



Recommendations for Public Awareness Campaign to Combat Human Trafficking in Saint Lucia

Technical Assistance Intervention
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1) INTRODUCTION

The present recommendations paper is part of the technical assistance (TA) provided by the International Organization for Migration (IOM) in the framework of the ACP-EU Migration Action¹, responding a supporting request made by the Ministry of Home Affairs, Justice and National Security of Saint Lucia.

The objective of the technical assistance request focuses on the prevention of human trafficking by training law and border authorities on effective counter-trafficking measures and dissemination of information on trafficking in human beings, thus sensitizing the general public and creating awareness of the ills of human trafficking.

Saint Lucia has been taking actions to combat human trafficking. In 2010, the government of Saint Lucia enacted the national Counter-Trafficking Act. And in 2013, it ratified the Palermo Protocol - the supplemental protocol to the United Nations Convention Against Transnational Organized Crime (UNTOC).

The Saint Lucia Counter-Trafficking Task Force developed by the National Framework for Combating Trafficking in Persons is also part of the government's effort. The Task Force coordinates the action plan, the collection and sharing of data among government agencies, engages in cooperation with foreign countries and civil society organizations, and provides training for law enforcement agents.

Thus, previous to the technical assistance, a baseline assessment (BA) was conducted revealing aspects of the national context to guide the development of the technical assistance. According to the BA, the magnitude of human trafficking in Saint Lucia is unknown and potential cases are possibly unidentified and untackled by law enforcement agencies. The BA highlighted the importance of making the population becoming more aware of human trafficking and its signs to ensure the effectiveness of government strategies in combating this crime and to protect the victims.

To support Saint Lucia's efforts, the ACP-EU Migration Action is presenting this recommendation paper that, combined with the 2017 workshop, the Manual to Combat Human Trafficking and the data management system, makes an integrated approach to help the Saint Lucia government increase its capacity to tackle human trafficking cases and conditions.

This paper aims to be used as a guidance to the design and development of the Public Awareness Campaign by the National Task Force (NTF). Its content was developed based on the outcomes of a rapid qualitative assessment made during the preparation of the technical assistance intervention, in 2017, through interviews with key stakeholders from government agencies and civil society leaders, who expressed their visions and suggestions on the combat of human trafficking in Saint Lucia.

¹ For more on the ACP-EU Migration Action: www.acpeumigrationaction.org.int



Suggestions on messages, key audiences, potential partners and overall strategy are provided in this paper as a means to support the development of the campaign. We hope it will be useful to the future public engagement actions towards the population and leaders in Saint Lucia, with whom an integrated strategy to combat human trafficking will certainly be successful.

1) THE RAPID AND QUALITATIVE ASSESSMENT ON HUMAN TRAFFICKING

From 25 to 29 September 2017, the Technical Assistance (TA) intervention on Capacity Building and Public Awareness on Counter-Trafficking, under the ACP-EU Migration Action, held a series of meetings with representatives of the below mentioned organizations and agencies in order to obtain feedback regarding key dimensions about human trafficking perceptions in Saint Lucia and what would be the adequate measures to be adopted to combat it in the country.

- Minister of Home Affairs and National Security
- Custom & Excise
- Police and Immigration
- Ministry of Justice and Labour Department
- Department of External Affairs
- Ministry of Health and Department of Human Services
- Department of Education and Gender Relations
- NGOs (Uptown, Girls Guide, and Crisis Centre)
- Government Information Technology Services
- Mass Media
- Financial Investigations Authority
- National Human Trafficking Task Force Members

Once the findings were analyzed, it resulted in a valuable package of inputs to the development of the technical assistance. The information and knowledge captured came from professionals from different areas of expertise, with years of field and community work, who also know deeply the structure and functioning of the institutions and agencies, and, finally, who are profoundly familiar with the culture and values of the Saint Lucian population. The combination of those elements proved to be essential for the recommendations presented in the following sections of this paper.

2) OBJECTIVES FOR PUBLIC AWARENESS ON HUMAN TRAFFICKING IN SAINT LUCIA

By having specific group of people – especially those more vulnerable to human trafficking – being aware of the risks, being capable to acknowledge the signs of the crime, knowing what to do and who is ready to help, is surely taking the path towards positive impacts in combating the crime.

