



# 10

## INFORMATION STRATEGY



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# INTRODUCTION

Information strategies related to mixed movements can target two goals: to prevent irregular movements by ensuring that persons are sufficiently informed about the potential risks; and to sensitize host communities to mixed movements thereby reducing xenophobia, promoting tolerance and raising awareness about the protection needs of some of the persons involved.

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

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

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

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

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

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

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

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

# OPERATIONALIZING INFORMATION STRATEGIES: SUGGESTIONS FOR STAKEHOLDERS AND SUPPORT UNHCR CAN PROVIDE TO PARTNERS



## SUGGESTIONS FOR STAKEHOLDERS

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



## SUPPORT UNHCR CAN PROVIDE TO PARTNERS

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





Outdoor advertising on display in Arabic and Turkish in Gaziantep and other key provinces identified as departure points for travels to Europe.© UNHCR / January 2016

## 10.1

### Information campaigns on irregular movements

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



## Turkey: UNHCR communication strategy and information campaign for persons of concern hosted in or transiting through Turkey towards EU territory

### A Background

As the crisis in Syria entered its fifth year in March 2015, and the situation in Iraq deteriorated, there began a major transit movement of Syrians, but also Iraqis, Afghans and other nationals, towards Europe by sea and land.

UNHCR Turkey formulated a comprehensive communications strategy in November 2015 to reach out to two main target audiences. The first included refugees and asylum seekers, mainly Syrians, Afghans and Iraqis, transiting through Turkey and risking perilous journeys to Europe. The second consisted of persons who sought and received international protection in Turkey but who could nevertheless still choose to resort to these risky routes. The main messaging focused on informing the target audiences about the risks associated with irregular movement by sea or land, including the risks of smuggling and trafficking, and enabling persons of concern to make informed decisions regarding the possibility of seeking international protection in Turkey.

### B Actors

- UNHCR
- Directorate General of Migration Management, Turkey
- Turkish Coast Guard Command provincial offices
- Local authorities including metropolitan municipalities and district municipalities
- A selected group of asylum seekers and refugees

### C Actions

#### Developing an information strategy

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- The campaign was developed and implemented in close cooperation with the Turkish authorities, mainly with the Directorate General of Migration Management as the main Government entity in charge of policy-making and proceedings for all foreigners in Turkey.
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- UNHCR's partners were involved in the development of key messages, as well as in the identification of the information needs of the target audiences and appropriate communication channels and outreach tools. Based on the recommendations, it was decided to utilize a broad set of communication tools including social networks, information videos, TV and radio.

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→ Meetings with other UN agencies and the EU Delegation to Turkey were organized to introduce the communications strategy and identify possible areas of cooperation.

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→ UNHCR drafted a leaflet introducing the communications strategy and shared it with external partners, including foreign representations in Ankara.

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### Launching the information campaign

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→ A mix of various communication tools was used for maximum impact. Social media was actively used, with regular posts on the UNHCR Turkey Facebook page.

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→ UNHCR's partners were mobilized to enhance outreach to target audiences and disseminate information material.

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→ Posters in Arabic, Farsi, English and Turkish were disseminated to departments of migration management in key provinces across Turkey. Posters were also distributed to other relevant Government institutions, including the Turkish Coast Guard Command, as well as to UNHCR's partner offices and outreach centres.

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→ The campaign was gradually extended geographically. Contacts were established with metropolitan municipalities across Turkey, including in the Aegean and south-eastern regions, which provided UNHCR with billboard space free of charge.

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→ By January 2016, outdoor advertising, including billboards and LED screens, was on display in Arabic and Turkish languages in key provinces identified as departure points for voyages to Europe.

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→ UNHCR's implementing partners and UN agencies in Turkey along with Government institutions and foreign representations in Ankara were contacted and asked to post electronic versions of the posters on their websites and social media accounts.

