

Information strategy

CHAPTER 10



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Introduction

Information strategies related to mixed movements can target two goals: to help to prevent irregular movements by ensuring that people are sufficiently informed about the potential risks; and to sensitize host communities to mixed movements, and aim to reduce xenophobia, promote tolerance and raise awareness about the protection needs of some of the people involved.

Information campaigns to reduce irregular movements in countries of origin can help fill gaps in knowledge about realities in the desired country of destination and the dangers of irregular movements, such as the risks of trafficking, abuse and exploitation. Information alone will not prevent irregular movements if the push factors are sufficiently serious, as individuals will embark on irregular travel regardless of the risks involved. Access to information, however, may enable individuals to make informed decisions, where they have a choice.

Information available before departure is more likely to influence an individual's decision-making process than information distributed after substantial investments have already been made in the migration project. Information campaigns are most effective when they target the entire community rather than only potential migrants, since decisions to leave a home country are generally based on, and supported by, a family or community.

The content of information campaigns depends on the specific situation. It is important that messages be phrased in a way that does not inadvertently discourage persons fleeing conflict and persecution from seeking asylum abroad. Raising awareness about legal migration opportunities, where they exist, can increase the effectiveness of information campaigns.

Information strategies targeted towards the sensitization of host communities may include projects to better inform communities about the root causes of mixed movements and the human suffering involved. Knowledge and a better understanding of the profiles and needs of persons involved in such movements can promote tolerance and reduce xenophobia. Inviting politicians and high-profile individuals to be active in campaigns that discourage hate speech and foster constructive debate on migration and mixed movements can be an effective strategy.

Public information activities can also raise awareness about the refugee component of mixed flows and draw attention to refugees' specific protection needs and entitlements under the 1951 Convention. Information about actions and strategies taken to address such movements in protection-sensitive ways can help create understanding and support within host communities.

Human trafficking is one area where the development of a range of information strategies targeted towards both goals mentioned above – prevention and sensitization of host communities – has been particularly prominent. Several countries of origin have devised information strategies to help prevent trafficking in persons, while destination States have programmes to sensitize local communities and to ensure that victims of trafficking know where to seek help. A small selection of examples is provided in this Chapter (10.3).

The media through which information is most effectively conveyed depends on the profile and size of the audience and on the campaign's objectives. Mass media campaigns, using radio or television, can address large audiences of different profiles and backgrounds. Discussion sessions and theatre productions may reach fewer persons, but they offer a more in-depth opportunity to discuss, exchange ideas and persuade individuals to change their minds.

Various techniques can be used to convey messages effectively. “Catch-phrase messages” are useful for attracting the attention of the audience and providing information on complex matters in a direct and memorable manner. The language of these messages can also be tailored to the culture of the audience. Real-life testimonies can render information more accessible and intelligible. Making use of celebrities or high-profile individuals to convey messages can help establish trust, reach the target audience, and raise difficult and sometimes contentious issues.

Operationalizing information strategies: Suggestions for stakeholders and support UNHCR can provide to partners

Suggestions for stakeholders

- Disseminate information, education and communication (IEC) materials to inform individuals of the risks of irregular movements, including human trafficking and smuggling.
- Use simple targeted messages that are age, gender and culture sensitive and translated into appropriate languages to reach a wide audience.
- Encourage the involvement of persons who have experienced hazardous journeys to help influence individual choices and shift attitudes of host communities.
- Include contact details for support services in information leaflets, as well as the rights and obligations of persons on the move and available international protection and legal migration options.
- Initiate awareness-raising activities on the plight of refugees and the protection needs of persons travelling within mixed movements.
- Involve law enforcement, government officials, politicians and local communities in information strategies, and encourage open debate to identify outcomes for persons travelling within mixed movements.
- Cooperate with relevant actors on developing information campaigns in countries of origin, transit and destination.

Support UNHCR can provide to partners

- Design and implement information strategies targeting persons of concern who may form part of mixed movements.
- Distribute information to persons of concern in refugee camps and urban settings on their rights and obligations and available options to ensure safe movements.
- Initiate public awareness campaigns in host communities in order to promote tolerance and combat racism and xenophobia.

10.1. Information campaigns to reduce irregular movements

Information campaigns implemented in countries of origin to reduce irregular movements can help fill gaps in knowledge about realities in the desired country of destination and the dangers of irregular movements, such as the risks of trafficking, abuse and exploitation. Information alone will not prevent irregular movements if the push factors are sufficiently serious, as persons will embark on irregular travel regardless of the risks involved. However, access to information may enable persons to make informed decisions, where they have a choice. Information campaigns are most effective when they target the entire community rather than only potential migrants, since decisions to leave a home country are generally based on, and supported by, a family or community.