The 2017 assessment revealed, a public awareness campaign in Saint Lucia about human trafficking should aim to:

- i) Make human trafficking better known by specific groups of audiences accordingly to how each one relates to the subject, as potential victims, as public servants, as



- supporters or as influential people in society;
- ii) Engage audiences in adopting self-protection measures and in reporting cases;
 - iii) Show how Saint Lucia as a country is effectively facing the crime at a national level;
 - iv) Put human trafficking as a national concern on the agenda of social movements, government agencies and public opinion makers.

3) AUDIENCES TO BE REACHED

The participants in the 2017 assessment revealed a strategic vision of which groups should be reached by the different approaches of a comprehensive public awareness campaign. Once it is clear what human trafficking is, how it occurs, and from what type of dynamics it gains strength to exist and grow, it is not difficult to find out who should be engaged, informed, alerted and invited to think and to act differently towards the crime.

For a human trafficking awareness initiative, it is advisable to consider at least three groups of audiences who are key to reach for an effective impact:

- i) Those who are part of agencies or institutions dedicated to protect and assist the population as well as to enforce the application of the law;
- ii) Those who could be highly influential towards the society in general;
- iii) Those who need to be aware of human trafficking for self-protection and/or to report a threat or a crime.

From the assessment, some specific audiences in Saint Lucia were mapped out to be considered for the campaign, in some categories of strategic approaches below suggested:

Possibility of becoming a victim:

- school leavers;
- people seeking jobs opportunities from rural communities;
- people wanting to go overseas;
- youths between 15 and 30;
- unemployed females and males;
- Lesbian, Gay, Bisexual and Transgender persons (LGBT)
- Asians and Africans populations

For support, protection and cases reporting:

- parents;
- counselors at the schools;
- churches leaders;
- youth centers leaders;
- teams in centers for abused persons;
- the three generations of populations in families (children, parents and grand parents)
- family court;

For scaling up the public awareness as partners of the campaign:

- Telecommunications companies for their capacity to sending messages;
- Massy Supermarket;
- Water companies;
- Windward and Leeward Brewery;
- Ferrands;
- Medical and Dental associations;
- National Youth Council with its connection with Youth Parliament;
- Caribbean Youth Environmental Network;
- Airlines companies;
- The Voice newspaper
- Digicel SMS online (the possibility of repeating the same as they have done before on sharing key messages on cancer or natural disaster relief)

To ensure the development of programs and services to combat human trafficking:

- government agencies in St Lucia
- Members of the Parliament (MPs)
- members of the cabinet and government Ministers
- law enforcement agents, health workers, educators at schools, social protection workers and other government employees.

Taking from that group exercise, the assessment results pointed out a very important element related to the characteristics of each segment that a public awareness campaign should not ignore. Speaking both as nationals and professionals, the participants provided valuable inputs in terms of channels, style and phrasing of messages, background behaviour and cultural aspects, as well as ways of approaching specific audiences.

Those inputs are provided below, relating to each group of audience:

- To agencies or institutions dedicated to protect and assist the population, and to enforce the application of the law
 - start to talk with health workers about TiP ensuring an approach of a formal professional improvement;
 - stimulate state agents to adopt practices to combat TiP;
 - engage law enforcement agents to understand the psychological impacts of the crime on VoT, what will help strengthen collaboration between those institutions that protect victims and those institutions that prosecute criminals;
 - adopt messages that arouse in public servants empathy and emotion: "what if the VoT were your sister, brother or daughter";
 - build opportunities for law enforcement and social protection agents to work together as the sharing of a concrete and good experience is the best teacher in building positive bonds among professionals;
 - start to talk with teachers about TiP through the Curricula for Democratic Citizenship of the Ministry of Education: adopt approaches as call to action
 - connect the messages with a gender neutral approach at the schools that is challenging