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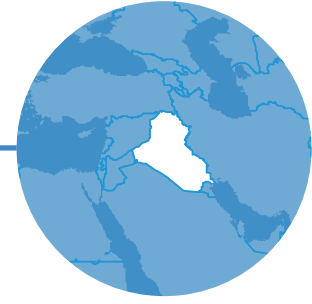
## **D** Review

The development of the messaging concept and the identification of outreach tools were carried out in consultation with the Government of Turkey at national and regional levels, along with UNHCR's partners who maintain presence in those provinces from which the highest number of crossings took place. This helped to ensure that messaging reached the target audiences. Data provided by the Turkish authorities helped to prioritize locations with higher concentrations of the target audiences for the use of visual media such as posters and billboards.

The use of a diverse range of communication tools including the active use of social media, especially as a tool to counteract messaging by smugglers, contributed to reaching the target audiences.

The outreach material placed in cities received media coverage, and the campaign was welcomed by Turkish authorities. The information campaign was suspended in May 2016 due to the decrease in irregular crossings to the EU associated with the EU-Turkey Statement. UNHCR continues to provide information to persons of concern on available services in Turkey.





# Iraq: Raising awareness on the risks of irregular onward movement

## A Background and rationale

In the Kurdistan Region of Iraq, the presence of smugglers has increased in refugee and internally displaced people (IDP) camps as well as in urban areas. Focus group discussions and protection monitoring assessments have indicated that refugee and IDP communities lack information about the risks of irregular movements as well as the conditions for seeking asylum in European countries. Based on these findings and in an effort to address these information gaps, UNHCR initiated an awareness raising campaign in collaboration with two partner organizations, Un Ponte Per and the Agency for Technical Cooperation and Development.

## B Actors

- UNHCR
- NGOs including Un Ponte Per, QANDIL and the Agency for Technical Cooperation and Development

## C Actions

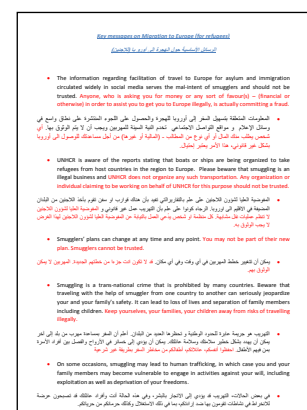
- ➔ Materials were designed for a mass information campaign, with messages focusing on the risks of irregular movements and on raising awareness of alternative pathways and access to asylum in Europe.
- ➔ Key messages were summarized in an information leaflet and translated into Arabic.
- ➔ Protection monitoring teams distributed leaflets in both camp and urban areas with refugee and IDP populations.
- ➔ Mass information sessions were held in refugee and IDP camps.

## D Review

UNHCR and partner organizations collected feedback on the information sessions and written material. Findings indicated that both refugees and IDP communities were receptive to messaging and interested in participating in information sessions. A key lesson learned based on participant feedback is that the dissemination of information on mixed migration should be intensified during spring and summer, when outward flows of people tend to increase. In addition, beneficiaries expressed a critical need to combine these efforts with an increased availability of information on complementary pathways to safety such as labour mobility schemes and humanitarian visas.

## E Further information

The information leaflet, “Key messages on migration to Europe (for refugees)”, is available at: <http://goo.gl/GEjuPv>.





## Bay of Bengal: Information campaign on the dangers of travelling by sea

### A Background and rationale

Approximately 170,000 people have travelled in mixed maritime movements across the Bay of Bengal and Andaman Sea since 2012. Serious criminal activity and human rights abuses are common, and more than 2,000 people are thought to have died along the route since 2012 due to starvation, dehydration, disease and beatings by smugglers and crew members. In order to raise awareness among potential travelers about the risks of undertaking the maritime journeys across the Bay of Bengal and Andaman Sea, UNHCR launched “Know before you go: Dangers of traveling by sea in the Bay of Bengal and Andaman Sea”.

### B Actors

- UNHCR

### C Actions

- Over 1,000 refugees and asylum seekers who have travelled by sea were interviewed.
- Based on these interviews, UNHCR created pamphlets, in both Myanmar and Bengali languages, which describe the dangers of travelling by sea in the Bay of Bengal and the Andaman Sea.
- Hard copy pamphlets are distributed in refugee camps in Bangladesh.
- Electronic versions of the pamphlets are provided to be shared via social media.
- Video screenings of a stage performance by a local theatre troupe re-enacting a sea journey to highlight the many serious risks it presented.

