLEDGE



After watching *Open Doors*, knowledge was strengthened around 'fair working hours', 'fair wages', 'one day off per week', 'paid rest days', and 'appropriate age to be a domestic worker'. Knowledge was most significantly impacted on 'fair wages' (from 35% to 68% of respondents) and 'one day off' (from 69% to 92%).

Although knowledge increased overall, awareness of 'fair working hours' remained low before (19%) and after (32%).

Knowledge levels of employers and non-employers were similar.

MEDIA CONSUMPTION OF RESPONDENTS

Media ownership: TV 91%, Internet 90%, Computer 84%, Smartphone 81%

Media usage: Internet 90%, TV 82%

Social media: Facebook 95%, Google+ 79%, Twitter 77%, Instagram 45%

Chat services: BBM 77%, Facebook Messenger 69%, WhatsApp 69%, Yahoo 61%, LINE 53%

Overall, knowledge increased by 31%. In the pre-survey, knowledge questions were answered correctly by 58% of respondents compared to 75% after watching *Open Doors*.

SHIFTS IN ATTITUDE



After watching *Open Doors*, positive attitudes increased but remained low and were only expressed by 22% of respondents.

Slightly more employers expressed positive attitudes than non-employers, a difference of about 3%.

The most prominent positive attitude was paying female domestic workers the same salary as male domestic workers. *Open Doors* helped to strengthen this 'non-discriminatory' attitude from 24% to 35% of respondents.

Overall, positive attitudes were held by few respondents but increased by 32% (from 16% to 22% of respondents) after watching *Open Doors*.



Negative attitudes were significantly higher than positive ones, with around 40% of respondents expressing negative attitudes both before and after watching *Open Doors*.

Open Doors helped reduce the most prominent negative attitude, ignorance, from 83% to 71% of respondents. However, it still remained high. Ignorance refers to the expectation that live-in domestic workers should be available to work at any time.

Apathy (not caring if domestic workers are mistreated) increased from 27% to 37% of respondents, and prejudice (believing that domestic workers deserve punishment if they do something wrong) increased from 36% to 41% of respondents.

SHIFTS IN BEHAVIOURAL INTENT

Open Doors helped to strengthen intentions and improve the following behavioural components:



Behavioural intent before watching *Open Doors* was relatively high at around 66%, especially in terms of 'seeking information about domestic workers' rights'.

After watching *Open Doors*, behavioural intent increased to 80% or more of respondents, in terms of 'advising friends about domestic worker contracts', 'hiring a domestic worker', and 'seeking information about domestic worker rights'.

Employers had greater behavioral intent in most aspects compared to non-employers, especially in terms of telling friends about the positive contributions that domestic workers bring to their families.

'Reporting employers who exploit their domestic workers' had the lowest scoring with only 62% of respondents indicating they would do so in the post-survey, compared to 57% in the pre-survey.

Overall, behavioural intent increased by 16% (from 66% to 77% of respondents) after watching *Open Doors*.



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LESSONS LEARNED

The objectives of *Open Doors* were to increase knowledge about the exploitation of live-in domestic workers and to encourage employers to adopt better practices to reduce exploitation, such as giving one day off per week. After watching *Open Doors*, an increase in knowledge was achieved with a positive shift of 31% (from 58% to 75% of respondents). Intent to adopt positive practices with domestic workers increased by 16%. This indicates that the video was an effective tool to raise awareness about the exploitation of domestic workers and promote their rights.

The assessment indicated that 50% of employers do not give their domestic workers one day off per week. This is likely related to the fact that almost 80% of employers surveyed do not feel that live-in domestic workers should decide how and where to spend their free time. There was some confusion around the message of one day off; some respondents did not understand fully whether it was one day off per week or time off as needed for extenuating circumstances. In future activities, this message should be conveyed more clearly. .

Contracts are only used by one-third of the employers surveyed. Having a contract means that terms and agreements are agreed in writing so there is no misunderstanding about the domestic worker's and employer's roles and responsibilities.

There are still gaps in knowledge and attitude levels with respect to fair working hours. There is a commonly held belief that domestic workers should be available at any time, especially if they are live-in, regardless of how many hours they work.

POTENTIAL IOM X NEXT STEPS

- Continue disseminating *Open Doors*, throughout the ASEAN region, especially on social media platforms since digital media consumption is high.
- Consider new tools and resources to support domestic workers and employers in the ASEAN region.
- Consider doing further qualitative research on employer knowledge and attitudes about fair working hours and a day off every week for live-in domestic workers.
- Consider content specific to the value of contracts and clarifying one day off per week for future Indonesia interventions.

ABOUT THIS REPORT

IOM X is the International Organization for Migration's (IOM) innovative campaign to encourage safe migration and public action to stop exploitation and human trafficking. The campaign leverages the power and popularity of media and technology to inspire young people and their communities to act against human trafficking. IOM X moves beyond raising awareness to effecting behaviour change by applying a Communication for Development (C4D), evidenced-based and participatory framework to tailor messaging for its activities. The campaign is produced in partnership with the United States Agency for International Development (USAID).

This report was produced in partnership with Rapid Asia.

For more resources, please visit IOMX.iom.int



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