- the cultural gender roles to be more respectful to individual preferences;
 - instill frequent opportunities to government agents, being those who interface with the population, to put a warm face in the public awareness messages; but avoiding any threatening tone;
 - ensure to have a Call to Action to the targeted audiences and key leaders in connection with national culture;
- ii) To groups of the population who need to be aware of human trafficking for self-protection and/or to report a threat or a crime
- with young adults, use the language of examples;
 - find how parents, schools, and Saint Lucia government programs could be connected with the needs of adolescents that may be targets to traffickers;
 - to ensure that certain vulnerable groups (related to sexual orientation, for example) will have an avenue to talk with professionals and experts about TiP freely and safely;
 - use visuals and use a combination of languages: community theatre, radios and TV announcements, cartoons and animations, pieces to create emotional connection;
 - show examples of TiP so anyone can see it potentially in their own environment (example: how would a VoT appear to an airline companies' crews, to the teachers, to the doctors etc.);
 - develop communications strategies in communities reaching out to people with the language they understand, for example, through radio every morning, running open meetings at the community level, in churches and schools;
 - having open conversation on TV and radio with policy officers or experts, to talk openly about what TiP is, what the law says, who to look to for help etc.;
 - messages should capture the attention of women and children, and for that it must be something related to their culture and be part of Saint Lucia identity;
 - talk about the challenges of vulnerable people today; about the conditions of the youth today, taking their visions respectfully, showing understanding that the pressures of today are different from the past, and that the solution to protect youth from the threats of the present is not to bring them back to the "safer past";
 - pay attention that the language be customized to the target audience: children, parents and grandparents (remember the example of the policy officer explaining about domestic violence by using the symbolic language of "the good secrets" and "the bad-secrets" in a school, when that approach awoke the capacity of a young boy to reveal to the officer later in the story of his abuse by his father);
 - it is key to open spaces for people to see, listen and to talk about trafficking in persons not only to understand it but to feel empowered to say no to it and to look for help or information if and when they need;
 - find ways to talk with the families and include parents; insert the theme in the parent teacher associations (PTAs) and class meetings;
 - send messages through students to the parents: "my teacher said that you have to do that, mom and dad"... mentioning what specifically parents should do related to TiP;
 - it is key to combine the voices of experts with the voices of authorities to better reach external audiences;
 - the PSAs should be short: 60 secs messages;

- show more than once, through more than one channel, how people could get help thus having a consistent approach on destigmatizing VoT;
 - keep the message as simple as it can be;
 - messages and information should be customized to Caribbean culture;
- iii) To highly influential people and business:
- ensure to have a Call to Action to the targeted audiences and key leaders in connection with national culture;
 - get key private company aware how good for business is to have its public image detached from human trafficking as “a free from modern slavery practices” type of seal or the benefit of joining the good side of the fight;
 - arrange small group conversations to avoid appearing threatening and approaching private companies to explain the type of employment sector that most frequently involves VoT and the legal and economic implications of it, nationally and internationally;
 - get all the influential people to know the existence of the Task Force and who are the partners to provide a sense of belonging to a nationwide and global wide initiative;
 - reach out to key politicians and other national authorities: get them aware and engaged;
 - ensure that influential people understand not only the trafficking situation by itself but the real emotional dimensions of being trafficked and exploited in order to avoid the heroic impulse of saving the victims, that sometimes results in deepening prejudices, humiliation and re-victimization;

4) MESSAGING CONTENT SUGGESTED FOR THE CAMPAIGN

With the input from the assessment, it was possible to gather key knowledge about the audiences and what they sensed most important to transform into the campaign’s content.

It is important to keep in mind that each audience may be better reached by different types of channels and message packaging. Do not invest all of the campaign’s efforts in placing messages through social media only, or even through mass media announcements alone. In themes that are highly subjective, emotional and not straight forward like human trafficking, a combination of approaches and channels is usually the best choice.

The suggestions of contents made during the 2017 assessment brings to light a good variety of information, knowledge, data, experiences, values and emotions associated to human trafficking to expose the audiences to. It will take time and consistent efforts to reach a high level of awareness about the crime, its risks, what to do, who to look for assistance, how to report case etc.

The messages need to be tailored accordingly to the groups of audiences. It is not enough to say the same set of phrases to all audiences. It is advisable to work further to produce an adequate matching between the previous section recommendations about the groups and the messaging content of this present section. The task that has to be done is to make the first version of the

communication pieces, revise them with the experts and test them with groups of audiences before finalizing the production.

The content for the campaign messages suggested are presented below:

