



Bali Process Ad Hoc Group: Information Campaigns to Combat People Smuggling

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Order of discussion

- 1 Recap on outcomes from the Bangkok workshop (NZ)
- 2 Update on IOM information campaign projects in the region (IOM)
- 3 Outline of NZ's domestic project (NZ)



Part 1

Recap on outcomes from the Bangkok workshop on Best Practice Information Campaigns to Combat People Smuggling (NZ)



Where did this work begin?

- First AHG meeting in July last year
- More work needed on communication strategies in source, transit and destination countries
- Agreed to hold workshop before the end of 2009
- Workshop held in Bangkok, 28-30 October 2009
- Objective: to share best practices on developing and implementing information campaigns



Bangkok workshop: Core outcomes

- Co-Leaders' Statement
 - General agreement that information campaigns can be useful and cost effective
 - Suggestions for effective messaging
 - Suggestions for effective dissemination
 - Undertaking to use the knowledge gained from the workshop to implement domestic public awareness campaigns
 - Agreement to intensify regional cooperation on information campaigns



Bangkok workshop: Messaging

- Messages solely conveying the danger or illegality of people smuggling ventures not generally effective
- More effective messages:
 - *not financially lucrative*
 - *smugglers cannot be trusted*
 - *loss of community networks*
 - *loss of dignity and status*
 - *vulnerable to exploitation*
- Protection concerns of genuine refugees needed to be taken into account
- Messages should inform about legitimate migration channels



Bangkok workshop: Dissemination

- Word of mouth was often effective eg places of worship, sharing experiences among peers and hotlines
- Posters and drama in illiterate communities
- Use of high profile cultural figures eg pop artists
- Important to maximise cost effective opportunities
- Timing of messaging important
- Non-government partners could help



Part 2

Update on IOM Information Campaigns in the region (IOM)



IOM Information Campaigns

- Information campaigns underway in Bangladesh, Pakistan, Indonesia and Sri Lanka.



Strategies employed - *Bangladesh*

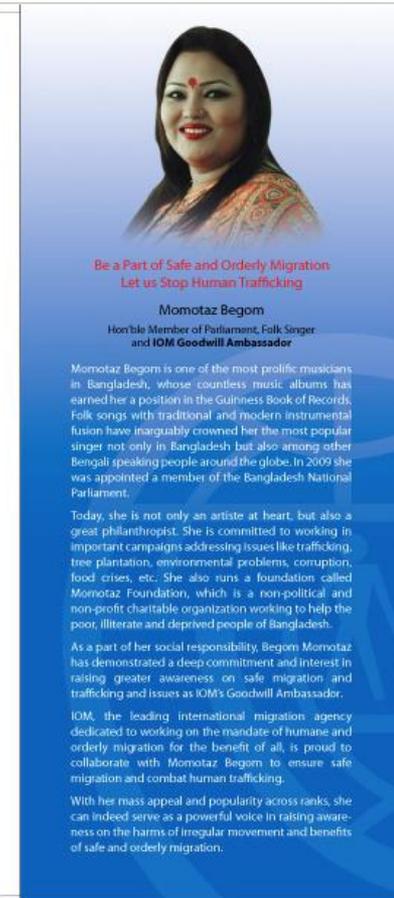
- Target – would be migrants
- Goodwill ambassador to promote safe migration
- Campaign on responsible use of remittances
- TV docudramas on human trafficking – real life case studies



“Let us work together to ensure safe migration”

Momotaz Begom
Hon'ble Member of Parliament, Folk Singer
and IOM Goodwill Ambassador

IOM International Organization for Migration
আইওএম আন্তর্জাতিক পরিব্রাজন সংস্থা



Be a Part of Safe and Orderly Migration
Let us Stop Human Trafficking

Momotaz Begom
Hon'ble Member of Parliament, Folk Singer
and IOM Goodwill Ambassador

Momotaz Begom is one of the most prolific musicians in Bangladesh, whose countless music albums has earned her a position in the Guinness Book of Records. Folk songs with traditional and modern instrumental fusion have inarguably crowned her the most popular singer not only in Bangladesh but also among other Bengali speaking people around the globe. In 2009 she was appointed a member of the Bangladesh National Parliament.

Today, she is not only an artiste at heart, but also a great philanthropist. She is committed to working in important campaigns addressing issues like trafficking, tree plantation, environmental problems, corruption, food crises, etc. She also runs a foundation called Momotaz Foundation, which is a non-political and non-profit charitable organization working to help the poor, illiterate and deprived people of Bangladesh.

As a part of her social responsibility, Begom Momotaz has demonstrated a deep commitment and interest in raising greater awareness on safe migration and trafficking and issues as IOM's Goodwill Ambassador.

IOM, the leading international migration agency dedicated to working on the mandate of humane and orderly migration for the benefit of all, is proud to collaborate with Momotaz Begom to ensure safe migration and combat human trafficking.

