

A COMPARATIVE STUDY OF ANTI-TRAFFICKING CAMPAIGN STRATEGIES,
MESSAGES, VISUAL IMAGES AND SYMBOLS

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Abstract

This study identified and compared common practices of public campaign strategies against human trafficking. It examined messages, visual images, and symbols in campaign posters. In this study I used two methods: content analysis of posters and interviews with representatives from anti-trafficking organizations. Content analysis was used to identify common messages, sub-themes, visual images, and symbols used in campaign materials. Interviews were conducted to explore similarities and differences among organizations in developing campaign strategies. Each organization has a unique strategy to raise awareness, to gain support and to raise fund from their various target audiences. The commonality that runs through these campaigns is a call to action to prevent human trafficking. The study also found that most campaign materials focus on sexual slavery and not forced labor. Finally, this study also identified an emphasis on the use of women and girls as the primary victims. That emphasis prevents a more comprehensive understanding that also should include men and boys.

Table of Contents

Introduction.....	3
Chapter 1: Public Communication Campaigns.....	5
Developing Communication Campaigns	6
Evaluating the Effectiveness of Campaigns.....	7
Chapter 2: Human Trafficking and Public Campaigns.....	9
Challenges of Human Trafficking Campaigns.....	10
Existing Campaigns on Human Trafficking.....	11
Printed Campaign Materials.....	14
Messages	14
Visual Images.....	14
Symbol Used in Campaigns	16
Chapter 3: Objectives and Research Questions	17
Chapter 4: Methodology	18
Content Analysis	18
The selection criteria	18
Coding	19
Sample of the coding sheet.....	20
Inter-coder reliability.....	22
Definition of terms used in the coding sheet.....	23
Interviews.....	26
Selection criteria.....	26
Interview questions.....	27
Human Subjects Concerns	29
Chapter 5: Results.....	31
Content Analysis Findings	31
Type of message	31
Sub-themes	34
Visual images	36
Symbols	38
Interview Findings.....	39
Asia Against Child Trafficking (Asia ACTs).....	39

End Child Prostitution Child Pornography and Trafficking of Children for Sexual Purposes (ECPAT International)	42
Mekong Youth Forum	45
MTV End Exploitation and Trafficking (MTV EXIT)	52
Stop the Traffik.....	54
Chapter 6: Discussion	62
Messages and Sub-Themes	62
Presentation of Victims	63
Symbols.....	63
Human Trafficking Campaigns: Development and Strategy	64
Measuring the Impact.....	65
Limitations of the Study and Future Research.....	66
Chapter 7: Conclusion.....	68
References.....	71

Introduction

Anti-human trafficking campaigns are complex. They have many moving parts –the victims, the policy makers, the public, the impacted communities, and the service providers. Each group has its own concern.

Victims of human trafficking suffer severe abuse. However, they cannot speak openly about the experience for fear of stigmatization. Community members tend to believe those working abroad have a better future and fortune. Thus, they tend to push their family members to find a job elsewhere. The public overlooks the reality that trafficking happens in their backyard. Lack of knowledge on human trafficking and in fear of involving in crime prevents them from reporting the case. At the policy level, some countries are in denial that human trafficking occurs within their borders. Human trafficking embarrasses governments because they cannot prevent it. Because of this complexity, developing a campaign strategy, convincing the public that trafficking impacts them directly and creating the right message is a challenge.

Campaigns over the last ten years have presented sexual slavery as the primary motivation of human trafficking. In fact, trafficking also includes forced labor, bonded labor, debt bondage, involuntary domestic servitude, child trafficking and child soldiers. Moreover, an emphasis on women and girls as a majority of trafficking victims might prevent men, who are most often trafficked for labor, from receiving the same kind of attention.

There are three main components in an anti-human trafficking program: the prevention of human trafficking, the protection of trafficked persons, and the prosecution of traffickers. Most public campaigns on human trafficking focus on prevention (Department of State, 2009). Thus, this research will focus on the

development of prevention campaigns as well as examine the components of campaign materials to explore the trend of anti-trafficking campaigns.

As the former Regional Information Officer of Save the Children's anti-trafficking campaign, I have used my professional knowledge and experience to conduct this study. They have helped me formulate communication strategies and develop an understanding of this complex issue. Moreover, most of the representatives from organizations I interviewed came from personal contacts and networking. Finally, being part of an anti-trafficking initiative has inspired me to seek alternative communication strategies that contribute to effective anti-trafficking solutions.

Chapter 1: Public Communication Campaigns

Communication campaigns according to Atkin and Salmon (2009) have four main components: a campaign that aims to create specific impact; a campaign that attracts a large number of people; a campaign that focuses on a specific timeline; and finally, a campaign that is implemented through a constructed series of communication activities (Atkin & Salmon, 2009). However, Paisley (2001) argues that public communication can be defined in two ways. First, on a definition that is based on a group's objective to change another group's attitude and behavior (Paisley, 2001). The second definition is one that is based on methods of the campaign. For example, "promotional messages in the public interest disseminated through mass media channels to target audiences" (Paisley, 2001). Public communication campaigns use media, messaging, and a set of organized communication activities to create specific outcomes in a large group of people and in a specified timeframe (Rogers & Storey, 1987). The main goal of public communication campaigns is therefore to change behaviors leading to a positive social impact (Weiss & Tschirhart, 1994). In addition, Freidenwald-Fishman et al. define a public campaign as "a communication approach that builds public support for social change by integrating grassroots outreach methods with traditional mass media tools in a process that connects an issue to the existing, closely held values of individuals and groups" (Freidenwald-Fishman et.al., 2005).

Agenda setting theory is also used in public communication campaigns in order to influence what the public should think about and how to act. Agenda setting concept can be presented as a part of a cumulative effect (McCombs, 1994) and is a tool for public campaigns to "gain access to public and systemic agendas" (Salmon & Christensen, 2003).

Developing Communication Campaigns

McGuire (2001) suggests that there is a seven-step procedure for designing public communication campaigns. The seven steps include 1) reviewing the realities of problems, solutions and a way to achieve those solutions; 2) ethical observation of expected and unexpected campaign impacts; 3) surveying the socio-cultural situation to identify target behavior; 4) mapping the mental procedures of target behavior at a personal level; 5) clarifying target themes to match the situation and personal assessment; 6) creating and designing the campaign using source, message, and channel; and 7) evaluating the effectiveness of the campaign to measure the immediate and delayed impacts (McGuire, 1989).

Frodenwald-Fishman et al. identify five steps in developing public communication campaigns: 1) framing the problem, 2) building awareness, 3) becoming knowledgeable and transmitting information, 4) creating a personal conviction, and 5) evaluating while reinforcing (Freidenwald-Fishman et al., 2005).

The message of the campaign is a pivotal element. An effective message can raise awareness, instruct and persuade the target audience (Atkin, 2001). The role of awareness messages is to provoke interest or concern and to encourage further knowledge or information seeking about the topic. The role of instruction messages is to tell how the audience should change its behavior (Atkin, 2001). The persuasion messages rationalize why the change is good and how it benefits the target groups (p. 57). A variety of communication channels such as interpersonal, community-based, and integrated media are used to disseminate the message to wider audiences with an expectation of positive behavioral change (Dungen-Seaver, 1999).

As described above, the core foundation of campaign development is assessment of the situation, testing and framing target themes and messages, and evaluation.

Evaluating the Effectiveness of Campaigns

Evaluating public campaigns is a challenge because it involves measurement of social change which is a complex issue (Salmon & Christensen, 2003). Social change deals with group behavior, culture, public policy, and social institutes over time. Several scholars have pointed out that the evaluation of public communication campaigns is difficult because there is no single evaluation formula (Dungan-Seaver, 1999; Balch & Sutton, 1997; Salmon & Christensen, 2003).

Another challenge that makes campaign evaluation difficult is measuring outcomes through different sectors, both horizontal and vertical complexity (Rice & Foote, 2001). There are many targeted changes in environmental, community level and individual change (Coffman, 2002). Moreover, it is difficult to separate the impact of communication campaign outcomes that consist of many complex variables (Weiss & Tschirhart, 1994). These factors include awareness, knowledge, attitude, intentions, reported behavior, and demonstrated behavior (Balch & Sutton, 1997).

Atkin & Freimuth (1989) suggest that “formative evaluation research” can be useful in creating more effective campaigns. McGuire (1989) introduces an “input/output matrix” to develop and evaluate a campaign. The matrix consists of communication components. The inputs are source, message, channel and receiver variables. The outputs are sets of information flowing and response variables (McGuire 1989).

Those who create communication campaigns must evaluate their methods and their impact with the end goal being public action. That requires confidence in the decision which will lead to change and influence of others (Freidenwald-Fishman et al., 2005).

Chapter 2: Human Trafficking and Public Campaigns

The United Nations defines human trafficking as

the recruitment, transportation, transfer, harboring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation. Exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labor or services, slavery or practices similar to slavery, servitude or the removal of organs. (UNODC, 2004, p.42)

Human trafficking is a multi-dimensional and a global problem. Trafficking is recognized worldwide as a human rights violation by the 2000 Palermo Protocols on smuggling of migrants and trafficking in persons. The International Labor Organization (“ILO” hereafter) estimates that there are at least 12.3 million adults and children trafficked in forced labor, bonded labor, and commercial sexual servitude (State Department, 2010). Contrary to common belief, the majority of trafficking worldwide is forced labor according to the Trafficking in Persons Report by the State Department (2010).