- states clearly: if you have a problem, call this number and there you will receive instructions;
- how easy is to be VoT;
- what human trafficking is;
- what are the basic signs of human trafficking; explain signs that something else is about to happen: somebody starts to give presents, then offers money, then takes the documents and passports of a person, talk about going somewhere else;
- look for a second opinion when offered a job overseas to avoid scam;
- consider the risks of being trafficked and verify the proposal received;
- do not simply trust sites on the internet;
- what people must do if and when an offer of job is made;
- get to know which government agencies are available to verify suspicious job offers;
- some description of who could be a perpetrator of human trafficking to indicate it can be anyone (a closer friend, including a family member): what are they looking for, what they want etc.;
- A deceit proposal may lead a person to a worse situation than the present one;
- Importance of checking out all the information received: “don’t take it as certain even if it comes from a person that you trust”;
- in case of education, for example: check the veracity with the school or the Ministry of Education;
- sometimes an offer comes in forms of a scholarship; think ahead and critically, and ask yourself: “will the Ministry of Education accept my certification later on?”
- explain that a VoT could be either a national from Saint Lucia or a foreigner brought to the country;
- provide details about the existence of the TiP law;
- talk about people’s own conditions of vulnerability; what makes them vulnerable;
- explaining the different types of exploitations related to human trafficking (sexual exploitation, modern slavery, selling of human organs etc.);
- make people who notice possible cases understand that it could be their families and communities affected by human trafficking;
- finding ways to dismantle the narrative that blame the VoT: “that was only possible to have happened because you wanted it, or you allowed it, or you deserved it”;
- To the most vulnerable (example: LGBT, pregnant young women, children), messages should focus on self-acceptance, in strengthening their value as human beings, as persons, in being supportive to those who makes mistakes in life so they can have a second chance (“although you made a mistake, take my hand and come with me... we will have a second try together”);
- strengthen the concept of sharing and supportive friendship to empower relationships in the direction of mutual protection and care, exploring the concept of what is a real trustful relationship instead of a potential exploitative one, full of deceitful promises;
- strengthen the message on how to support a friend: sometimes it will require to



- protect him/her and to help him/her to notice a risk;
- start messaging with the clear idea also applied in the messaging for HIV ("if you have Aids, you need to look for help")... "if you have XXXXX, you need to look for assistance; do this or do that...";
- highlight that VoT needs a second chance as well;
- to men specifically: focus on why men are trapped in trafficking because our culture pressure them to have the best job ever compared to other standards; to feel successful they should get lots of money, as if men without money were worthless; focus on messages that men are worth more than the symbols that money could provide;
- messages should explain to people that to get their dreams in a safely way, they need to find ways to protect themselves; even if you are having difficult moments, being a VoT is worse than anything you are experiencing right now;
- focus on building message that can influence people and others around them: on "how can I help my country";
- make people realize how TiP would affect their capacity to dream in building something different; traffickers will not offer that to them; build image of self-preservation and self-esteem as an integral part of citizenship messages;
- stimulating thinking critically about the present risks of life, questioning the common sense, challenging social agreements that are not based in critical thinking, praise the individual choices and individuality of being who you are: "if you don't know or don't understand something... continue questioning: why? why? why?";
- Focusing in explaining/remembering of what is a victim so people should not blame the victim by the violence they were affected by (example of what happens in other themes: a mother beating a girl for the rape she had suffered, or a family rejecting a youth for having accepted a proposal made by a stranger, or a boy who suffered violence being re-victimized and rejected for being a homosexual);

5) SPECIFIC RECOMMENDATIONS ON CONTENT FOR AUDIENCES WITH RESPONSIBILITIES IN COMBATING HUMAN TRAFFICKING AND/OR PROTECTING THE VICTIMS

Although a public awareness campaign may focus on general audiences or the overall population, it is important to consider that a specific group of audience need to be addressed adequately: they are the public servants of the government agencies.

The risk is high in case the general population has increased its awareness about human trafficking and the public servants continues with the same standards of information, values, emotions and behaviors. If the demand from the population starts to reach a not well prepared government employees, the entire architecture of a program to combat human trafficking will be threaten by distrust.

The 2017 assessment provided specific inputs for messaging towards public servants that is recommended to be addressed:

- get to know and be aware on the signs as red flags for potential cases of TiP;
- explain the positive potential impacts of the presence of Saint Lucia in the Tier List of



USA human trafficking monitoring system (when it get the Tier 1); the potential positive impacts of human trafficking cases being adequately addressed by political leaders of Saint Lucia; and when Saint Lucia starts to communicate officially its compliance protocols for new business arriving in the country as required preconditions to prevent risks of TiP: emphasis that doing due diligence is good to the country international image;