GULF OF ADEN: UNHCR-IOM ADVOCACY CAMPAIGNS ON THE DANGERS OF IRREGULAR MOVEMENTS 2009 – PRESENT

A. Background and Rationale

IOM and UNHCR have initiated a series of advocacy campaigns in different countries around the Gulf of Aden to alert refugees and migrants of the dangers of transiting through Somalia and across the Gulf of Aden to Yemen and further onwards.

B. Actors

- IOM;
- UNHCR; and
- partners, including the Mixed Migration Task Force (MMTF) and local NGOs.

C. Actions

UNHCR information campaign in Somalia and Ethiopia

- The information campaign was carried out in Puntland, South Central Somalia and Ethiopia. It focused on three essential components:
 - the extreme dangers of crossing the Gulf of Aden;
 - the right to seek asylum in Puntland and available UNHCR support; and
 - treating migrants with dignity.
- 10,000 information leaflets have been distributed in Puntland through local NGOs, and 5,000 have been distributed in South Central Somalia.
- Radio spots, interviews and a theatre show were broadcasted on Radio Daljir in Puntland.
- Refugees participated in UNHCR's awareness campaign and drew cartoons to illustrate the dangers of irregular movements across the Gulf of Aden.

IOM radio campaign

- In September 2009, IOM launched a radio campaign on the British Broadcasting Corporation World Service Trust (BBC WST), in partnership with UNHCR, which targeted migrants and asylum-seekers as well as host communities in Djibouti, Ethiopia, Kenya, Somalia and Yemen.

- The programme covers three themes:
 - “Things you need to know before migrating” – aimed at refugees and migrants;
 - “What persons are escaping from?”; and
 - “Let’s discard prejudices towards refugees and migrants” – aimed at host communities.
- The programme features Somali refugees, migrants and asylum-seekers in Kenya, Ethiopia and Yemen discussing the opportunities and challenges of life in exile, as well as IDPs in Somalia discussing the same issues as persons displaced within their own country.

D. Review

The advocacy campaigns implemented in partnership between UNHCR and IOM have raised awareness about mixed movements in the Gulf of Aden region and prompted dialogue among communities. The advocacy campaigns also include efforts to lobby national and regional authorities, traditional leaders and other stakeholders for increased engagement in mixed movement issues.

Although it is difficult to measure the full impact of the advocacy campaigns, the two agencies together with other members of the MMTF-Somalia intend to continue their efforts to raise awareness of the humanitarian needs of persons crossing the Gulf of Aden, to sensitize host communities on the plight of migrants and asylum-seekers, and to lobby for alternative migration options.

E. Further Information

Annex 1 – UNHCR, Mixed Migration Flow: Pictures and Testimonies from Bossaso, 2008

Annex 2 – IOM, Final Report of IOM to UNHCR: Raising awareness to combat trafficking and smuggling through Bossaso, 2009

Egypt: “Challenge Yourself, Do Not Defy the Sea”, Campaign for Children 2009 – Present

Implemented by IOM, the “Challenge yourself, do not defy the sea” campaign was launched in November 2009 by the Governments of Egypt and Italy to address the increasing number of unaccompanied Egyptian children arriving in Italy. The campaign raises awareness about the risks associated with irregular migration and promotes safe alternatives.

It warns children and their families of the risks of travelling irregularly and informs them of regular migration channels that are available. The campaign is complemented by a project which provides technical education and language training to potential migrants to meet labour demands in Italy. The campaign recognizes the right to emigrate and the right to be protected from exploitation, as well as the right to access education.



A. Background and Rationale

In 2006, in Thiaroye-sur-Mer, a village on the outskirts of Dakar, the mothers of young migrants who had perished at sea trying to reach the Canary Islands, converted an already existing local NGO, the *Collectif pour le Développement Intégré de Thiaroye-sur-Mer*, into the *Association des femmes pour la lutte contre l'émigration clandestine au Sénégal* or the Women's Association against Irregular Migration in Senegal ("the Association") with the aim of sensitizing youth on the dangers of irregular migration from Senegal to Europe. The Association further expanded its activities to 34 locations in Senegal.

B. Actors

- The Association.

C. Actions

- The Association conducts regular awareness-raising and information campaigns on the dangers of irregular migration through sensitization workshops and TV shows, as well as other media initiatives.
- The Association also offers income-generating and micro-finance projects for the families of victims who perished at sea and for potential migrants. As a priority, the Association assists local villagers to diversify their activities.

D. Review

The Association mobilized mothers who have suffered a loss to speak about the dangers of irregular migration. The mother-son relationship has always been at the heart of the migration process in West Africa, and the recent change in the mothers' attitudes has been a key component of the campaign against irregular migration to Europe.

