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## **Mass and Micro-Information Campaign Awareness Impact Assessment**



## **Information Campaign to Combat Trafficking in Women and Children in Cambodia Project**

March 2006

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## Abbreviations

BLS	Baseline survey
BTB	Battambang
ES	Evaluation survey
FGD	Focus Group Discussion
FP	Focal point
IC	Information Campaign
ICCC	Information Campaign to Combat Trafficking in Women and Children in Cambodia
IOM	International Organization for Migration
OMC	Oddar Meanchey province
Kg Cham	Kampong Cham province
Kg Thom	Kampong Thom province
MOWA	Ministry of Women's Affairs
PDWA	Provincial Department of Woman's Affairs
SR	Siem Reap province
ToT	Training of trainers
TV	Television
USAID	United States Agency for International Development
VBA	Village-Based Activities

## Executive Summary

This assessment examines the impact and results of the Counter Trafficking Information Campaign in Cambodia, implemented by IOM in partnership with the Ministry of Women's Affairs (MOWA) and with funding from USAID. Six provinces were selected to assess the impact of the mass information campaign (IC) and the Village-Based Activities (VBA); a new trafficking case management database was also assessed in four of these provinces. The objective was to see whether any significant improvements had been made in terms of awareness and attitude (towards issues of trafficking and blind migration) of the primary target groups, which included villagers and local authorities.

Individual interviews were designed for a sample of 120 respondents from the IC group and 100 respondents from VBA, with a control group made up of 180 respondents from the same six provinces, this group not having participated in the activities. Focus Group Discussions (FGDs) were held with local authorities from district to village level. Participants included village chiefs, commune chiefs, police and local government workers who participated in the IC and VBA. It was intended to hold a total of six FGDs, one in each of the IC-phase provinces, each consisting of a maximum of 10 participants.

A significant impact is measured through looking at certain indicators *before* and *after* the implementation of the activities.<sup>1</sup> Therefore raw data from the field survey has been compared with the baseline data from the 2004 stakeholder analysis to look for a significant difference<sup>2</sup>.

Regarding **awareness levels**, it was found that:

- A very high proportion of participants could recall the specific messages, materials and activities that were disseminated during the campaign. Generally, participants from the IC group could not recall as well as the participants from the VBA group.
- Most participants found the road show/village meeting very useful or useful, and had learned something about the tricks of trafficking, how to protect themselves from trafficking, the importance of safe migration, stakeholders who can assist, and hotline information. They also had a greater understanding of trafficking in general.
- The proportion of participants who could repeat the main messages ranged from 30% to 70% depending on the message. The most commonly recalled messages were that *traffickers would be sentenced to between 10 and 20 years in prison*, *'stop trafficking'*, and *that parents who sold their children were traffickers*.
- All participants stated that trafficking is illegal and could give a short definition of trafficking except respondents from the control group. Most could understand specific aspects of the campaign message on trafficking.

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<sup>1</sup> IOM (2005: 41).

<sup>2</sup> The Ministry of Women's and Veterans Affairs (MoWVA) Counter Trafficking Information Campaign Stakeholder Analysis of Six Provinces, Preliminary Results and Recommendations Summary Document March 2004 (with IOM)

- Significantly, of those who could provide a definition of trafficking, more respondents viewed selling a child as trafficking (for begging/ labour). There has therefore been a greater understanding of the definition of trafficking<sup>3</sup>.

In general, the impact assessment for the information campaign has shown significant improvements of awareness in both groups of participants (IC and VBA), compared with the baseline data from early 2004.

Crosschecking by province, for the information campaign the survey found that the least awareness was present in Oddar Meanchey province, followed by Kampong Cham province. For VBA, awareness of participants in Oddar Meanchey remained lower than that of participants in other provinces.

Regarding awareness of local authorities, assessed during FGDs, half of the participants had attended the information campaign/village meeting and could provide information about trafficking issues in the discussion forum; these participants indicated that they found the road show/village meeting very useful, and they could give short examples related to trafficking issues and blind migration.

Regarding **attitude change**, it was found that:

- A high proportion of respondents in the two groups had shared trafficking-related information, most commonly with family members and neighbours.
- More participants indicated that they would use all precautions suggested during the campaign to protect themselves or their family members from trafficking (although ‘verifying the promise’ before leaving remained low: 20%). Significantly, fewer precautions would be used by the participants in the control group.
- Two-thirds of participants were aware of the existing hotline and more than two-thirds of these could give the correct number. There was a significant increase in the number of participants who said that they would report trafficking cases to the police, village chiefs and commune chiefs.
- Participants trusted the village chief and commune chief more than other stakeholders because these actors worked closely with them and could protect them and provide immediate assistance. However, compared with baseline data, there has been an overwhelmingly significant increase in the number of respondents who indicated that they would now approach the police in the event of a trafficking situation.

There is significant statistical evidence of change in terms of respondents’ attitudes after the information campaign. Oddar Meanchey has shown the least improvement in the IC group in terms of local participants’ attitudes, followed by Kampong Thom and Kampong Cham. For the VBA group, Oddar Meanchey and Kampong Thom remained in the lowest ranking group.

Local authorities have shown significant changes in terms of attitude: Provincial Departments of Women’s Affairs (PDWAs) have incorporated human trafficking into their five-year

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<sup>3</sup> The UN Protocol definition of trafficking

strategic work plans and have mainstreamed it into the SEILA Programme<sup>4</sup> and other related provincial initiatives. Furthermore, district and commune authorities have put human trafficking issues onto their agenda for monthly and quarterly meetings. At village level, traditional ceremonies, village meetings and other social occasions have been used to disseminate trafficking-related information. As part of their daily religious duties, monks have also played an increasing role in disseminating trafficking and migration information to villagers.

Relevant cooperation between stakeholders at the community level, such as village chiefs, commune chiefs, police and villagers has contributed to greater understanding and increased local cooperation in combating human trafficking, as demonstrated in three case studies provided below. It would be useful to disseminate the experience and relevant practices from these case studies in other communities and with trafficking stakeholders.

Finally, improvement is needed in terms of information sharing among key stakeholders especially between local authorities (in FGDs, only half of respondents could provide and share information during the discussions). Another limitation relates to the trafficking case management database: a number of stakeholders were unclear on their tasks. In particular, some focal points at the provincial level claimed that they could not operate the computers to manage the database, despite having received training and having inputted large amounts of data during the initial stakeholder analysis. Similarly a number of village chiefs felt unable to fill out the forms provided by the FPs. There is a need to improve the follow-up and monitoring system to make sure the task is performed as envisaged and where needed more technical support should be provided.

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<sup>4</sup> SEILA programme envisages commune councils becoming strong and autonomous institutions of local governance, with substantial capacity, resources and the tools to ensure local socio-economic development.

# Chapter 1: Introduction

## 1.1 Background

Prevention represents one of the most important activities in the fight against human trafficking, particularly in light of the fact that trafficking is in fact a process. The significant reason for this is that prevention interventions take place before acts of trafficking and should significantly reduce the number of victims. It is necessary, therefore, to perceive prevention of trafficking as a fundamental activity in an ongoing comprehensive counter-trafficking programme that involves a range of stakeholders – be this in raising the public's awareness; or as part of a school education programme; or in improving law enforcement, legislation and regulations; or fostering international cooperation.

The Information Campaign to Combat Trafficking in Women and Children in Cambodia (ICCC) was developed and implemented by the Ministry of Women's Affairs (MOWA) in conjunction with the International Organization for Migration (IOM). This project is one of two counter-trafficking projects currently being implemented in the Ministry and is funded by the United States Agency for International Development (USAID). The USAID project is conducting a mass information campaign (IC) in 18 provinces; the remaining six provinces being covered by the Ministry of Foreign Affairs Finland funded Prevention of All Forms of Trafficking in Women and Children Project. The ICCC project has four main activities: mass information campaign; village-based activities (micro-information campaign); database; and policy and advocacy.

The core aim of the project is to build the capacity of MOWA through event-specific activities and campaigns – learning by doing – in conjunction with specific capacity-building workshops and training. National and provincial level staff in 18 provinces will have received training in prevention of trafficking activities. The project was initiated in October 2002 and is scheduled to finish in September 2006. From 2002 to 2005, the project was implemented in 13 provinces and is currently being extended to five provinces in the northeast. Following the implementation of the mass information campaign, four provinces out of 13 were selected to pilot the village-based activities.

## 1.2 Mass information campaign

**Aim:** To raise the awareness levels of target audiences on essential aspects of trafficking (current methods and means, routes, consequences and risks) and to provide them with the first-step means of self-protection.

The information campaign (IC) provides information to vulnerable women and children on the dangers and consequences of irregular *blind* migration and trafficking. In early 2004, a stakeholder analysis was conducted in 6 provinces to allow the campaign to develop reliable counter-trafficking messages and materials based upon sound factual information about the target population's knowledge, attitudes and practices in relation to migration and trafficking. The analysis also permitted the development of new policy and advocacy goals and identified a number of measurable indicators to be used in assessment of awareness and attitude.

First-phase information campaign activities were conducted from June 2004 in 24 districts in six provinces. The second phase was conducted from 16 January to 25 March 2005 in six provinces and one municipality, with information disseminated in a total of 26 districts. All target districts were identified in the stakeholder database as being vulnerable to trafficking and blind migration.

Campaign activities commenced with a press conference hosted by MOWA and IOM. Provincial campaigns were launched by an opening ceremony and a parade attended by key counter-trafficking stakeholders wearing campaign hats and T-shirts. Stickers and posters were also developed. These activities were followed by an evening road show consisting of a 55-minute video spot and comedy performance and an interactive trafficking quiz. Information reached a much wider audience through local and national media that disseminated the campaign's activities and target locations.

### **1.3 Village-based activities (micro-information campaign/village trafficking meeting)**

**Aim:** To encourage community organisation and mobilisation to combat trafficking.

The stakeholder analysis has allowed the Ministry to foster and develop community networks to combat trafficking and provide social protection to vulnerable families. It has done this through: firstly, providing life skills; secondly, disseminating information on trafficking and blind migration and lastly, by giving villagers contacts that they can use if they are facing a crisis that could result in a trafficking situation.

These core activities were integrated into training of trainers (ToT) provided by MoWA's Counter Trafficking Information Campaign, principally to local authorities. Crucially, the component aimed to mainstream prevention activities into the new decentralised system through the government's SEILA Program. Awareness raising has focused on villagers learning about trafficking from their own community through micro-information campaigns: village chiefs have been trained to act as focal points (FPs). Village-based activities (VBA) have been supported by provincial advocacy plans that encourage networking, collaboration and coordination to provide real interventions, community empowerment and long-term sustainability. In support of the activities, a variety of new and innovative materials have been produced, including a training manual, T-shirts, caps, a trafficking picture-story book, provincial help cards, and trainer kits for awareness raising conducted by village chiefs.

VBA has been piloted in four provinces, eight districts, 22 communes and 96 villages. A total of 64 Ministry staff have taken part in training and four provincial workshops have been organised with 188 participants from the local authorities, including 96 village chiefs. An estimated total of 5,063 villagers have been directly exposed to VBA.

### **1.4 Assessment objective**

The project implemented a mass information campaign intervention and/or village meeting in targeted trafficking *hot-spot* locations. The aim of this assessment is to measure the impact of awareness raising in the primary target group in the coverage area after the mass information and micro-information campaigns were conducted. The main objective of the evaluation is: *to assess changes in both awareness and attitude of the primary target group in six target provinces after implementation of the MOWA mass information campaign and village meetings.*

## Chapter 2: Methodology

### 2.1 The importance of indicators

Measurable (performance) indicators were identified during the stakeholder analysis and have informed all project interventions. In relation to the awareness campaign, we can infer a direct link between the dissemination effort and changes in these indicators. Therefore, a sample of participants who took part in the initial stakeholder analysis and were exposed to the campaign was to be assessed against the following.