- get all the members of cabinet aware what TiP is and what is required to avoid putting the country at risk of attracting bad business and investors;
- producing key messages out of the text of the national law on TiP;
- showing national and international strength on the subject being addressed by the Prime Minister (see Obama's example on the subject);
- to address international audiences: position institutional message from the government on what has been done regarding preventing and combating TiP in Saint Lucia;
- highlight the importance of combating the financial aspects that sustain human trafficking as a crime;
- share statistics and information about TiP, including countries most affected, situation of the region, the type of employment sector that most involves VoT, legislation nationally and internationally, which are the international agents engaged etc.;
- inform on the existence of the Task Force, who takes part on it and their roles;
- inform what is the step by step on what to do when a public agent makes contact with a potential case of TiP;
- inform which are the protocols put in place and what should be done by public agents, including on working directly in the vulnerable communities;
- Inform what to do to respect the confidentiality of VoT;
- list of who is who in combating TiP in Saint Lucia, from the government and from civil society;
- dissemination of the existing labor law and rules in Saint Lucia that may help to alert about human trafficking; and which are the State agencies that should be ready to check out if a proposal is fraudulent;
- explaining what is a re-victimization or secondary victimization, including that it may be done by family, public service workers, priests, policy officers, and how to prevent it from happening;

6) INPUTS FROM THE FOCUS GROUP WITH TEENAGERS AT SCHOOL

During the week of the workshop conducted in 2017 in Saint Lucia, also held was a focus group with students from a public school. The meeting was an open dialogue with the main objective to gather inputs from them, accordingly to their vision, knowledge, perceptions, fears, gaps and emotions about human trafficking.

The results are presented below, separated from the other outcomes, as they are most valuable to understand the capacity of the group and the subject to make choices on how to spread knowledge about TiP among their peers. Additional attention must be paid to their

responses in order to take into consideration the gaps in knowledge the youth in Saint Lucia may have about human trafficking to be well addressed by the awareness campaign.

REPORT WITH OUTCOMES FROM THE YOUTH FOCUS GROUP

1. Exploring perceptions and knowledge (no need to define if it is right or wrong):

- What is human trafficking to you?
 - Like smuggling drugs but not drugs, people, into a country
 - Imprisonment of people to engage them in sexual activities and other activities against their will
 - Taking people without their consent and taken them as sexual slaves and to take away their organs
 - Taking people against their will force them to do things they don't want to do
 - Taking somebody from the place they know and taking them to another country and to do things they don't want
 - Human trafficking is done by organizations or networks: they make profit, transporting and recruiting (one person will not be able to do all of that by him or herself)
 - Some examples in Discovery Channel: someone paid to cross the border and was taken across the border illegally

- What is not human trafficking to you?
 - Employment is given to somebody to do things they like, since human trafficking is the opposite of it
 - Prostitution is not because they agree to have sex with their clients
 - Taking to other part of the country is kidnapping and not trafficking because trafficking is taking abroad
 - Someone moving within the same country may be trafficked

- What do you like to know about human trafficking?
 - Countries where it happens the most
 - Actions taken to stop human trafficking
 - Who are the people doing it?
 - Why do people do human trafficking instead getting a normal job?
 - Who is doing human trafficking (the organization)?
 - Normally, are religious group and those who work with disadvantage people engaged in human trafficking?
 - What is the punishment on human trafficking?
 - What are the actions put in place to prevent human trafficking?
 - Are there organizations to prevent human trafficking?

- What would you like your little brother, sister, cousin or friend to know about human trafficking?
 - Be careful with whom you talk to or who cares, because they may drug you
 - Watch out for those people
 - The consequences of human trafficking, even they cannot afford the finances they need to get what they want for life
 - Observing their surroundings because nobody knows about others around you and the risk

- What would you like your mother and father to know about human trafficking?
 - What HT is



- How they can protect their children
 - If separated, they should be careful with whom they should date because the person may lead them to drug and they need to be ready to protect their children
 - They should be vigilant because it doesn't matter the age and gender
 - They never know who is associate with human traffickers
- Who do you think could be a human trafficker? How do you recognize that person?
 - Anybody
 - Older guys
 - People without a job
 - People desperate for money
 - Someone close to your life, some of your relatives
 - Someone who ask unnecessary questions, like what time you go there, would you be there
 - Charismatic people
 - People following you or always bumping into you
- Who do you think could be a human trafficking victim? How do you recognize that person?
 - Single women
 - Children
 - Anybody
 - Teenage girls
 - Young men
 - Children with parent issues (problems)
 - Rebels (children who do not follow their parents and who do not follow their instructions)
 - People who rejecting contact, when you try to touch them they pull back
 - Scars and physical marks, bruises
 - When you talk to them, suddenly they start to cry
 - Ruined self confidence
 - They are always self vigilant, they are afraid
 - They have trust issues, they don't trust anybody
 - They want to go by themselves
 - Low self esteem
- Who could help you in a human trafficking situation?
 - School counselor
 - Former trafficker victim
 - Detectives (police forces)
 - Families members
 - Close friend
- How would youth people in Saint Lucia like to receive information on human trafficking (think of sources, authorities, people and channels)?
 - Ads on radios
 - Ads on TV (HTS), Life time shows
 - Video passing on TV
 - Social media, Facebook, WhatsApp, YouTube
 - People's march on the streets
 - Posters in different communities informing people
 - Teachers
 - Different peoples coming to schools and talking about the signs