In addition, the income-generating and micro-finance projects have allowed some young potential migrants to stay in Senegal or to gather the financial means to travel through legal channels. The president of the Association, Mrs. Yayi Bayam Diouf, has raised awareness about her Association's work among key national and international stakeholders. Their interest and the Association's high profile in the media have enabled the Association to raise funds and further develop its activities.

E. Further Information

Bouilly, E., "Les enjeux féminins de la migration masculine : le Collectif des femmes pour la lutte contre l'immigration clandestine de Thiaroye-sur-Mer" in *Politique Africaine*, No. 109, 2008, pp. 16- 31.

Charrière, F. and Frésia, M., *West Africa as a Migration and a Protection area*, UNHCR, 2008, available at:

<http://www.unhcr.org/refworld/docid/4a277db82.html>.

Senegal: Television Campaign on Mixed Migration Movements

The Television Campaign on Mixed Migration Movements was developed by the Spanish Immigration Department in response to the increasing mixed movements from Senegal and other African countries to the Canary Islands in Spain.

The advertisement was aired on local television in Senegal for six weeks in late 2007 and was supplemented by both radio and print messages. The advertisement included messages warning individuals about the dangers of irregular movement and provided information about living conditions in Europe. The campaign put a positive spin on warning individuals of the dangers of irregular movement by reminding them of their value in their home countries.

The campaign broadcast is available online at:
<http://www.youtube.com/watch?v=5pPA0DijYKM>.

Comic Book: *Des Clandestins à la Mer, les Aventures de Yado*

The comic book *Des clandestins à la mer, les aventures de Yado*, by Pie Tshibanda and Leon Tchibemba, supported by UNHCR, was devised in 2010 to raise awareness of the dangers of irregular movements from Africa to Europe and to demonstrate the realities of living in Europe. It aims to assist young persons to make informed decisions and take precautions to avoid irregular travel and possible abuse and exploitation by human traffickers.



The comic strip includes three storylines which draw attention to migrant and refugee situations and the necessary safety precautions that should be taken prior to travelling abroad. It demonstrates the risks and consequences of irregular migration in search of better opportunities as well as the poverty and hardship experienced in Europe following a long, hazardous journey across sea. It also highlights the benefits migration can have on the development of countries of origin after immigrants return to their home communities as well as the moral and cultural differences in Europe and Africa.

The comic book is available online at:
<http://www.coccinellebd.be/Des-Clandestins-a-la-Mer,244>.

10.2. Information and sensitization activities in host countries

Information strategies targeted at sensitizing host communities may include projects to better inform communities about the root causes of mixed movements and the human suffering involved. Knowledge and a better understanding of the profiles and needs of persons involved in such movements can promote tolerance and reduce xenophobia.

UN PLURAL + YOUTH VIDEO FESTIVAL 2010 – PRESENT

A. Background and Rationale

The UN Alliance of Civilizations, in partnership with international organizations, launched a youth video festival (“the festival”) exploring themes related to migration, diversity and identity. The festival recognizes young persons as powerful agents of social change and aims to ensure their active participation to address key challenges related to migrant integration, inclusiveness, identity, diversity, human rights and social cohesion.

B. Actors

- Youth between the ages of 9 and 25 years old;
- organizations providing resources to sponsor youth productions;
- UN Alliance of Civilizations; and
- partner organizations, namely the Anna Lindh Foundation, Al Jaheed, Arabic TV Station, Audiovisual E-Platform, BaKaFORUM TV and Media Forum, Centre for Migration Studies of New York, CHINH, CineySalud, Copeam, Fondacio Forum Universal de Les Cultures (FFUC), IOM, Media Education Centre, NEXOSAlianza Association, No Ghetto, Paley Centre for Media, RedUNIAL, Roots and Routes International Association, Royal Film Commission in Jordan, Senza Frontiere-Without Borders Film Festival, Sunchild Environmental Festival, UN TV, UNESCO, UNICEF, and United States Association for International Migration (USAIM).

C. Actions

- An information campaign invites young persons between the ages of 9 and 25 years old to submit short videos expressing thoughts, experiences, opinions and suggestions on issues relating to migration, diversity and identity.
- Organizations are available to provide resources for training on how to produce videos.
- Winners were awarded a PLURAL + International Jury Award, which included 1,000 USD and an all expenses paid invitation to the 2010 PLURAL + Awards Ceremony which took place in November 2010.

D. Review

The festival promotes a climate of respect and tolerance among youth and encourages them to actively engage in challenging issues. The selection of youth videos seeks to raise awareness, based on the principles of harmony and diversity in order to prevent intolerance, and cultural and religious divisions.

E. Further Information

Available online at: www.unaoc.org/pluralplus.

UNHCR Sensitization and Information Initiatives

UNHCR Asylum and Migration is a discrete section of the UNHCR public website. It includes updated information on mixed movements in different regions and highlights the intersection between refugee protection and mixed movements.