**Figure 2.1: Specific indicators**

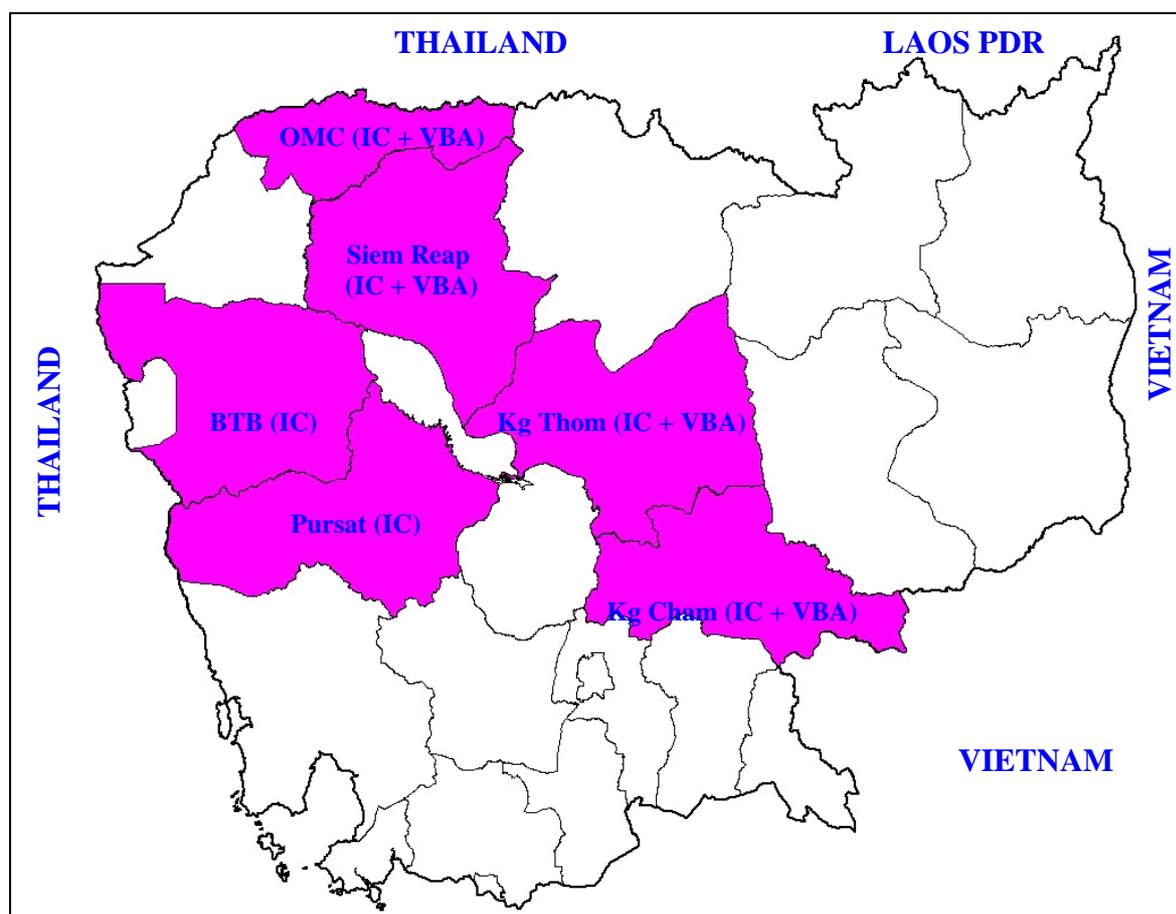
<ul style="list-style-type: none"><li>• Recall of specific campaign materials</li><li>• Recall of specific campaign messages</li><li>• Favourable impact of the messages</li><li>• Increased awareness of precautions to protect oneself</li><li>• Whether information has been shared with family neighbours</li><li>• Increased awareness of dangers of blind migration</li><li>• Negativity of attitude towards blind migration</li><li>• Awareness of where participants are most at risk of being trafficked</li><li>• Increased awareness on means of self-protection</li></ul>	<ul style="list-style-type: none"><li>• Increased understanding of trafficking (definition)</li><li>• Increased awareness of illegality of trafficking</li><li>• Negativity of attitude towards trafficking</li><li>• Increased knowledge of prison sentencing for trafficking</li><li>• Increased knowledge of trafficking hotline</li><li>• Ability to recall hotline number</li><li>• Increased willingness to report trafficking</li><li>• Increased confidence in authorities to act upon a report of trafficking</li><li>• General change in attitude and behaviour (to be assessed for reliability through FGDs)</li></ul>
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To measure a change in both awareness and attitude (behaviour), the sample was surveyed through a simple before-and-after awareness/attitude survey questionnaire. Attitude surveys allow for some quantification of qualitative change: for example, perception of trafficking of children as negative can be quantified in terms of percentage of participants with such a perception. Raw data from the recent field survey as compared with baseline data from early 2004 are used to compute and the resulting comparable statistic provide some measure of the degree of qualitative change.

In terms of quantitative indicators, one that can be identified is the number of migration and trafficking-related cases referred to village chiefs and to commune level since implementation. As it is necessary to have a deeper understanding of the impact of data from quantitative indicators, qualitative interviews were to be conducted with key stakeholders who participated in the VBA training. Focus group discussions (FGDs) should assess understanding and determine stakeholders' roles in organising and mobilising communities towards the prevention of trafficking. Questions are open and designed to elicit relevant information in a free-flow manner.

## 2.2 Sample size and target provinces

Figure 2.2: Map of target areas



Source: IOM Project Presentation, 2005.

Target informants from the local population included moto-taxi drivers, students and participants who participated in the mass information campaign. Villagers who were present during the initial stakeholder analysis and village meetings as part of VBA were resurveyed. Representative samples were selected by the Provincial Department of Women's Affairs (PDWA). A sample of 120 respondents was chosen from the IC phase (in six provinces) with 100 respondents from VBA (four provinces). Changes in awareness and attitude in a control group were also measured, with an intended 181 respondents from the same six provinces.

Table 2.1: Respondents by province

No	Province	Respondents			Total
		IC	VBA	Control	
1	Pursat	20	0	30	50
2	Battambang	20	0	30	50
3	Oddar Meanchey	20	25	30	75
4	Siem Reap	20	25	30	75
5	Kampong Thom	20	25	31	76
6	Kampong Cham	20	25	30	75
<b>Total</b>		<b>120</b>	<b>100</b>	<b>181</b>	<b>401</b>

Source: Field Survey, December 2005.

FGDs were held with local authorities from district to village level. Participants included village chiefs, commune chiefs, police and local government workers who participated in VBA and village meetings. The aim was to hold a total of six FGDs for each of the IC-phase provinces, each consisting of a maximum of 10 participants. The FGD questionnaire would structure the discussion facilitated by the IOM Project Assistant in cooperation with the Ministry FP. Prior to the meeting, participants were asked to bring along related case management documentation, including case referral forms and briefs on specific cases.

Key person interviews were conducted with PDWA directors and staff, police officers in charge of anti-human trafficking, provincial coordinators for human rights, and deputy governors in charge of women's and children's affairs in each province, in order to crosscheck for gaps in understanding, roles and responsibilities and implementation and to identify recommendations for the project.

**Table 2.2: Key informants by province**

No	Province	Key informants		Total
		FGD at local level	Key person interview	
1	Battambang	10	5	15
2	Kampong Cham	10	6	16
3	Kampong Thom	9	5	14
4	Oddar Meanchey	6	6	12
5	Pursat	9	4	13
6	Siem Reap	6	4	10
<b>Total</b>		<b>50</b>	<b>30</b>	<b>80</b>

Source: Field Survey, December 2005.

## 2.3 Survey teams

Six teams conducted the individual interviews, each team consisting of two PDWA FPs and two staff members from MOWA. Qualitative interviews were conducted by the IOM Project Assistant and the IOM Team Leader in cooperation with the PDWA FP. Technical support and monitoring were provided by the Information Campaign Project Manager, who acted as Supervisor.

## 2.4 Limitations

### 2.4.1 Time constraints

Time constraints were encountered in terms of carrying out all surveys in accordance with MOWA procedure. Data collection was carried out mostly by Ministry staff, who were not able to work or travel during weekends and holidays. This meant that field data collection was time consuming, and caused delays in sending documentation to the IOM project office.

### 2.4.2 Availability of key informants

The survey was conducted during the harvesting season, when most participants in the province are busy with rice collection in the fields; this had an affect on data collection and selection of preferred key informants for FGDs and individual interviews. In the tables below, it will be noted that the total number of respondents is often slightly lower than the

intended number (not all respondents answered all questions either). Interviews at provincial level were also affected by other programme activities occurring at year-end. Some FPs and PDWA directors had been newly appointed and were not yet able to discuss the project in great depth.

#### *2.4.3 Need for refresher training*

Refresher training was held in Phnom Penh, which enabled the participation of MOWA staff but FPs were not able to attend. As a result of the lack of information sharing between Ministry staff and FPs on methodology, it was found that data was missing in control group responses.

#### *2.4.4 Flexibility of survey schedule*

The schedule for the whole impact assessment was designed in advance, with the fieldwork schedule needing to go through MOWA administrative procedures. Lack of flexibility in field survey scheduling meant that the survey took longer than expected.

## Chapter 3: Assessment Findings

### 3.1 Demographics in individual interviews

#### 3.1.1 Age

The 2004 stakeholder analysis identified females aged between 17 and 25 as particularly vulnerable to trafficking and *blind* migration.<sup>5</sup> As a result, for this survey respondents were purposely selected from this age group and divided into five age ranges, as shown in Table 3.1. Most of the respondents were in the 17-19 and 23-25 age bands.

**Table 3.1: Distribution of respondents by age**

No	Age (years)	IC		VBA		Control		Total	
		No.	%	No.	%	No.	%	No.	%
1	Under 17	4	3	0	0	2	1	6	1.5
2	17 to 19	37	31	18	19	57	31.5	112	28
3	20 to 22	18	15	14	14.5	40	22	72	18
4	23 to 25	60	50	61	63.5	77	42.5	198	50
5	Over 25	1	1	3	3	5	3	9	2.5
<b>Total</b>		<b>120</b>	<b>100</b>	<b>96</b>	<b>100</b>	<b>181</b>	<b>100</b>	<b>397</b>	<b>100</b>

Source: Field Survey, December 2005.

#### 3.1.2 Gender

The data show that the number of male respondents (around 40%) and female respondents (around 60%) complies with what had been proposed in the project's formulation.

**Table 3.2: Distribution of respondents by gender**

Sex	IC		VBA		Control		Total	
	No.	%	No.	%	No.	%	No.	%
Male	48	40	40	41	67	37	155	39
Female	72	60	58	59	114	63	244	61
<b>Total</b>	<b>120</b>	<b>100</b>	<b>98</b>	<b>100</b>	<b>181</b>	<b>100</b>	<b>399</b>	<b>100</b>

Source: Field Survey, December 2005.

#### 3.1.3 Education

Education level of respondents is highly relevant: education is an important indicator of understanding and (personal) development and influenced what was produced for the prevention campaign. Forty seven per cent of respondents stated that they could read and write; 47% could only read; and 6% were illiterate. In terms of the three target groups, there were more literate respondents in the IC group than in the other groups.

<sup>5</sup> Ministry of Women's and Veterans Affairs (2004).

**Table 3.3: Distribution of respondents by years of education**

Year of education	IC		VBA		Control		Total	
	No.	%	No.	%	No.	%	No.	%
0	4	3	7	7	12	7	23	6
1 to 6	24	21	63	65	97	55	184	47
7 to 12	87	76	27	28	68	38	182	47
<b>Total</b>	<b>115</b>	<b>100</b>	<b>97</b>	<b>100</b>	<b>177</b>	<b>100</b>	<b>389</b>	<b>100</b>

Source: Field Survey, December 2005.

### 3.2 Information campaigns to local participants

The survey examined the specific materials and activities of both the IC and VBA in order to assess recall of these and messages and whether there had been any significant changes in awareness and attitudes over time.

#### 3.2.1 Recall specific materials and activities

Recall of IC-specific materials and activities was generally more than for the VBA-specific material and activities.<sup>6</sup> However the activities and materials for each were qualitatively different in terms of the methodology employed. Indeed providing materials is more passive compared with conducting a village meeting which is by its nature is more intimate and (inter) active.

For the **IC group**, Table 3.5, the activity that respondents could most recall was the comedy team (87%), followed by the video (67%); posters (54%); and T-shirts (49%: 15% in Battambang). The least recalled were the stickers (11%: Oddar Meanchey, Siem Reap and Kampong Thom 0%, and Battambang 5%) and banners (23%: Oddar Meanchey 5%, Battambang 10% and Siem Reap and Kampong Cham 20%). The TV and radio broadcasting which occurred at that time did not represent tools for the information campaign and village meetings; however, the survey asked whether participants had accessed information through the media.

