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

Paul Roberts
UN, Human Rights & Commonwealth Division
Ministry of Foreign Affairs & Trade
New Zealand

Lance Bonneau
International Organization for Migration
Regional Office Canberra
Australia
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
Strategies employed - Indonesia

- Pilot campaign targeting grassroot 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
Our father knows that helping people smugglers damages his self worth and that of the family. 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), with 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
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!'
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

Paul Roberts
UN, Human Rights & Commonwealth Division
Ministry of Foreign Affairs & Trade
New Zealand

Lance Bonneau
International Organization for Migration
Regional Office Canberra
Australia