ADDRESSING IRREGULAR MIGRATION THROUGH EFFECTIVE INFORMATION CAMPAIGNS

Sharing effective examples and regional experiences of migration related information campaigns
“Misinformation and Deception is what enables smugglers and traffickers to exploit the aspirations of migrants. It is up to us, the Governments of the Bali Process, to ensure that this misinformation is met with well targeted, well researched, and compelling information campaigns.”

Steve Stuart
General Manager, Compliance, Risk and Intelligence Services, Immigration New Zealand, Ministry of Business, Innovation and Employment, New Zealand.
THE PROBLEM

People smugglers and human traffickers are increasingly using new techniques to reach and persuade potential migrants or trafficking targets. Traffickers and smugglers have extensive, informal information networks at their disposal to communicate with prospective migrants and it is where there is a lack of official information regarding safe migration options that these networks are the most effective.

As the techniques of smugglers and traffickers become more sophisticated, the use of government led information campaigns to combat smuggling and trafficking are becoming increasingly important. These campaigns can counter traffickers’ and smugglers’ efforts by better informing communities and individuals in source, transit and destination countries about migration and trafficking risks.

Information campaigns related to irregular migration are critical in combating misinformation. They can advise potential migrants of the risks associated with irregular migration, provide information about safer methods of migration, increase awareness among migrants of their rights and allow vulnerable segments of the population an opportunity to better assess migration opportunities.

Furthermore, information campaigns can be used as a means to better inform consumers about how their buying behavior may contribute to trafficking in persons. They are also used to engage diaspora networks who can, in turn, provide incoming and potential migrants with information about risks and issues surrounding irregular migration.

Migration related information campaigns are being increasingly utilized throughout the Asia-Pacific region because they remain one of the fastest, most cost effective and successful forms of prevention for trafficking and smuggling. In order to ensure these information campaigns remain effective, it is necessary to share good practices, common challenges and useful resources among Bali Process Member States.
THE SOLUTION
In recognition of Bali Process Member States’ interest in migration related information campaigns and the unique role of information campaigns in working against trafficking in persons, people smuggling and related transnational crime, the Regional Support Office is committed to developing effective tools to support Member States’ information campaigns.

It has been noted that as migration related information campaigns are being increasingly utilized throughout the Asia-Pacific region valuable experience is being collected, common challenges are being identified and interesting solutions are being developed.

Following consultation with members and a workshop entitled Addressing Irregular Migration through Effective Information Campaigns, Bali Process Member States suggested that an effective way to maximize the results of information campaigns would be to create a user-friendly, step by step guide that shares these experiences, challenges, and solutions amongst the membership and across the region.

THE HANDBOOK
The Addressing Irregular Migration through Effective Information Campaigns Handbook seeks to identify common challenges, good practices and useful examples of regional experiences in one user-friendly, step by step guide which will assist states to develop more effective information campaigns to combat people smuggling, trafficking in persons and related transnational crime.

The Handbook is intended for use by government officials and non-government actors who are developing information campaigns designed to address various forms of irregular migration or; those who wish to review the established practices and strategies of successful anti-trafficking in persons and people smuggling information campaigns.

The “Addressing Irregular Migration through Effective Information Campaigns Handbook” facilitates the sharing of effective campaign techniques, considers the possibilities and limitations of information campaigns in affecting behaviour change, and provides clear, practical advice on the design, implementation and evaluation of information campaigns.
HANDBOOK OUTLINE
The Handbook outlines the steps necessary to create effective information campaigns:

STEP 1 : Getting Started
STEP 2 : What are your Objectives?
STEP 3 : Who is your Audience?
STEP 4 : Developing your Messages
STEP 5 : Disseminating your Messages
STEP 6 : Monitoring your Work

PREVIOUS BALI PROCESS ACTIVITIES FOCUSING ON INFORMATION CAMPAIGNS

2009- Best Practice Information Campaigns to Combat People Smuggling

This workshop was convened by the Government of New Zealand and the International Organization for Migration (IOM) under the Bali Process Ad-Hoc Group (AHG) to identify effective practices to combat people smuggling through information campaigns.

2014- Addressing Irregular Migration through Effective Information Campaigns

To facilitate the exchange of experiences and provide effective examples of how information campaigns can be used to address irregular migration in the region, the Governments of New Zealand and Indonesia, in partnership with IOM, held a two day workshop in Bali, Indonesia on 19-20 November, 2014.

The workshop, delivered by communications, journalism, and migration experts from New Zealand, Indonesia, IOM, Plan International, and BBC Media Action, highlighted how information campaigns can be effective in influencing behavior change. Practical advice on the design and evaluation of campaigns was provided as was the need for information campaigns to be part of a comprehensive approach to migration management.
NEXT STEPS

Following the dissemination of the Handbook, a comprehensive training programme will be developed on designing an effective information campaign strategy. The programme will be based upon the common challenges, good practices and useful examples outlined in the Handbook.

For more information or to enquire about potential training workshops related to the Handbook, please contact info@rso.baliprocess.net

If you would like hardcopies of the Handbook sent to you or would like translations of the Handbook into your local language, please contact info@rso.baliprocess.net

The Regional Support Office also welcomes government secondments from interested Member States for related or similar projects to the Addressing Irregular Migration through Effective Information Campaigns Handbook. Please contact the Regional Support Office for more information on possible secondment options.