



KAP IMPACT ASSESSMENT OPEN DOORS: AN IOM X PRODUCTION (THAILAND) 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=313) and post-survey (n=302) through online panels with Thai 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*:

- 84% of viewers processed the messages of *Open Doors*. This means 29% found it interesting and learned something new and 55% will speak to others about the issue.
- On average, 62% 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 65% to 76% of respondents.
- Positive attitudes towards domestic workers increased from 21% to 23% of respondents.
- Behavioural intent was high before and after at around 71% of respondents.
- Employers of migrant domestic workers generally indicated more positive behavioural intent than employers of Thai domestic workers.



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



GENDER
50/50
men/women



OCCUPATION
56% employed
27% studying



EDUCATION
72% university
diploma



EMPLOYERS
47% had
domestic
workers

EMPLOYERS WHO PROVIDED THE FOLLOWING RIGHTS TO THEIR DOMESTIC WORKERS

| Domestic worker entitlements | Employers of Thai domestic workers (49%) | Employers of migrant domestic workers (51%) |
|--|--|---|
| Fair wages | 79 | 81 |
| Rest days if domestic worker is sick | 70 | 78 |
| Reasonable working hours | 64 | 53 |
| Allowed to make phone calls | 65 | 71 |
| A safe and clean workplace | 65 | 58 |
| A written work contract that the domestic worker fully understands | 62 | 73 |
| Own private bedroom | 41 | 64 |
| One day off every 7 days | 68 | 69 |
| Freedom to decide how and where to spend free time | 38 | 41 |
| Access to Wi-Fi | 52 | 48 |

CONTENT & MESSAGING

16% of viewers found *Open Doors* interesting, 29% found it interesting and learned something new and 55% found it interesting, learned something new and will speak with others about the issue.

It was rated *Excellent* by 69% of respondents in terms of raising awareness of the exploitation of domestic workers in the ASEAN region and that domestic workers need one day off per week.

It was rated *Excellent* by 67% of respondents in terms of making viewers feel more appreciative of domestic workers and encouraging employers to have a positive relationship with their workers.

RELEVANCE

45% of respondents...
...said the issue of protecting domestic workers from exploitation was relevant to them.

57% of respondents...
...said they would encourage others to watch the video.

39% of respondents...
...think that this video will help people to be more mindful of how they treat domestic workers.

24% of respondents...
...are confident that this video can help to prevent the exploitation of domestic workers in Thailand.

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 behavioural 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*:

- 12% of respondents shifted from *Knowledge* to *Belief*
- 23% shifted to *Attitude*
- 19% shifted to *Intention*
- 8% shifted to *Behaviour*

