



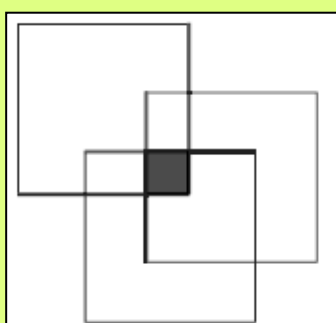
International
Labour
Organization



IOM International Organization for Migration



“Be the change” Community mobilization pack



**International
Programme
on the Elimination
of Child Labour
(IPEC)**

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February 2010

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International Labour Organization (ILO)
International Organization for Migration (IOM)
United Nations Children’s Fund (UNICEF)

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Introduction

Child trafficking is a crime against humanity marked by the intent to deceive and exploit. It strips children of their most fundamental human rights to life, liberty, education and protection. Trafficking reduces a person to the level of a thing or commodity and is one of the "unconditional worst forms of child labour".

According to recent ILO estimates, there are over 245 million child labourers below the age of 18 across the globe. Approximately 179 million of these are engaged in the worst forms of child labour which includes child prostitution, children in armed service, slavery, child trafficking and domestic work. ILO estimates that some 1.2 million children are trafficked into exploitative situations such as these every year. Sub-Saharan Africa alone accounts for over 23 per cent of all employed children between the ages of 5 years old and 14 years old.

In Zambia, child labour affects around 895,000 children under the age of 18.¹ Trafficking for child labour is widespread in Zambia and is fuelled by the demand for cheap labour particularly for domestic work, agriculture, fishing and shop keeping. Defined as employment or unpaid work that violates the rights of children, child labour is attractive not because the labour is cheap but because children are easier to abuse and control. They are less likely to know or claim their rights than adults and can be made to work for longer hours in conditions that put at risk their physical and mental health. They can also be put in poor accommodations, and denied food, care and benefits and are less likely to assert themselves.

Many of the victims of trafficking for child labour suffer physical, sexual and emotional abuse as a result of their exploitation. The root causes of human trafficking include poverty, unemployment, gender inequalities, violence, exclusion and the demand for cheap labour. Traffickers especially target people who are vulnerable; these are often children, young people and women.

ILO further points out that trafficking for child labour is sometimes disguised as fostering where poorer relatives are taken in and exploited. This practice continues unabated given the low levels of awareness among members of the public of this vice, and its illegality.

"Be the change" is a project that aims to raise awareness on human trafficking for child labour by spotlighting issues that make people indifferent to addressing the supply and demand of trafficked labour. The project will work in conjunction with key partners such as the Ministry of Labour and Social Security, the Ministry of Education, workers' unions, employers' representatives, community-based organizations and children themselves to make children and communities aware of human trafficking for child labour. The project will identify key change agents, such as teachers, community groups and children, to target communities. Using child-to-child communication, the project will work with in-school children to reach and teach children that are out of school and make them aware of how children are trafficked for child labour.

The "Be the change" project is funded by the European Commission (EU) through the ILO International Programme on the Elimination of Child Labour (IPEC) project "Tackle child labour through education" (TACKLE) and is supported by the Joint UN Programme on Human Trafficking. The Joint UN Programme on Human Trafficking was established in 2008 by the International Labour Organization (ILO), the

¹ Central Statistical Office of Zambia, 2005 *Child Labour Survey Report*. Lusaka, 2007.

International Organization for Migration (IOM) and UNICEF, to support government and civil society organizations in Zambia to address human trafficking and its consequences such as child labour.

This community mobilization pack is based on the IPEC Supporting Children's Rights through Education, the Arts and the Media (SCREAM) education pack on child labour and provides some information that will help you stimulate discussions on human trafficking for child labour with children and adults in your school, group or community. The pack is largely based on communication for social change principles which focus more on changing social norms and perceptions rather than just individual behaviour.

The pack outlines what the "Be the change" project aims to achieve and defines key concepts used in "Be the change" reach and teach activities. It also proposes ways that communities and individuals can get involved in the project and suggests a timeline for implementation of activities. Furthermore, it provides details on where you can get more information about the "Be the change" project.

We encourage you to use this community mobilization pack and poster comic in conjunction with other human trafficking and child labour materials and to send your feedback or information requests to any of the addresses on the back of the pack.

Remember, you are a light to all. You can make a difference in the lives of others, so go on shine your light and be the change!

