

Advocacy and Awareness Raising: To Prevent Trafficking and Labour Exploitation of Vulnerable Groups

Group Work/Competition (30 minutes):

1. Break into groups of your choosing (e.g. by language, constituency, etc)
2. You have 30 minutes to develop the outline of an advocacy campaign OR an awareness raising campaign
3. Do not focus on the activities - focus on articulating the strategy.
4. Ensure that you use the SMART objective approaches explained in the presentation.

Your Campaign should have the following (at a minimum):

- a) Why you decided to launch the campaign and on what evidence that it is required.
- b) The Main Objective
- c) The Beneficiaries and the Audiences (your choice - but beneficiaries must be from 'vulnerable' groups)
- d) Satisfy the SMART Objectives Approach (answering all five questions)
- e) How you will execute it (the campaign must run a minimum of 6 months and a maximum of one year)

Refer to the handouts of the presentation - and remember you are competing with the other groups! Higher scores will be awarded to those who pay attention to the process of the SMART approaches.

Good luck!