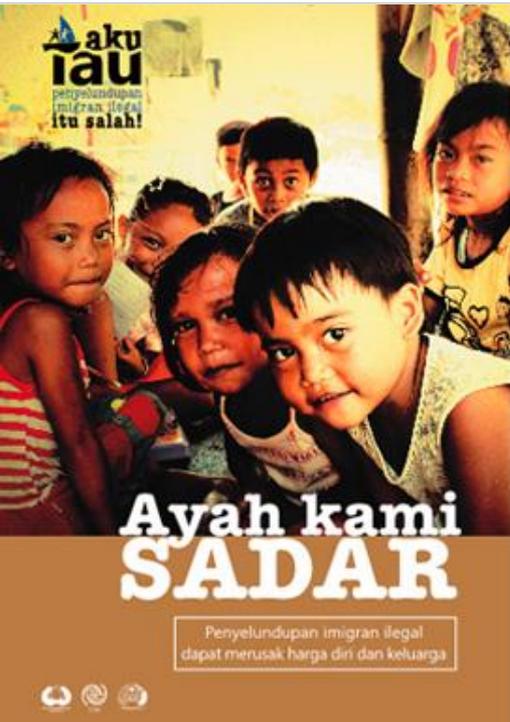
With her mass appeal and popularity across ranks, she can indeed serve as a powerful voice in raising awareness on the harms of irregular movement and benefits of safe and orderly migration.

Strategies employed - *Indonesia*

- Pilot campaign targeting grassroots fishing dependent communities; Port authorities, navy, local government, etc.
- FAQ booklets based on interviews with target communities
- Calendars with anti-smuggling messages and references to anti-smuggling legislation
- Educational videos with testimonials from former smugglers

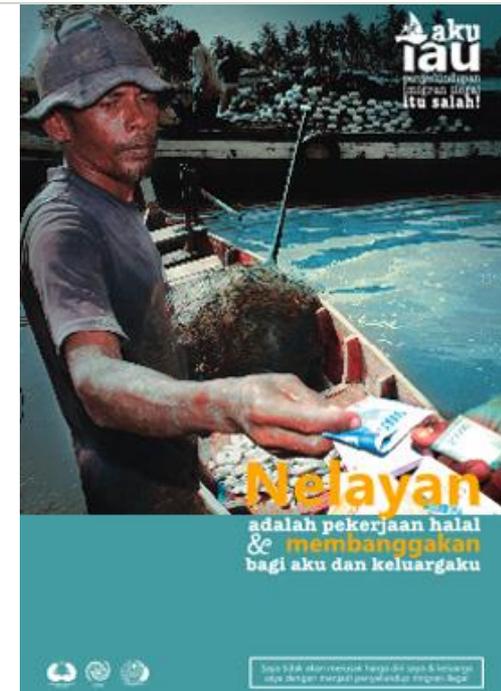


Strategies employed - Indonesia



Our father knows that helping people smugglers damages his self worth and that of the family.

"My Boat is used for fishing, not for people smuggling."



Fishing is a respectable job ...I will not damage our families reputations by becoming a people smuggler.



Strategies employed - *Pakistan*

- Creation of District task forces on human trafficking
- 30 Minute Radio Talk shows including live call-ins
 - country-wide coverage and listener-ship (except Quetta), to w/participation from UN, MOI, FIA, and NGO
 - address migration, human trafficking & smuggling of migrants; prosecution of traffickers, legal perspectives, gender perspectives, victim assistance
- Public Service Announcements developed in regional and national languages
- SMS Campaign targeting 30 districts over 1.5 million users
- Target: vulnerable communities



Strategies employed – Sri Lanka

- Target: fishing communities
- Pilot grassroots campaign targeting fishing communities in coordination with local Mayors and Fisheries Federation
- Distribution of banners, leaflets and posters, Community events



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Themes – Sri Lanka Campaign

'Don't be fooled by the mirage beyond the waves - Irregular migration will get you nowhere!'

'Don't take the bait! Irregular migration will get you nowhere'

'Thinking of migrating? Go the right way!'



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Part 3

New Zealand's domestic information
campaign (NZ)



Bangkok workshop: Key findings

- Begun work on strategy pre-Bangkok
- Post-Bangkok we realised:

- » Vital to test messaging
- » Messages from Diaspora can be very influential
- » Danger/illegality messages don't really work
- » Timing of messaging important



Objectives

- Influence and educate Sri Lankan and Afghan communities in NZ on people smuggling issues
- Encourage members of these communities living in NZ to dissuade their friends and relatives abroad from using people smugglers



Indicative Time Line

- Strategy completed
- Focus groups conducted – happening now
- Report back to focus groups – late June
- Conclude findings from focus groups – by early July
- Craft messages and disseminate – July/August
- Sailing season – September/October



Focus Groups

- Aims:
 - » To test key messages and images
 - » To identify dissemination channels in NZ
 - » To identify target communities in NZ
 - » To identify risks around the communications campaign
- Method: Community of Enquiry – independent facilitator
- NZ happy to share findings with other Bali Process members and likewise receive advice from members on what messaging would work



Dissemination

- To be informed by focus groups but current proposals are:
 - » Community newsletters
 - » Posters/Fliers
 - » Places of worship newsletters/sermons
 - » Fact sheets
 - » Community talks
 - » Newspaper articles
 - » Awareness seminars
 - » Ethnic radio



Evaluation

- Aim to complete evaluation by the end of the year
- NZ happy to share results with other Bali Process members





Thank you

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