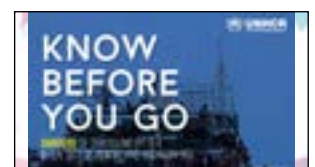
### D Review

Based on the lived experiences of refugees and asylum-seekers, “Know before you go” describes the manifold dangers of the journey across the Bay of Bengal and the Andaman Sea. The information campaign, which has been positively received by communities, provides potential travelers with a comprehensive understanding of the risks inherent in the months-long journey at sea often in unsafe and unsanitary conditions, the dangers posed by smugglers and the resulting situations for families that are left behind.

### E Further information

A short version of the information pamphlet, “Know before you go: Dangers of traveling by sea in the Bay of Bengal and Andaman Sea”, is available at: <http://goo.gl/qzBbSz>.

The extended version is available at: <http://www.refworld.org/docid/58208ee54.html>.





## Central America: Information on the Move online platform

### A Background and rationale

In 2013, at least 40,000 unaccompanied children and adolescents moved from Central America to the United States of America. The number rose to nearly 70,000 in 2014. As a result, IOM is focusing on the protection and assistance of youth in the region through its virtual initiative Information on the Move (InformArte en Movimiento in Spanish), which allows youth to access information and to share their migration-related experiences and initiatives. This initiative forms part of IOM's Mesoamerica Programme.

### B Actors

- Border communities – especially youth in those communities – in Panama, Costa Rica, Guatemala, El Salvador, Honduras and Mexico
- IOM

### C Actions

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- Under the initiative, IOM launched Facebook and Twitter platforms targeted at youths who might attempt moving irregularly.
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- It promoted participation in these virtual platforms through hosting a one-day festival, which made a scheduled tour through cities in Guatemala, El Salvador, Mexico and Honduras.
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- Workshops were organized with local teenagers and young people to teach them about communication tools, the use of social media and citizen journalism. In this way, Information on the Move channels helped actively generate information from the youths own experiences on how to avoid irregular movement and its risks.
- 
- The exchange of information about the risks of moving irregularly were facilitated through the web platform.
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- The impact of these activities are measured through IOM's Community Response Map tool, which is used to gather demographic data and assess how people understand the messages.

### D Review

IOM's online information campaign Information on the Move addresses young people who have grown up in border communities and in families where human mobility is commonplace. Recognizing that these young people might consider moving, the Information on the Move virtual community helped them share first-hand accounts about the risks of irregular movement and information about their rights. Communicating via Twitter and Facebook, the campaign targets young people using online platforms that they are familiar with.

## E Further Information

See the InformArte en Movimiento Facebook page, available at:

<https://www.facebook.com/InformArte-en-Movimiento-1149590921758901/>.

The Twitter page is available at: <https://twitter.com/infomovimiento>.

### UNHCR RESEARCH ON TRANSCULTURAL CAMPAIGNING

In 2014 and again in 2016, UNHCR invested several months into basic research of transcultural and transcontinental communication, exploring the factors that determine success in awareness raising and attitude changing campaigns. Key findings include the following.

#### The Dos

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- There is no one-size-fits all for communication campaigns. Each campaign needs to be based on thorough research including focus group discussions, qualitative interviews with community leaders and activists, and monitoring media and social media to establish of key communication parameters.
- Research for communication campaigns should seek to gather information on the following:
  - **Pre-departure decision making:** Who makes decisions about departure? Is the decision made by the individual, by the entire family or by the entire household? What is the role of community and peer pressure?
  - **Pre-departure information levels:** What do potential refugees and migrants know about the dangers of the journey, the methods of smugglers and traffickers, the asylum systems and the economic, cultural and social realities in destination countries?
  - **Sources of information:** What sources are trusted and what information do they convey? This could include sources among the diaspora, smugglers, media, peers, and national and international institutions.
  - **Communication habits:** Which forms of media are accessible and being used prior to departure, on the move and upon arrival, and in what languages?