**Table 3.5: Respondents' recall of specific materials and activities (%) (IC)**

No	Material	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Video	75	45	50	80	55	95	67
2	Comedy	90	90	85	80	85	90	87
3	Poster	80	60	25	65	35	60	54
4	T-shirt	75	15	50	40	65	50	49
5	Sticker	25	5	0	0	0	35	11
6	Radio	60	30	40	25	35	40	38
7	TV	85	45	25	60	45	50	52
8	Banner	55	10	5	20	25	20	23
<b>Total no. of answers</b>		<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>120</b>

Source: Field Survey, December 2005.

For the **VBA group**, Table 3.6, the proportion of respondents who could recall specific VBA materials was significantly higher. The highest proportion was for the T-shirts (72%),

6 ICs materials: video show, comedy team, posters, stickers, T-shirts, banners, caps. VBA materials: T-shirts, story books, help cards, question-answer kits, caps.

followed by the help card (56%). The lowest was for the story book, at 48% (Siem Reap 21% and Kampong Thom 28%).

**Table 3.6: Respondents' recall of specific materials and activities (%) (VBA)**

No	Material	OMC	SR	Kg Thom	Kg Cham	Average
1	T-shirt	68	50	92	76	72
2	Story book	64	21	28	80	48
3	Help card	84	25	32	80	56
4	Radio	44	42	52	56	48
5	TV	28	83	72	76	65
<b>Total no. of answers</b>		<b>25</b>	<b>24</b>	<b>25</b>	<b>25</b>	<b>99</b>

Source: Field Survey, December 2005.

In the **control group**, Table 3.7, most respondents accessed trafficking information through the radio 72% (Oddar Meanchey 25%) and TV 67% (Oddar Meanchey 35% and Kampong Thom 29%). Materials and activities used during the information campaign and village meetings had generally low responses: posters (31%); video (19%); story book (12%); comedy (11%); T-shirts (9%); banner (7%); help cards (4%) and stickers (1%).

**Table 3.7: Respondents' recall of specific campaign materials and activities (%) (control)**

No	Material	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Video	18	18	43	24	7	0	19
2	Comedy	11	7	5	41	0	0	11
3	Poster	36	43	10	55	18	18	31
4	T-shirt	11	7	0	31	4	0	9
5	Sticker	0	4	0	0	0	0	1
6	Story book	0	0	5	10	7	0	12
7	Help card	0	0	0	21	0	0	4
8	Radio	96	86	25	76	82	54	72
9	TV	68	89	35	90	29	82	67
10	Banner	11	4	0	28	0	0	7
<b>Total no. of answers</b>		<b>28</b>	<b>28</b>	<b>20</b>	<b>29</b>	<b>28</b>	<b>28</b>	<b>161</b>

Source: Field Survey, December 2005.

### 3.2.3 Usefulness of road show/village meeting

In the **IC group**, Table 3.8, on average 61% of respondents (Oddar Meanchey 40%, Kampong Cham 50% and Kampong Thom 55%) found the road show very useful; 39% found it useful; and no respondents rated the activities as not so useful or not useful at all.

**Table 3.8: Usefulness of the road show (%) (IC)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Very useful	68	60	40	95	55	50	61
2	Useful	32	40	60	5	45	50	39
3	Not so useful	0	0	0	0	0	0	0
4	Not useful at all	0	0	0	0	0	0	0
<b>Total no. of answers</b>		<b>19</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>119</b>

Source: Field Survey, December 2005.

In the **VBA group**, Table 3.9, on average 53% of respondents (Oddar Meanchey 21%) found village meetings very useful; 46% found them useful; and only 1% (Oddar Meanchey 4%) rated the meetings as not so useful.

**Table 3.9: Usefulness of the village meeting (%) (VBA)**

No	Answer	OMC	SR	Kg Thom	Kg Cham	Average
1	Very useful	21	60	56	72	53
2	Useful	75	40	44	28	46
3	Not so useful	4	0	0	0	1
4	Not useful at all	0	0	0	0	0
<b>Total no. of answers</b>		<b>24</b>	<b>25</b>	<b>25</b>	<b>25</b>	<b>99</b>

Source: Field Survey, December 2005.

### 3.2.4 Learning from the campaign

In the **IC group**, Table 3.10, the majority of respondents had learnt something about *tricks of trafficking* (86%); 81% had learned about *how to protect yourself* (Oddar Meanchey 53% and Kampong Thom 74%); 46% had learned about the *importance of safe migration* (Kampong Cham 15%); and 42% had a *better understanding of trafficking* (Kampong Thom 16% and Oddar Meanchey 21%). A low proportion was found to have *learned the hotline number* (20%: Oddar Meanchey and Kampong Thom 5%, Battambang 10%); 36% learned *who to seek assistance from* (Kampong Thom 16% and Oddar Meanchey 21%).

**Table 3.10: Learning from the information campaign (%) (IC)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	How to protect yourself	85	85	53	100	74	90	81
2	Tricks of trafficking	100	75	79	90	95	75	86
3	Importance of safe migration	75	50	26	75	32	15	46
4	Who seek to assistance from	55	45	21	40	16	40	36
5	Learned hotline number	45	10	5	30	5	25	20
6	Better understanding of trafficking	50	55	21	70	16	40	42
<b>Total no. of answers</b>		<b>20</b>	<b>20</b>	<b>19</b>	<b>20</b>	<b>19</b>	<b>20</b>	<b>118</b>

Source: Field Survey, December 2005.

In the **VBA group**, Table 3.11, regarding the village meeting the results were close to those of the IC group: 86% of participants learned *tricks of trafficking*; and 74% learned *how to protect yourself*: 27% learned about the *hotline number* (Oddar Meanchey 4% and Siem Reap 20%); 31% learned *who to seek assistance from* (Oddar Meanchey 13% and Kampong Thom 20%); 37% had a *better understanding of trafficking* (Oddar Meanchey 13% and Kampong Thom 8%); and 38% learned about the *importance of safe migration* (Oddar Meanchey 17%).

**Table 3.11: Learning from the village meeting (%) (VBA)**

No	Answer	OMC	SR	Kg Thom	Kg Cham	Average
1	How to protect yourself	48	96	92	58	74
2	Tricks of trafficking	74	96	84	88	86
3	Importance of safe migration	17	64	36	33	38
4	Who seek to assistance from	13	32	20	58	31
5	Learned hotline number	4	20	28	54	27

6	Better understanding of trafficking	13	64	8	63	37
<b>Total no. of answers</b>		<b>23</b>	<b>25</b>	<b>25</b>	<b>24</b>	<b>97</b>

Source: Field Survey, December 2005.

### 3.2.5 Where are participants at most risk of being trafficked?

The baseline data show that participants thought they were most risk of being trafficked *travelling to the destination*, followed by *at the destination* and lastly *in the village*.

The **IC group**, Table 3.12, 40% said most risk was *at the destination* (Pursat 10%); 35% said *travelling to the destination* (Siem Reap 17% and Pursat 20%); 27% said *in the village* (Pursat 5%, Siem Reap 11% and Battambang 15%); and 37% said *all these locations*.

**Table 3.12: Knowledge of where participants are at most risk of trafficking (%) (IC)**

No	Location	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	In the village	5	15	55	11	33	50	27
2	Travelling to the destination	20	30	30	17	56	60	35
3	At the destination	10	30	60	44	50	45	40
4	All these locations	80	60	10	50	17	5	37
<b>Total no. of answers</b>		<b>20</b>	<b>20</b>	<b>20</b>	<b>18</b>	<b>18</b>	<b>20</b>	<b>116</b>

Source: Field Survey, December 2005.

For **VBA**, Table 3.13, 51% thought most risk was *at the destination*; 38% said *travelling to the destination*; 35% said *in the village* (Siem Reap 12%); and 24% said *all these locations* (Oddar Meanchey 13%, Kampong Thom 16% and Kampong Cham 20%).

**Table 3.13: Knowledge of where participants are at most risk of trafficking (%) (VBA)**

No	Location	OMC	SR	Kg Thom	Kg Cham	Total
1	In the village	58	12	28	44	35
2	Travelling to the destination	25	32	56	40	38
3	At the destination	58	44	52	48	51
4	All these locations	13	48	16	20	24
<b>Total no. of answers</b>		<b>24</b>	<b>25</b>	<b>25</b>	<b>25</b>	<b>99</b>

Source: Field Survey, December 2005.

The **control group** perspectives, Table 3.14, reflect the data in the baseline survey, placing participants at most risk of being trafficked in *travelling to the destination* (43%: Oddar Meanchey 13%); followed by *at the destination* (36%); *in the village* (31%: Kampong Thom 8% and Siem Reap 10%); and *all of these locations* (20%: Siem Reap 48% and 20% and less in other provinces).

**Table 3.14: Knowledge of where participants are at most risk of trafficking (%) (control)**

No	Location	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	In the village	30	46	63	10	8	33	31
2	Travelling to the destination	48	57	13	38	31	61	43
3	At the destination	35	25	31	34	77	33	36
4	All these locations	17	21	0	48	0	6	20
<b>Total no. of answers</b>		<b>23</b>	<b>28</b>	<b>16</b>	<b>29</b>	<b>13</b>	<b>18</b>	<b>127</b>

Source: Field Survey, December 2005.

### 3.2.6 Recall of specific messages

In the **IC group**, Table 3.15, the message most recalled by participants was *traffickers will be imprisoned from 10 to 20 years* (70%: Oddar Meanchey); followed by *stop trafficking* (66%); *parents who sell their children are traffickers* (40%: Kampong Cham 5% and Oddar Meanchey 11%); *be smart be safe* (39%: Kampong Cham 0%); *don't sell children to pay off debts* (36%: Oddar Meanchey 5% and Kampong Cham 15%); and the lowest with *hotline number* (31%: Battambang 13% and Oddar Meanchey 16%).

Oddar Meanchey has the lowest proportion of respondents able to recall the messages from the IC campaign, followed by Kampong Cham.

**Table 3.15: Recall of specific campaign messages (%) (IC)**

No	Message	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Be smart be safe	45	53	32	75	31	0	39
2	Selling children is trafficking	65	53	11	65	44	5	40
3	Stop trafficking	65	73	58	95	81	30	66
4	10 to 20 year sentence	85	87	16	70	88	80	70
5	Don't sell children to pay off debts	65	53	5	40	44	15	36
6	Hotline number	40	13	16	35	38	40	31
<b>Total no. of answers</b>		<b>20</b>	<b>15</b>	<b>19</b>	<b>20</b>	<b>16</b>	<b>20</b>	<b>110</b>

Source: Field Survey, December 2005.

For the **VBA group**, Table 3.16, the most memorable message was *traffickers will be imprisoned from 10 to 20 years* 61%: (Oddar Meanchey 22%); followed by *stop trafficking* (60%), *parents who sell their children are traffickers* (41%: Oddar Meanchey 9%); *be smart be safe* (36%: Kampong Cham 8%); *don't sell children to pay debts* (31%); and the lowest was the *hotline number* (28%: Oddar Meanchey 4% and Siem Reap 21%).

Again, this table indicates that Oddar Meanchey has the lowest proportion of participants able to recall the messages from the village meeting.

**Table 3.16: Recall of specific campaign messages (%) (VBA)**

No	Message	OMC	SR	Kg Thom	Kg Cham	Average
1	Be smart be safe	52	58	28	8	36
2	Selling children is trafficking	9	83	32	38	41
3	Stop trafficking	48	92	56	46	60
4	10 to 20 year sentence	22	71	60	92	61
5	Don't sell children to pay off debts	26	38	32	29	31
6	Hotline number	4	21	32	54	28
<b>Total no. of answers</b>		<b>23</b>	<b>24</b>	<b>25</b>	<b>24</b>	<b>96</b>

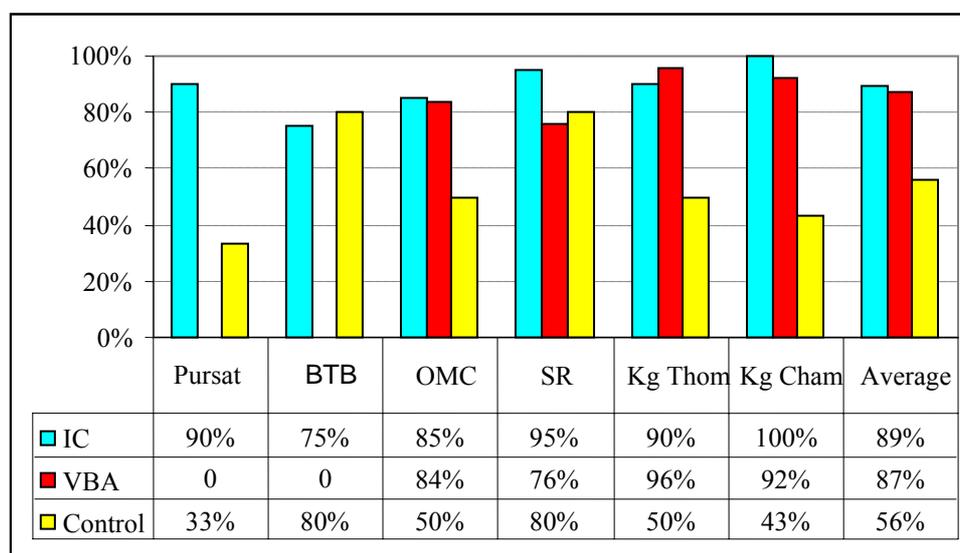
Source: Field Survey, December 2005.