For further information, see: <http://www.unhcr.org/pages/4a1d406060.html>.

UNHCR Refugees Magazine: Refugee or Migrant? Why it matters, 2007 was the last issue of the UNHCR Refugee Magazine. It was devoted to the topic of mixed movements and included a series of articles on different mixed movement situations around the world (Gulf of Aden, Southern Africa, Mediterranean and Caribbean). The magazine also drew attention to the difficulties that States had in distinguishing between refugees and migrants.

This issue is available online at: <http://www.unhcr.org/refmag/148/index.html>.

EU: EDUCATIONAL TOOLKIT “NOT JUST NUMBERS” ON ASYLUM AND MIGRATION IN THE EU 2009

A. Background and Rationale

The Educational Toolkit “Not Just Numbers” (“the Educational Toolkit”) aims to enhance understanding among young persons about asylum-seekers, refugees and migrants in the EU and to promote a fair perception of these groups and their acceptance in European society. It provides young persons with a tool to analyse and develop informed views on asylum and migration.

B. Actors

- IOM; and
- UNHCR.

C. Actions

- UNHCR and IOM jointly developed and disseminated teaching materials, including a DVD, teacher’s manual, short films and an evaluation form targeting 12 to 18 year-old youth.
- The DVD depicts the lives of different types of non-nationals, including asylum-seekers, resettled refugees, trafficked persons, labour migrants, and persons migrating for family reunification.
- The teachers’ manual provides resources for teachers and other educators and is specifically designed to answer questions in classrooms and address common misperceptions among young people about migrants and refugees.

D. Review

The Educational Toolkit is a practical and user-friendly information resource tool that can be used both inside and outside the classroom. It provides exercises to engage the learner and information about the distinction between migrants and refugees and the different protection needs involved. The Educational Toolkit has been widely distributed. Approximately 2,000 pilot toolkits were produced in 20 different languages and have been distributed to all 27 EU Member States.

E. Further Information

Annex 3 – IOM and UNHCR, *Teacher’s Manual: “Not Just Numbers” Educational Toolkit on Migration and Asylum*, 2009

Further information is available at:

<http://www.unhcr.org/49cba1d02.html> and

<http://www.iom.int/jahia/Jahia/not-just-numbers-educational-toolkit/lang/en/public-websites>.

Algeria:

La Nuit sur la Figure : Portraits de Migrants

La nuit sur la figure : Portraits de migrants is a publication produced by the Italian NGO, CISP (*Comitato Internazionale per lo Sviluppo dei Popoli*) and UNHCR in Algiers in 2008. It provides a medium for migrants and refugees to inform the broader public about their travel experience, their lives in Algeria and their hopes and expectations. The publication presents photos and testimonies from 17 migrants and refugees in Algeria and has been widely distributed in Algeria and other countries in North Africa.

Further information is available in French at:

<http://akcentuatethepositive.over-blog.com/article-18065579.html>.

Costa Rica: Awareness-raising Initiatives

UNHCR street play “*Toda Tierra es Tu Tierra*” (All Land is Your Land)

The street play “*Toda Tierra es Tu Tierra*” (All Land is Your Land) is sponsored by UNHCR and developed in cooperation with ACAI NGO for Refugees, the Ministry of Culture and Youth, and teachers and students at “*Conservatorio Castella*,” a State-run school. The play is a combination of dance, poetry, music and theatre and was presented in several locations in Costa Rica in 2007 and 2008. Its cast of 45 young people includes Costa Rican and Colombian refugees, migrants and adolescents. The play depicts their experience of having to flee their home countries to save their lives, as well as the xenophobia and discrimination encountered in the host country. The play was awarded by the Costa Rican Ministry of Culture for its value in supporting tolerance and diversity.

UNHCR Biannual Video Festival

The UNHCR Biannual Video Festival was launched to combat xenophobia and to counter the growing negative perceptions of refugees, especially among youth in San José, Costa Rica. The festival follows a study commissioned by UNHCR, which demonstrates that only 57 per cent of persons in San José understood the plight of refugees and that those between the ages of 18 and 35 years old were more likely to perceive refugees in a negative light. UNHCR also sponsored an initiative called “The Pressure Cooker” which brought young filmmakers together to produce a short documentary on refugee issues.

The documentary “Main Cover” is available at: <http://www.acnur.org/t3/portugues/>.

UNHCR Stories of Refugee

UNHCR Stories of Refugee are recorded as part of a UNHCR project in Costa Rica to inform children about the plight of refugees and to encourage them to support integration and fight xenophobia. According to a survey conducted in 2008, approximately 40 per cent of young refugees in Costa Rica testified that they are or have been victims of intolerance or insults from their classmates or teachers. The project targets Costa Rican students around the country, helping them to understand the suffering of their peers by collecting stories from young refugees about their experiences during forced movements due to violence or persecution. A series of radio stories from refugees and Costa Rican children is also available on the UNHCR public website.

