



Prevention Strategies – Part II

Prevention and Protection Through Awareness Raising & Advocacy





Apples and Oranges

“**Advocacy**” is the promotion of an idea, to influence thoughts and/or behaviors, often on behalf of another person or group

“**Awareness Raising**” can involve advocacy (e.g. active: advocate the use of condoms); or involve no advocacy just ‘informative’ (e.g. non-active: police will be checking for drunk drivers during this holiday period)





You think you know...do you?

First things first..

- You can't change something if you don't know the reality of the situation
- A rapid assessment (or more formal controlled research) of attitudes, perceptions and/or behaviors will give you a baseline from which to develop your campaign (either advocacy or awareness raising)





Advocating for safer migration

First things to consider..

1. What is your objective?
2. What is your message?
3. Who is your audience?
4. What do you want to achieve (specific)?
5. When do you want to achieve it?





Be 'SMART' in advocacy

Use the 'SMART' approach when embarking in an advocacy campaign. Your objectives should be:

S – Specific: To influence behavior of migrants

M – Measurable: Increases legal work registrations

A – Achievable: Favorable environment

R – Relevant: Will this really effect the overall issue?

T – Timed: You must give yourself a time-bound limit





Beneficiaries & Audiences

Beneficiaries:

- Adult Migrants
- Children

Audiences:

- Governments
- Employers
- Workers
- Consumers of migrant-produced services





Delivery vehicles - awareness

Awareness Raising of migrants:

- Direct IEC campaigns (brochures, guide books, posters, radio/TV adverts)
- Community gatherings/events/concerts
- Television dramas (storylines with a message) like BBC's Taste of Life soap opera in Cambodia





Delivery vehicles - advocacy

Advocating for migrants/children

- Concerts/events that receive broader media coverage and reach policy makers
- Giving vulnerable groups their own 'voice' through pre-arranged venues (e.g. Mekong Youth/Women's Forums)