### 3.2.7 Sharing trafficking-related information

It is useful to see whether, after receiving trafficking-related information in its various forms, respondents discussed the issues among family member and/or friends.

The proportion of those in the **IC group** who said they did share information was 89%; this percentage was 87% for the **VBA group** and 56% for the control group<sup>7</sup> (Pursat 33% and Kampong Cham 43%). This shows that a significantly higher proportion shared trafficking-related information in the IC and VBA groups than in the control group, although in the latter a high proportion was found in Battambang and Siem Reap.

**Figure 3.1: Sharing of trafficking-related information**



Source: Field Survey, December 2005.

In the **IC group**, Table 3.17, most respondents had shared trafficking-related information with their family members (89%); and their neighbours 79% (Oddar Meanchey 59% and Kampong Thom 61%); others were other migrants (30%: Oddar Meanchey 12% and Kampong Thom 22%); and friends and local authorities (18%: Oddar Meanchey and Siem Reap 0%, Kampong Cham 5% and Kampong Thom 17%).

**Table 3.17: Participants with whom respondents shared information (%) (IC)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Family members	83	67	94	95	89	100	89
2	Neighbours	89	87	59	74	61	100	79
3	Other migrants	28	47	12	47	22	25	30
4	Friends and authorities	39	40	0	0	17	5	18
<b>Total no. of answers</b>		<b>18</b>	<b>15</b>	<b>17</b>	<b>19</b>	<b>18</b>	<b>20</b>	<b>107</b>

Source: Field Survey, December 2005.

For the **VBA group**, Table 3.18, the situation is similar. The survey shows that most participants in the VBA group shared trafficking-related information with family members (95%); neighbours (78%); other migrants (40%: Kampong Thom 17%); and friends 13% (Oddar Meanchey 0%, Siem Reap 5% and Kampong Cham 17%).

<sup>7</sup> This may have been because family members were already in attendance at the village meetings.

**Table 3.18: Participants with whom respondents shared information (%) (VBA)**

No	Answer	OMC	SR	Kg Thom	Kg Cham	Average
1	Family members	86	95	100	96	95
2	Neighbours	71	63	79	96	78
3	Other migrants	33	68	17	48	40
4	Friends	0	5	25	17	13
<b>Total no. of answers</b>		<b>21</b>	<b>19</b>	<b>24</b>	<b>23</b>	<b>87</b>

Source: Field Survey, December 2005.

For the **control group**, Table 3.19, the same question was asked in order to check whether participants had shared any trafficking-related information they had received from friends, relatives and others as mentioned by the target groups. The findings were that most had shared with neighbours (74%); followed by family members (68%); other migrants (26%: Kampong Thom 0%, Oddar Meanchey 13% and Kampong Cham 15%); and friends (19%: Siem Reap 0%, Oddar Meanchey 13% and Kampong Cham 15%).

**Table 3.19: Participants with whom respondents shared information (%) (control)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Family members	70	58	40	96	40	100	68
2	Neighbours	90	75	87	71	73	54	74
3	Other migrants	30	42	13	38	0	15	26
4	Friends	60	21	13	0	27	15	19
<b>Total no. of answers</b>		<b>10</b>	<b>24</b>	<b>15</b>	<b>24</b>	<b>15</b>	<b>13</b>	<b>101</b>

Source: Field Survey, December 2005.

The survey also asked the **control group** whether they had received trafficking-related information from anyone else. Table 3.20 found that 63% said that they had. Table 3.21 shows that 52% received this information from family member and relatives, 51% from friends, 42% from TV and radio and 19% from neighbours.

**Table 3.20: Number of respondents who received information (%) (control)**

Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Total
Yes	52	76	64	70	69	46	63
<b>Total no. of answers</b>	<b>27</b>	<b>29</b>	<b>25</b>	<b>30</b>	<b>29</b>	<b>26</b>	<b>166</b>

Source: Field Survey, December 2005.

**Table 3.21: Participants from whom respondents received information (%) (control)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Family members, relatives	64	50	50	71	30	50	52
2	Friends	50	82	50	62	25	25	51
3	Neighbours	14	41	6	33	5	0	19
4	Other (TV, radio)	57	23	50	10	55	83	42
<b>Total no. of answers</b>		<b>14</b>	<b>22</b>	<b>16</b>	<b>21</b>	<b>20</b>	<b>12</b>	<b>105</b>

Source: Field Survey, December 2005.

### 3.2.8 Precautions against trafficking

In terms of precautions against trafficking that would be taken by the **IC group**, Table 3.22, most would *leave the village but inform village chief* (58%: Oddar Meanchey 40% and Kampong Cham 45%). After this came *inform family member* (57%); *inform relatives* (55%); *inform friends* (41%: Oddar Meanchey 10% and Kampong Thom 20%); *know where and who with* (41%: Oddar Meanchey 10% and Kampong Cham 5%); *inform neighbours* (38%: Oddar Meanchey 5%); *know who with* (34%: Oddar Meanchey 0%, Kampong Thom and Kampong Cham 20%); and *not leave the village* (33%: Pursat 0%, Siem Reap and Kampong Thom 20%). A number of respondents had learned *the hotline number* (28%: Oddar Meanchey 10% and Battambang 15%). The lowest proportion would *verify the promise* (18%: Oddar Meanchey 0%, Kampong Cham 5% and Siem Reap 20%).

The data shows significant increases compared with the baseline survey in terms of precautions the target population would take to protect themselves from trafficking. However, the survey found that Oddar Meanchey had the lowest precautions improvement, and in fact for some precautions showed lower awareness (and intentions), such as verifying *promises*.

**Table 3.22: Precautions used to protect family members from trafficking (%) (IC)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Don't leave the village	0	55	35	20	20	70	33
2	Leave but inform family	70	95	40	50	45	40	57
3	Inform friends	55	55	10	50	20	55	41
4	Inform relatives	50	30	60	75	40	75	55
5	Inform neighbours	60	40	5	45	30	45	38
6	Inform village chief	60	55	40	80	70	45	58
7	Know where and with	85	50	10	60	35	5	41
8	Know who with	50	55	0	60	20	20	34
9	Learn the hotline number	55	15	10	35	25	30	28
10	Verify the promise	25	25	0	20	35	5	18
<b>Total no. of answers</b>		<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>120</b>

Source: Field Survey, December 2005.

In the **VBA group**, Table 3.23: 66% of respondents would *leave the village but inform relatives and village chief*; 47% would *inform family members* (Kampong Thom 20%); 45% would *inform neighbours* (Oddar Meanchey 13%); 41% would *inform friends* (Oddar Meanchey 22%); 35% would *know where and who* (Oddar Meanchey 17% and Kampong Thom 24%); 34% would *know who* (Oddar Meanchey 9%); 28% would *learn the hotline number* (Oddar Meanchey 4% and Siem Reap 24%); 27% would *not leave the village* (Kampong Thom 16%); and the lowest proportion is given to *verify the promise* 21% (Oddar Meanchey 4%, Kampong Thom 8% and Kampong Cham 21%).

Precaution levels were significantly higher than the baseline and the IC. Slightly increased precautions were shown in Oddar Meanchey and Kampong Thom, although Oddar Meanchey still recorded lower percentages in terms of *leaving the village but informing neighbours*.

**Table 3.23: Precautions used to protect family members from trafficking (%) (VBA)**

No	Answer	OMC	SR	Kg Thom	Kg Cham	Average
1	Don't leave the village	26	28	16	38	27
2	Leave but inform family	48	60	20	63	47
3	Inform friends	22	40	44	58	41
4	Inform relatives	52	52	72	88	66
5	Inform neighbours	13	48	60	58	45
6	Inform village chief	35	92	68	67	66
7	Know where and with	17	68	24	29	35
8	Know who with	9	72	28	29	34
9	Learn the hotline number	4	24	32	50	28
10	Verify the promise	4	48	8	21	21
<b>Total no. of answers</b>		<b>23</b>	<b>25</b>	<b>25</b>	<b>24</b>	<b>97</b>

Source: Field Survey, December 2005.

In the **control group**, Table 3.24, 49% would *leave the village but inform village chief*; 41% would *not leave the village*; 40% would *inform relatives*; 39% would *inform family members*; 26% would *inform friends*; 25% would *know where and who*; 24% would *inform neighbours*; 24% would *know who with*; 8% would *verify the promises*; and 4% would *learn the hotline number* 4%. More participants in Oddar Meanchey and Kampong Thom would still engage in blind migration compared with other provinces, as shown by the lower number of precautions taken there.

**Table 3.24: Precautions used to protect family members from trafficking (%) (control)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Don't leave the village	46	34	25	48	42	43	41
2	Leave but inform family	43	59	19	59	17	25	39
3	Inform friends	39	41	6	34	8	14	26
4	Inform relatives	29	41	56	62	21	36	40
5	Inform neighbours	21	41	6	31	17	18	24
6	Inform village chief	39	62	63	69	38	29	49
7	Know where and with	29	48	0	45	0	14	25
8	Know who with	14	45	0	34	4	32	24
9	Learn the hotline number	14	3	0	3	0	0	4
10	Verify the promise	0	7	0	10	29	4	8
<b>Total no. of answers</b>		<b>28</b>	<b>29</b>	<b>16</b>	<b>29</b>	<b>24</b>	<b>28</b>	<b>154</b>

Source: Field Survey, December 2005.

### 3.2.9 Understanding of trafficking

In the **IC group**, Table 3.25, the survey found that participants understood trafficking as *selling of women and children to a brothel* (91%); *selling a person* (86%); *cheating* (72%); *renting children for begging/labour* 42%: (Battambang 5%); *forced labour outside Cambodia* (27%: Oddar Meanchey 0% and Kampong Cham 10%); *forced labour inside Cambodia* (23%: Oddar Meanchey 5%, Kampong Cham 10% and Kampong Thom 15%); and *kidnapping* (11%).

The lowest level of understanding was again in Oddar Meanchey, followed by Kampong Cham and Kampong Thom, but the level of understanding had increased significantly compared with the baseline.

**Table 3.25: Participants' understanding of trafficking (%) (IC)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Cheating	70	85	80	90	60	45	72
2	Selling person	90	65	90	90	100	80	86
3	Selling woman/child to brothel	85	90	70	100	100	100	91
4	Renting children for begging/labour	60	65	5	65	30	25	42
5	Forced labour inside Cambodia	45	35	5	30	15	10	23
6	Forced labour outside Cambodia	50	30	0	35	35	10	27
7	Kidnapping	35	10	0	15	0	5	11
8	Don't know	0	0	0	0	0	0	0
<b>Total no. of answers</b>		<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>120</b>

Source: Field Survey, December 2005.

In the **VBA group**, Table 3.26, participants' understanding of trafficking ranged from *selling a person* (94%); *selling a woman or child to a brothel* (85%); *cheating* (75%); *renting children for begging/labour* 49%: (Oddar Meanchey 13%); *forced labour outside Cambodia* 26%: (Odder Meanchey 8%); *forced labour inside Cambodia* (19%: Oddar Meanchey 0%, Kampong Thom12% and Kampong Cham 22%); and *kidnapping* (12%).

Participants in Oddar Meanchey understood significantly less about trafficking, followed by Kampong Cham and Kampong Thom, but on average the level of understanding on trafficking had significantly increased compared with the baseline data.