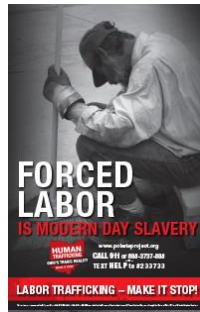
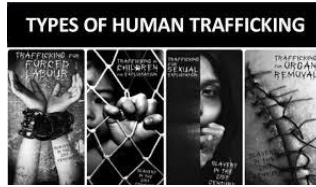
- Workshop: someone coming and telling you about it in schools and communities
- Churches should inform people about what is happening

2. After been shown some communications pieces from different campaigns, the participants were asked to choose images that better translate their individual perception of human trafficking; and to explain why that one in particular:

Images chosen:

1. Not for sale – interpreted as “God made you to be free, you are not for being sold, not to be owned by anyone”
2. Types of human trafficking – seen as “different types and not just one; forced labor, sexual and different forms... much different types”
3. Women with mouth shut – connected with “boys as always told not to talk, not to tell anyone; is showing women as victims of trafficking”; you can see their images, and what happen to them, and they are not allowed to talk
4. Forced labor men – connected with “slavery has been abolished and no one should be taken as slave of anyone”
5. Happens here too – explained as “because now many people don’t believe human trafficking exists”
6. Package – seen as “very straight forwards, it shows human selling humans”

Images



3. Using your own capacities to talk about human trafficking (adolescents have provided written individual answers to the following questions):

- Please write what is human trafficking to you:
 - Human trafficking is a crime which occurs globally because it is profitable and drugs and illegal weapons are also bought and sold along with this operation. Hence the reason for human trafficking is that people who are less fortunate try to make a living being involved in such activities and in the area in which they live there is lack of educational and employment opportunities.
 - Stalking a person, finding out information about the person, drugging and/or forcing them to get into vehicle, most times taking them to place they don't know so they won't run away. Exploit them and gain a profit from them, if they ran away, they will be killed or made an example of.
 - Human trafficking is crime which mainly happens to women and it happens all around the world. This happens due to lack of education, not making enough money to provide for family and also not having enough job opportunities to live a normal life.
 - A crime that people do because they don't have a job or don't get a lot of money or because they were victims of it
 - Kidnaping of humans and transporting them around the world because labor is a profitable business and in high demand
 - Human trafficking is taking people away without their consent to abuse them sexually or physically and some take your organs for sale, in order for them to make a living
 - Human trafficking is when a person is taken by force for the purpose of being sexually exploited or to practices similar to slavery or the removal of organs. It happens due to poverty, lack of education prospects, lack of adequate employment opportunities and women being among the world's poor.
 - Human trafficking is a crime which occurs because of lack of education and employment opportunities. This exists because criminals find this as a very profitable business. Drug trafficking and human trafficking are almost the same. The most common victims of human trafficking are women.
- Please, in group, produce messages to communicate about human trafficking through Facebook:
 - It does not matter the age, gender and race. You can still be a victim of human trafficking. (general)
 - Don't think human trafficking happens in one country because it happens worldwide. (general)
 - Be aware. Be careful. Be vigilant! (for parents)
- Please, in group, produce messages to communicate about human trafficking through radio:
 - Human trafficking can happen to anyone
 - We can protect ourselves by not giving our identification documents to a recruiter agent or to a new acquaintance as a means to facilitate your travel or departure
 - Human trafficking happens everywhere

7) SUGGESTIONS ON THE OVERALL STRATEGY

The objective of the public awareness campaign is to increase the knowledge of specific groups of people about human trafficking. The natural scaling effect that will result from that will generate more reports of potential cases and more requests for support to the NTF agency members and other government services. It will also expose the theme of human trafficking to public scrutiny. When public awareness starts to grow, social prejudice and judgmental attitudes may jeopardize the effort to protect the victims and punish the perpetrators.