#### The Don'ts

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- The tools and rules of campaigning in industrialized countries cannot be simply transferred to other cultures. While many campaigns are based on experience gained in Europe, their methods do not necessarily resonate with non-European audiences.
- Most populations in the main source countries of mixed migration have an ingrained distrust of institutions as well as media. Highly branded institutional campaigns and campaigns using media channels for dissemination are therefore met with scepticism or even rejection.
- Many campaigners pay much more attention to content and wording of messages than to dissemination strategies and/or the receptiveness of the target audience, the latter determined by the target group's literacy levels, language capacity, educational background and motivational state. Thus many materials are being produced which either do not reach the target audiences or are not absorbed by them.

→ Source countries of mixed migration are often societies with a strong oral tradition. Target audiences are best persuaded by information received from respected sources within their own culture by word of mouth. Messages imposed from outside sources cannot compete with the persuasive power of strong local figures, including local smugglers.

→ Attitude change is a long term process in any society. One-off actions, such as leaflets, posters and newspaper advertisements, or campaigns of a limited duration might increase the level of awareness for a short period of time but will not necessarily achieve desired results.

### Instilling intra-community discourse

Based on the findings of the research, communication campaigns should be designed with the objective of providing information that inspires discourse within the community. This is critical to reframing, over time, the way a target audience views migration, and weighs the benefits of making a life in countries of first asylum or remaining in countries of origin.

No two groups communicate in the same way. Campaigns need to be customized to meet the culture of each target audience. UNHCR has developed three campaigns based on such research, including Telling the Real Story described below.

JANUARY 2016–PRESENT

## UNHCR Telling the Real Story campaign: Reaching out to Somalis and Eritreans before they embark on the journey to Europe



### A Background and rationale

At the end of January 2016, UNHCR launched the Telling the Real Story campaign, funded by the European Commission, with contributions from the Government of Norway. Telling the Real Story is aimed at informing refugees while they are in first countries of asylum about the full scope of the perils and difficulties related to further irregular movement. Ultimately, the campaign is designed to enable concerned individuals to make informed decisions about their future plans and onward movements from one country to another, particularly when their destination is Europe.

As part of the project's dissemination there was a special focus on minors, who are more vulnerable to smugglers, susceptible to stories of a better life in Europe and often do not appreciate the full scope of difficulties they may encounter when moving onwards.

Learning from the lessons of previous campaigns, Telling the Real Story uses a novel methodology. Rather than disseminating messages from external sources, it provides authentic testimonials by community members and encourages their circulation by both electronic and traditional means. The aim is to counter the narrative of the smugglers and reframe the discourse around *tahrib* (migration to Europe) within the community.



## B Actors

- UNHCR
- Eritrean and Somali refugees

## C Actions

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- The main tool of the information campaign is a website, [www.tellingtherealstory.org](http://www.tellingtherealstory.org), which records testimonies of Somalis and Eritreans who have arrived irregularly in Europe. The platform, with authentic testimonies offered in the speakers' own languages, creates a virtual African marketplace. In essence, this forum trades information and experiences within the communities instead of preaching attitude change from the outside.
  - The website holds the central archive of the project. It is mainly accessed by the diaspora, NGOs and journalists. However, dissemination to the target audience and onwards sharing is done through Facebook and YouTube. As envisioned, engagement on Twitter is done by journalists, NGOs and other stakeholders.
  - To promote the campaign in refugee communities in countries of first asylum, outreach workers operate in refugee camps in Ethiopia (Shire and Jijiga) and Sudan (Shagarab and urban refugees in Khartoum). They engage refugee groups, youth clubs, schools and theatre groups in order to disseminate the testimonials and provoke discussion.
  - In addition to the website, a book for children is currently being finalized, which will also be used as an awareness-raising tool.
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## D Review

The launch of the website in January 2016 immediately saw the target audience engage with the project. As intended, the messages are primarily received and shared by persons in Somalia, Ethiopia, Libya and Eritrea – most of them young and male.

In camps where the campaign has taken root, youth groups compete to see who can discourage more minors from leaving. Youth leaders have initiated dedicated text messaging groups through apps such as WhatsApp in which young people look out for each other. Since the start of the campaign, departures of teenagers have dropped significantly and elders report a shift in the mentality of minors surrounding this subject.