**Table 3.26: Participants' understanding of trafficking (%) (VBA)**

No	Answer	OMC	SR	Kg Thom	Kg Cham	Average
1	Cheating	75	96	68	61	75
2	Selling person	100	100	84	91	94
3	Selling woman/child to brothel	46	100	92	100	85
4	Renting children for begging/labour	13	60	44	83	49
5	Forced labour inside Cambodia	0	40	12	22	19
6	Forced labour outside Cambodia	8	32	32	30	26
7	Kidnapping	4	20	4	22	12
8	Don't know	0	0	0	0	0
<b>Total no. of answers</b>		<b>24</b>	<b>25</b>	<b>25</b>	<b>23</b>	<b>97</b>

Source: Field Survey, December 2005.

In the **control group**, Table 3.27, participant's understanding on trafficking ranged from *selling a person* (80%); *selling a woman or child to a brothel* (69%); *cheating* (52%: Kampong Cham 24%); *renting children for begging/labour* (33%); *forced labour outside Cambodia* (14); *forced labour inside Cambodia* (11%); and *kidnapping* (8%). 4% of respondents did not know.

**Table 3.27: Participants' understanding of trafficking (%) (control)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Cheating	53	80	36	86	32	24	52
2	Selling person	87	80	75	93	84	59	80
3	Selling woman/child to brothel	57	70	25	97	71	93	69
4	Renting children for begging/labour	40	60	0	62	16	21	33

5	Forced labour inside Cambodia	17	20	0	24	0	7	11
6	Forced labour outside Cambodia	20	17	0	41	0	3	14
7	Kidnapping	17	13	4	14	0	0	8
8	Don't know	3	3	11	0	3	3	4
<b>Total no. of answers</b>		<b>30</b>	<b>30</b>	<b>28</b>	<b>29</b>	<b>31</b>	<b>29</b>	<b>177</b>

Source: Field Survey, December 2005.

### 3.2.10 Is renting children for begging or labour considered a type of trafficking?

In the **IC group**, Table 3.28, most participants considered that *renting children for begging or labour* was trafficking (96%); only 2% (Battambang and Oddar Meanchey 5%) considered that was not and another 2% (Kampong Cham 10%) said they did not know.

**Table 3.28: Understanding on status of renting children (%) (IC)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Yes	100	95	95	100	100	90	96
2	No	0	5	5	0	0	0	2
3	Don't know	0	0	0	0	0	10	2
<b>Total no. of answers</b>		<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>120</b>

Source: Field Survey, December 2005.

In the **VBA group**, Table 3.29 shows that most participants (98%) consider *renting children for begging or labour as a type of trafficking*; the other 2% (Siem Reap 8%) did not know.

**Table 3.29: Understanding on status of renting children (%) (VBA)**

No	Answer	OMC	SR	Kg Thom	Kg Cham	Average
1	Yes	100	92	100	100	98
2	No	0	0	0	0	0
3	Don't know	0	8	0	0	2
<b>Total no. of answers</b>		<b>23</b>	<b>25</b>	<b>25</b>	<b>24</b>	<b>97</b>

Source: Field Survey, December 2005.

In the **control group**, Table 3.30, 80% of participants consider *renting children for begging or labour as a type of trafficking*; 3% thought it was not and 16% did not know.

**Table 3.30: Understanding on status of renting children (%) (control)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Yes	77	100	64	90	81	70	80
2	No	3	0	11	3	3	0	4
3	Don't know	20	0	25	7	16	30	16
<b>Total no. of answers</b>		<b>30</b>	<b>30</b>	<b>28</b>	<b>29</b>	<b>31</b>	<b>30</b>	<b>178</b>

Source: Field Survey, December 2005.

### 3.2.11 Is trafficking illegal?

All the IC and VBA groups knew trafficking was illegal; 3% of the control did not know.

**Table 3.31: Knowledge of whether trafficking is legal or illegal (%) (IC)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Yes	100	100	100	100	100	100	100
2	No	0	0	0	0	0	0	0
3	Don't know	0	0	0	0	0	0	0
<b>Total no. of answers</b>		<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>120</b>

Source: Field Survey, December 2005.

**Table 3.32: Knowledge of whether trafficking is legal or illegal (%) (VBA)**

No	Answer	OMC	SR	Kg Thom	Kg Cham	Average
1	Yes	100	100	100	100	100
2	No	0	0	0	0	0
3	Don't know	0	0	0	0	0
<b>Total no. of answers</b>		<b>24</b>	<b>25</b>	<b>25</b>	<b>24</b>	<b>98</b>

Source: Field Survey, December 2005.

**Table 3.33: Knowledge of whether trafficking is legal or illegal (%) (control)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Yes	97	100	90	100	97	100	97
2	No	0	0	0	0	0	0	0
3	Don't know	3	0	10	0	3	0	3
<b>Total no. of answers</b>		<b>30</b>	<b>30</b>	<b>29</b>	<b>30</b>	<b>31</b>	<b>30</b>	<b>180</b>

Source: Field Survey, December 2005.

### 3.2.12 Knowledge of lengths of sentencing for trafficking

In the **IC group**, Table 3.34, 92% (Battambang 64%) were correct; 5% (Battambang 27% and Oddar Meanchey 6%) were incorrect and 2% (Battambang 9% and Oddar Meanchey 6%) did not know.

**Table 3.34: Knowledge of lengths of sentence for trafficking (%) (IC)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Correct	100	64	94	100	94	100	92
2	Not correct	0	27	6	0	0	0	5
3	Don't know	0	9	0	0	6	0	3
<b>Total no. of answers</b>		<b>9</b>	<b>11</b>	<b>16</b>	<b>9</b>	<b>18</b>	<b>11</b>	<b>74</b>

Source: Field Survey, December 2005.

In the **VBA group**, Table 3.35, 90% of participants (Siem Reap 30%) were correct; 2% (17% in Siem Reap) were incorrect and 8% (Siem Reap 50%, Oddar Meanchey 5% and Kampong Thom 4%) answered that they did not know.

One-third of respondents in Siem Reap was aware of the law to convict traffickers and could provide the right answer.

**Table 3.35: Knowledge of lengths of sentence for trafficking (%) (VBA)**

No	Answer	OMC	SR	Kg Thom	Kg Cham	Average
1	Correct	95	33	96	100	90
2	Not correct	0	17	0	0	2
3	Don't know	5	50	4	0	8
<b>Total no. of answers</b>		<b>20</b>	<b>6</b>	<b>25</b>	<b>11</b>	<b>62</b>

Source: Field Survey, December 2005.

In the **control group**, Table 3.36, 45% of respondents could give the correct answer; 12% were incorrect; and 40% (Kampong Thom 64%, Siem Reap 62%, Pursat 45%, Oddar Meanchey 30%, Kampong Cham 29% and Battambang 21%) did not know.

More than half the respondents in Battambang and Kampong Cham were correct but, for the rest of the provinces, only one-third could provide the right answer.

**Table 3.36: Knowledge of length of sentences for trafficking (%) (control)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Correct	31	64	41	38	32	63	45
2	Not correct	24	14	30	0	4	8	15
3	Don't know	45	21	30	62	64	29	40
<b>Total no. of answers</b>		<b>29</b>	<b>28</b>	<b>27</b>	<b>13</b>	<b>28</b>	<b>24</b>	<b>149</b>

Source: Field Survey, December 2005.

### 3.2.13 Knowledge of the trafficking hotline

This question examined dissemination during the information campaign of the hotline number on the help card and other tools.

In the **IC group**, Table 3.37, 45% of respondents (Battambang 47%, Siem Reap 50% and Kampong Cham 55%) were aware of the trafficking hotline number; of the rest, 15% were not aware and 23% thought there was no hotline number.

**Table 3.37: Awareness of the trafficking hotline (%) (IC)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Yes	75	47	75	50	68	55	62
2	No	5	16	25	30	21	40	23
3	Don't know	20	37	0	20	11	5	15
<b>Total no. of answers</b>		<b>20</b>	<b>19</b>	<b>20</b>	<b>20</b>	<b>19</b>	<b>20</b>	<b>118</b>

Source: Field Survey, December 2005.

In the **VBA group**, Table 3.38, 59% (Siem Reap 29%) of the group was aware of the trafficking hotline number; of the rest, 21% said there was no hotline number and another 20% said they did not know about a number.

**Table 3.38: Awareness of the trafficking hotline (%) (VBA)**

No	Answer	OMC	SR	Kg Thom	Kg Cham	Average
1	Yes	75	28	64	70	59
2	No	25	24	24	9	21
3	Don't know	0	48	12	22	20
<b>Total no. of answers</b>		<b>24</b>	<b>25</b>	<b>25</b>	<b>23</b>	<b>97</b>

Source: Field Survey, December 2005.

In the **control group**, Table 3.39, only 8% of respondents were aware of the trafficking hotline number; most participants said there was no hotline or they did not know.

**Table 3.39: Awareness of the trafficking hotline (%) (control)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Yes	10	4	16	3	13	0	8
2	No	34	33	36	55	45	67	46
3	Don't know	55	63	48	41	42	33	47
<b>Total no. of answers</b>		<b>29</b>	<b>27</b>	<b>25</b>	<b>29</b>	<b>31</b>	<b>30</b>	<b>171</b>

Source: Field Survey, December 2005.

For those who knew the hotline number, there was no significant difference between the **IC** (79%) and the **VBA groups** (72%); the number had reached 31% of participants in the non-project area (Battambang, Oddar Meanchey and Kampong Cham 0%).

**Table 3.40: Knowledge of the trafficking hotline number (%) (all groups)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	IC	87	89	67	100	77	64	79
2	VBA			78	71	81	56	72
3	Control	67	0	0	100	25	0	31

Source: Field Survey, December 2005.

### 3.2.14 Reporting trafficking

Table 3.41 shows that 78% of the **IC group** (Siem Reap 47%); 86% of the **VBA group** (Siem Reap 64%); and 77% of the **control** (Siem Reap 45%) would report trafficking. Around 20% of participants in all groups provided that they would not report trafficking, and about 38% (Oddar Meanchey, Kampong Thom and Kampong Cham 0%) of this group were able to give reasons for this (Table 3.42).

**Table 3.41: Participants would report trafficking (%) (all groups)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	IC	70	60	89	47	100	100	78
2	VBA			100	64	88	96	86
3	Control	67	85	64	45	97	100	77

Source: Field Survey, December 2005.

**Table 3.42: Participants would not report trafficking and could provide why (%) (all groups)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	IC	33	38	0	10	0	0	23
2	VBA			0	56	0	0	38
3	Control	90	0	88	13	100	0	49

Source: Field Survey, December 2005.

In the **IC group**, Table 3.43, 92% of those who said they would report trafficking if they witnessed it said they would go to the police; 77% said they would go to the village chief; 57% to the commune chief; 51% (10% in Kampong Cham) to PDWA; 45% (19% in Oddar Meanchey) to NGOs; 43% to local authorities; 32% to neighbours; 32% to siblings and parents; and 14% to social workers.

**Table 3.43: Participants to whom respondents would report trafficking (%) (IC)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Police	86	92	100	100	90	90	92
2	NGOs	57	58	19	78	35	45	45
3	Neighbours	57	67	0	44	10	35	32
4	Siblings and parents	50	75	6	33	30	15	32
5	Village chief	79	100	63	89	75	70	77
6	Communal chief	64	92	44	78	45	45	57
7	Social worker	29	33	6	22	0	10	14
8	PDWA	50	58	88	33	65	10	51
9	Local authorities	57	50	19	67	55	25	43
<b>Total no. of answers</b>		<b>14</b>	<b>12</b>	<b>16</b>	<b>9</b>	<b>20</b>	<b>20</b>	<b>91</b>

Source: Field Survey, December 2005.

In the **VBA group**, Table 3.44 presents almost the same information: 98% would report trafficking to the police; 79% to the village chief; 65% to PDWA; 59% to the commune chief; 49% (23% in Kampong Thom) to NGOs; 48% to local authorities; 20% to siblings and parents; 14% to neighbours; and 13% to social workers.

**Table 3.44: Participants to whom respondents would report trafficking (%) (VBA)**

No	Answer	OMC	SR	Kg Thom	Kg Cham	Average
1	Police	96	100	100	96	98
2	NGOs	29	94	23	63	49
3	Neighbours	0	38	9	17	14
4	Siblings and parents	0	56	5	29	20
5	Village chief	63	94	82	83	79
6	Communal chief	29	94	86	42	59
7	Social worker	4	25	5	21	13
8	PDWA	58	69	73	63	65
9	Local authorities	17	88	45	54	48
<b>Total no. of answers</b>		<b>24</b>	<b>16</b>	<b>22</b>	<b>24</b>	<b>86</b>

Source: Field Survey, December 2005.