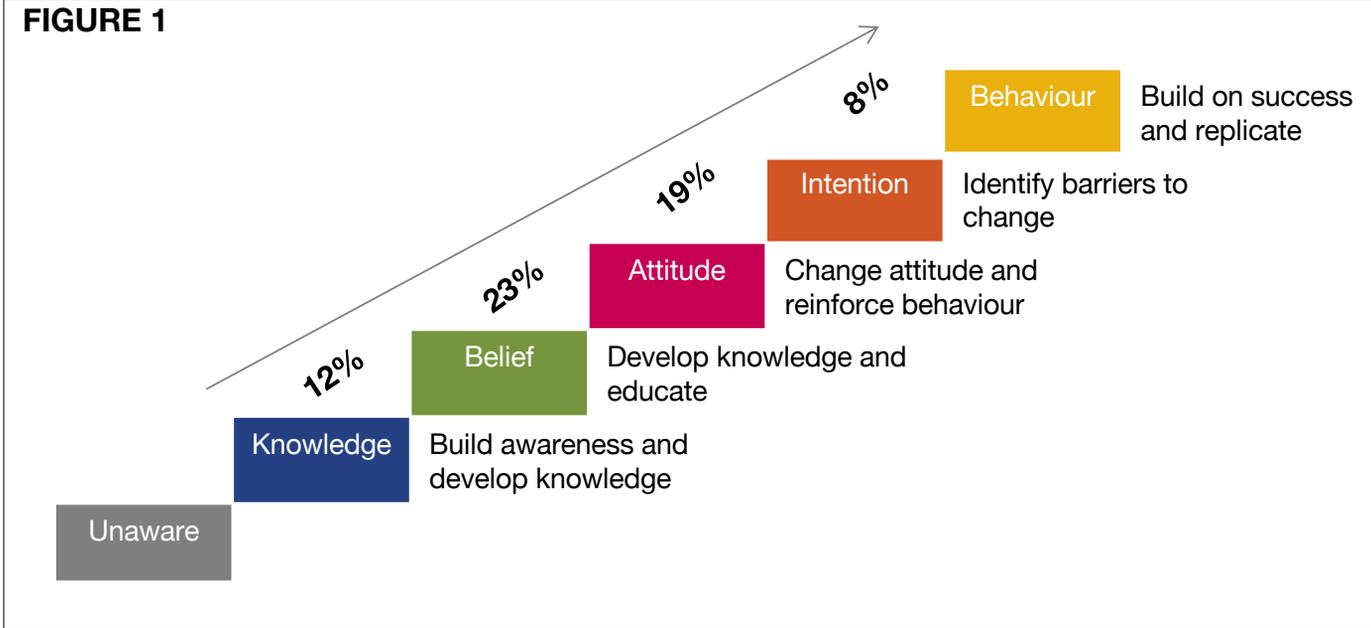
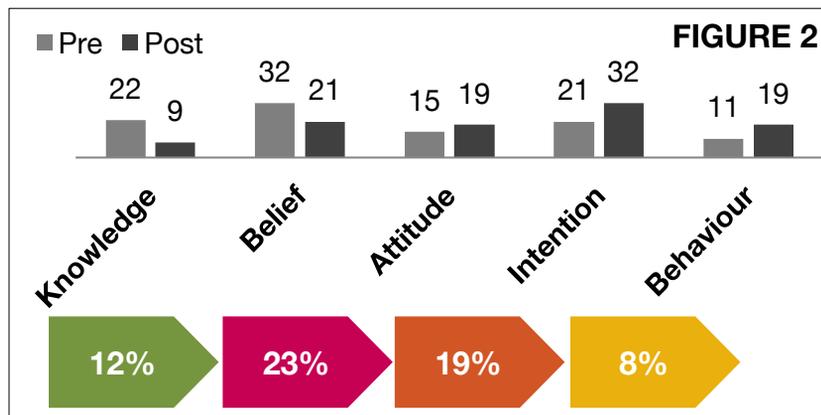


Figure 2 shows the percentage of respondents at each step along the behaviour journey before and after watching *Open Doors*.



On average 62 out of 100 people shifted up one stage of the journey after watching *Open Doors*. This shows significant impact, especially in terms of educating people about domestic worker rights. The majority of the respondents fell in the *Intention* stage, which indicates that negative attitudes still act as a barrier to practicing the desired behaviours.



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 pre-survey KAP Index was 68 out of 100, and the post was 77, thus a shift of 9 points (the benchmark for KAP Index shifts is 17).

Respondents who employ domestic workers had a higher KAP Index than non-employers. However, the impact was significantly higher among those who employ migrant domestic workers compared to those who employ Thai domestic workers.



Men had a slightly lower KAP Index than women.



The KAP Index was lower for those aged 15-24 (72) compared to those aged 25-39 (85) and aged 40-50 (78).



There was a significant positive shift in the KAP Index amongst respondents from the central and southern regions of Thailand.

The highest KAP Index was among employed people and university graduates (~80).

People previously exposed to news about domestic workers in Thailand had a significantly higher KAP Index (78) than those who had not been exposed to such news (54). However, the KAP Index shift was more significant among those who had not been exposed to news about domestic workers. This shows that experience and exposure to information contributes to a better understanding about domestic workers' rights.

SHIFTS IN KNOWLEDGE



Knowledge increased by 17% after watching *Open Doors*. Knowledge was most significantly impacted in terms of 'paid rest days' (from 59% to 85% of respondents), 'one day off' (from 84% to 96%) and 'paying minimum wage' (from 83% to 92%). Knowledge on 'fair working hours' remained low before and after watching the video at around 40%.