The methodology employed by Telling the Real Story is spreading. There is increased interest in cooperation from the Citizen and Diaspora Directorate and the Intergovernmental Authority on Development of the African Union. Following the success of the campaign, UNHCR will shortly expand its geographical reach and start dissemination in Somalia.

## E Further information

The website Telling the Real Story is available at: <http://tellingtherealstory.org/>.

The Facebook page is available at: <https://www.facebook.com/tellingtherealstory/>.

The Twitter account is available at: <https://twitter.com/tellingthereal>.

In addition, a YouTube channel is available at:

<https://www.youtube.com/channel/UCB4Nf3-1Dk8HxKbvAp-4E5w>.

### FEBRUARY 2016–PRESENT

## Djibouti: Awareness raising campaigns on dangers related to irregular movement



### A Background and rationale

Djibouti is characterized by diverse migration patterns. Since the outbreak of violence in Yemen in March 2015, large flows of refugees and migrants have left Yemen seeking safety in Djibouti and neighbouring countries in the Horn of Africa. At the same time, refugees and migrants depart from Djibouti and travel through Yemen to reach the Gulf States. IOM and UNHCR's strategic proposal for action for the Gulf of Aden and the Red Sea, with a special focus on the Yemen situation, highlights that targeted information campaigns are an important element of a comprehensive response to irregular movements by sea or land. It calls for strengthened measures to support informed decision making by migrants and refugees. In line with the strategic proposal and following a surge in departures from Djibouti directed towards Yemen in February 2016, UNHCR and IOM enhanced their efforts and initiated a range of additional activities to raise awareness of the severe risks that migrants and refugees are exposed to when travelling to Yemen.

### B Actors

- UNHCR
- IOM
- Refugee community leaders

### C Actions

UNHCR and IOM efforts and activities covered a range of actions including:

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- ➔ Holding discussions with refugees and migrants to understand the drivers underlying the decisions to move or return to Yemen so as to target messages accordingly;
- 
- ➔ Holding awareness-raising sessions with refugee community leaders to build their capacity and equip them with the knowledge to provide informed advice to community members;

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- Holding information sessions that feature audiovisual materials such as films and photos of the mistreatment that migrants and refugees face at the hand of smugglers;

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  - Enabling the exchange of information in communication sessions in which refugees and migrants who arrived from Yemen relay their experiences and information on the situation on the ground in Yemen to those at risk of departing to Yemen;

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  - Counselling migrants at the migration response centre in Obock on the risks of irregular migration and the conditions for migrants en route and in countries of intended destination;

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  - Providing information on opportunities for assisted voluntary return and reintegration from Djibouti, as well as on avenues for regular migration; and

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  - Reaching out to migrants and refugees with mobile teams at different gathering points along the migratory route near Obock to provide information and counseling.

## **D Review**

The broad range of outreach activities initiated by IOM and UNHCR along with the diversified locations where information is being disseminated has helped ensure a wide reach of key messages. A declining trend in the number of departures has been noted following the implementation of this series of awareness raising activities.



Karlsplatz, Vienna: People enjoy one of many activities taking place as part of the Long Day of Flight initiative.  
© UNHCR / K. Prinz / September 2016

## 10.2

### Information and sensitization activities in host countries

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



## Austria: Long Day of Flight

### A Background and rationale

Asylum topics have been ranking high on the political and public agenda in Austria for years. However, the topic is often covered superficially, or takes a negative approach. With the Long Day of Flight (Langer Tag der Flucht) initiative, UNHCR aims to provide individual opportunities for the local population to learn more about asylum and flight. The Long Day of Flight initiative consists of a multitude of events for youth and the general public.

Following the popular local tradition of extended open hours at institutions such as museums and churches, so called long nights, UNHCR developed the Long Day of Flight project in 2012. The initiative offers a varied programme relating to aspects of flight and asylum in different locations with events in fields such as sport, visual arts, and other cultural fields. By organizing a range of events covering different interests, the initiative seeks to make the topics of flight and asylum accessible to as many different people and as wide an audience as possible. All events are offered free of charge.