In the **control group**, Table 3.45, 83% would report to the police; 74% to the village chief; 60% to the commune chief; around 20% to each of NGOs, neighbours, siblings and parents, PDWA and local authorities; and 3% to social workers.

**Table 3.45: Participants to whom respondents would report trafficking (%) (control)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Police	90	73	89	92	71	90	83
2	NGOs	35	31	0	62	11	23	24
3	Neighbours	45	38	0	38	4	20	23
4	Siblings and parents	40	38	6	23	7	17	21
5	Village chief	40	92	94	92	75	60	74
6	Communal chief	35	77	39	85	54	70	60
7	Social worker	5	0	0	23	0	0	3
8	PDWA	25	23	33	54	18	13	24
9	Local authorities	20	35	11	54	14	17	23
<b>Total no. of answers</b>		<b>20</b>	<b>26</b>	<b>18</b>	<b>13</b>	<b>28</b>	<b>30</b>	<b>135</b>

Source: Field Survey, December 2005.

Respondents were asked if they would not report, why? Reasons given were that:

- They did not feel they could accurately describe a case of trafficking.
- They were afraid of being a witness, because they thought that they might get into trouble during investigations by the authorities.
- They were afraid of getting into trouble with traffickers and trafficking networks because of weak law enforcement.

### 3.2.15 Whom do you trust to help you if you have a problem with trafficking?

The majority of participants would go to the local authorities, such as the police and village chiefs, or NGOs working in their location or close to them (**IC**: police 90%, village chief 82%, and NGOs 47%; **VBA**: police 91%, village chief 90%, and NGOs 55%; **control**: police 84%, village chief 86%, and NGOs 19%).

**Table 3.46: Reporting personal incidents of trafficking (%) (IC)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Village chief	80	75	100	90	85	60	82
2	Police	100	85	79	100	90	85	90
3	Community Group	20	25	0	35	15	15	18
4	NGO	50	60	32	40	35	65	47
5	Ministry	5	15	11	10	20	25	14
6	Monks	10	10	0	10	0	5	6
7	Teachers	45	20	5	10	0	0	13
8	Achar	5	5	0	5	0	0	3
9	Local authorities	65	70	26	70	75	65	62
10	No-one	0	5	0	5	0	5	3
<b>Total no. of answers</b>		<b>20</b>	<b>20</b>	<b>19</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>119</b>

Source: Field Survey, December 2005.

**Table 3.47: Reporting personal incidents of trafficking (%) (VBA)**

No	Answer	OMC	SR	Kg Thom	Kg Cham	Average
1	Village chief	75	100	84	100	90
2	Police	92	100	100	72	91
3	Community Group	8	36	4	32	20
4	NGO	33	60	44	80	55
5	Ministry	4	20	40	48	28
6	Monks	4	16	0	0	5
7	Teachers	0	16	4	0	5
8	Achar	0	12	8	0	5
9	Local authorities	25	84	60	48	55
10	No-one	0	0	4	0	1
<b>Total no. of answers</b>		<b>24</b>	<b>25</b>	<b>25</b>	<b>25</b>	<b>99</b>

Source: Field Survey, December 2005.

**Table 3.48: Reporting personal incidents of trafficking (%) (control)**

No	Answer	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Village chief	65	87	89	97	87	90	86
2	Police	96	87	67	97	73	87	84
3	Community Group	8	13	0	13	0	0	6
4	NGO	35	33	0	30	3	13	19
5	Ministry	4	7	0	13	0	10	6
6	Monks	0	13	0	3	0	0	3
7	Teachers	15	10	4	3	7	0	6
8	Achar	8	7	0	0	3	3	3
9	Local authorities	23	43	26	63	47	33	40
10	No-one	0	0	0	0	0	0	0
<b>Total no. of answers</b>		<b>26</b>	<b>30</b>	<b>27</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>173</b>

Source: Field Survey, December 2005.

### 3.2.16 General attitudes towards migration

In the **IC group**, Table 3.49, 96% had learnt something, 4% of respondents had no idea on trafficking issues, while the highest proportion (35%) provided that they had learned and understood from trafficking-related information, which had caused them to decide to try to work close to their village or home.

**Table 3.49: Changing attitudes towards migration (%) (IC)**

No	Answer	%
1	No response	4
2	Be careful before leaving village or family	15
3	Better understanding of trafficking and would report to authorities	5
4	Would report to authorities and share trafficking information with friends and others	4
5	Better understanding of trafficking and will try to work near village	24
6	Know how to contact authorities if facing trafficking	6
7	Have observed trafficking in village and will report it in future	1
8	Can protect selves and family member from trafficking and will report to authorities	6
9	Share trafficking-related information with others	13
10	Better understanding of trafficking and able to protect selves and family from tricks	23
<b>Total no. of answers</b>		<b>120</b>

Source: Field Survey, December 2005.

In the **VBA group**, Table 3.50, most participants had become aware of blind migration and safe migration through the story book and other messages from the village meeting. 26% would verify all promises before leaving the village and the family. 24% had a better understanding of trafficking and said they would not be cheated by traffickers. 31% said that they knew how to protect themselves and family members from trafficking and were able to share information; 11% had observed trafficking and would report it in the future.

**Table 3.50: Changing attitudes towards migration (%) (VBA)**

No	Answer	%
1	No response	4
2	Will verify all information and promises before leaving, and keep children closer	26
3	Have observed trafficking and will report it in future	11
4	Better understanding of trafficking and will not be cheated	24
5	Understand that trafficking is illegal	2
6	Know how to protect themselves from trafficking	12
7	Want to have a video and comedy show in the village again	2
8	Know how to protect themselves from trafficking and are able to share information	19
<b>Total no. of answers</b>		<b>100</b>

Source: Field Survey, December 2005.

### 3.3 Information campaigns and local authorities

#### 3.3.1 Awareness of local authorities

In the FGDs, 22% of participants were from village level, 54% from commune level and from 24% from district level (0% from SR). 46% (90% in Battambang and 80% in Kampong Cham) had never heard of or participated in the IC or a village meeting.

**Table 3.51: Participants in FGDs by level (%)**

No	Participant from	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	Village level	22	10	33	33	22	20	22
2	Commune level	44	60	33	67	56	60	54
3	District level	33	30	33	0	22	20	24
<b>Total participants</b>		<b>9</b>	<b>10</b>	<b>6</b>	<b>6</b>	<b>9</b>	<b>10</b>	<b>50</b>

Source: Field Survey, December 2005.

**Table 3.52: Participants who have/have not attended IC/VBA (%)**

No	Participated	Pursat	BTB	OMC	SR	Kg Thom	Kg Cham	Average
1	IC or VBA	67	10	83	83	89	20	54
2	Neither	33	90	17	17	11	80	46
<b>Total participants</b>		<b>9</b>	<b>10</b>	<b>6</b>	<b>6</b>	<b>9</b>	<b>10</b>	<b>50</b>

Source: Field Survey, December 2005.

Regarding awareness levels among local authorities, only those who had participated in the information campaign/village meeting were able to recall all activities, specific materials, and messages that had been disseminated. Generally only this group was also able to speak in detail about blind migration and could give relevant answers to questions related to trafficking.

Most participants stated that the road show and village meeting were very important in terms of clarifying trafficking and blind migration and after the campaign they shared trafficking-related information and discussed the definitions of trafficking. They could provide some examples clarifying such definitions and differentiate between blind and safe migration.

Furthermore, this group knew that traffickers and *mey-kaals* (brokers) were committing an illegal act against human rights, for which they would be convicted for 10 to 20 years. A significant number of respondents could recall the hotline number and could identify other actors who could be traffickers.

### 3.3.2 *Attitude of the authorities*

**Concerning sharing trafficking-related information**, among key stakeholders there seems to be limited information sharing, apparently related to behavioural norms concerning positions of power and the political environment. FGD participants who did not attend the information campaign/village meeting were not able to talk about trafficking and migration.

A number of communes and districts in the target areas hold regular meetings (monthly/quarterly) to mainstream trafficking issues and migration issues. PDWAs have incorporated the counter-trafficking plan into the five-year strategic work plan of the provincial development plan, and are implementing this through the SEILA Program and other relevant provincial programmes.

At village level, the village chiefs have reminded villagers about trafficking-related information through village meetings, traditional ceremonies and other social occasions. As part of their religious duties monks have played an increasing role in passing the message on to villagers.

**Concerning increase in cases**, findings show that participants were not able to quantify cases happening in the village owing to insufficient capacity of some village chiefs in case management (using the form introduced by the project and the monitoring system created by project FPs at PDWAs). They stated they will work harder to intervene if cases should occur in the village. Village chiefs stated that they would report cases to higher authorities if they were not able to solve them locally. However, they stated that there are more cases of domestic violence and rape than trafficking cases.

**Concerning trafficking case management**, the trafficking case management database has been set up in the four VBA pilot provinces. This database can quantify and follow reported trafficking cases and other incidents, such as domestic violence and rape; it can also record types of assistance, including legal support provided to victims and to vulnerable women and children.

The field survey found that there were limitations in terms of some FPs' capacity (or willingness) to operate the computer to manage the database; to carry out the trafficking case management process; and to complete the required forms. There was a lack of follow-up activities to ensure village chiefs could use the forms properly and comply with these activities.

However, it was found that there was cooperation among stakeholders at local level. Findings show that the local authorities (village chiefs, commune council members, police, district and

provincial officials) have made the issue of human trafficking visible at ground level. This is crucial to addressing trafficking and gender based violence issues in the community: most non-trafficking related cases happen in the village and require the intervention of those who work closely within the community.

### 3.3.3 Case study 1

Case study 1 presents an incident of an unidentified woman (possibly a trafficker) wanting to ‘adopt a child’ from a poor farmer family in a remote village in Siem Reap province. Neighbours suspected that the girl was going to be trafficked and contacted the police. The police officers made the decision to investigate the case without delay and a trafficking situation was avoided. This case represents a good example of relevant and effective cooperation between police and villagers in intervening to prevent trafficking.

#### **Case 1: Child adoption**

A 15-year-old girl is living in a poor family in a village in Siem Reap province with her parents and four brothers and sisters. Her parents are farmers who make their living by growing rice.

One day, a woman aged around 40 asked to adopt the girl and her parents agreed. The parents did not inform the local authorities and let the girl get in a car with the woman. Suspecting trafficking, the neighbour rushed to inform the police at the nearby post. The police investigated the case, arrested the woman in front of Angkor Wat and checked her identification. Identification was inconclusive. The police took the girl back home and gave advice to the parents on the issue.

Source: FGD in Soth Nikum district, Siem Reap province.

### 3.3.4 Case study 2

Case study 2 presents a case of child labour and exploitation. An employer broke the law by exploiting a child for domestic servitude.

The village chief played a very important role in child protection by applying the *seeking support* framework introduced by MOWA and PDWA through the VBA component.<sup>8</sup> This intervention contributed to the safe return of the victim as a result of cooperation at the district/provincial level and the participation of the human rights NGO LICADHO.

#### **Case 2: Child’s labour and exploitation**

A 14-year-old girl was living in a poor family in a village in Kampong Cham province. The parents have no land and make their living by selling their labor to a rich farmer.

Because of poor living conditions, the girl was placed into debt bondage by her parents to be employed as a domestic servant for a man living in Pohnea Krek district in Kampong Cham province. The parents received an advance payment of a year’s salary (400,000 Riel). A few months later, the employer took the girl back to her parents and asked his money back or for the girl to be replaced by her sister, because the girl did not work satisfactorily. On hearing of the case, the village chief asked the commune chief to help solve the problem, but the commune chief and police officers were the employer’s relatives, and the commune chief decided that the parents had to pay the money back.

The village chief helped the parents make an appeal to LICADHO in Kampong Cham. After cooperation between Kampong Cham FPs, PWDA and LICADHO, the girl was released from the employer and reintegrated her back into her family

Source: FGD in Ponhea Krek district, Kampong Cham province.

<sup>8</sup> Seeking Support System, Information Campaign Project/VBA/Draft VBA Work plan.

### 3.3.5 Case study 3

Case study 3 shows how District Women's Affairs (DWA) staff working at district level can play a significant role in combating human trafficking. Relevant cooperation between district police and DWA staff is also key to a successful outcome here.

#### **Case 3: Marriage to a foreigner**

In Stung Trang district, Kampong Cham province, a Cambodian man told of a Korean-managed firm based in Phnom Penh which was looking for beautiful girls who wanted to marry Korean men. The recruiter told villagers that interested girls could apply and then go on to Phnom Penh. The Korean would select successful applicants based on beauty and background.