See, for example, the story of Annye, a Columbian refugee, which is available at: <http://www.unhcr.org/4b5eab5c9.html>.

ITALY: ANTI-RACISM AWARENESS CAMPAIGN 2009 – 2010

A. Background and Rationale

A broad coalition of 26 actors from the Italian civil society launched an awareness campaign against racism and xenophobia (“the campaign”) in March 2009, entitled “Don’t be afraid, be open to others, be open to rights” (“*Non aver paura, apriti agli altri, apri ai diritti*”). The specific date chosen for launching and subsequently concluding the campaign was 21 March, in commemoration of the International Day for the Elimination of Racial Discrimination.

The campaign sought to challenge the linkages made between immigration and national and personal security that had become prevalent in Italy in recent years. The objectives of the campaign were to foster mutual understanding among communities, to tackle prejudices that have been fuelling racism, and to address the increasing number of documented incidents of racism and xenophobia around the country.

B. Actors

- Amnesty International;
- Italian NGOs;
- Italian trade unions;
- religious charities;
- Save the Children; and
- UNHCR.

C. Actions

- Individuals were invited to sign a petition based on principles from the Italian Constitution and the Universal Declaration of Human Rights. Individuals with political or public roles were asked to sign a specific set of commitments. Journalists were requested to respect the “Charter of Rome,” and UNHCR promoted a Code of Conduct for the media regarding the portrayal of asylum-seekers, refugees, trafficked persons and migrants.

- Signatures were collected in support of a manifesto to raise awareness of the circumstances of, and challenges for, immigrants in Italy.
- The campaign produced a variety of tools, including a TV/radio spot starring several popular Italian TV and cinema actors, website links, posters, postcards, stickers and pins with the logo of the campaign, a smiling yellow ghost, designed by an 11-year-old Roma boy.

D. Review

The campaign brought together organizations and associations with different mandates and missions. More than 80,000 individuals signed the manifesto. The campaign was well-received by the Government and commended for contributing to tolerance of foreigners in the country. However, further measures to address the rise in violent xenophobic attacks against minorities in Italy are required.

E. Further Information

Annex 4 – Anti-racism awareness campaign 2009, Italy, Information leaflet on the press conference (Italian only), March 2009

Further information is available in Italian at: <http://www.nonaverpaura.org/>.

PAKISTAN: THEATRE FOR DEVELOPMENT PROGRAMME FOR AFGHAN REFUGEES 2008

A. Background and Rationale

In 2008, UNHCR in partnership with the Pakistani NGO “Struggle for Change” (SACH) ran a public awareness campaign using theatre to convey messages designed to sensitize Afghan refugees on their legal rights and obligations in Pakistan. A theatre production was developed to serve as a practical awareness-raising tool.

B. Actors

- SACH; and
- UNHCR.

C. Actions

- UNHCR and SACH worked together to organize dramatic performances focusing on issues such as securing proper identification documents upon arrival, police harassment, torture, and sexual and gender-based violence (SGBV) against women and children.
- UNHCR and SACH sent the Afghan drama team to villages where they gave performances to crowds of men and boys who gathered out of curiosity.
- The Theatre of Development Programme operates in a number of countries worldwide, offering similar sensitization programmes.
- The UNHCR project in Pakistan also featured a series of educational workshops for law enforcement authorities in major cities in an effort to raise awareness about the plight and rights of refugees.

D. Review

The Theatre for Development Programme conveyed practical information that is crucial for maintaining legal status in Pakistan in a compelling and easily understood manner. While theatre is an innovative and effective medium for conveying messages to a targeted audience, it does not reach large numbers. The educational workshops, however, have raised further awareness of refugee protection.

E. Further Information

Annex 5 – Shahzad, A., *Reality-based drama helps Afghans understand refugee rights*, UNHCR, August 2008

Poland: Migrant Rights, Nigerian-Polish Initiative

The Migrant Rights: Nigerian-Polish Initiative (“the Initiative”) was launched by the Human Support Services (HSS) and the Rule of Law Institute Foundation (RLI) in 2009. The Initiative was designed to enhance respect for the rights of Nigerian migrants in Poland, to build the capacity of lawyers, government officials and NGOs, and to strengthen the role of partnerships in advocacy activities.

The Initiative includes networking, disseminating and exchanging knowledge and information between Nigeria and Poland, monitoring and reporting on immigration legislation, and providing legal counselling to migrants prior to departure from Nigeria to prevent irregular movement and to facilitate local integration after arrival in Poland. The Initiative also seeks to raise awareness about exploitative labour practices and abuse of migrants with specific needs, particularly women and children, through partnerships between community-based organizations, private and public institutions.