Furthermore, men and boys comprise a significant portion of trafficked persons (State Department 2010). Although adult male victims of trafficking are an ongoing concern, in many countries like China trafficked men are not recognized in the legal definition of trafficking. In addition, several governments including Bangladesh, Japan, the United Kingdom and Vietnam have limited or no specialized services and shelters for adult male victims (State Department, 2010).

Challenges of Human Trafficking Campaigns

Human trafficking is a sensitive issue that reflects the greater social problems of poverty, lack of employment and human rights violation. Working to change audience behavior is difficult due to those external factors. Migrants, for example, tend to take risks without prior knowledge and skills that would protect them from being trafficked when looking for work elsewhere. Moreover, research by UNESCO indicates that community members, parents, women or children still engage in trafficking despite an understanding of the risks involved (UNESCO, 2005).

The main challenge in evaluating anti-human trafficking campaigns is finding different approaches to observing the behavioral change of the hidden groups. Tracking targeted groups is difficult due primarily to the constant movement of people. Victims, survivors, traffickers, or illegal migrants are seen as “hidden populations” (Tyldum & Brunovskis, 2005). A hidden population is defined by Heckathorn (1997) as unknown in size and boundaries of a group in which its members involved are stigmatized or are engaged in illegal behaviors. These groups tend to hide their real stories and give answers to protect their privacy (Heckathorn, 1997).

In addition, human trafficking is a hidden international crime that is further complicated by inconsistent enforcement of policy and documentation. Policy makers tend to believe that “if not seen, it does not exist” (Fitzpatrick, 2006). Although the public is aware of human trafficking, support for more intensive action campaigns that cover various dimensions of the problem is insufficient (Truong & Angeles, 2005). Moreover, although the problem is recognized by the general public, in many cases it is not perceived as personal enough for them to take action.

It is important for anti-trafficking organizations to understand different attitudes and views of the audiences towards the problem. Furthermore, understanding how the problem is being addressed in each country will contribute to more effective campaigns. Thus, finding the right messages, choosing the right media channel and delivery method, and measuring the impact are the main challenges in creating anti-trafficking campaigns.

Existing Campaigns on Human Trafficking

There are significant efforts in anti-trafficking initiatives and awareness raising campaigns in the past decade by local organizations, national and international non-government organizations, government, and United Nations. Various agencies worldwide have used public communication campaigns as a tool in fighting human trafficking. They are considered effective tools since they raise awareness among potential victims to protect themselves and to the general public to help report trafficking incidents. *Trafficking in Persons Report* (U.S. Department of State, 2009) argued that many governments have conducted public awareness raising campaigns on trafficking because public campaigns are a major component of anti-trafficking projects.

Table 1 below articulates human trafficking prevention campaigns in China, the Philippines, Thailand, the United Kingdom and the United States of America. There is at least one campaign in each country targeting the general public as an audience. Those campaigns aim to raise awareness on the prevention of human trafficking.

Table 1

Examples of trafficking prevention campaign strategy in China, the Philippines, Thailand, the United Kingdom and the United States of America

Country	Trafficking Prevention Campaign Strategy	Target audience
China	<ul style="list-style-type: none"> - Targeted public awareness campaigns, run by the All-China Women's Federation (ACWF), continued to disseminate information on trafficking prevention. - Provincial prevention campaign including radio broadcasts, brochures, performances, poster shows - Campaign on International Women's Day to raise public awareness of human trafficking and to publicize prevention measures. 	<p>Young female migrant workers</p> <p>Chinese women</p> <p>General public</p>
The Philippines	-Bureau of Immigration disseminated a public warning against human trafficking at several airports and on the country's immigration cards.	Travelers
Thailand	<ul style="list-style-type: none"> - Public awareness activities on trafficking during the year, including through "public dialogues" on trafficking and television advertisements. - Awareness-raising campaigns targeting tourists. 	<p>General public</p> <p>Sex tourists</p>
United Kingdom	<ul style="list-style-type: none"> -Government has been implementing "Blue Blindfold" awareness campaign to ask public to report of suspected trafficking in their communities. -Met police produced a video for police to explain victims' experience and explain process of trafficking and exploitation. 	<p>Public and local communities</p> <p>Police</p>
The United States of America	<ul style="list-style-type: none"> -Department of Homeland Security implemented three public awareness campaigns. -Department of Health and Human Services has continued implementing its Rescue & Restore campaign since 2004 to encourage public in urban and rural area to aware and help victims that be trafficked within their communities. 	<p>Domestic urban areas, ports of entry and foreign source countries.</p> <p>Public</p>

Source: Department of State (2009 and 2010). *Trafficking in Persons Report*.

U.S. Immigration and Customs Enforcement (2009) launched a campaign asking for the public's assistance to remain alert, recognize, and identify victims of modern-day slavery who are in their communities. Posters, billboards and transit shelter signs were posted with the slogan "Hidden in Plain Sight" in major cities of United. The campaign's goal is to raise public awareness about the existence of human trafficking in communities, and to ask the public to take action if they witness possible victims.

The Administration for Children and Family ("ACF" hereafter), U.S. Department of Health and Human Services launched the campaign to rescue and restore victims of human trafficking. The main message in the posters created by the ACF is "Look Beneath the Surface." This message was designed to raise awareness that human trafficking might be happening near the audience and they should take action if they find possible victims.

MTV End Exploitation and Trafficking Project ("MTV EXIT" hereafter) aims to increase awareness and prevention of human trafficking through television programs, online content, live events, and partnerships with anti-trafficking organizations. The production materials of MTV EXIT include videos, music, TV programs, concerts and events. The main message is to inform and empower young people both from source and destination countries about the issue and to take actions within their communities.

Stop the Traffik is a global movement fighting to stop human trafficking. The organization launched the campaign "Some people are very attached to their work". The campaign uses a threatening visual to inform the audience on the issue.

Printed Campaign Materials

Public communication campaigns use various types of printed materials but the majority of printed materials are posters that are posted on billboards, bus stops, bus terminals, and airports. Core elements in these materials consist of messages, visual images, and symbols.

Messages

Campaigners use several types of messages to raise awareness regarding human trafficking problems. Common types of message used in trafficking campaigns are: warning to potential victims and asking audiences to take action to help victims.

Posters also convey message sub-themes that present one form or another of trafficking such as sexual slavery, child trafficking or forced labor. These sub-themes may be used to reflect how organizations present the human trafficking situation in different contexts.

Visual Images

Presenting visual images of victims of trafficking in media has been a concern to many agencies because the media can create more victim trauma or put victims at risk. Moreover, human trafficking stigmatizes victims as wrongdoers. Insensitively projecting victims in media can sometimes also cause discrimination against victims' home society. Many organizations working on human trafficking have produced guidelines and protocols requesting the media to respect and protect the identity of victims of human trafficking (HDRN, 2006; UNICEF, 2006). UNICEF and the HIV and Human Development Resource Network ("HDRN" hereafter) guidelines agree that it is not acceptable that the media shows images of children in humiliating

situation. Moreover, it is deemed improper not to reveal the victim's identity in public display. Showing close ups of victims violates every aspect of ethical reporting. The organization working with trafficking victims suggests that "Silhouettes, profiles, shooting against the light, dimming the lighting, using filters, not shooting the faces – can be a matter of style as well as a sensitive way of covering such a story" (HDRN, 2006, p.132).

HDRN also identifies three tones used by the media: 'Positive and enabling'; 'negative and discomforting'; and 'indifferent' (HDRN 2006). In the research by HDRN, only six stories out of one 120 present human trafficking in a positive and enabling way while most of them use an indifferent tenor. Other organizations have a restricted code of conduct when using images that relate to human trafficking. For example, Save the Children's code of conduct (2008) states clearly that any photos used in any publication or materials produced by the organization and its stakeholders must first receive consent from the person or the chaperone of that person if he or she is under 18 years old. Furthermore, it is encouraged that images used in all publications should be presented in a positive and enabling way to show the empowerment of the victims rather presenting them in a suffering situation.

A few organizations such as International Organization for Migration has made use of victimizing images to warn young women about the risks of migration and to empower them to find the right information before migrating. However, Andrijisevic (2007) strongly argues that this type of images is a "badly chosen practice" within a feminist framework. These victimizing images may misrepresent women and enshrine the stereotype of women as passive objects of violence (Doezama, 1999; Andrijisevic, 2007).

Symbols Used in Campaigns

A symbol is something that stands for, represents, or denotes a concept or abstract. The use of symbolism in campaigns makes it easy for audience to recognize and refer to the campaign afterwards. The most widely recognized symbol for breast cancer awareness is the pink ribbon. The universal symbol of peace is a dove with olive branch and for justice is a blindfolded Lady Justice holding balanced scale.

Many campaign planners have created a symbol to represent human trafficking in the hope that the symbol will be recognized worldwide. Such initiatives include a campaign by the United Nations Office on Drugs and Crime that uses a blue heart as a symbol to raise awareness of the problem; a Blue Blindfold campaign by the United Kingdom Human Trafficking Centre (“UKHTC” hereafter) uses a blue blindfold as a symbol that people are blind to the fact that human trafficking is happening close to them. This symbol is used to encourage everyone to open their eyes to human trafficking.

Finally, this study attempts to find a common symbol that represents human trafficking issues.

Chapter 3: Objectives and Research Questions

The proposed study aims to examine common messages, visual images and symbol used in human trafficking campaign materials as well as the common strategies that organizations use to implement anti-trafficking campaigns by exploring two research questions:

RQ1: What are the similarities and differences among organization campaigns messages, visual images and the uses of symbols in anti-human trafficking campaign posters?

RQ2: What is the process by which each organization develops and implements anti-trafficking campaign strategy?