It is key that the awareness campaign develop a balanced work in complementary dimensions, during the same period of time and consistently, taking it as a long run effort. One set of communications products released once during a campaign launch event will not represent the efforts required to face the challenge of human trafficking.

To support the design of a progressive communication initiative, would be advisable to follow a consistent line of action in time. As an example:

	1 ST PHASE (4 MONTHS)	2 ND PHASE (8 MONTHS)	3 RD PHASE (12 MONTHS)
ON THE CONTENT AND THE APPROACH	<p>Strong on basics, repeatedly:</p> <ul style="list-style-type: none"> • What is human trafficking • What are the signs • What to do for self-protection • Who is there to support 	<p>Bring it to a deeper level of understanding and engagement:</p> <ul style="list-style-type: none"> • Debates with experts • School visits • Awards for youth creative production • Meetings with journalists • Launch of the data management system • Events with health workers and educators as a part of their professional development • President statement in video • Engage private companies and announce broadly their adhesion • Choose a cultural iconic champion as ambassador for the cause 	<p>Reinforce the basics, facing the negative outcomes and show the good results:</p> <ul style="list-style-type: none"> • Launch of research or data analysis • Show results of services • Make leaders in different areas more visible to set them as examples to be follow • Ensure the services and agencies are there doing a good job and show them off • Connect the theme with routinely moments for the communities, professionals and institutions (a national week to combat human trafficking, inserting it in the annual training of some professional categories etc.)
ON THE CHANNELS AND DELIVERY STRATEGY	<p>Fill the most common and popular channels:</p> <p>Portal Press Social Media TV</p>	<p>Diversify the channels and ways the subject is presented by opening opportunities to a more interactive engagement with different audiences.</p> <p>It is less one-way delivery of content and increasing the interaction.</p>	<p>Ensure renewal of media positioning, agencies websites updates, social media presence, and human trafficking portal with new information, data, testimonies and visuals (it should produce some strong reason to a public communication in a frequency of no more than bimonthly)</p>

8) INSPIRATIONAL MATERIALS

There are some good examples of communications tools, websites, audiovisuals, educational and motivational pieces, social engagement initiatives and partnering to reach specific groups.

Also, many technical analysis has been produced by experts that may be a useful resource for messaging and inspiration.

A list of them is presented below.

On **communications related examples**:

<https://ovc.ncjrs.gov/humantrafficking/publicawareness.html>
<https://www.iom.int/iom-x>
<http://www.ohchr.org/EN/ProfessionalInterest/Pages/ProtocolTraffickingInPersons.aspx>
<http://iomx.org/wp-content/uploads/2015/01/IOM-X-toolkit.pdf>
<https://www.stophetraffik.org/spot/dashboard.html>
<https://www.opendemocracy.net/beyondslavery/dina-haynes-haynes/wastefulness-of-human-trafficking-awareness-campaigns>
<http://combathumantrafficking.org/2017/02/the-importance-of-responsible-public-awareness-campaigns-for-human-trafficking/>
<http://humantraffickingcenter.org/problem/>
http://www.ilo.org/wcmsp5/groups/public/---ed_norm/---declaration/documents/publication/wcms_243391.pdf
<https://www.unodc.org/unodc/en/human-trafficking/publications.html?ref=menuaside>
<https://www.unodc.org/unodc/en/human-trafficking/2011/first-aid-kit.html>
<https://fas.org/sgp/crs/row/RL33200.pdf>
<https://www.theguardian.com/global-development-professionals-network/2013/jun/03/anti-trafficking-communications-tips>
<https://www.unodc.org/blueheart/en/about-us.html>
<https://www.dhs.gov/blue-campaign/myths-and-misconceptions>
<https://www.youtube.com/watch?v=aG1Jd3PF-JU>
<https://www.ovcttac.gov/taskforceguide/eguide/1-understanding-human-trafficking/>
<http://www.independent.co.uk/news/world/asia/china-carrying-out-millions-of-illegal-organ-transplants-annually-report-finds-a7107091.html>
<https://www.youtube.com/watch?v=JKoeUxvijRA>
<https://www.youtube.com/watch?v=E7IESZyP4yg>
<http://www.dailymail.co.uk/news/article-2880708/Black-market-kidney-broker-released-prison.html>
<https://www.youtube.com/watch?v=HyOuA-srXig>
https://www.youtube.com/watch?v=otvWPV_7cK0
<https://www.youtube.com/watch?v=QBAs13AL1Jg>
<https://www.youtube.com/watch?v=uDhYxVGTpgo>