In the post-survey, employers and non-employers had similar knowledge levels, except concerning 'fair wages'. About 76% of employers of migrant domestic workers had this knowledge compared to 66% of non-employers and 57% of employers of Thai domestic workers.

MEDIA CONSUMPTION OF RESPONDENTS

Media ownership: TV 74%, Internet 70%, Computer 69%, Smartphone 70%

Media usage: Internet 88%, TV 76%

Social media: Facebook 97%, Google+ 61%, Twitter 44%, Instagram 53%

Chat services: Facebook Messenger 94%, LINE 88%

Overall, knowledge increased by 17%. In the pre-survey, knowledge questions were answered correctly by 65% of respondents compared to 76% after watching *Open Doors*.

SHIFTS IN ATTITUDE



Positive attitudes increased by 8% after watching *Open Doors*.

The most prominent positive attitudes were 'empathy' (caring if domestic workers are mistreated) as expressed by 33% of respondents, and 'not being prejudice' (not condoning mistreatment as a necessary form of punishment if a domestic worker does something wrong) as expressed by 27% of respondents. These attitudes remained unchanged after watching *Open Doors*.

Overall, positive attitudes among men increased significantly more than women (17% versus 2% shifts). However, this might be explained by fewer men expressing positive attitudes in the pre-survey (18% of male respondents versus 25% of female respondents).



After watching *Open Doors*, negative attitudes decreased slightly. Negative attitudes were expressed by an average of 37% of respondents both before and after.

Negative attitudes such as prejudice, apathy, discrimination, ignorance and denial were expressed by an average of 52% employers of Thai domestic workers compared to 32% of employers of migrant domestic workers and non-employers. These high levels of negative attitudes explain why the video did not achieve any significant change with employers of Thai domestic workers.

Overall, positive attitudes were quite low but increased by 8% (from 21% to 23% of respondents) after watching *Open Doors*.

SHIFTS IN BEHAVIOURAL INTENT



Behavioural intent was reasonably high both before and after watching *Open Doors*, with an average of 71% of respondents saying they would:

1. Advise friends on how to hire and contract a domestic worker;
2. Talk to friends about the positive contributions of domestic workers;
3. Seek information about domestic workers' rights; and
4. Report exploitative employers.

Respondents who employ migrant domestic workers were generally slightly more compliant than others on advising friends on hiring a domestic worker and contracts, talking to friends about the positive contributions of domestic workers, seeking information about rights and reporting employers who exploit their domestic workers.

For example, 93% of employers of migrant domestic workers said they would advise a friend on domestic worker contracts compared to 73% of employers of Thai domestic workers.

There was less than a 1% increase in behavioural intent, however 71% of respondents indicated positive behavioural intent both before and after watching *Open Doors*.



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LESSONS LEARNED

The objectives of the *Open Doors* were to increase awareness of 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. IOM X was successful in achieving these objectives as knowledge was strengthened by 17% (from 65% to 76% of respondents) and around 71% of respondents indicated high behavioural intent in both the pre- and post-survey. A significant impact was not achieved as positive behavioural intent was already high to begin with. Overall, this video is an effective intervention tool to promote domestic workers' rights and will continue to be disseminated on broadcast and online platforms.

This assessment yielded interesting results, especially in terms of the impact on respondents who are employers of migrant domestic workers versus employers of Thai domestic workers. The video was significantly less effective with employers of Thai domestic workers, as they held high levels of negative attitudes, particularly ignorance and discrimination. This could be explained by pervasive negative attitudes in Thailand toward migrant workers. It could also indicate that these employers might prefer to hire local domestic workers. Further qualitative research on employers of Thai domestic workers should be considered to be able to develop appropriate materials for this audience.

Freedom of domestic workers to spend their free time how and where they choose is a right provided by relatively few surveyed employers at less than 50%. IOM X should consider this specific issue, which could be communicated more clearly for future interventions.

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 further research into the attitudes of employers who employ Thai domestic workers.
- Consider developing content or interventions that target employers of Thai domestic workers.
- Consider doing further research and developing content or interventions about domestic workers having the freedom to decide how and where they spend their free time.

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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