The key components of communication campaigns found in this study can serve as a baseline and offer alternatives for future campaigns.

Chapter 4: Methodology

This study utilized a content analysis of anti-trafficking posters and qualitative interviews with project officers or campaign planners of organizations. The purpose of content analysis was to analyze message, visual images and symbols of campaign posters. The purpose of the interviews was to explore and compare the campaign strategies of organizations working on anti-trafficking.

Content Analysis

Content analysis is a technique for “systematic, replicable, and quantitative description of the manifest or latent features of communication texts (Baxter & Babie, 2004). This study employed the interpretation of the deeper meanings of messages and visual images which required an analysis of latent content.

The selection criteria

This study used a sample of 100 printed materials including posters and billboards produced by UN agencies, NGOs and governmental agencies. I used the Google Image Search function to find posters on human trafficking created by organizations that are undertaking human trafficking related projects. The keywords used for search function were: human trafficking, human trafficking campaign, and human trafficking poster. From the search results, I then enlarged the image to see detail of each poster. Moreover, I selected the posters that contained an official logo of the organization that work on anti-trafficking to ensure that the posters were produced by actual organizations. Posters created by individuals either for their personal project or competitions were not selected. Moreover, the selected posters must have had messages related to human trafficking. In the final selection process of

the 100 posters, I chose the samples based on the file quality and the availability of translators in case of foreign languages.

In this study comparisons were made among poster campaigns in several countries where human trafficking occurs based on reports from related agencies such as the U.S. State Department, Asia Against Child Trafficking (“Asia ACTs” hereafter), MTV End Exploitation and Trafficking (“MTV EXIT” hereafter), United Nations Global Initiative to Fight Human Trafficking, International Organization of Migration, and Save the Children. The posters came from different countries such as Canada, Germany, Indonesia, Lao PDR, the Netherlands, the Philippines, South Africa, Thailand, the United Kingdom, and the United States of America.

Coding

The coding sheet served as a tool for content analysis of this study. The coding sheet was developed based on 32 sample posters on human trafficking, which later were included in the 100 study samples. The coding sheet had six categories: type of message; sub-theme; visual images, how do you describe what the subject is doing or feeling; and symbol.

Regarding the type of messages, this study looked at the scheme of messages that are frequently used for anti-trafficking posters. Such schemes included warning potential victims; asking the reader to take action to help victims of trafficking; asking to stop behavior that might enable human trafficking; presenting a case study; presenting facts about the situation; presenting facts on how victims are treated; presenting the voice of victims.

Each message also presented a sub-theme of human trafficking which includes sexual slavery; forced labor; child trafficking; and migration. One poster might contain more than one sub-theme.

The visual images category looked at how posters use images to present the human trafficking issue. The study looked at who are frequently used as the main subject in posters and how these subjects are presented by asking a question about what the subject is doing or feeling. These categories have different feeling or action including abuse, being sold as a product, sad, hopeful, hopeless, scared, cheerful, happy, and other categories that might emerge during the process.

The use of the symbol category was then classified by the type of symbol used in each poster. Each symbol represents different meaning. For example, a chain may represent no freedom, a key may represent a way to freedom, an open hand can be interpreted as to stop, to help, or to work together.

Below is the content in the coding sheet

Sample of the coding sheet

Sample number _____

Type of message

- Warning message for potential victim
- Asking to take action (i.e., Keep an eye on things around you, the victim might be nearer than you thought, help the victim if you witness one)
- Asking to stop behavior that might indirectly enable human trafficking
- Presenting a case study
- Presenting fact about human trafficking situation
- Presenting fact about how victims are treated
- Presenting the voice of the victim

Sub-theme

- Sexual slavery
- Forced labor

- Child trafficking
- Migration
- Others _____

Visual image

Subject presented on the poster

- Adult female
- Adult man
- A female child (below 18 years old)
- A male child (below 18 years old)
- Silhouette of a person
- Part of body

How do you describe what the subject is doing or feeling?

- Abused
- Being sold as a product
- Sad
- Hopeful
- Hopeless
- Scared
- Cheerful
- Happy
- Others _____

Symbolic

- A key
- A chain
- A part of a body

- Trade symbols
- Others_____

Inter-coder reliability

To determine inter-coder reliability, samples of campaign material were coded by three coders. The three coders included two men and one woman. An attempt was made to find coders from different background in order to ensure reliability of the coding process from various perspectives. My coders comprise of diverse range of ethnic origin which includes one Filipino, one Argentinean, and one Japanese. Their educational attainment is reflective of a broad sweep which includes a PhD candidate/Lecturer from Department of American Studies; a graduate student with an MA in Ethnomusicology, and an MA candidate from the Department of Political Science. An effort was also made to include age as a consideration. In this study, I included one 47, one 26 and one 24 year-old coder.

Below is an instruction to the coders.

Dear Coder,

Thank you for participating in the comparative study on human trafficking campaign strategies, messages, and the use of symbols and visual images. This study aims to identify and compare the common practices of public campaign's strategies, messages and the use of symbols and visual images related to human trafficking. The methods used for this study is content analysis of campaign materials produced by agencies that work on the issue.

In order to do so, I developed a coding sheet to record how each campaign material uses message, symbols and visual images to present their campaign. Many materials present somewhat similar themes and some are different depends on the perception of the audience. This is why I need your help. To be able to put each material to the right categories, I need extra hands and eyes to review it for me.

Here is what you have to do:

- 1) Carefully read the definition of terms used in the coding sheet. Feel free to ask me for clarification if you don't understand anything.
- 2) Look at the coding sheet in the Excel file and be familiar with it.

- 3) You have 32 posters to look at and put number 1 in the categories of the coding sheet that describes best with what you see in each poster
- 4) If you cannot find the word described in each category, please write down what you think describe best with what you see in “others”
- 5) Leave it blank if there is no match.
- 6) There is no time limit but it should not take more than 45 minutes.

Thank you,
Ratirose Supaporn

This study used referential unit in which a reference to objects or issues in the content of text were analyzed. Also, this study used the latent content of a text which requires extensive interpretive work (Baxter & Babbie, 2004). Thus, the coders were briefed on the definition of each element in each category before coding the posters. Each coder took thirty minutes to one hour to code thirty two posters. Below is the definition of term used in the coding sheet. All coders were required to read the definition before coding the 32 posters.

Definition of terms used in the coding sheet

The terms used in this coding sheet might have several meanings, however; for the purpose of this thesis, the definition of each term is identified as the followings:

Human trafficking: The recruitment, transportation, transfer, harboring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation. Exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labor or services, slavery or practices similar to slavery, servitude or the removal of organs. (*UNODC*)

Sexual slavery: enslavement means the exercise of any or all of the powers attached to the “right of ownership” over a person. It comprises the repeated violation

or sexual abuse or forcing the victim to provide sexual services as well as the rape by the captors. The definition also includes situations where women and girls are forced to domestic servitude, marriages or any other forced labor involving sexual activity.

(The Rome Statue of the International Criminal Court)

Forced labor: all work or service which is exacted from any person under the menace of any penalty and for which said person has not offered himself voluntarily.

(C29 Forced Labour Convention, 1930)

Child trafficking: A child has been trafficked if he or she has been moved within a country, or across borders, whether by force or not, with the purpose of exploiting the child. *(UNICEF)*

Migration: movement of people to a new area or country in order to find work or better living conditions *(Oxford Dictionary)*

A **child:** means every human being below the age of **eighteen years** unless under the law applicable to the child, majority is attained earlier. *(Article 1 of Convention on the Rights of the Child)*

Silhouette: the dark shape and outline of someone or something visible against a lighter background, especially in dim light. *(Oxford Dictionary)*

Abused: to use or treat someone or something wrongly or badly, especially in a way that is to your own advantage *(Oxford Dictionary)*

Being sold as a product: a subject is labeled, put a price on, or put in something that indicates her/him as a product

Sad: affected by unhappiness or grief; sorrowful or mournful *(Webster Dictionary)*

Helpless: unable to defend oneself or to act without help; uncontrollable *(Oxford Dictionary)*

Hopeful: feeling or inspiring optimism about a future event (*Oxford Dictionary*)

Hopeless: without hope because there seems to be no possibility of comfort or success; feeling or causing despair about something (*Oxford Dictionary*)

Scared: fearful; frightened (*Oxford Dictionary*)

Cheerful: noticeably happy and optimistic; causing happiness by its nature or appearance (*Oxford Dictionary*)

Happy: Having a feeling of great pleasure or content of mind, arising from satisfaction with one's circumstances or condition; also in weakened sense: Glad, pleased. (*Oxford Dictionary*)

Symbol: Something that stands for, represents, or denotes something else (not by exact resemblance, but by vague suggestion, or by some accidental or conventional relation);*esp.* a material object representing or taken to represent something immaterial or abstract, as a being, idea, quality, or condition; a representative or typical figure, sign, or token (*Oxford Dictionary*)

Trade symbols: objects that related to trade such as bar code, money, seller, buyer, exchange of money.

After received the coding sheet from three coders, I then checked the inter-coder reliability by comparing the number of agreements in each elements of each poster with the coding sheet I coded. The mean score of agreement was calculated by using the number of disagreement of each element and subtracting the total number of elements which is 34. The highest agreement score is 33 out of 34 and the lowest score is 26 out of 34. Then the number of agreement was calculated into percentage. The formula is

$$\frac{\text{number of agreement} \times 100}{34}$$

The sum of percentage of agreement scores were then calculated to find the mean score of agreement. The formula is percentage of agreement multiply the number of posters that agreed on.

$$\frac{\text{Sum of all the percentage score}}{\text{total number of coded posters}} = \text{mean score of inter-coders reliability}$$

The mean agreement among coders for this study was 89 which showed high inter-coder reliability.

