



Asian Awareness Campaign to Counter Trans-national Trafficking in Persons 2006



U.S. GOVERNMENT COORDINATION AND ENGAGEMENT

An effective program to combat human trafficking requires close collaboration and coordination amongst USG agencies. USAID Regional Development Mission of Asia looks forward to close collaboration with each Embassy and USAID Mission on in-country programming.

BACKGROUND Trafficking in persons (TIP) involves victims who are forced, defrauded or coerced into labor or sexual exploitation. Annually, nearly 800,000 people—mostly women and children—are trafficked across national borders. This estimate does not take into account millions of people who are trafficked within their own countries. The U.S. Government has a critical role in the fight against trafficking in persons and USAID is uniquely positioned to engage this issue robustly across Asia. TIP, by its nature, is a regional problem, with victims trafficked within and across borders, involving poor and middle class persons trafficked from developing countries through other countries, and often ending up in wealthy destination countries. Prevention, protection, and prosecution programs can benefit from a regional perspective working across national borders.

ANTI-TRAFFICKING IN PERSONS PAN-ASIAN CAMPAIGN

USAID, the MTV Europe Foundation (MTVEF) and MTV Networks Asia Pacific (MTVNA) have joined in a partnership to raise awareness about and increase prevention of trafficking in persons in Asia. In order to maximize the impact of this Asia-wide awareness building campaign, the initiative's efforts will be split into two distinct but interrelated efforts by geographic region -- south Asia and East Asia including the Pacific. The campaign will be implemented using three main communication vehicles: on the air, online, and on the ground.

Project Components

ON AIR

Long form documentary The project will produce two separate 44-minute documentaries--one for South Asia and one for East Asia and the Pacific--which will walk young viewers through the issues of trafficking in persons via the stories of real people involved in this tragedy of human exploitation (victims/survivors, "clients," police/authorities, NGOs, and perhaps the traffickers themselves), explaining how to avoid becoming involved in TIP, how to help protect friends and family members, help available from NGOs, and how to avoid being complicit in TIP. These programs clarify the connection between the individual countries of Asia through TIP, and the person well known and respected in that country.

Short films The short film format allows for additional general awareness messaging, as well as specific prevention advice as follow up after the documentary. MTVNA will produce five short films of five to ten minutes for each of the two regions which will be aired with celebrity presentation as a compilation show. These short films will also be rolled out as individual films during video rotation. MTVEF/MTVNA will base these films on the actual stories and experiences of young people in Asia.

Public Service Announcements (PSAs) Because of their brief format (30-60 seconds), PSAs allow for many more airings than the longer-form programming discussed above. PSAs can promote general awareness issues or very direct and precise prevention messaging, and their creativity and originality can resonate with audiences in a different way. Each individual MTVNA country will create PSAs specific to their audience.

More than 390 million households in the MTV Asia Pacific Broadcast Region and Distribution network can be reached via these on-air components.

ON THE GROUND

National Events A series of MTV events will be held in key source and destination countries in Asia to raise awareness, generate additional media attention for anti-TIP efforts and messages, and bolster support for local anti-TIP NGOs. These events would feature international, regional, and/or local artists, and ensure the involvement of NGOs. Large scale events like these are a highly effective vehicle to raise awareness directly with young people, and also to support local NGOs by providing a forum to interact with young people and the media in positive new ways. In many countries, particularly source countries, the MTV name and logo and image brings excitement, credibility, and media attention throughout society to an event and an issue that otherwise does not exist.

Road Shows Acknowledging that a significant segment of the population does not have access to televisions in their homes, events will also be arranged with a tour of rural areas. Events would include media shows with a special vehicle outfitted with a large film screen. Anti-TIP programs would be shown on the screen in a public area along with discussions led by local NGO experts and the possible participation of local radio or TV personalities. Shows would also be delivered through local theatres, community centers, and other media outlets.

Anti-trafficking Materials The project will work with anti-TIP NGOs to develop simple, attractive, culturally sensitive and substantively correct materials in major local languages that young people would keep and use as reference tools. In addition to basic anti-TIP prevention information, the materials will include NGO information and hotline numbers.

ONLINE

Websites MTVEF/MTVNA will develop websites in several Asian languages. These websites will include key anti-TIP messages, MTV programming, NGO hotlines and contacts, downloads, and other information.



CONTACT: MICHAEL STIEVATER

*Regional Development Mission/Asia
General Development Office
GPF Towers, Tower A
93/1 Wireless Road
Bangkok, 10330 Thailand
Office: 662-263-7467
Fax: 662-263-7499
Email: mstievater@usaid.gov*