Further information is available at: <http://nigerianpolishinitiative.org>.

South Africa: Responses to the 2008 Xenophobic Attacks

The ONE Movement Campaign

The ONE Movement Campaign was launched in March 2008 at the Apartheid Museum under the patronage of Bishop Desmond Tutu. It was developed in response to the increasing number of xenophobic attacks on refugees and migrants in South Africa. An interactive website outlines the rights and responsibilities of South Africans, Africans and citizens of the world with a view to reversing xenophobic attitudes and to promoting unity, diversity and tolerance in Southern Africa. The campaign focuses on the integration of migrants and refugees into society and respect for the human rights of all persons, with an emphasis on the right to equality.

The campaign is supported by METRO FM and has a number of celebrities and media personalities as goodwill ambassadors. The campaign also includes the capacity building of public services to uphold the recognized rights of migrants and refugees, as well as school curriculum interventions and human rights training. Social networking is encouraged on Facebook and YouTube, and the campaign website has a blog that facilitates information exchange.

Further information is available online at: <http://www.1movement.co.za/>.

Counter-xenophobic Initiative for South Africa: Tolerance, Integration, Diversity

The Counter-xenophobic Initiative for South Africa: Tolerance, Integration, Diversity is a programme developed by IOM in 2007 under the theme “Ubuntu Has No Borders”. It aims to protect the human rights of all migrants, irrespective of their status in South Africa. IOM launched a campaign, in 2008, in partnership with Saatchi & Saatchi South Africa, METRO FM and the South African Broadcasting Corporation (SABC) to improve awareness of the rights and entitlements of migrants as provided in the South African Constitution and Immigration Act and also conducted trainings to ensure that law enforcement, immigration, health and social welfare officials were sufficiently aware of the rights of migrants. IOM also conducted diversity workshops in collaboration with Frayintermedia in South Africa and Zambia to sensitize the media to the rights of migrants, improve the quality of media reporting on diversity and migration, and increase awareness of the media’s role in shaping public opinion about migrants. IOM conducted an independent research project that focused on investigating the triggers and factors that resulted in the xenophobic attitudes and violent attacks inflicted on migrants in 2008.

Annex 6 – Misago, J-P., Landau, L. B. and Monson, T., *Towards Tolerance, Law and Dignity: Addressing Violence against Foreign Nationals in South Africa*, IOM, 2009

UKRAINE: DIVERSITY INITIATIVE 2007 – PRESENT

A. Background and Rationale

Responding to an increase in the number of suspected racially motivated attacks in Ukraine, Amnesty International, IOM, UNHCR and other concerned civil society organizations formed the Diversity Initiative, an inter-agency network, in April 2007 to better coordinate their activities in this area.

The Diversity Initiative pursues four main goals: to support government activities that encourage intercultural dialogue; to identify existing gaps in legislation and law enforcement; to recommend measures to strengthen the legal system’s response to racially motivated hate crimes; and to bring attention to the existence of hate crimes in Ukraine through awareness-raising activities and information campaigns.

B. Actors

- Amnesty International, Ukraine;
- corporate entities and interested individuals;
- the diplomatic community;
- international agencies, namely IOM and UNHCR;
- government agencies in Ukraine, namely the Ministry of Interior, Ministry of Foreign Affairs, Security Service of Ukraine, and State Committee of Ukraine for Nationalities and Religions; and
- NGOs.

C. Actions

- Support government activities that encourage intercultural dialogue and inter-agency coordination with increased involvement of NGOs and IGOs;
- promote high-level dialogue among diplomatic circles and government authorities to encourage a consistent approach and acknowledgement of racial attacks and hate crimes;
- advocate for a criminal justice system that recognizes, investigates and successfully prosecutes racially motivated hate crimes;
- monitor media reporting and articles to identify defamation/hate speech;
- engage civil society participation through the realization of research and surveys, participation in round tables, participation and organization of cultural public events, monthly bulletins, information campaigns, school/embassy/club presentations, etc.;
- collect and disseminate verified and standardized statistics on suspected hate crimes, facilitate analysis of trends and develop intervention plans;
- maintain a centralized database with contributions from members, embassies, and other civil society that records incidents of suspected hate crimes and monitors trends; and
- set up a mailing list to serve as a mechanism for uniting civil society in various regions. (Currently, there are 100 individuals and organizations registered on the mailing list, and over 2,000 individuals and organizations receive the bulletin “In the Same Boat” on a monthly basis.)

D. Review

The inclusion of a broad range of actors in the network provides an opportunity to focus on multiple issues of common interest, and the consolidated action contributed to a decrease in the number of racially motivated hate crimes in Ukraine in 2009.