There were a few numbers of posters that are in other languages than English. These posters were translated into English by my colleagues who fluently speak and read those languages before I started coding all posters.

After coding all posters, I counted the frequencies with which the categories appeared in the posters. I interpreted the findings in each topic as a group, drawing interpretive conclusions about the similarities and differences between campaign messages, visual images and the use of symbols.

Interviews

In addition, interviews were undertaken via telephone calls and emails with project officers or communication planners were conducted in order to understand the ideas and inspiration concerning campaign strategies, to understand the meanings of visual images and symbols, and finally to explore the impact of the campaigns.

Selection criteria

The organizations that I selected to contact were those who are implementing the anti-trafficking project or campaign. Because of resource limitations snowball

sampling was chosen as the means of finding interviewees. I contacted a representative in organizations that I had personal contacts with when I worked with the Save the Children's anti-trafficking project that was mentioned previously. Some of contacts were found on the official websites of organizations working on anti-trafficking project. An invitation requesting participation in the study was sent to twenty organizations in January, 2011. One follow up email was sent two weeks after the initial contact was made.

Ten informants responded to the invitation but only five fully participated in the interviews. Three out of five interviews were conducted by email due to interviewee time constraints. Two interviews were conducted by telephone with sound recording. The focus of the interview was placed on the quality of interviews rather than on quantity.

Interview questions

The interview questions were developed based on the research questions outlined previously in chapter 3 Objectives. The guidelines and questions were sent to those who participated by email. The same set of questions was used in the telephone interviews. The followings are the guideline and interview questions for this study:

Description of the study: The study aims to identify and compare the common practices of public campaign strategies, messages and the use of symbols and images related to human trafficking through content analysis of campaign materials among agencies working on related issues. An interview with a campaign manager via telephone calls and emails of selected campaigns will be conducted in understanding strategies, ideas, plans, and impact of the campaigns. This interview result will be used by the researcher, Ratirose Supaporn, to prepare a thesis which will be submitted as part of the requirements of the Masters in Communication for University of Hawaii. All interviewees in this research will remain anonymous unless permission is granted from an interviewee.

Questions:

- What is the motivation behind the campaign?
- What is the purpose of the campaign? What is the target audience?

- What is the campaign strategy and what is the process of developing the campaign?
- How was the campaign carried out? (Location, time, etc.)
- What is the meaning behind the image or symbols used in the campaign? (please send along the campaign materials that has the symbols and image you will mention)
- What are the challenges in developing the campaign?
- Was the campaign successful? How do you rate the success of the campaign?

The interview results were used to help describe the common practices of developing a campaign as well as the impact of the same campaigns from the point of view of campaign planners. The names of the interviewees are anonymous although the names of organizations are identified in this study.

The list of organizations contributing to the study includes:

1. Asia Against Child Trafficking (Asia ACTs) (South-east Asia) Asia Against Child Trafficking (Asia ACTs), based in the Philippines, is conducting a regional campaign to fight child trafficking in Southeast Asia. Asia ACTs works by complementing the efforts of other child rights organizations and agencies for the protection of children. The regional campaign encourages and enlists the participation of children and young people in their own protection and development. (Website: www.asia-acts.org)

2. End Child Prostitution Child Pornography and Trafficking of Children for Sexual Purposes (ECPAT International). ECPAT is a global network of NGOs aims to eliminate child prostitution, child pornography, and the trafficking of children for sexual purposes. Its campaign on stop child trafficking for sexual purpose is a joint project with the cosmetic company, The Body Shop. (Website: www.ecpat.net)

3. Mekong Youth Forum by Save the Children, International Labour Organization, World Vision and the United Nations Inter-Agency Project on Human Trafficking (Mekong Sub-region). This campaign is a joint initiative by NGOs and UN agencies to empower youth at the local, national and regional level to conduct

campaigns on human trafficking. The Mekong Youth Forum encourages participation and aims to bring children's voice on the issue regarding human trafficking to government officials and policy makers at every level. (Website: www.mekongyouthforum.com)

4. *MTV End Exploitation and Trafficking* (MTV EXIT) (Asia). MTV EXIT is a campaign that aims to raise awareness and prevent human trafficking through television programs, online activities and live events such as concerts. The idea for the campaign was founded by MTV Europe using the power of music and celebrity to reach young people to protect them from the threat of human trafficking and exploitation. The coverage areas of the campaign are countries in Asia including Cambodia, East Timor, Indonesia, Lao PDR, Nepal, Taiwan, Thailand, the Philippines and Vietnam. (Website: www.mtvexit.org)

5. *Stop the Traffik* (London). Stop the Traffik is a campaign organization that encourages global movement to combat human trafficking. The organization aims to raise awareness and understanding of human trafficking and what can be done to prevent the problem. (Website: www.stophetraffik.org)

Human Subjects Concerns

I discussed the human subjects concerns with the University of Hawaii's Institution Review Board ("IRB" hereafter) during the preparation of the research. The IRB expedited approval because there was to be no direct contact with human subjects that might cause any harm. In interviews, the interviewees are representatives of the organization who do not count as human subjects per se. The interviews with campaign planners were to be used only to acquire information relating to the work

they were already implementing. All interviewees in this research were to be anonymous unless permission was granted from the interviewee.

Chapter 5: Results

Content Analysis Findings

Type of message

Grouping the posters in terms of messages was the method of choice to begin analysis. Out of the one hundred posters on human trafficking that served as the samples, forty six contained messages that ask for audiences to take action. Thirty-seven posters sent out “facts” on human trafficking situation. Nine of the posters contained warning messages to potential victims. Seven sent out warning messages vis-à-vis how victims are being treated. Five of the posters asked readers to stop enabling behavior that might encourage human trafficking. Finally, three out of the hundred are case studies.

A common thread that runs through the posters in terms of their message is to ask readers to take action to “stop trafficking” or “stop slavery.” Several of the posters asked their audiences to be aware that human trafficking might happen around them. One example articulated by Saliria on promoting European Anti-trafficking day stated, “Human trafficking. Don’t ignore it.” In a poster by the Indianapolis Network to Assist Trafficked Persons, the Julian Center and Exodus Refugee “Have you seen the face of human trafficking? It could be someone you see everyday.” Finally, the U.S. Department of Health and Human Services, Administration for Children and Families posited that a victim of human trafficking may look like many of the people you help everyday so, “Look beneath the surface, human trafficking is modern-day slavery.” In addition, several posters gave information on how the readers can take action such as “call now,” “report if you find a case of trafficking,” “help us stop trafficking,” etc. The messages emphasized that the help of audience is important in

saving victims' life and encourage audiences to look for more information at the organization's website or call the given number.

As mentioned previously, thirty seven posters provided factual information presenting how many victims are trafficked per year and their various location such as: "men, women and children are trafficked across borders at a rate of 1 every minute" (Stop the Traffik); "There are an estimated 27,000,000 slaves internationally, many of them ending up here, in the United States – victims of force, fraud or coercion." (Orange County Human Trafficking Task Force); "Nine to five? Four hundred and eighty people will be trafficked today while you're at work." (Stop the Traffik) and "There are 8,500 trafficked prostitutes in London charging £15 a time for sex." (Crime Stoppers).

Most of the nine posters with warning messages for potential victims told the audience that if an opportunity looks too good to be true, it probably is human trafficking. Examples are: "Seeking young women. All travel expenses paid. No experience required" (International Organization for Migration); "Would you like to get work fast? Would you like a big salary? Would you like to go out of town/abroad? Be careful with job offers. Don't be deceived" (Institut Perempuan); "If someone offers a home, food and clean clothes abroad, be suspicious" (the National Network to Combat Trafficking and Victim Care in Brazil). Some posters warned victims of what they might face if they are trafficked by using a case study; "Julia: Violent pimp. No freedom. 30 men a day. Indebted. Enslaved. (Unknown)

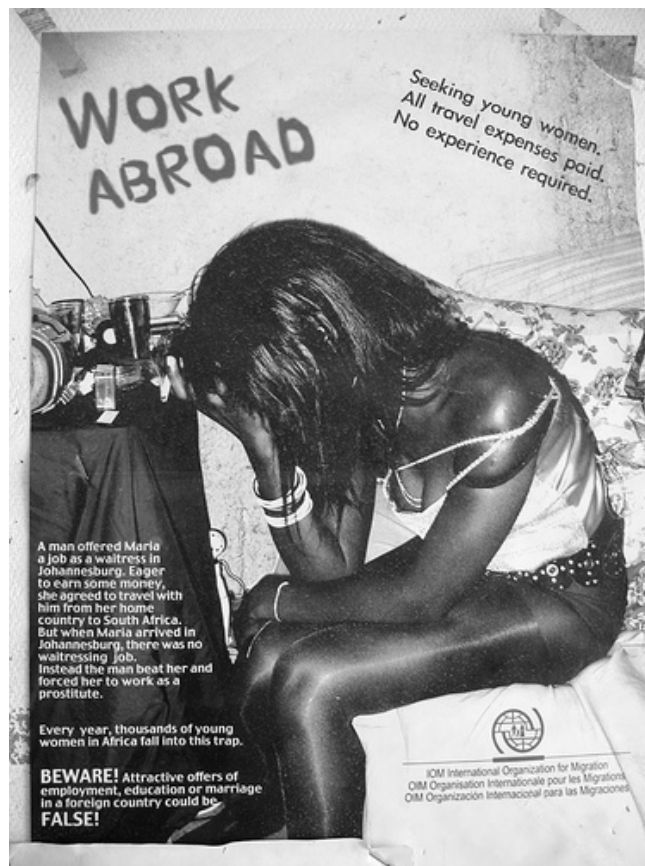
A sample from the seven posters presented how victims are treated revealed, "He promised me a place to stay, then he forced me to work as a prostitute" (Office of the Mayor of New York and the Somaly Mam Foundation). Of the six posters that

present victim voices, several used “feeling” or what trafficked victims are facing, “This is my jail. Irina. 22 years old. Ukraine” (Unidentified Source).