On becoming aware of this case, DWA staff informed the provincial department and asked for advice. DWA staff in Stung Trang cooperated with the district police to investigate the case; police checked the firm's identification, license and other relevant documents. Although they were able to gain no official proof, the firm was made to promise to discontinue any recruitment in the district.

*Source:* FGD in Ponhea Krek district, Kampong Cham province.

The three cases above identify the crucial role played by local authorities at village and commune level; these authorities are close to the on-the-ground situation and can take significant actions to protect and provide assistance to the vulnerable. District and provincial authorities also play a very important role in carrying out collaborative action if there are problems at commune or village level (especially case study 2).

## Chapter 4: Conclusions and Recommendations

### 4.1 Conclusions

This study aimed to assess the impact in terms of awareness and attitude of the primary target group in the project coverage area after conducting the mass information and micro-information campaign to combat human trafficking.

#### 4.1.1 Awareness and attitude of local participants

Regarding **awareness** of local participants in the target areas, the following conclusions can be drawn:

- Possibly owing to the greater quantity of materials in the IC group, fewer participants could name all the materials in this group than in the VBA group. The control group showed quite different findings: most respondents identified national and local radio (72%), TV (67%) and posters (31%) as the means by which they usually received trafficking-related information. Qualitative differences should also be considered in terms of methodology, number of participants being disseminated to and who is actually providing the information. VBA has been shown to be better qualitatively than a mass information campaign.
- The majority of participants found the road show/village meeting very useful or useful; a very low proportion in the VBA group found it not so useful (1%).
- The IC and VBA groups were not significantly different statistically in terms of what they had learned from the information campaign and village meetings. Most common was knowledge of tricks of trafficking. This was followed by: knowledge of how to protect themselves from trafficking; awareness of the importance of safe migration; better understanding of trafficking; knowledge of participants from whom they can seek assistance; and knowledge of the hotline.
- The IC and VBA group results differed significantly from the baseline data in terms of awareness of locations where participants are most at risk of being trafficked. Most saw the destination as the most at-risk location, followed by travelling to the destination and in the village. One-third of participants stated that all of these locations presented risks. Participants in the control group stated that travelling to the destination presented the most risk, as in the baseline survey.
- The proportion of respondents who could repeat the messages from the road show/village meeting ranged from 30% to 70% depending on the message. The most commonly recalled message was that *traffickers will be imprisoned from 10 to 20 years*, followed by *stop trafficking*.
- All respondents could give a short definition of trafficking, except participants from the control group. In general, most participants understood trafficking to mean selling a woman or child to a brothel, selling a person, or cheating a person.

In conclusion, the information campaign has significantly improved awareness in both groups (IC and VBA), compared with the survey of 2004.

Crosschecking by province, for IC components the survey found that the least awareness was present in Oddar Meanchey province, followed by Kampong Cham province. For VBA, awareness of participants in Oddar Meanchey remained lower than that of participants in other provinces. There was no significant difference between the six provinces in terms of awareness of participants in the control group.

Changes in **attitude** were determined by: more participants being likely to share information; the precautions that participants would take to protect themselves or family members from trafficking; understandings of trafficking; knowledge of the hotline; and willingness to report trafficking cases.

- A high proportion of participants in the IC and VBA groups have shared trafficking-related information, but a low proportion in the control group. It was most common to share information with family members and neighbours and less common to share with friends and other actors.
- A higher proportion of respondents in the IC and VBA groups would take all precautions to protect themselves or family members from trafficking (with the exception of verifying promises made). Fewer precautions would be used by participants in the control group.
- A significantly high proportion of participants in the IC and VBA groups had a high understanding of trafficking and there was increased understanding of other forms of exploitation, including begging and child labour.
- Two-thirds of participants in the IC and VBA groups were aware of the existing hotline; more than two-thirds of those who had heard about the hotline could give the correct number. The control group presents a much lower awareness (8% had heard of the hotline number).
- Participants trusted the village chief and commune chief more than other stakeholders because these actors worked closely with them and could protect them and provide immediate assistance. However, compared with baseline data, there has been an overwhelmingly significant increase in the number of respondents who indicated that they would now approach the police in the event of a trafficking situation
- Of those (less than one-third) who would not report trafficking, one-third were able to give their opinions as to why this was, including lack of clarity on trafficking issues; fear of conflict with the authorities; and fear of trouble with trafficking networks.

General conclusions here show that there is no general difference in the overall results between the IC and the VBA group, although results have improved considerably on the baseline. However, VBA showed greater effectiveness in encouraging reporting of trafficking cases, promoting increased confidence in the police and in disseminating the hotline number. These are core activities that are essential to the prevention of trafficking.

A comparison between provinces indicates less improvement for IC in Oddar Meanchey, followed by Kampong Thom and Kampong Cham, and in Oddar Meanchey and Kampong Thom for VBA.

#### *4.1.2 Awareness and attitude of local authorities*

The field study had initially intended to survey through individual interviews and FGDs with those who had participated in the road show/village meeting conducted at an earlier stage in the project. However, in the FGDs, almost half of the key informants were not aware of the information campaign/village meetings, which made it difficult to reliably assess impact among local authorities (village head, commune council, police and district officials).

In terms of **awareness**, FGD participants who had attended the information campaign/village meetings and were able to discuss trafficking issues and stated that they had found the road show/village meeting to be very important for learning about trafficking and migration issues, mainly because most victims of trafficking were members of local communities and people that they knew. They could differentiate between migration and trafficking issues and give relevant answers to most trafficking questions asked during the discussion.

In terms of **attitude**, a lack of information sharing among key stakeholders was found during the discussion forum; some participants did not know what information to share because they had been absent during the road show/village meeting.

A trafficking case management database has been set up in four VBA provinces, and the project has provided capacity building to FPs working for PDWA. By using the structure of the existing VBA, it was intended that all villages under the VBA would work under the same system. Unfortunately, stakeholders displayed a lack of clarity on this task. In particular, some FPs claimed that they could not operate the computers to manage the database and most village chiefs felt unable to complete the forms provided by the FPs. There was also no effective monitoring system in place to provide technical support

In terms of mainstreaming trafficking concerns, most PDWAs took significant action by incorporating the trafficking plan into the five-year strategic work plan for provincial development as part of the gender equality framework, and by advocating for the introduction of gender concerns, especially trafficking, into the SEIIA Program and other existing provincial programmes. District and commune authorities had also incorporated human trafficking issues into their agenda for monthly and quarterly meetings; at village level, traditional ceremonies, village meetings and other social occasions had been used to disseminate trafficking-related information. Monks have also play a greater role in disseminating information on trafficking and migration issues to villagers.

The three case studies (above) show that there has been relevant and improved cooperation between stakeholders at community level in preventing human trafficking for different purposes. At community level, the village chief, the commune chief, police and villagers are the main key stakeholders: these actors can play an important role in preventing trafficking in the village if relevant networks are supported and consolidated.

Encouragingly, community stakeholders are displaying a tendency to behave differently: the number of participants who would report cases of trafficking has increased significantly, and authorities claim that they will act immediately to assist victims.

## 4.2 Recommendations

The information campaign represented a tool to raise awareness so as to allow participants to protect themselves from trafficking at a time when this issue is increasing and domestic law enforcement remains generally weak.

### 4.2.1 Recommendations for IC

IC brings together all key stakeholders at provincial and national level. One campaign per province is sufficient as it covers all levels.

- When the mass information campaign has already been conducted in the provincial town, there is a need to provide more on-going activities through the micro-information campaign, such as regular meetings at village level.
- Awareness raising activities should be decentralized as much as possible not just to reach the target population on a regular basis but also to encourage monitoring of changes in the types, patterns and processes of trafficking and other types of gender based violence.
- Trafficking messages, best practices in terms of activities and materials should be shared with all trafficking stakeholders so that steps can be taken towards a standardized approach to prevention activities.
- Actual case studies, particularly arrests of traffickers for different purposes (and the process that resulted in the arrest) should be disseminated during information campaigns to provide strategies for protection and raise awareness of the role of the local authorities and the police.
- As all respondents have stated that trafficking is illegal, future information campaigns should concentrate on disseminating a *user friendly* version of the UN Protocol definition of trafficking.
- More research is needed on the relative ineffectiveness of the IC in Odder Meanchey and a more intensive approach (and strategies) may be needed for IC activities particularly in this province. Once again decentralizing prevention activities will allow local stakeholders to raise awareness about and in consideration of local conditions.

### 4.2.2 Recommendations for VBA

It seems that a one-off village meeting without follow-up in each target village is not sufficient to maintain awareness on important messages and foster attitude and behaviour change.

- There is a need to strengthen existing networking systems in location, such as between village chiefs, PDWAs and FPs. It is important to provide on-going support to villages that have been exposed to VBA, follow up and report on progress made and highlight best practices.

- Feedback suggests that a video spot is a better way to put across the message than a story book, or a video with a supporting story book. Efforts should be made to produce more video spots such that would be distributed by the DWA to be shown at ceremonies or other village social occasions.
- In terms of impact, sustainability and addressing trafficking at the community level through networks, compared with IC, VBA has proved effective in mobilizing communities and stakeholders. VBA should be consolidated and mainstreamed further into the SEILA programme.

#### *4.2.3 Recommendations for trafficking case management database*

The database has been set up in four piloted VBA provinces and the project has provided capacity building to FPs working at provincial level. Results showing a lack of networking and capacity to operate computers have led to the following recommendations:

- There is a need to clarify database tasks to FPs and other stakeholders, such as village chiefs, commune FPs and district FPs.
- An effective follow-up system should be designed and implemented to monitor tasks and make sure that all stakeholders are working as envisaged.
- Technical support may need to be provided to FPs in computing and database management.

#### *4.2.4 Recommendations for other actors*

The case studies reveal that there have been improvements in the role of the authorities but the case studies are not representative of the general situation in tackling trafficking.

- There is a need for on-going capacity building and support for village chiefs, commune chiefs and police at local level in order that they can provide basic assistance to victims.
- Further capacity building for local police is needed on investigation, so that they can arrest and convict perpetrators.
- Prevention activities should work with police as facilitators and conduct awareness raising on the new trafficking law. This should include the UN protocol definition and emphasis on renting/ child trafficking after the drafting of the new anti-trafficking law.
- There is a need for on-going and fluid trafficking research to inform all stakeholders on new issues and trends occurring in trafficking and to keep them up to date on new tactics of trafficking networks.

- Best practices and lessons learned, amongst the authorities should be disseminated and encouraged amongst all trafficking stakeholders and included in future prevention activities.

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## APPENDICES

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Appendix One:	List of informants
Appendix Two:	Questionnaire for participants in IC and VBA
Appendix Three:	Questionnaire for participants in control group
Appendix Four:	Questionnaire for focus group discussion

## Appendix One: List of informants

### List of Key Informants Participated in Focus Group Discussions

<i>No</i>	<i>Name</i>	<i>Sex</i>	<i>Position</i>	<i>Location</i>	<i>Remarks</i>
1	Hing Yeng	m	2 <sup>nd</sup> Deputy of CC	Pognhear Krek district, Kg Cham	FGD
2	Keo Yong	m	CC member		
3	Hin Seam	m	CC member		
4	Chin Ton	m	Village chief		
5	Nem Sae	m	Deputy village chief		
6	Huy Vanna	m	DSA, head office		
7	Bun Thy	m	Commune Police Officer		
8	Tun Ear	f	DWA, head office		
9	Doung Mugn	m	1 <sup>st</sup> Deputy of CC		
10	Rin Choy	m	2 <sup>nd</sup> Deputy of CC		
11	Noun San	m	Commune Chief	Stoung district, Kg Thom	FGD
12	Noun Saot	m	2 <sup>nd</sup> Deputy of CC		
13	Yen Yat	m	Village chief		
14	Khat Deoun	m	Commune police officer		
15	Pen Kim Yet	f	DWA, head office		
16	Prum Soun	m	DSA, head office		
17	Pum Suth	m	Commune chief		
18	Pov Saraon	f	Commune FP		
19	Buth Bang	m	Village chief		
20	Sem Sareoun	m	Commune police officer	Sotnikum district, Siem Reap	FGD
21	Leoum Sem	m	1 <sup>st</sup> Deputy of CC		
22	Som Chhum	m	Village chief		
23	Lay Chan	m	Village chief		
24	Heng Lat	m	Commune chief		
25	Ngeuk Than	f	Commune WA		
26	Dat Veth	m	1 <sup>st</sup> Deputy of CC	Samrong district, Oddar Meanchey	GD
27	Kho Kheoun	m	CC member		
28	Nim Reun	f	DWA, head office		
29	Som Malydeth	m	DSA, deputy head office		
30	Mot Chaon	m	Village chief		
31	Sey Sambo	m	Village chief		
32	So Sameoun	f	DWA, head office	Thmor Koul district, Battambang	FGD
33	Tep Sopheak	f	WA, CC member		
34	Pres Setha	m	1 <sup>st</sup> Deputy of CC		
35	Magn Samen	m	CC member		
36	Dam makara	m	Commune police officer		
37	Yong Sotha	m	Village chief		
38	Ath Savuth	m	DSA, officer		
39	Lok Heoun	m	Commune chief		
40	Heng Heoum	m	Deputy district governor		
41	Lim Buntheoun	f	CC member		
42	Som Sophun	f	Deputy district governor	Bakan district, Pursat	FGD
43	Kao Sokhom	f	Commune FP		
44	Pech Srey Phal	f	Commune FP		
45	Seng Rany	f	DWA officer		
46	Ouch Kheoun	m	Commune chief		
47	Nei Doeub	m	2 <sup>nd</sup> Deputy of CC		