Key words and concepts

Who is a child?

In Zambia, there is no standard definition of a child, as interpretations differ according to the context and legal provisions. The Constitution defines a young person as anyone under the age of 15, while the Employment of Young Persons and Children Act (2004) defines a child as any person under 15 years of age and a young person as anyone between 15 years old and 18 years old. Furthermore, the 2004 Child Policy and Anti-Human Trafficking Act of 2008 define a child as any person below 18 years of age.

This project uses the 2004 Child Policy, the 2008 Anti-human Trafficking Act and UN Convention on the Rights of the Child definition of a child which define a child as any person under 18 years of age.

What is child work?

Work, particularly that which is aimed at socialization and training in a protected environment, is not necessarily bad for children as long as the work is not dangerous and does not interfere with the child's health, education or normal physical, moral or emotional development. Zambian law (the Employment of Young Persons and Children Act, 2004) permits children aged 13 years old to 15 years old to do work that is light and does not negatively affect a child's school attendance, health or development.

Although children under 13 years old should not be put to work under any circumstances, a 2009 ILO study (based on information from the 2005 Labour Force Survey) on understanding children's work in Zambia estimated that over 870,000 children below the age of 12 were engaged in an economic activity, and an additional 358,000 children aged 12 years old to 14 years old in non-light economic activity. The report further estimates that 47 per cent of children between 7 years old and 14 years old, some 1.2 million children, were in some form of work. About 96 per cent of these work in the agriculture sector.² A significant number work without pay.

What is child labour?

Child labour constitutes work that is likely to harm the safety, morals, physical, mental or emotional health of a child. In 1999, ILO passed Convention No. 182 on worst forms of child labour which lists slavery, compulsory labour, prostitution, pornography, production or trafficking of drugs, the use of children in armed conflict and the sale and trafficking of children as some of the worst forms of child labour.

Zambia ratified ILO Convention No. 182 in 2001 and enacted the Employment of Young Persons and Children Act, 2004. The Act prohibits the employment of children below 15 years old (but allows children 13 years old to 15 years old to perform light work that is not hazardous and does not interfere with their schooling) and prohibits the employment of children under 18 years in hazardous work.

What is human trafficking?

Human trafficking is defined as the recruitment, transfer, transport, harbouring and receipt of a person by means of deception or force for the purpose of exploitation.³ A person is said to be trafficked when they are convinced, persuaded or forced (recruited) to move from one location to another (transported)

² Ibid.

³ United Nations, *The UN Protocol to Protect, Prevent and Suppress Trafficking in Persons, Especially Women and Children*, 2003, Article 3.

by another person to be exploited (where a person unjustly or illegally benefits personally or financially from another person's work). Adults are only considered victims of trafficking if they are recruited by force, intimidation or deception (false promises). The three elements of trafficking of an adult are recruitment, transport and exploitation.

What is child trafficking?

Children are always considered as victims of trafficking if they are moved by someone to be exploited. Deception or consent of the parent or even the child is irrelevant.

What is external and internal trafficking?

When a person is moved to another country to be exploited, this is called external or cross-border trafficking. When the recruitment, movement and exploitation happen within the same country, this is called internal trafficking. Any person, young or old, can become a victim.

What is exploitation?

Exploitation in relation to human trafficking includes forced labour which is labour obtained or maintained through the use of force, threats, intimidation or other forms of coercion or physical restraint. It also includes the worst forms of child labour (hazardous child labour); sexual exploitation (participation in sexual acts by force or threats), sometimes for commercial purposes such as prostitution; domestic servitude which is domestic labour that is obtained or maintained by intimidation (threats of serious harm, or by any scheme intended to make a person believe that if they do not perform the work they will suffer serious harm); and the removal of human organs⁴.

The ILO definition of exploitation of trafficked labour includes all forms of slavery or practices similar to slavery, debt bondage, serfdom and forced or compulsory labour including forced or compulsory recruitment of children for use in armed conflict as outlined in Convention No. 182.

Furthermore, the definition covers the use, procuring or offering of a child for prostitution, for the production of pornography or for pornographic performances as well as the use, procuring or offering of a child for illicit activities, in particular for the production and trafficking of drugs as defined in the relevant international treaties. It also includes work which, by its nature or the circumstances in which it is carried out, is likely to harm the health, safety or morals of children (Convention No. 182, Art. 3(d) and Convention No. 138, Art. 3); as well as work done by children below the minimum age for admission to employment (Convention No. 138, Art. 2 & 7).