In terms of the three posters that presented case studies, individual cases and cases from different locations are presented. Samples of individual cases include, “Cocoa picked by trafficked children on plantations in the Ivory Coast is used to make the chocolate many of us eat at Christmas. These children endure lives of forced labour and often brutal violence...” (Stop the Traffik). A poster provided by the International Organization of Migration states:

A man offered Maria a job as a waitress in Johannesburg. Eager to earn some money, she agreed to travel with him from her home country to South Africa. But when Maria arrived in Johannesburg, there was no waitressing job. Instead the man beat her and forced her to work as a prostitute. (IOM)

Figure 1 A poster from International Organization of Migration



Sub-themes

Sub-themes were prevalent throughout some of the posters through text and visual images presented. Oftentimes, the sub-themes were presented through a sentence such as “Each year over 800, 000 people are sold as sex slaves—let’s kick human trafficking out” by World Cup campaign in South Africa. At the same time, the sub-theme appeared through the interpretation of the visual images presented. One such example of interpretation was evidenced in posters that make use of a naked female body (Figure 2). Out of one hundred posters, fifty one posters contained sexual slavery sub-themes, twenty four posters contained a child trafficking sub-theme, twenty three contained a forced labor sub-theme, and one is identified to contain a migration sub-theme.

Figure 2 A poster presents a body of a woman that categorized as sexual slavery sub-theme



Figure 3 A poster under a forced labor sub-theme



Visual images

Visual imagery as the mode of choice of message delivery was prevalent in more than half of the posters selected. Fifty-five, or more than half of all, posters used an adult female as a main subject of the poster. Nineteen of the posters presented images of a female child. Further, eighteen of the posters used specific body parts such as hands, backs or heads. Conversely, twelve of the posters used adult males as the subjects of their offerings. Fourteen of the posters opted to use a male child as their subject. Finally, seven posters in the selection used silhouettes of people.

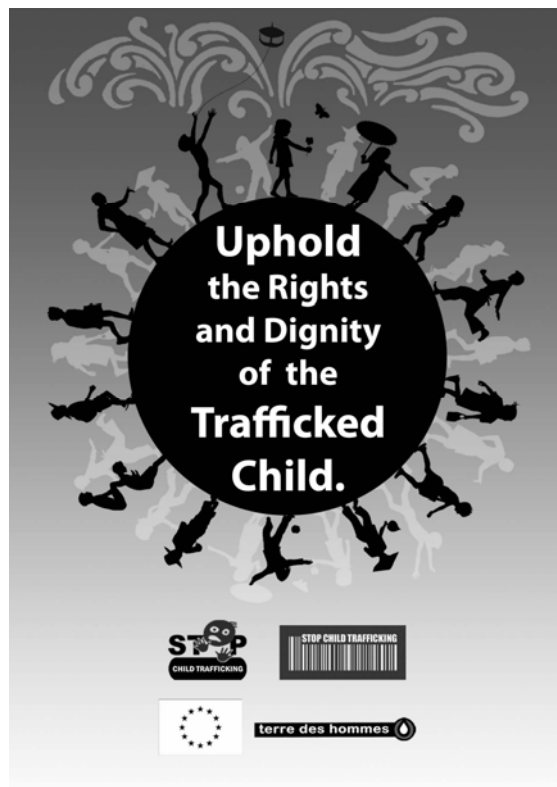
Of the fifty five posters that presented adult female, twelve posters used, what I would identify as the “eroticization” of a women’s body to represent images of victims. The erotic images deployed are used in varying degrees of “nakedness” and/or display body parts clearly referencing females.

In terms of what the subject does/do or feel(s) in the poster, thirty nine posters presented a subject feeling despondent. Twenty seven posters displayed subjects who were victims of physical abuse (e.g., complete with bruises and wounds on the body, are beaten, were grasped around on the neck, or were chained). Further, twenty seven posters showed subjects packaged as a product (in a shopping cart, in a box, with a bar code on their body, and/or boxed or a bag). Twenty one posters presented their subjects in a state of hopelessness (e.g., being locked up, being in the corner of a room without any visible means of escape). Sixteen posters displayed subjects scared, eight posters presented hopeful subjects and one poster showed a subject in a cheerful state.

Figure 4 A poster presents a subject in sad feeling.



Figure 5 A poster presents subjects in cheerful state



Symbols

This study has identified thirty-seven posters that use symbolic elements. Of the thirty-seven, fifteen of them use body parts (e.g., hands, heads, back, and feet). Further, thirteen of the posters use trade symbols (such as a bar code or money). Of the thirty-seven, eight posters used a chain and one uses a key. In addition, this researcher observed that there are two posters that used a black bar graphic over the eyes of the subjects who are presented as victims. This black bar is commonly used in newspaper to protect the identity of the individual.

Figure 6 A poster that uses a bar code to symbolize the subject being commercialized.



Interview Findings

Asia Against Child Trafficking (Asia ACTs)

Motivation and objectives. The Asia Against Child Trafficking interviewee stated that the motivation behind the campaign of Asia ACTs bases on the facts that children's future is at stake and their lives are put to risk due to the various factors of human trafficking. Asia ACTs envisions nations in Southeast Asia where children's rights are respected and protected. The organization believes that every child does not deserve to be put in an exploitative situation; neither must they be compelled to be in such situation. "There are a lot of children who are at risk of being victimized, of falling prey to human traffickers" said the AsiaACTS interviewee. Asia ACTs aims to reach children who are at risk of falling prey to human trafficking. Moreover, the team aims to help families be aware of the human trafficking situation. The campaign advocates for the protection of the rights of trafficked children.

Target groups. The Asia ACTS interviewee indicated that the campaign of Asia ACTs has its focus at community level, policy level, as well as involving media, academe, and civil society. At the community level, the organization conducts community education sessions for parents, children and to local officials who are expected to disseminate the information and raise the awareness at the community level. At this level, the organization also promotes children's participation through creative approaches such as plays, songs, and other forms of arts. At the policy level, Asia ACTs advocates for the development of policies that would strengthen the campaign against child/human trafficking and the establishment of mechanisms and guidelines that would ensure the special protection of trafficked children. By

involving the media, religious groups, academe and civil society, Asia ACTs believes that their influence can help raise awareness about the problem of human trafficking.

Campaign development. The process of developing the campaign includes analysis of the situation and a research on child trafficking, the Asia ACTS interviewee revealed. After stating the problems, a campaign strategy was developed together with partners. The strategy of the campaign included conducting community education sessions, establishing child protection networks, networking, policy advocacy and promoting participation of children and youth. The campaign complements the efforts of other key players and tried to build on the mechanisms that are already in place. The strategies of Asia ACTs are also integrated into the field project of its networks.

Activities. The campaign activities such as campaign event on anti-trafficking international day were carried out through Asia ACTs' network in Southeast Asia and their respective focal points. The networks are situated in Cambodia, Indonesia, the Philippines, Vietnam, Thailand, Myanmar and Lao PDR. The regional secretariat developed the tools and consulted the network. Then the campaign was brought to the networks for implementation. It is usually translated into their local language and modified to apply to the local context (Figure 7).

Finally, according to the ASIA ACTS interviewee, globalization, modernization and the rapid of development information technology have enabled traffickers to advance their operation schemes. The example is the availability of cheap online airline tickets allow traffickers to easily transfer victims, stated the interviewee.

Evaluation of the campaign. The ASIA ACTS interviewee stated that indicators of the achievements of Asia ACTs are when the advocacy works have been pushed forward at the policy level. For example: the development of ASEAN Guidelines for the Protection of Trafficked Children at the regional level, the crafting of the Implementing Rules and Regulations on organ trafficking of the Philippine anti-trafficking law, the development of the Philippine Anti-Trafficking in Persons Database, and the presidential proclamation declaring December 12 as the day against trafficking in the Philippines. Moreover, at the community level, the achievement can be seen through community education sessions when trafficking cases have been referred for rescue and provision of services.

End Child Prostitution Child Pornography and Trafficking of Children for Sexual Purposes (ECPAT International)

Motivation and objectives. In 2009, The ECPAT International (“ECPAT” hereafter) and The Body Shop launched a joint campaign on stop sex trafficking of children and young people around the world, stated the ECPAT interviewee. The campaign aims to inspire change and mobilize global action to protect children and young people’s right to freedom from sex trafficking and all forms of exploitation.

The motivation behind the campaign is that governments are not “living up to their commitments to protect children from sex trafficking”, revealed the ECPAT interviewee. The campaign has three main purposes. The first is to mobilize concrete

and long term action and change against child trafficking for sexual purposes. The second is to increase public awareness that turns into a global voice heard by those with the power to make the changes needed to protect children. The final purpose of our campaign is to raise funds to contribute to prevention efforts, awareness raising for children at risk, and immediate relief to child survivors.

Campaign development. When asked about the process of campaign development, ECPAT interviewee articulated that their three-year campaign is a comprehensive and long term advocacy strategy. Goals and priorities of each year vary by its focus. The first year focused on awareness raising with the public by the launch of *Soft Hands Kind, Heart hand cream* with all proceeds going to the ECPAT International network and partners. ECPAT focused on advocacy initiatives during their second year of the campaign and combined the work to reach objectives they set from the beginning of the campaign in the third year.