With the Long Day of Flight, UNHCR seeks to destigmatize asylum and flight and humanize asylum-seekers and other people on the move. The event is split into a programme for schools, only requiring advance registration, and a public programme for which no registration is necessary.

### B Actors

- UNHCR
- NGOs
- Private sector partners such as museums, cinemas, and sports clubs
- Refugees

### C Actions

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- The initiative started in 2012 with approximately 25 events for the general public and the same number of events for schools in three Austrian provinces.
- 
- From the beginning, UNHCR tried to engage a range of partners from different fields including NGOs, museums and sports organizations. Events held under the auspices of the initiative include exhibitions, workshops with refugees, oral history events, guided tours, open door days, simulation games, sports events, readings, film screenings and discussion events.
- 
- While UNHCR was very much involved in the organization of many events in the first years, it has been encouraging cooperation partners to liaise and organize events more independently, so that the number of events could grow.



- In 2015, UNHCR set up a website where cooperation partners can post their events and schools can register for events. The website also contains a calendar of upcoming events.
- In 2016, events included a “living books” event, a football tournament at a renowned Austrian club and a discussion with Melissa Fleming, chief spokesperson for UNHCR.
- UNHCR coordinates events under the Long Day of Flight initiative and undertakes media engagement and event promotion including production of promotional material for participating organizations.

## D Review

In 2016, the Long Day of Flight initiative sponsored events in all Austrian provinces. In total approximately 70 organizations and institutions participated, including a number of renowned museums such as the Belvedere Palace Museum and the Albertina Museum in Vienna. Over 5,500 students attended events as part of their school programmes, while 110 individual events open to the public took place.

Media continues to pick up on the initiative and provide a positive perspective of flight and asylum issues.

## E Further Information

Langer Tag der Flucht, the initiative’s German language website is available at: <http://www.langertagderflucht.at/>.

The initiative has a Facebook page, also in German, available at: <https://www.facebook.com/Unhcr.tag>.



### UNHCR: SENSITIZATION AND INFORMATION INITIATIVES

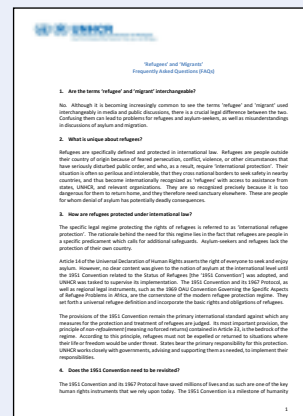
“Asylum and migration” is a discrete section of the UNHCR public website. It includes updated information on mixed movements in different regions and highlights the intersection between refugee protection and mixed movements.

The webpage is available at: <http://www.unhcr.org/pages/4a1d406060.html>.

#### “Refugees’ and ‘migrants’: Frequently Asked Questions (FAQs)”

Public discussion and media reporting show a tendency to conflate the terms “migrant” and “refugee”. UNHCR addresses a number of questions related to these terms and explains the differences in terminology and the legal regimes with a FAQ page.

The FAQ page, in English and French, is available at: <http://goo.gl/aaQUGI>.





A Rohingya girl holds a picture of her lost brother. The family has not heard any news of him since he travelled to Malaysia in 2013. © UNHCR / S. Huq Omi / May 2014

## 10.3

### Prevention of and awareness raising about human trafficking

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



## Asia-Pacific: The Bali Process initiative Addressing Irregular Migration through Effective Information Campaigns

### A Background and rationale

As the techniques of smugglers and traffickers become more sophisticated, the use of government-led information campaigns to combat smuggling and trafficking are becoming increasingly important. These campaigns can counter the efforts of traffickers and smugglers by better informing communities and individuals in source, transit and destination countries about migration and trafficking risks. Following consultation with Member States and a workshop entitled Addressing Irregular Migration through Effective Information Campaigns, the Bali Process on People Smuggling, Trafficking in Persons and Related Transnational Crime determined that an effective way to maximize the results of information campaigns would be to create a user-friendly, step-by-step guide that shares experiences, challenges, and solutions amongst the membership and across the region.