48	Phan Pun	m	Village chief		
49	Sao Laon	m	Village chief		
50	Hoy Kim Eng	m	District officer		

### List of Key Persons at Provincial level

<i>No</i>	<i>Name</i>	<i>Sex</i>	<i>Position</i>	<i>Location</i>	<i>Remarks</i>
1	Keo Aon	f	FP & Deputy director of PDWA	PDWA, Kg Cham	Kg Cham
2	Dok Narong	f	FP & Admin head office of PDWA		
3	Khong Sun Eng	f	Director of PDWA		
4	Kao Lim Heng	m	Deputy commissioner	Provincial police station, Kg Cham	
5	Ean Sokhom	m	Head office anti human trafficking		
6	Tho Longdy	m	Deputy head office		
7	Hout Sokun	m	Deputy provincial governor	Kg Thom	Kg Thom
8	Leng Sokun	m	Deputy commissioner	Provincial police station, Kg Thom	
9	Reach Sophal	m	Section chief		
10	Uch vanny	f	FP & deputy head office	PDWA, Kg Thom	
11	Sou Many	f	FP & admin officer		
12	Sun Bunthang	m	Head office of anti human trafficking	Provincial police station, Siem Reap	
13	Em Phala Mony	f	FP & Deputy director of PDWA	PDWA, Siem Reap	
14	Kan Kim Chan	f	Deputy director of PDWA		
15	You Sophea	f	Director of PDWA		
16	Chum Cheat	m	Deputy provincial governor	Oddar Meanchey	OMC
17	Lay Kim Sour	m	Police officer, anti crime office	Provincial police station, Oddar Meanchey	
18		m	Coordinator, ADHOC	Provincial office	
19	Lim Pin Nei	f	FP & awareness officer	PDWA, Oddar Meanchey	
20	So Sovanny	f	FP & awareness officer		
21	Prum Song	f	Deputy director of PDWA		
22	Aou Eang	f	Director of PDWA	PDWA, Battambang	BTB
23	Loeun Somaly	f	Deputy head office		
24	Visoth Rotha	f	Deputy director of PDWA		
25	Seng Sun	m	Head office, Anti human trafficking	Provincial police station, Battambang	
26	Bun Vannara	m	Head section		
27	Eam Punna	f	Director of PDWA		
28	Phuok Phally	f	FP & admin assistant	PDWA, Pursat	Pursat
29	Pol Chanreoun	m	Head of anti human trafficking section	Provincial police station, Pursat	
30		m	Coordinator, LICADHO	Provincial office	

## Appendix two: Individual Questionnaire

For participant in: IC group , VBA group

**Guidelines:** Explain the purpose of the Interview and ask for the participant's consent. Remember to create a friendly atmosphere and ensure that the questions can be answered without disturbance and listen carefully before noting the response. If the answer is not clear, **Probe** the participant and ask the question again. At the end of the interview thank the participant for their time and tell them that the interview is utmost confidential.

**Interviewer** .....

Date of the interview ..... Province.....

District.....Commune.....Village.....

### I. General Information

1. Gender:      Male               Female

2. Age:..... Year of birth.....

3. Education level: .....

4. Where did you see the MoWA information campaign road show/ participate in the village meeting?  
.....

5. What kind of information on trafficking did you see/receive?

- |   |                                       |                                     |                          |
|---|---------------------------------------|-------------------------------------|--------------------------|
| <input type="checkbox"/> Trafficking Video, | <input type="checkbox"/> Comedy Team, | <input type="checkbox"/> Posters,   | <input type="checkbox"/> |
| T-Shirt,                                    |                                       |                                     |                          |
| <input type="checkbox"/> Stickers,          | <input type="checkbox"/> Story Book,  | <input type="checkbox"/> Help Card, | <input type="checkbox"/> |
| Radio,                                      |                                       |                                     |                          |
| <input type="checkbox"/> TV,                | <input type="checkbox"/> Banner,      | Other.....                          |                          |

6. Did you find the Road-Show/ village meeting:

Very useful ,      Useful ,      not so useful ,      Not useful at all

Explain.....  
.....

7. What did you learn from the campaign/ meeting?

- |  |  |
|--|--|
| <input type="checkbox"/> How to protect yourself,      | <input type="checkbox"/> tricks of trafficker,               |
| <input type="checkbox"/> importance of safe migration, | <input type="checkbox"/> who to seek assistance from,        |
| <input type="checkbox"/> hotline number,               | <input type="checkbox"/> better understanding of trafficking |
| Other .....  |  |

8. Where are people at most risk of being trafficked?

In village ,      traveling to the destination ,      at the destination ,      at all of these places

9. Can you remember any of the Messages from the road-show/village meeting?

- |   |   |
|---|---|
| <input type="checkbox"/> Be Smart Be Safe                     | <input type="checkbox"/> Parents who sell their children are traffickers.             |
| <input type="checkbox"/> Stop Trafficking                     | <input type="checkbox"/> Traffickers will be imprisoned from 10-20 years imprisonment |
| <input type="checkbox"/> Don't sell children to pay off debts | <input type="checkbox"/> Hotline number 023 720 555                                   |

any other relevant messages/information? .....

10. Have you shared any trafficking related information? Yes , No   
If yes with whom: Family members , neighbours , other migrants ,  
Others.....

11. What precautions would you take to protect yourself or a family member from trafficking?  
 Don't leave the village,  leave the village but inform family members,  
 inform friends,  inform relatives,  
 inform neighbours,  inform village chief,  
 Know where and who you are going to,  Know the person that you will travel with,  
 Learn the hotline number,  verify the promise,  
Other .....

12. What do you understand by trafficking?  
 Cheating,  selling a person,  
 selling of a woman or child to a brothel,  renting children for begging/labour,  
 forced labour inside Cambodia,  forced labour outside Cambodia,  
 kidnapping,  Don't know,  
Other .....

13. Is renting children for begging or labour considered as a kind of trafficking?  
Yes , N , Don't Know

14. Is trafficking illegal? Yes , N , Don't Know

15. How long will convicted traffickers go to jail for?  
 from 10 to 15 years,  from 15 to 20 years  
 from 5 to 10 years  don't Know

16. Is there a trafficking Hotline? Yes , No , Don't know ,  
If yes, what is the hotline number?.....

17. If you witnessed trafficking, would you report it? Yes , No

18. If yes, who would you report it to?  
 Police,  NGOs,  Neighbours,  Siblings and parents,  
 Village Chief,  Communal Chief,  Social workers,  DWA,  
 Local authority, Other .....

19. If no, why would you not report?  
.....  
.....

20. Who do you trust to help you if you have a problem with trafficking?  
 Village Chief,  Police,  Community Group,  NGO,  
 Ministry,  Monks,  Teachers,  Achar,  
 local authority,  No One, Other .....

21. Generally how has the information changed your attitude and/or behavior?  
.....  
.....  
.....

## Appendix three: Individual Questionnaire

*For Control Group*

**Guidelines:** Explain the purpose of the Interview and ask for the participant's consent. Remember to create a friendly atmosphere and ensure that the questions can be answered without disturbance and listen carefully before noting the response. If the answer is not clear, **Probe** the participant and ask the question again. At the end of the interview thank the participant for their time and tell them that the interview is utmost confidential.

**Interviewer** .....

Date of the interview ..... Province.....

District.....Commune.....Village.....

**I. General Information**

1. Gender:      Male               Female

2. Age:..... Year of birth.....

3. Education level: .....

4. What kind of information on trafficking did you see/receive?

- |   |                                       |                                     |                          |
|---|---------------------------------------|-------------------------------------|--------------------------|
| <input type="checkbox"/> Trafficking Video, | <input type="checkbox"/> Comedy Team, | <input type="checkbox"/> Posters,   | <input type="checkbox"/> |
| T-Shirt,                                    |                                       |                                     |                          |
| <input type="checkbox"/> Stickers,          | <input type="checkbox"/> Story Book,  | <input type="checkbox"/> Help Card, | <input type="checkbox"/> |
| Radio,                                      |                                       |                                     |                          |
| <input type="checkbox"/> TV,                | <input type="checkbox"/> Banner,      |                                     |                          |
| Other .....                                 |                                       |                                     |                          |

5. Did you find from the above mentioned (refer to Q4):

Very useful ,              Useful ,              not so useful ,              Not useful at all

Explain.....

6. What did you learn from information discrimination means as in Q4?

- |  |  |
|--|--|
| <input type="checkbox"/> How to protect yourself,      | <input type="checkbox"/> tricks of trafficker,               |
| <input type="checkbox"/> importance of safe migration, | <input type="checkbox"/> who to seek assistance from,        |
| <input type="checkbox"/> hotline number,               | <input type="checkbox"/> better understanding of trafficking |
| Other .....  |  |

7. Do you know, where are people at most risk of being trafficked?

In village ,    traveling to the destination ,    at the destination ,    at all of these places

Other .....

8. Can you remember any of the Messages from above information which you have seen/received as in Q4?

- |   |   |
|---|---|
| <input type="checkbox"/> Be Smart Be Safe                     | <input type="checkbox"/> Parents who sell their children are traffickers.             |
| <input type="checkbox"/> Stop Trafficking                     | <input type="checkbox"/> Traffickers will be imprisoned from 10-20 years imprisonment |
| <input type="checkbox"/> Don't sell children to pay off debts | <input type="checkbox"/> Hotline number 023 720 555                                   |

any other relevant messages/information? .....

9. Have some body else shared any trafficking related information? Yes , No   
If yes by whom: Family members , friends , neighbours , other migrants ,  
Others.....

10. Have you shared any trafficking related information? Yes , No   
If yes with whom: Family members , friends , neighbours , other migrants ,  
Others.....

11. What precautions would you take to protect yourself or a family member from trafficking?  
 Don't leave the village,  leave the village but inform family members,  
 inform friends,  inform relatives,  
 inform neighbours,  inform village chief,  
 Know where and who you are going to,  Know the person that you will travel with,  
 Learn the hotline number,  verify the promise,  
Other .....

12. What do you understand by trafficking?  
 Cheating,  selling a person,  
 selling of a woman or child to a brothel,  renting children for begging/labour,  
 forced labour inside Cambodia,  forced labour outside Cambodia,  
 kidnapping,  Don't know,  
Other .....

13. Is renting children for begging or labour considered as a kind of trafficking?  
Yes , No , Don't Know

14. Is trafficking illegal? Yes , No , Don't Know

15. How long will convicted traffickers go to jail for?  
 from 10 to 15 years,  from 15 to 20 years  
 from 5 to 10 years  don't Know

16. Is there a trafficking Hotline? Yes , No , Don't know   
If yes, what is the hotline number?.....

17. If you witnessed trafficking, would you report it? Yes , No

18. If yes, who would you report it to?  
 Police,  NGOs,  Neighbours,  Siblings and parents,  
 Village Chief,  Communal Chief,  Social workers,  DWA,  
 Local authority, Other .....

19. If no, why would you not report?  
.....

20. Who do you trust to help you if you have a problem with trafficking?  
 Village Chief,  Police,  Community Group,  NGO,  
 Ministry,  Monks,  Teachers,  Achar,  
 local authority,  No One, Other .....

21. Generally how has the information changed your attitude and/or behavior?  
.....