Activities. From the same interview I learned that ECPAT and The Body Shop have organized activities worldwide to support the cause through rallies, media events, film screenings, activities featuring local celebrities, decorating city metro buses with the campaign logo and colors and distributing important information about child sex trafficking.

Symbol and visual images. The official campaign logo of the hand that can be read as ‘NO NO’ and was created by The Body Shop’s PR and Social Campaign team to match the official campaign product, the Soft Hands, Kind Heart hand cream. “The hand also symbolizing raising one’s hand to support combating child sex trafficking” ECPAT representative explained.

Figure 8 A poster of ECPAT International and The Body Shop (2009)



Challenges. The ECPAT interviewee did not provide an answer on the challenges of their campaign.

Evaluation of the campaign. Regarding the evaluation of the campaigns, the interviewee posited that ECPAT counted the number of signatures they collected for the petition to call for greater protection of children and young people against sex trafficking as one of their success. The number so far is 4.7 million worldwide.

The amount of money raised is also seen as one factor contributing to a success. So far, ECPAT International has raised over \$2.5 million for programs that combat child sex trafficking, initiatives on prevention and protection, and direct care and services for child victims, the ECPAT interviewee further explained.

Another key indicator of the success of ECPAT is the award received from outside organizations, said the ECPAT interviewee. The example of the award is the Clinton Global Initiative in 2009, said the ECPAT representative. Bill Clinton addressed ECPAT and The Body Shop campaign as “an exemplary approach to addressing a specific global challenge”. In 2010, UN Business Leader’s Award

against Combating Human Trafficking gave its first award ever to The Body Shop for implementing this campaign with ECPAT International. It was awarded for an innovative global social marketing campaign to inspire long lasting change and put a stop to sex trafficking of children and young people.

Mekong Youth Forum

The Mekong Youth Forum is a series of campaigns co-organized by Save the Children (“SC” hereafter), International Labour Organization (ILO), World Vision, and the UN Inter-agency Project on Human Trafficking (UNIAP), stated the SC representative. The campaign took place at the provincial level, national level and regional level. Its third regional event was held in Bangkok in October 2010. This event is considered a campaign due to the development of the program that focuses on bringing the messages towards government officials. The Mekong Youth Forum is a focused campaign aimed at a specific group with an alternative goal which is developing child leadership and child participation.

Motivation and objectives. The SC interviewee explained that the motivation is to bring children’s voices to speak about their recommendations on issue of migration and human trafficking. The important motivation is to develop youth leadership and child participation on talking about the issues and having children engage in dialogue about trafficking with government officials.

Target groups. The SC interviewee revealed that there are three target audiences in the Mekong Youth Forum campaign. First, the campaign targets youth in order to promote youth participation and develop youth leadership. The aim is to encourage young people in talking about these issues. Most of the youth participated in the campaign experienced working with vulnerable children. Second, the campaign targets government officials and policy makers who can respond to the

recommendations that the children make. The campaign cultivates provincial level officials, national level officials, and ultimately, regional policy makers on trafficking and have them engage in the issue of child participation on the issue of trafficking. The aim is to make the policy makers and government officials aware that children have a voice on this issue and that children have recommendations that are worthwhile and valuable. The campaign has worked with government officials over the period of time to prepare them to talk and to speak with children and be aware how to respond. Third, the campaign works on its visibility component by talking about trafficking and brings awareness of the issue to a wider population and public.

Campaign development. The third Mekong Youth Forum follows practices and planning relied on the lessons learned from the previous forums, the SC interviewee posited. The campaign is an ongoing project that works by building a network of the cooperation between agencies. The partnership was formed at the regional level which includes Save the Children, World Vision, ILO and UNIAP. For the regional forum, planning is part of the ongoing process and project of interacting with government and interacting with youth, interacting with the media. The planning of the campaign event began six months before for the meeting to discuss visibility strategies, and discuss how to approach the governments. Also, inviting journalists and members of the media to regional forums is part of the process.

The SC interviewee declared that the main message of the campaign is to encourage government officials and policy makers to listen to children's voices rather than using a strong message that ask to stop trafficking. The reason behind this message is due to the inter-agency cooperation whose focuses is on different issues. For instance, Save the Children focused on child trafficking, migration and participation of children while ILO focus is on trafficking with regard to child labor.

The agreement on the message is to focus on You and Me working together which can be interpreted as children working with government officials to combat human trafficking.

Strategies. The campaign strategy focuses on bringing youth at every level to discuss human trafficking and build capacity to be able to present their voices to government officials and policy makers, said the interviewee.

At the local level, youth groups, children groups that work in communities, and project partners helped organize provincial or national youth forum for child leaders, further explained the SC interviewee. Once that occurred, the children had a chance to meet from all over their country and have one week of dialogue, activities and trainings. They selected their peers who are best to present their own voices to attend the regional forum. At the regional forum, children were trained to use artistic and creative approach to talk about the various challenges they face and be able to express themselves in the wider public.

The SC interviewee articulated that in terms of campaign activities, instead of creating posters, or other type of campaign materials, the campaign has used mobile theater to reach wider communities. The campaign team works closely with theater artists from partnership with the Philippines Educational Theatre Association (PETA) who has a network with theater artists from Myanmar, Thailand, Laos, and Cambodia. These artist groups are professional artists that tour and play stories about trafficking, sexual abuse, and other vulnerabilities children face to a wider audience. In addition to campaign materials, the campaign uses different kind of media such as video, different type of theater arts performance, and posters developed by children.

Visual images. Because the campaign forum used a lot of art-based activities to encourage dialogue, the children have many opportunities to express themselves by

using visual images, stated the SC interviewee. One of the tasks they had to do was take photographs that present their idea on trafficking and vulnerability. The children joined their pictures into a collage of different images and presented it.

Figure 9 A photo collaged created by young people from the Mekong Youth Forum



Children also created posters on trafficking and messages on trafficking with their recommendations, said the SC interviewee. Some of them used paint and colors, some used pictures and add some words or slogans. These posters were presented to government officials.

Figure 10 A Poster produced by children presented to government officials



Symbols. The representative of the campaign explained that the main campaign logo is a power on switch of a computer and other machines. It refers to globalization and the situation where technology is part of a young people’s life. The button highlights ME and YOU which reflect the concept that everyone should work together towards “turning on partnership and turning off trafficking”. From the power on button there are flowing lines that created from fabric patterns. These lines are meant to represent the Mekong River flowing in uniting all countries. The color of fabric and textile of the countries also represents a sense of local and the empowerment of the region.

Figure 11 Mekong Youth Forum Logo (2010)



During the forum, children also used symbols in their creative performance to present their idea, explained the SC interviewee. The performance began with children playing and living in the communities then the idea of migration came in their lives. The idea of crossing border was presented by children crawling under barbed wires which was represented difficulties and challenges they are facing along the way. Children were being captured and tied, a tape was put on their mouth and a bag was put over their head. These symbolic acts represented freedoms denied. They were giving a sign for export or for sale. Then members of the audience which were government officials were invited to come up with the pair of scissor and released the children to help them and cut them out and so they were able to help the children escape from trafficking. It had a strong effect on the officials because it was interactive and it also had very strong imagery, the SC interviewee claimed.

Figure 12 children used symbolic approach to present their voice in Mekong Youth Forum



Challenges. When asked about the challenges, the SC interviewee stated that continuation of follow up with children and government's response after the campaign event is one of the challenges of Mekong Youth Forum. This campaign is an ongoing process that runs parallel with anti-trafficking projects of each organization that are in the partnership. The workload of each organization makes it difficult to remain the strong coordination with partner agencies.

Reaching a wider public is another challenge, said the SC interviewee. Thus, the organization working in this campaign is expanding its work to coordinate with MTV EXIT to support their event.

Evaluating the success. The Mekong Youth Forum has been a success in terms of reaching three objectives, said the SC interviewee. As part of the campaign that developed children and expressed their voices and in making recommendations on issue of trafficking, the team evaluated the strength of the recommendations and the children's ability to conduct dialogue with government officials. The event was a success because the government listened to the children and had a dialogue with them.

Furthermore, there are strong indications from the government that they appreciate this campaign and they have been some government officials' response through a letter, explained the interviewee. The idea of child participation and discussing issues of trafficking and the vulnerability of children have taken root at the policy level. However, the work of the campaign now is to follow up with the governments on the recommendations to see if they can be implemented.

In terms of the indication of success with the public, communities continue to participate in each campaign event organized by the theater groups, explained the SC interviewee. Although it is more difficult to measure the impact on the public, the campaign has generated local media. Also, the theater performances began to discuss

how they can incorporate child protection and issue of trafficking into their artwork so they can attract a wider audience in the future. Theater art performance is able to communicate and has emotional impacts that other medium are unable to have the same effect.

MTV End Exploitation and Trafficking (MTV EXIT)

Motivation and objectives. The representative from MTV EXIT replied that the idea for the campaign was founded by MTV Europe when the organization realized the unique position it was to reach youth through the power of music and celebrity with targeted messaging to protect them from the threat of human trafficking and exploitation. The MTV EXIT Foundation was founded in 2004 in Europe and expanded across MTV's channels in Asia and the Pacific in 2006 with the support from United States Agency for International Development (USAID).

Target audiences. The target audience of MTV EXIT is youth, primarily youth in Asia but the campaign is also reaching a global audience, the representative of MTV EXIT said. The campaign aims to raise awareness and increase prevention of human trafficking through unique, cutting edge media products targeting youth.