### B Actors

- Member States of the Bali Process
- The Regional Support Office of the Bali Process

### C Actions

As part of this process, a number of actions were taken, including the following:

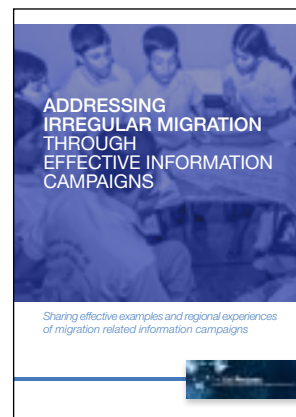
- 
- Identifying common challenges, good practices and useful examples of regional experiences;
- 
- Producing a user-friendly, step-by-step guide to assist States in developing more effective information campaigns to combat people smuggling, trafficking in persons and related transnational crime;
- 
- Outlining six steps for the design and implementation of an effective information campaign, including guidance on the objectives, target audience, key messages, dissemination of messages and monitoring of interventions; and
- 
- Reviewing the established practices and strategies of successful anti-trafficking in persons and people smuggling information campaigns.

## D Review

The handbook produced by the Bali Process, “Addressing irregular migration through effective information campaigns”, provides practical advice on the design, implementation and evaluation of information campaigns for government officials and non-government actors who are developing information campaigns designed to address various forms of irregular migration. The handbook’s review of previously conducted information campaigns in the Asia-Pacific is a particularly useful feature. Drawing on the experiences and lessons learned from these campaigns, the handbook outlines common challenges and proposes strategic solutions.

## E Further information

More information on the Regional Support Office and the handbook “Addressing irregular migration through effective information campaigns” is available at: <http://goo.gl/Nnbrt5>.



OCTOBER 2014–PRESENT

IOM X campaign: Encouraging safe migration and public action to stop exploitation and human trafficking



## A Background and rationale

In October 2014, IOM launched the IOM X campaign to encourage safe migration and public action to stop human trafficking and exploitation. It was produced in partnership with the United States Agency for International Development.

The campaign uses a variety of channels of communication to engage young people and their communities to act against human trafficking. A dedicated website provides online tools and guidance to enable young people to learn about human trafficking, act in a way that will help put a stop to human trafficking and exploitation, and share information with other members of the community.

## B Actors

- IOM
- United States Agency for International Development

## C Actions

The IOM X campaign includes the following elements:

### Learn

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- Video programmes: Programmes for television, online platforms and community screenings seek to educate viewers on different issues related to human trafficking and exploitation.
- The IOM X eLearning portal: The portal contains various brief, 10-minute courses on the different forms of human trafficking and exploitation. The course on domestic work in the Asia-Pacific is available both in English and in Bahasa Indonesia.

### Act

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- Toolkit: The toolkit for taking action to stop human trafficking and exploitation is designed as a guide that provides practical suggestions on how to plan an awareness raising event, develop messages and use social media to disseminate information.
- Helpline register: The register provides helpline numbers for reporting cases of human trafficking or to request assistance in several countries in the Asia Pacific.

### Share

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- Young leadership network: IOM X built a network of young leaders across the Asia Pacific region who participate in capacity building activities and subsequently use IOM X resources and tools to hold outreach activities in their own communities.

## D Review

The IOM X campaign has generated a very strong online presence. It has over 300,000 likes on Facebook, an active Twitter account, and a dedicated website that provides guidance and practical tools to learn about exploitation and human trafficking, take action and disseminate information. A number of local initiatives were launched since IOM X's inception. For instance, IOM X and Microsoft Singapore launched the IOM X Learn, Act and Share quiz app for public education, which contains a poll function to measure people's knowledge about exploitation and human trafficking.

The campaign has reached a large audience. By September 2016, IOM had launched nine videos. Over 2,600 individuals have been actively involved either through completing the eLearning quiz, donating funds to support a victim of trafficking or seeking help.

## E Further Information

For further information, the IOM X website is available at: <http://iomx.org/>.

The IOM X Twitter feed is available at: <https://twitter.com/IOMXorg>.