The Anti-Human Trafficking Act of 2008

Zambia ratified the UN Protocol to Prevent, Punish and Suppress Human Trafficking, Especially Women and Children in 2005 and in 2008 passed the Anti-Human Trafficking Act, a specific anti-human trafficking law which criminalises all forms of human trafficking and provides for the prevention and prosecution of trafficking and for the protection of victims.

⁴ Government of the Republic of Zambia, *The Anti-Human Trafficking Act*, 2008, Part II, 3. (1).

The law defines trafficking as recruiting, transporting, transferring, harbouring or receiving a person within or outside Zambia's borders for the purpose of exploitation by threats, use of force, illegal adoption, intimidation or deception. The law prescribes a minimum penalty of 20 years in prison for trafficking an adult⁵ and a 25-year minimum for child trafficking⁶.

Trafficking for child labour

According to Zambian anti-human trafficking law, trafficking for child labour includes engaging a child, away from the child's home and parental care, in work that exploits the child's labour⁷. In Zambia, trafficking for child labour attracts a penalty of a minimum of 25 years in prison⁸.

Sara's story

One bright morning, Sara's mother told her she would be going to Lusaka to stay with a relative who would pay for her schooling. Her somewhat envious cousin, asked her to send her some "nice clothes" when she got there. Sara did not want to leave, but found some comfort, even though briefly, knowing that she was going to be living in "the bright lights of town". What Sara did not know was that she would never go to school but would instead become an 11-year old domestic servant (maid) and nanny.

To teach her the work that she would be expected to do, Sara was first sent to a string of homes and maid centres in Lusaka. It was tough work, and when she cried or complained she was beaten or scolded by her new masters. She was sometimes moved from one house to another so that she didn't get too used to her surroundings. In her final "employer's" home, she could only eat when all the work was done, and had to be awake before 5 hours in the morning to get the children ready for school, clean the house and make everyone else's breakfast. She was shouted at if her master thought she wasn't working fast enough.

She wasn't allowed any contact with her family or anyone in the neighbourhood. Eventually, after several attempts, she managed to escape. Sara found help through some neighbours who took her to a children's home. The police followed up her case and the woman who had recruited her was arrested and sent to prison. Sara was returned to her home but will never forget the day she was promised a 'better life' but ended up being exploited instead. Her mother and people in her village were told what had happened to her and about how traffickers make false promises to get people to go with them. They were warned to be very careful of people who promise them things that sound too good to be true because these people might harm them or their children.

⁵ Ibid.

⁶ Government of the Republic of Zambia, *the Anti-Human Trafficking Act*, 2008, Part II, 3. (2).

⁷ Government of the Republic of Zambia, *the Anti-Human Trafficking Act*, 2008, Part I, 2. (1).

⁸ Government of the Republic of Zambia, *the Anti-Human Trafficking Act*, 2008, Part II, 3. (4).

What is “Be the change”?

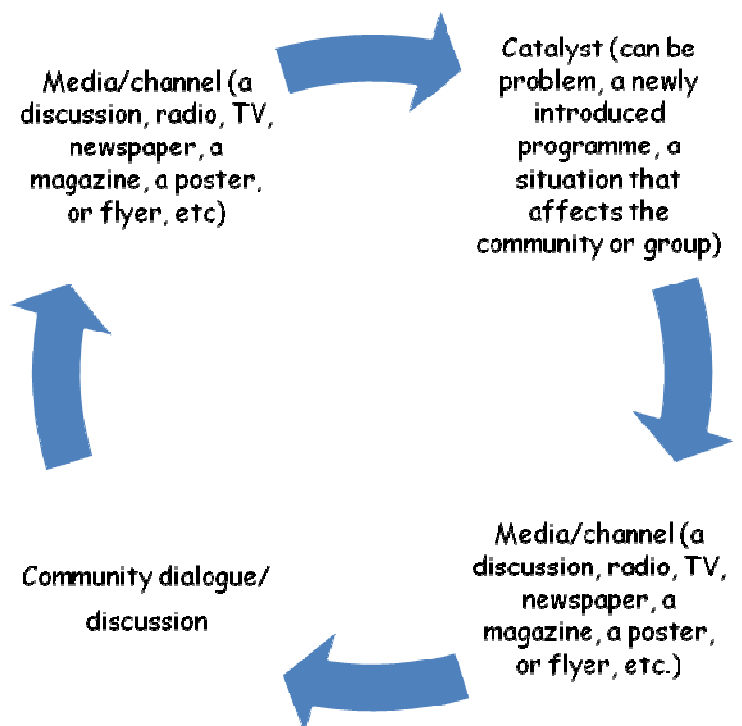
“Be the change” is a communication initiative that uses a communication for social change approach to raise awareness on human trafficking and child labour. **Social change** is commonly said to have happened when a group acts to change behaviour or practices that affect the group. **Communication for social change** is a type of communication that usually starts with a **catalyst** or stimulus which could be a common problem or a situation affecting or that could potentially affect a community. This catalyst stimulates **dialogue** or discussion in the community. If effective, this dialogue leads to a decision or to different choices for action. The decision or choice can lead to another course of action or to the resolution of the common problem or situation.