Activities. The representative of the organization stated that MTV EXIT is a multimedia initiative that has been producing music video, TV spots, online content, live events and inviting celebrities to participate in concerts.

Symbol. The only symbol that MTV EXIT uses is its logo. The logo includes the MTV logo (as the MTV is a founder) and the word EXIT all in capital letters because it is an acronym for End Exploitation and Trafficking, said the MTV EXIT interviewee.

Figure 13 MTV EXIT's logo



Challenges. The MTV EXIT representative wrote that there are a number of challenges with regards to implementing this campaign. One challenge is that the campaign speaks to a broad audience. While most of on-the-ground events take place in Asia the programming and online activities reach out to a global audience. Human trafficking is a global issue but it manifests in many different forms so tailoring the calls to action so that they are relevant to members of campaign's audience in various countries and communities is challenging.

Evaluating the success. The campaign is ongoing and there are a number of indicators that it has been and continues to be successful, the representative explained. The first indicator is the sheer number of people that the campaign has been able to reach (more than 70 million) through on air, on the ground, and online programs. Another indicator is that MTV EXIT continues to be supported by funding from reputable international development government agencies such as Australia Agency for International Development.

Another strong indicator is the ongoing support from governments, non-governmental organizations, celebrities, and civil partners around the world. And the strongest indicator the MTV EXIT stated is the ever growing fan base of youth, the representative stated.

MTV EXIT not only rates the success of the campaign through the qualitative indicators mentioned above, but it also employs an external evaluator to assess the impact of the on-the-ground events and programming, explained the representative. MTV EXIT works with Rapid Asia Co., Ltd., an independent M&E/social marketing consultancy that has developed the methodology behind the KAP Barometer. The KAP Barometer combines ratings on Knowledge, Attitude and Practice into a weighted one-number score. For this campaign, all the KAP measures have been developed according to input and recommendations from trafficking in persons (TIP) experts across the region before each MTV EXIT intervention including program and event. The evaluation itself takes place in three stages with a pre stage (before the intervention has taken place), a post stage (directly after the intervention has occurred), and a second post stage (usually one month after the event). At each stage in the evaluation process respondents are segmented into high, moderate and low risk groups to gain an understanding of how developed the issue of human trafficking is within the mind-set of different people and how it shifts post-intervention.

Stop the Traffik

Motivation and objectives. The Stop the Traffik (“ST” hereafter) interviewee stated that the organization believes that human trafficking can happen within any community such as a place of origin, transit and receiving community. There are both the community of victims and community where the victims are trafficked to. The way in which the two communities can understand trafficking is to understand the vulnerability and understood how to spot it and know how to respond to it.

From the interview, Stop the Traffik has been launching a few campaigns related to trafficking including: campaign against child trafficking in the chocolate

industry; business travelers against trafficking; trafficking and the 2012 Olympic Games; and freedom ticket for life.

The motivation behind each campaign is slightly different, said the interviewee. For example, Stop the Traffik wants to communicate with very young children and adults who do not want to discuss sexual exploitation so they came up with the idea of the Chocolate Campaign. This campaign wants people to feel that this is something that happens not only over there in another country but it happens in their country as well and they can do something about it.

In terms of the Olympics Campaign, there has been a discussion about human trafficking during the Olympic Games but it has never been proven. However, because of this discussion a lot of people are aware and want to do something and so Stop the Traffik had to find practical way in which people can get involved. The Olympics campaign is also about safe migration. People travel to the Olympic Games to support the event and to win gold. But at the same time young people travel with the ambition of a better life and education or employment. Knowing that people have to migrate and travel, particularly migrant workers, or for purpose of education, they need to know how to migrate safely. Or if they do not migrate safely, what would they do if you end up in the situation where their freedom is taken away from them.

Target audience. The ST interviewee said that Stop the Traffik aims to reach many type of audiences with different type of campaign. The Chocolate campaign focuses on young children who are quite difficult to reach due to the heaviness of the topic. The Chocolate campaign is a tangible way to explain what is trafficking and also that can be part of the solution and how they can bring change.

The Olympics campaign is looking specifically at the hotel industry including hotels, hostels, bed & breakfast, and guesthouses, the ST interviewee further

explained. It aims to raise their understanding and awareness of trafficking and if the incident is happening within those communities they can respond to it. The target groups of this campaign also include those who work in the industry such as kitchen staff, reception staff or domestic staff. This campaign does not focus only people in the UK where the next Olympic Games will be held but also people who are coming to the UK and all around the world.

The Business Travelers campaign has similar way in many respects, explained the ST interviewee. It began targeting business travelers but actually the campaign focuses at all travelers. Businessmen travel particularly to certain countries around the world. They have a lot of influences of the hotel they stay at because of the business that they bring. The hotel industry might offer them either a child or a woman for sexual exploitation. Business travelers often come in and out of the country and they might not want to engage with the authorities or obstruct the work that they are doing. However, having them equipped to observe the situation that they should be concerned about is crucial.

Campaign development. The ST interviewee mentioned that all campaigns by Stop the Traffik run along with each other due to different approaches to different target groups. The campaign finds a strategy to reach their target group by answering how human trafficking affect their life and what they can do about it. Then they created a tool to equip people to be able to act and to be able to think, not to just know about it. The organization believes that when people act, then things begin to change.

The development of campaigns is very opportunistic; there is no set formula for the strategy, the ST interviewee explained. For instance, the Olympic Games is going to be held in London so an opportunity fits with it because public are going to be talking about human trafficking within an Olympics context. There were other

moments when the organization was given big events because people want to do something about the issue of trafficking. The Freedom Ticket for Life campaign was born from this opportunity. The Freedom Ticket for Life is about raising money to get girls an education and then that education is to get girls to the freedom to life. This campaign addresses the issue of vulnerability.

Campaign activities. The ST interviewee explained that because Stop the Traffik uses campaign to encourage people to take action, there are many activities that target groups can do to help preventing trafficking and raise awareness about trafficking. One example is the Chocolate Campaign. The organization found that people do not want to feel guilty and they do not want to make them feel guilty so the idea of party protesting came up and it is part of fund raising activity as well. The team wanted to have as many as people holding a chocolate fondue party fair trade. It gathered people together so they can get new support everyday. It raises money but also sends the message about chocolate in the way that people think how they can help. They can hold a party with their friends, play games about chocolate. This event can be organized during their school break, at work place, with their family, or in their church. This activity is really easy for everyone to do anywhere.

Visual images and symbols. Several symbols have been used in Stop the Traffik campaigns to represent the idea behind each campaign, said the interviewee.

In one poster, the bar code was put in the middle of the poster. In between each bar, the silhouette of male, female and children were presented as each bar code (Figure14). This campaign material was posted on the advertisement board on the building during the first few weeks of January when people go shopping so the barcode represented the concept of buying stuff. The campaign manager said that it was very powerful for people were they feel that they need to support the campaign

because of the slogan which is “people shouldn’t be bought and sold”. And what the campaign found is that people of all ages, particularly young people, are outraged that someone their age could be bought, sold or taken away.

Figure 14 The Bar Code poster from Stop the Traffik



Another symbol used in the campaign is a hand and a key which is a logo of the organization, the ST interviewee further stated. The key represented “unlock freedom” and the hand was brought into the logo because the organization wanted to bring the human element into the logo because human trafficking is about people not about cost. This symbolism echoes what slavery has been in the past.

Figure 15 Logo of Stop the Traffik



The ST interviewee explained that Stop the Traffik is concerned about using pictures of people who are trafficked. The team needed to protect their identity so the model of woman in a shopping cart and a baby in a box were used instead.

Figure 16 A poster of a woman in a shopping cart



Figure 17 A poster of a baby in a box



Evaluating the success. The ST interviewee said that Stop the Traffik uses different indicators to measure the success of a campaign. Sometimes the team measures the success by looking at the number of the people that taking part in the campaign. And that can then represent the amount of awareness that have been made. The organization is trying to add more qualitative and quantitative in the sense of what are the outcomes such as case studies, stories of where changes have happened or the impact that they made. For example, the Chocolate Campaign really shows its impact on the chocolate industry. There are huge changes in which many companies committed to change its way to make sure that there is no trafficking in the their production process. Many companies started to certify their chocolate bars as trafficking free. There was a case when ten young people who used Stop the Traffik resources to ask Nestle where they get their chocolate beans from and when there will be a trafficking free, the ST interviewee explained. The company positively

responded to their calls by stating that they will take those concerns into account. Another campaign such as Business Travelers campaign also uses stories on how victims are helped and rescued by travelers who contact the police. However, what difficult for the organization is they could not see the change in the trafficking phenomenon.

Challenges. The ST interviewee stated that funding is a major challenge for Stop the Traffik because the organization focuses mainly on campaigning not the service to the victim. Another challenge is it takes a long time for campaigns to be carried on so it is not a short term project. Because the nature of campaign is to ask for participation from the audience, the campaign has to continue to drive and shape activities. Sometimes, it took a year after launching that the audience started to talk about the issue and began to implement campaign activities on their own. Also, working with other anti-trafficking NGO can be a challenge.

Chapter 6: Discussion

This study revealed that elements of campaign materials focus on asking audience to take action to support the fight against human trafficking. The common sub-theme that was represented in most posters is sexual slavery. From this sub-theme, it was therefore observed that more than half of the posters in this study presented female adults as a main subject in the materials. Apart from this, there was no common symbol use to represent the human trafficking problem as it has in other social issues. The study also found there are many alternatives that organizations take on to conduct human trafficking campaigns. Although they are going towards a similar goal which is to prevent human trafficking, strategies each organization is implementing are different.