Statistical contributions are primarily received from actors in Kyiv, thereby resulting in regional disparity of activities.

E. Further information

Available online at: <http://diversipedia.org.ua/>.

10.3. Prevention of and awareness raising about human trafficking

Human trafficking is one area where the development of a range of information strategies targeted towards both the prevention and the sensitization of host communities has been particularly prominent. Several countries of origin have devised information strategies to help prevent human trafficking, while destination States have programmes to sensitize local communities and to ensure that victims of trafficking know where they can obtain help. A small selection of examples is provided below.

Council of Europe: “You Are Not for Sale” Campaign to Combat Human Trafficking

The European “You’re Not for Sale Campaign” to Combat Human Trafficking highlights the protection provisions under the Council of Europe Convention on Action against Trafficking in Human Beings of 2005.

Promotional tools, such as t-shirts, postcards, and stickers, were developed, as well as a comic strip outlining the stories of five trafficked persons to illustrate the different forms of trafficking.

The comic strip is available at:

http://www.coe.int/t/dghl/monitoring/trafficking/comicstrip/default_en.asp.

Belgium: “Buy Responsibly” Campaign

The “Buy Responsibly” Campaign (“the Campaign”) was launched by IOM in cooperation with Saatchi and Saatchi, in 2009, in Brussels, Belgium. It aims to raise awareness about labour trafficking and to increase consumer responsibility. The campaign consists of an event that features a giant, inverted shopping trolley imprisoning models that represent migrant workers, along with a 30-second TV spot that encourages viewers to ask “what’s behind the things we buy?”

The campaign recommends actions that can make a difference. The Buy Responsibly Campaign is one of the first anti-trafficking campaigns that targets demand for forced labour in destination countries.

The Brussels launch generated more than 300 press articles around the world and encouraged more than 9,000 visitors to visit the buy responsibly website in the first four days. More than 1,500 individuals are members of the Facebook group.

For further information, see: <http://www.buyresponsibly.org/>.

India: Police-NGO Network to Raise Awareness

The Police-NGO network to raise awareness was initiated in 2007 in Delhi, India to raise awareness at bus stops and railway stations about human trafficking and to identify children at risk of being trafficked. The Delhi Police increased vigilance to prevent traffickers from exploiting destitute and homeless children who use bus stops and railway stations as playgrounds.

A special sensitization programme was organized for railway police and other persons on duty at railway stations, as well as street vendors, porters, and taxi drivers. The police formed partnerships with NGOs to ensure that rescued children were provided with appropriate psychological counselling and safe shelter. The police also engage in advocacy programmes at schools and colleges focusing on the process and consequences of human trafficking and informing children of the help lines and support services available in Delhi.

The alliance with street vendors, porters and taxi drivers gave them confidence to serve as informants to the Police, and the partnership with NGOs facilitated the referral of at-risk cases.

Annex 7 – UNODC, Government of India, *Compendium on Best Practices on Anti-Trafficking by Law Enforcement*, UNODC, 2007

MEXICO: LOCAL ANTI-TRAFFICKING NETWORK 2006 – PRESENT

A. Background and Rationale

Since June 2006, a broad coalition of partners from the Government of Mexico, NGOs and international organizations have been working together under the umbrella of the Local Anti-trafficking Network (“the Network”) to prevent human trafficking and to protect and assist victims at the southern border of Mexico. In this context, the Network, inter alia, developed awareness-raising activities to accompany prevention and protection efforts.

B. Actors

- Agencies in Mexico, including the National Institute for Migration, the Department of Family Development, the Mexican Commission to Assist Refugees, the State of Chiapas, the National Human Rights Commission, State Human Rights Commission, the Municipal and State Police Departments;
- Fray Matías de Córdova Human Rights Center;
- the Honduran, Guatemalan and Salvadoran Consulates;
- IOM;
- NGOs working at the southern border of Mexico; and
- UNHCR.

C. Actions

- The Network has developed a number of trainings on human trafficking, including presentations on the asylum-trafficking nexus.
- The Network has visited local schools to inform and sensitize students and teachers about the problem of human trafficking and also created theatre pieces about human trafficking that have been performed in public squares.
- The Network has developed a number of prevention materials, including information leaflets about human trafficking, that have been distributed in the community.

D. Review

Since its inception, the Network has raised awareness on the issue of human trafficking and made advances toward developing legislation on the issue. Currently, the Network neither has an official mandate or status as an organization nor its own budget. As a result, there are varying levels of commitment among the wide range of actors involved in the Network.

SLOVENIA:
**PROJECT AGAINST HUMAN TRAFFICKING AND SEXUAL
AND GENDER-BASED VIOLENCE (PATS)**
2003

A. Background and Rationale

In Slovenia, the Project against Human Trafficking and Sexual and Gender-based Violence (PATS) was designed to provide information on the dangers of irregular movement and human trafficking to certain groups of asylum-seekers at risk. It was also intended to assist in identifying existing trafficked persons and to provide them with necessary protection and assistance.