This dialogue can be channelled through different outlets to ensure that it triggers a response from groups or people that can help change the situation. Where a group or community might need key people outside their group to help, the media can play a role in amplifying the voices of those who would not normally be heard. People outside the group who are essential to resolving the issue could also use the media to communicate their response back to the community. In this way, communication for social change is cyclical (see the figure here).

For social change to happen and be sustained, communication should shift from messages that prescribe behaviour to ones that are generated by the community itself. The messages should encourage dialogue and debate on issues that resonate with the community.

The message should not be irrelevant to the community or take a top-down approach. Communication for social change emphasizes change in social norms and values; creating an environment that supports change in perception, behaviour and culture as opposed to individual change. This type of change is sustainable because it comes from within the community and is therefore reinforced by the community.

Any person can be the catalyst for change or a **change agent**. The change agent stimulates and supports dialogue and debate on issues of concern.



Change agents follow three key principles:

1. Ensure the message (information) that is sent out encourages discussion by getting people thinking and talking about it.
2. Ensure the message influences social norms and the way society, and not just individuals, look at or respond to the issue or situation.
3. Identify community solutions to the problem, not just external ones.

What “change” do we want to see?

The change we want to see is a change in community perceptions on the acceptability of using trafficking victims for child labour.

What can we do to make the change happen?

- o Raise awareness on human trafficking for child labour by spotlighting issues that make people indifferent to addressing supply and demand of trafficked labour.
- o Identify key change agents, such as teachers, community groups and children and establish a network of individuals and organizations to raise awareness on trafficking for child labour.
- o Support key change agents to conduct “reach and teach” activities to spotlight issues that make people indifferent to addressing supply and demand of trafficked labour with community members and children.
- o By using child-to-child communication, work with in-school children to reach and teach children that are out of school and make them aware of how children are trafficked for child labour.

Target groups and key messages

Here are some key messages on human trafficking that can be included in your dialogue with the following target groups:

Target groups	Key message
o Primary target: Children and young people	- o Human trafficking is a crime - o Human trafficking for child labour violates a child's rights to protection, education, parental care, and freedom from exploitation. - o All children have the right to be free from the worst forms of child labour including trafficking. - o Traffickers are often people we know. - o Children who live away from home are particularly vulnerable to exploitation - o Using child or trafficked labour is a crime. - o No one is immune to being trafficked, young or old, it could happen to you! - o Traffickers count on their victims believing that they will take care of their interests. - o Traffickers use “great sounding” promises to “hook” you and once they have what they want, you have little or no control over what they do or where they take you. - o Trafficking happens in communities and it is there that it can be stopped. - o You can be the spark that starts and sustains the change in your home and our community.