Messages and Sub-Themes

The Trafficking in Persons report by the State Department indicates that the majority of human trafficking worldwide is in the form of forced labor (State Department 2010, ILO 2010). However, this study showed that over half of campaign posters on human trafficking (51) focus on sexual slavery and only 23 posters on forced labor. This lack of emphasis does not present the whole picture of human trafficking. Since most images and messages of human trafficking in this study were related to women and sexual exploitation, the issue of men and forced labor is often lost. And men, who are most often trafficked for labor, may not receive the same kind of attention.

This study also found that the type of message commonly used on posters is to ask the audience to take action. This is due to the common campaign objective that attempts to raise awareness and support from the general public. However, people are

more likely to act on a public campaign when they perceive a personal involvement or risk. Therefore the message should encourage the individual to think how the issue impacts them directly. For example, one message might be “how many women have left the villages in search of employment and never returned?” or “am I eating something that was produced by people forced into that labor?”

In addition, there should be more messages to warn at-risk groups and potential victims about trafficking and inform them how to get help if they are trafficked.

Presentation of Victims

This study confirmed that campaign materials present more often women and girls as victims despite the fact that men and boys make up almost half of those who are trafficked— either for labor or sexual exploitation.

Most of the images on those posters were also categorized under “sad”. This campaign strategy is designed to evoke pity, empathy and fear. The question is do those emotions prompt action? I argue instead the campaign should be presented with positive languages and images as well as provide specific courses of action that the public take to provide long-term public support.

The future research should be to study what the public perceive the images of sad or abused women to ensure that the interpretation of such images do not confuse public perception on human trafficking.

Symbols

The findings did not show any common symbol used to represent an issue of human trafficking. A few UN agencies and NGOs have launched a blue blindfold or other symbols in blue color as symbolic representation of the problem. However,

there is a need to agree on the universal symbol of the fight against human trafficking and promote this symbol to the general public worldwide.

Human Trafficking Campaigns: Development and Strategy

Most of the organizations have unique campaign strategies to conduct their campaigns. Several of them have integrated the campaigns into a long-term ongoing anti-trafficking projects. One of them depends on the opportunities of the situation. And one uses its advantage of being a broadcasting agency as a main strategy.

All organizations interviewed in this study shared the same goal—a prevention of human trafficking. The objectives vary from educating people at the community level in order to protect themselves from falling prey to traffickers, raising the general public's awareness of human trafficking incident and asking them to take action.

Most of the organizations that contributed to this research believed in active participation and collective power of the public for better change. By increasing understanding of public on the definition of human trafficking and informing them what they can do to help prevent the problem, can result in a better change on the issue. The case of Chocolate Campaign by Stop the Traffik showed that a few people who are willing help led to a successful change in the chocolate industry.

On another hand, the presentation of voices of victims or vulnerable groups can be promoted as an effective strategy to improve the protection of victims and prevention of human trafficking. Organizations such as Asia ACTs and a campaign such as the Mekong Youth Forum promote children's participation in representing their voices to policy level. This approach empowers at-risk group to fight for their dignity as well as turns the passive audience into committed actors. This way of

conducting campaigns might serve as an alternative to other organizations to consider consulting vulnerable groups in presenting their voices to find a solution to human trafficking problem.

Measuring the Impact

Indicators of the success were somewhat similar in the sense that organizations use number of people participated in the campaign and success stories as a result of campaign. Most evaluation focused on how many people the campaign reached determined, for example, by how many people signed the petition (ECPAT International) or registered on the campaign website (MTV EXIT, Stop the Traffik).

The only concrete evaluation process observed in this research was MTV EXIT. The use of the KAP Barometer, pre test, post stage and second post stage identified the level of knowledge, attitude and practice of their audience. I encourage other organizations to expand their evaluation process by using a similar method.

Although none of the organizations interviewed for this study could offer statistics on how their campaigns reduced or eliminated human trafficking, I recommend that the intermediate outcomes of the campaign be considered as part of the evaluation process. This includes, but should not be limited to, the focus on the impact on different targets such as the corporate sector targeting industries that might directly or indirectly be involve in human trafficking as well as the government sector where legislation can include involvement of the police, immigration officials, and policy makers. I further recommend measuring the impact at the community level through capacity building of community members to be able to monitor and evaluate the situation on the ground. This grass roots approach can function as another effective means of data gathering giving researchers concrete evidence of success.

Limitations of the Study and Future Research

While this study provides useful findings about campaign strategies from an organizational perspective, it also suffers from a few shortcomings. The organization's availability is the biggest limitation. I contacted twenty organizations, only ten replied. Two of them did not follow through after agreeing to do the interview. Two did not have a specific campaign on human trafficking and one was reluctant to be interviewed due to the sensitivity of the work they conducted in the community. The number of interviewees within organizations could be increased to include more local agencies. This would offer more perspectives and possibly introduce other creative strategies.

Moreover, the method of interviewing had weaknesses. Due to the time constraint, a representative of three organizations chose to reply the interview questions by email. Follow ups and clarifications were also done via email or by visiting the organization's website as directed. Clearly, more information could have been gathered if the interviews had been conducted via phone or face to face.

In addition, the selection of posters in this study had limitations. Because the selection of posters was mainly conducted by Google search engine, the nature of this search engine should also take into consideration. The Google search engine tends to search the materials that are recently viewed by majority of users or newly posted. This might limit the choices of selection. Another obstacle is the quality of digital poster files. Additionally, because I reviewed only online images, it was difficult to verify the location and year the posters were created or posted. Moreover, although some of the posters used in this study were photos of a poster in a public area that Internet users posted on websites, this study did not use posters that were posted on actual public places. Thus, future studies should examine the posters that are used in

the community both in the place where at-risk groups are and the location where trafficking might take place.

Different languages and cultural references made it difficult for me to understand some of the messages. Out of 100 posters reviewed nineteen were in other languages including Arabic, Bahasa Indonesia, Dutch, French, German, Khmer, Lao, Portuguese, Russian, Spanish, and Turkish. I found translation for most but not all. Although I could analyze the elements in those posters, the understanding of cultural context should also be taken into consideration for the future studies.

Another area of study could be to explore the impact of campaigns in terms of audiences' perception and attitude towards the use of images in the posters especially the focus on sad and abused women or erotic images. In addition, future studies should also examine the content of other campaign materials such as websites, videos, social media, and broadcasting media. Also, content analysis studies of news report to see the trend in how the media represents human trafficking would be useful.

Another aspect that could be considered for future research is to examine the impact of campaigns on a variety of audiences such as at-risk group, children and young people, people in the impacted communities, as well as corporate and government sectors. This type of study could be valuable in determining whether the campaign is effective and whether it contributes to desired changes in the frequency of human trafficking.

Chapter 7: Conclusion

This paper set out to explore the similarities and differences between the messages, symbols, and visual images, used in the campaign posters by organizations to undertake human trafficking prevention campaigns. Further, this study looked into the processes and strategies undertaken by organizations to develop and implement human traffic prevention campaigns.

There were at least four main points that I want to make with this study. First, that public communication campaigns can be used as an effective tool to fight human trafficking if they are planned, conducted and evaluated properly. Various campaigns provide a good reflection on how participants who are part of vulnerable groups, especially young people, can make a significant contribution in the fight against human trafficking. Organizations should take feedback, particularly from vulnerable groups, seriously since their voice can contribute to human trafficking solutions.

Second, campaigns historically ran on the premise of negativity with an emphasis on sadness, and targeting women primarily placing an emphasis on sexual slavery. The problem with this historical approach is that it is not reflective of the reality on the ground and is not representative of the large human trafficking picture. In this paper, I argue that there is a need for a paradigm shift regarding campaign strategies. We need to shift and broaden public perception by creating prevention campaigns that also reflect the presence of forced labor, and the participation of men and boys in the phenomenon of human trafficking. Moreover, we should consider the use of positive images rather than continuing to rely on invoking pity and helplessness to motivate the public to become involved. I suggest that a campaign should

personalize its target group by offering them alternative courses of action and ways that they can help make a tangible change on the human trafficking problem.

Third, more campaigns should target at-risk and vulnerable groups. Message development should focus on warning at-risk groups about the down side of human trafficking. Further, campaigns should be used to inform at-risk groups about how they can get help if and when individuals in these groups find themselves in human trafficking situations. In this paper, I posit that the development of any such strategies should be planned in consultation with the target group. One of the findings in this study is that campaigns can benefit through the consideration of the cultural and socio-economical contexts of their subjects. Consultation with these at-risk groups allows campaign strategists greater understanding of their needs and accommodating their strategies to those needs making them more relevant and likely to be more effective.

Finally, the larger arena of the corporate and government sectors should be considered as a target of the campaign because their action can contribute to the trafficking process. With regards to the private sector, campaigns should instruct various industries that their production process may contain an element of benefit from human traffic. Difficult as it is to argue against record profits, in reality, some of their labor practices might even be illegal, and this is where the government sector comes in. With regards to the government sector, although counting the numbers of laws added through legislation might not give actual reduction numbers, I suggest that it is tangible proof that legislators are taking the problem seriously. Criminalizing the acts through legislation is taking the first step at being accountable for the problem. Laws more than imply that a problem exists, they bring the government sector into center of the discussion and makes them part of the solution. Therefore, advocacy

campaigns should also focus on suggesting changes on the policy level both nationally and internationally. Finally, the outcomes from the monitoring and evaluation of campaign impact at this level can be counted as valuable evidence upon which to base future campaign efforts.

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