B. Actors

- Ministry of the Interior, Slovenia;
- two Slovenian NGOs – Ključ Association and Slovenia Philanthropy's Centre for Psychosocial Assistance for Refugees; and
- UNHCR.

C. Actions

- The Ministry of the Interior and the Slovenian NGOs drafted a brochure entitled "The Dictionary" that contains information on the risks associated with human trafficking and the rights of the persons affected. The brochure encourages trafficked persons to identify themselves and provides advice on where they can obtain support and assistance in Slovenia and in destination countries in Europe. The brochure was distributed to all women and unaccompanied/separated child asylum-seekers with pending asylum claims.
- Social workers provided one-on-one information sessions with women and unaccompanied/separated child asylum-seekers, explaining the risks of human trafficking and outlining the information contained in the brochure. During these sessions, asylum-seekers could identify themselves to social workers as trafficked persons and seek assistance.

D. Review

PATS demonstrates that an effective combination of widely disseminated information ("The Dictionary") paired with follow-up interviews and one-on-one information sessions can help identify trafficked persons. This dual strategy ensures that a maximum number of persons have access to information, through brochures, without losing the benefits of personalized discussions during which a trafficked person is more likely to identify him/herself and request assistance. The project offered a unique model to prevent the trafficking of asylum-seekers at risk and was later extended to Bosnia and Herzegovina. However, it was only targeted at women and unaccompanied/separated children who had already been identified as asylum-seekers. Migrants did not have access to this information.

E. Further Information

For further information on UNHCR's role in protecting trafficked persons, see Chapter 5.3.2 "Smuggling, Trafficking and Abduction" of *The UNHCR Handbook for the Protection of Women and Girls*, 2008, available at:

<http://www.unhcr.org/cgi-bin/texis/vtx/search?page=search&query=handbook+protection+of+women+and+girls>.

SOUTH AFRICA: “RED CARD” CAMPAIGN – DISQUALIFYING HUMAN TRAFFICKING 2010 – PRESENT

A. Background and Rationale

UNICEF launched the “Red Card Campaign” to support the Government of South Africa as an important awareness strategy. The campaign formed part of UNICEF’s programme on Key Actions to Enhance Child Protection during the 2010 FIFA World Cup and Beyond.

B. Actors

- UNICEF;
- the National Prosecuting Authority, South Africa; and
- TOTAL South Africa.

C. Actions

- The “Red Card Campaign” was previously launched in 2002 by ILO. The re-launch of the campaign aimed to expand awareness about child abuse, trafficking and exploitation and to encourage active public participation to develop child protection systems.
- Campaign materials included 500,000 leaflets and posters, as well as red cards.
- The red card is the size of a credit card and symbolizes the cards given to soccer players who severely violate the rules of the game and are disqualified from it. Similarly, the campaign highlighted that abuse, trafficking and exploitation of children should not be tolerated in Africa.
- The National Prosecuting Authority is responsible for prosecuting cases of trafficking and TOTAL-South Africa, in cooperation with the South African Tourism Authority, are responsible for distributing red cards at service stations, hotels and car rental companies.
- The campaign targeted children and communities, parents, tourists and soccer fans, and the messages were developed with the donated expertise of Saatchi and Saatchi South Africa.
- The red cards include the logo “Give the red card to child exploitation: Be aware and keep children safe” and the toll free number for the South African Police, Childline and Child Welfare Services in South Africa, as well as tips to children on how to protect themselves from abuse, exploitation and trafficking.
- The red card was also distributed to children and adults by loveLife, Fair Trade and Tourism, and during UNICEF’s community sports festivals that took place in all nine provinces during the World Cup.
- A “Red Card Campaign” website and a Facebook page were developed to solicit support and to disseminate information on human trafficking. Electronic messages helped generate awareness through 3D television screens at three international airports in South Africa to ensure that all tourists were alerted to the campaign message. In addition, a MXit mobile-based social networking platform helps UNICEF inform children about personal safety precautions.

D. Review

The “Red Card Campaign” targeted millions of South Africans and soccer supporters worldwide to raise awareness of trafficking and to keep children safe. The campaign sought to expand the protection space for children and profit from the media publicity surrounding the World Cup. The campaign was complemented by a number of child protection activities, including media and internet awareness campaigns. In partnership with the private sector, media and communication partners, UNICEF supports the dissemination of key messages and images relating to child protection and sport with the view to develop longer-term child protection systems.

E. Further Information

Available at: <http://www.srtrc.org/>

Annex 8 – UNICEF, 2010 FIFA World Cup: UNICEF South Africa Programmes

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