o Men, women, parents and community groups	- o Traffickers are often people we know. - o Traffickers use "great sounding" promises to "hook" you and once they have what they want, you have little or no control over what they do or where they take you or your child. - o Children who live away from home are particularly vulnerable to exploitation - o Trafficking happens in communities and it is there that it can be stopped. - o The family is a child's first line of protection. - o Studies show that children from poor or rural families or who do not live with their parents are most likely to be vulnerable to being trafficked. - o Unless entire communities and everyone in them know what trafficking and child labour are we will not be able to protect those most vulnerable to it. - o The law provides for a minimum of 20 years in prison for trafficking an adult and a minimum of 25 years for trafficking a child. - o Trafficking a child for child labour attracts a 25 year minimum prison sentence. - o All children have the right to be free from the worst forms of child labour including trafficking. - o Prevention is the best protection. - o Continued education may come at a cost in the short run, but will pay off longer term - o Massive action at all levels is critical to "break the chain" of human trafficking. - o We must all be the catalyst that starts and sustains the change in our community. - o We must "be the change".
o Targeted as advocates: Ministry of Labour and Social Services, Ministry of Education, trade unions, employers associations, UN agencies	- o Using child or trafficked labour is a crime. - o Human trafficking is a crime prohibited by law. - o Human trafficking for child labour violates a child's rights to protection, education, parental care, and freedom from exploitation. - o According to studies, women and children are most vulnerable to being trafficked because they tend to have little say over what happens to them. - o The family is the first line of protection. - o Addressing the vulnerability of families can strengthen their ability to protect children from being trafficked. - o Studies show that children from poor or rural families or who do not live with their parents are most vulnerable to being trafficked. - o The law provides for a minimum of 20 years in prison for trafficking an adult and a minimum of 25 years for trafficking a child. - o Trafficking a child for child labour attracts a 25 year minimum prison sentence.

	- o All children have the right to be free from the worst forms of child labour including trafficking. - o Trafficking for child labour does not happen in sectors of the economy that are routinely monitored. - o Massive action at all levels is critical to "break the chain" of human trafficking. - o Children who live away from home are particularly vulnerable to exploitation - o Traffickers are often people we know. - o Continued education may come at a cost in the short run, but will pay off longer term - o We must all be the catalyst that starts and sustains the change in our community.
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*These messages can be used in information and communication materials.

What you can do to "Be the change"?

1. How many people can you reach?

Here are some things that you can do:

- Organize and conduct a "**Reach and teach**" week. Aim to reach at least 100 people by the end of the year. Alternatively, each week "Reach two, Teach two". Each week aim to talk to at least two people. By the end of the year (which has 52 weeks), you will have talked to 104 people!
- Pick a special day and organize a "Reach and teach" event. You might wish to commemorate the World Day against Child Labour (June 12), the Day of the African Child (June 16) or the Universal Day of the Child (November 20).

You can also:

- o Contact local primary schools, churches or youth groups and organize your "Be the change: Reach and teach" event with them. Your session can be run by children, young people, teachers or other adults.
- o Identify community groups and organize and conduct a discussion on human trafficking and child labour. The group might be a church, a youth or children's group in your neighbourhood, or teachers and pupils at your school, or friends and family.
- o Identify a fun or important topic that would interest your audience and draw up a list of questions/issues that you would like them to discuss. Plan your discussion and don't forget to make notes of what is said.
- o Ensure the information you are giving is factual, encourages discussion and gets people thinking and talking about the issues raised.

- o In your discussions identify community solutions to issues raised, not just external ones.
- o Publicize your event. Ask local schools and churches to announce the event in their newsletter or assembly. Put a notice up at a bus stop. Arrange for an interview on your local radio station. Do what you can to reach as many people as you can.
- o Always introduce the people speaking during the "reach and teach" event and acknowledge any prominent people attending the discussion. Introduce the topic, give any important information you have about the subject and make sure you create enough time for people to ask questions or make contributions to the discussion. End by thanking everyone for coming and give information on how they can become a "Be the change" agent and where they can get more information on the project.
- o Your event could include panel discussions, debates, an expert or prominent person speaking to a special group, children discussing an issue among themselves or with their parents or other adults in the community. They can also speak with a prominent person in your community like a head teacher, a chief, a member of parliament or other community or district heads.
- o You can create drama performances or art exhibitions on trafficking and child labour and make them part of your event. The event can be held in the community, at a school, a church, during a sports event, at the local water pump, during a women's, youth or faith group meeting; or as part of events planned to commemorate a special day.
- o Organize other events around your event or integrate your event into existing activities. For example, you could organize a variety show, a concert (choirs, traditional groups), sports, a fair, etc. This will make your event interesting and appealing to several different types of people.
- o You can also work with the person responsible for managing your local market or shopping centre and get permission to talk to the business owners about human trafficking and using child labour in their businesses. Ask them if they would allow you put up any materials on child labour and human trafficking on their premises. Be polite; do not be aggressive or forceful. You achieve more by being polite than by being forceful or rude.
- o Work with your "reach and teach" group to design your own poster, leaflet, flyer, song or radio spot. Make sure it is colourful and eye-catching. Make sure the information you put in it is factual (based on facts). Distribute your materials to schools and groups that can help you take your message to more people. Invite your local media to cover the event and to carry your message to more people through their channel. Be sure to share your materials with your local Community Child Labour Committee (CCLC).
- o Establish networks of young people within and outside your community. Write articles and publish them in your local media. For example, your school or church might have a magazine or newsletter, if your article is interesting, they and larger media organizations such as Speak Out, Icengelo, or even the Education Post Newspaper might decide to publish them.