For a more **technical package of materials**:

https://www.unodc.org/documents/human-trafficking/Toolkit-files/08-58296_tool_6-6.pdf



https://ec.europa.eu/anti-trafficking/sites/antitrafficking/files/icmpd_national_response_2006_en_1.pdf
<https://www.unodc.org/cld/en/v3/htms/index.html>
<http://www.unodc.org/unodc/en/human-trafficking/2009/anti-human-trafficking-manual.html>
http://www.iom.int/jahia/webdav/shared/shared/mainsite/published_docs/brochures_and_info_sheets/pi_handbook_180808.pdf
<https://www.unodc.org/documents/human-trafficking/HT-toolkit-en.pdf>
http://publications.iom.int/system/files/pdf/iom_handbook_assistance.pdf
http://www.unafei.or.jp/english/pdf/RS_No62/No62_06VE_Ollus1.pdf
http://www.unodc.org/pdf/human_trafficking/ht_research_report_nigeria.pdf
<http://www.unodc.org/unodc/en/human-trafficking/2009/anti-human-trafficking-manual.html>



ANNEX

THE QUESTIONS APPLIED DURING THE RAPID AND QUALITATIVE ASSESSMENT

The open-ended, qualitative interviews were guided by the following questions:

On Awareness Raising:

- What is key to the public and community, political agents, official agents to be aware of on trafficking in human beings? Please, be specific:
- What should women and children need to know and to feel about trafficking and sexual exploitation in order to protect themselves?
- Which do you think would be the most appealing messages to touch the hearts of the people regarding human trafficking?
- Which groups of the populations should be reached by a national campaign?
- Which private companies would show interest and social commitment to engage with a national campaign?

On Prevention: Addressing Social and Economic Causes:

- How does a law, a policy and a practice look like that do not discriminate against women? Please be specific:
- Please describe the factors that make women and children vulnerable to trafficking. Be specific:

On Victim Assistance and Support:

- Which type of services should be put in place to protect victims of human trafficking?
- Some of them already exist? If yes, should they be improved somehow? Please be specific:
- What Direct Assistance to VOT means to you? Please, be specific:
- To make it fully functional, is any additional planning or agency budgets required?
- Do VOT who are situated at the government-operated care facilities need additional security or protective measures? How? What? Please, be specific
- How does the government agency provide basic initial assistance to the VOT, specifically regarding transportation, return, recovery and reintegration? Please, be specific. Describe examples if it is necessary.

On Law Reform:

- On legislation required to ensure adequate prosecution of perpetrators and human rights protection of victims, including witness protection, do they exist at national level?
- Something additional is required? If yes, what would that be?

On Research and Assessment:

- Please, identify the existing gaps in public policies and services for adequate protection of women and children. Please be aware to focus on governmental policies and services, and NOT in the context, of other institutions or women and children by themselves.
- What information or data need to be identified and registered on trafficking in persons? Please, be specific.



- Is there an existing system or program to ensure protection of VOTs while registering and sharing the information regarding their cases?
- Has the Saint Lucia government been providing copies of Palermo Protocol, Counter Trafficking Act No. 7 of 2010, and the Victims of Trafficking and Violence Protection Act of 2000 of USA to its public agents?

On Law Enforcement:

- What would be the consequences to perpetrators of human trafficking crimes in Saint Lucia?
- What additional mechanisms should be developed to assist and ensure effective investigation, apprehension, and prosecution of perpetrators of trafficking in persons and to encourage information exchange?
- What should be the frequency of workshops in a training program on human trafficking?
- Could you highlight the basic content every state agent should be aware of on human trafficking?
- How a permanent virtual training would be perceived by state agents?
- How an app to mobile phones that offers training on human trafficking would be perceived by state agents?
- What specific information or data would you like to receive regarding: victim identification, treatment, and protection.
- What are the challenges to effectively prosecute TIP and related issues? Please be specific.
- What type of information or data would be good evidence of positive progress on counteracting human trafficking?
- What permanent or routine training program already exist in the government?

On International Law Enforcement Cooperation and Coordination:

- Please identify, in a very specific way, some dimensions on counteracting TIP to which international cooperation and coordination would be "a must".
- Could you provide the names of international institutions with whom state agencies should develop formal mechanisms of cooperation?

END
April 2018

