

Reducing Vulnerability to Human Trafficking

Research on awareness campaigns in Nepal



The problem of human trafficking

Worldwide

About **1 in 350 people** are victims
Over **US\$ 150 billion** in illegal profits every year

In Nepal:

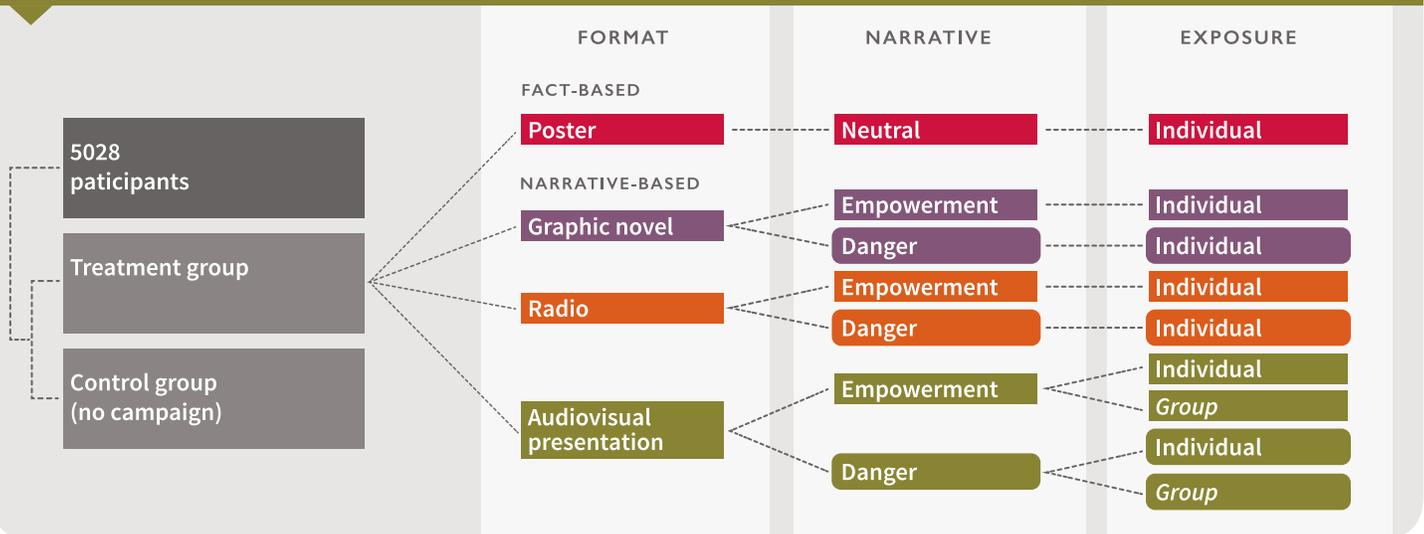
Almost **1 in 100 people** are victims

Girls and boys, women and men are **trafficked for sex and labor** domestically and internationally, to India and beyond

The **2016 Global Slavery Index** ranked Nepal **13th of 167 countries** according to share of population in slavery

Measuring the effectiveness of campaigns

We examined the effectiveness of various awareness campaigns in eliciting change in participants' knowledge, attitudes, beliefs, and practices regarding human trafficking. Participants were randomly assigned to one of several campaigns or to a control group. Effects were documented immediately after exposure and six months later.



Anti-trafficking awareness campaigns work

Better ability to recognize trafficking

Without campaign, 1 in 100 self-identify as victims; **with campaign, 2 in 100 do**

Without campaign, 4 in 100 recognize trafficking among family and friends; **with campaign, 10 in 100 do**

Perceptions and willingness

Greater awareness that **boys and men are vulnerable** and that **trafficking is an urgent problem**

Increased willingness to engage with victims and commitment to act against trafficking
Yet, the **effects of campaigns are mostly short-lived**

Lessons for Designing Anti-Trafficking Campaigns



Radio works best in a context like Nepal

Narrative-based formats are more effective than the fact-based, poster format

No narrative-based format is consistently more effective than others

Radio is the most cost-effective, given its lower production and dissemination costs

Empowerment narratives work better than danger narratives

Empowerment narratives are more effective, especially when it comes to improving attitudes toward victims

Individual exposure is preferable to group exposure

Evidence regarding individual versus group exposure

	Individual	Group
Improves knowledge about what constitutes trafficking	●	
Encourages positive attitudes toward victims and support for anti-trafficking policies		●
Enhances ability to recognize cases of trafficking	●	
Fosters the belief that trafficking is a problem and increases sense of urgency around it		●
Increases perceptions about frequency of different types of trafficking	●	
Increases perception about vulnerability of boys and men		●
Promotes commitment to act against trafficking	●	

Individual exposure is substantially less costly, as it does not require assembling individuals or providing a facilitator

Campaigns should be recurrent whenever possible

Repeated anti-trafficking awareness campaigns are needed to reinforce desired changes in knowledge, attitudes, beliefs, and practices

About the study

Archer, Dan, Margaret Boittin Osgoode, and Cecilia Hyunjung Mo (2016).

Reducing Vulnerability to Human Trafficking: An Experimental Intervention Using Anti-Trafficking Campaigns to Change Knowledge, Attitudes, Beliefs, and Practices in Nepal.

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The working paper is available here:
<https://goo.gl/igwOLb>