*SCREAM trainers can incorporate human trafficking in their activities.

2. Go from one to two (How do we mobilise others to "Be the change"?)

You could:

- o Identify people who could act as change agents too and orient them on human trafficking and child labour. Ask them to sign up to be a change facilitator.
- o Share the resource pack with them.
- o Maintain contact with new and old change agents, and if you can, meet to discuss what is working, what is not and how you can make things work better.
- o Take notes on what is useful about the pack and how the pack could be improved.
- o Send your feedback positive and negative to your local **CCLC**.

3. Record the most significant change that you see

Look out for the following signs that will tell you if you are moving towards the "Be the change" targets.

- o Increased awareness of human trafficking for child labour
- o Increased reporting of cases of human trafficking to law enforcement agencies
- o Number of times the media cover the supply and demand side of human trafficking
- o Increase in the number of trafficking prosecutions and convictions
- o Number of "Be the change" agents
- o Reduction over time in the occurrence of new cases of human trafficking
- o Fewer out-of-school children
- o Number of out-of-school children reached by in-school children;
- o Knowledge and attitude of children towards trafficking and migration to urban centres
- o Number of initiatives with local employers against child trafficking

4. Follow the "DOs"

- Do be creative, be prepared and be lively - people around you will appreciate your event more if you are.
- Do what appeals to the people you want to reach and focus on what can work in your community and area.
- Do politely request authority figures to leave the room if the group targeted for the "reach and teach" session seems uncomfortable participating with them there.
- Do get partners interested in your issue and ask them to support your event.
- Do review your event and look at both positive and negative feedback. Share this feedback with the network. This will provide valuable lessons for the project improvement.

- Do take pictures and write a report of your event and send thank you letters to those that supported it.
- Do share your report with your local Child Labour Committee. Do report on the type of event you carried out and how many people you were able to reach.
- Do, be a good example - do not traffick another person or encourage child labour.
- Do, where you suspect a child to be trafficked, call the 990 Trafficking Hotline for help and more information.
- Do report the suspected case to the school head, a teacher and/or your local police station. If you do not have access to a school or police station but have access to an NGO, church, or someone in authority such as a chief, village headman or community official, report the case to them and be sure you follow up with them on how the case progresses.
- Do conduct as many reach and teach events as you can and continue to "be the change".

"Be the change" partners

One of the main challenges of "Be the change" is to reach out to as many children and adults as possible. Join hands with partners in your areas, if they exist or form your own "Be the change" group.

Core group partners for the project include: The Ministry of Labour and Social Security, the Ministry of Home Affairs, the Ministry of Community Development and Social Services, the Ministry of Education, Zambia Congress of Trade Unions, Zambia Federation of Employers, Zambia Police Victim Support Unit, the European Commission (EC), International Labour Organization (ILO), International Organization for Migration (IOM) and UNICEF.

The project is supported at community level by several non-governmental organizations and community based organizations. Refer to www.ilo.org/ipec for a full list of partners and child labour committees.

Timeline for organising “Be the change: Reach and teach” events

Month 1	Receive community mobilization pack and initiate contact with other interested organizations and people Arrange your first meeting to plan your activity and register as a “Be the change” agent or group
Month 2	Deadline for return of “Be the change” registration form to IPEC and request mobilization packs and any additional materials
Month 3	Materials sent out and activities
Month 4	First activity reports sent to Community Child Labour Committee (CCLC) indicating what you have done and intend to do
Month 6	Second activity report sent to CCLC
Month 9	Third activity report sent to CCLC
Month 12	Final activity report sent to CCLC
Month 12	Review “Be the change” project and plan for new activities

For more information on how you can join or support the “Be the change” project, contact:

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