



International
Labour
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REGIONAL COMMUNICATIONS PLAN FOR SERVICE PROVIDERS IN COUNTRIES OF ORIGIN

**Tripartite Action to Protect the Rights of Migrant Workers within and from
the Greater Mekong Subregion**

The Tripartite Action to Protect the Rights of Migrant Workers within and from the Greater Mekong Sub-region (GMS TRIANGLE) is supported by the Australian Government.

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REGIONAL COMMUNICATIONS PLAN – FOR SERVICE PROVIDERS IN COUNTRIES OF ORIGIN

The Tripartite Action to Protect the Rights of Migrant Workers within and from the Greater Mekong Sub-region (GMS TRIANGLE) *is a five-year project aimed at reducing exploitation of labour migrants through increased legal and safe migration and improved labour protection. One of the ways through which the GMS TRIANGLE project aims to reduce labour exploitation is through the dissemination of easy to understand, reliable and up-to-date information on safe and legal migration. One of the outputs of GMS TRIANGLE is that female and male migrants, potential migrants and members of their families are empowered through improved safe migration and rights awareness. Many programs share similar broad goals of using communications to indirectly improve migration experiences.*

This Regional Communications Plan will assist service providers to deliver clear messaging that enables potential migrants to make informed decisions about migration, thereby reducing the likelihood that they will be exploited by unscrupulous job brokers, traffickers, recruitment agencies as well as employers in destination countries. This Regional Communications Plan is a tool for GMS TRIANGLE implementing partners and other organisations in countries of origin working towards improving migration experiences to ensure that all methods of dissemination are considered, and that messaging being delivered to potential and current migrant workers is informed, consistent and well balanced.

1. OBJECTIVES

The goal of GMS TRIANGLE is *to reduce exploitation of labour migrants through increased legal and safe migration and improved labour protection.*

*One of the ways through which the GMS TRIANGLE project aims **to reduce labour exploitation is through the dissemination of easy to understand, reliable and up-to-date information on safe and legal migration.** Potential migrants will be able to make informed decisions about migration, thereby reducing the likelihood that they will be exploited by unscrupulous job brokers, traffickers, recruitment agencies as well as employers in destination countries.*

This Regional Communications Plan is a tool for GMS TRIANGLE implementing partners in countries of origin, to ensure that all methods of dissemination are considered, and that messaging being delivered to potential and current migrant workers is informed, consistent and well balanced.

The regional communications plan has several objectives:

Objective 1: To increase the knowledge and awareness of migrant workers, their families, and implementing partners to influence their behaviour and decision making processes, resulting in an increase in migrants choosing to migrate legally and safely.

This objective will be achieved using a range of behaviour change communication methods which are outlined in more detail in this plan.¹

¹ According to UNICEF, (UNICEF: *Strategic communication – for behaviour and social change in South Asia* (Nepal, 2005), p. 6), behaviour change communication is ‘a research-based consultative process of addressing knowledge, attitudes and practices through identifying, analysing and segmenting audiences and participants in programmes by providing them with relevant information and motivation through

Objective 2: To ensure consistency and efficacy across programs and projects working on safe migration.

Specific goals include providing messages for use by relevant partners and stakeholders to ensure key messages are consistent, accurate and effective and guiding the development of communications materials by relevant stakeholders in each country context to ensure coordination and efficacy of communications resources.

Objective 3: To support and generate familiarity with the Migrant Worker Resource Centre (MRC) model of delivering services and information.

A key component of the GMS TRIANGLE project is providing services through the MRCs, hence the communication goal to promote and familiarise local communities to the MRCs and services available, and to encourage potential migrants and their families to access support services prior to, during and post migration. This objective can be fulfilled by ensuring MRC services are routinely mentioned in the delivery of key safe migration messages and underlines the complementary role of the MRCs.

Objective 4: To promote the rights of migrant workers and a positive image of migrant workers and their contributions to society, both in their home countries and abroad.

Treatment of migrant workers must improve in both sending and destination countries to ensure migrant workers are better protected. Prejudices must be tackled and awareness raised among the general public on the positive contribution that migrant workers make, especially to the host country's economy and society. A positive image of migrant workers and their rights should be paramount in all communications materials.

2. GUIDING PRINCIPLES

Adaptive and targeted messaging

The regional messages as outlined below are intended to be used as indicated in the tables in Section 3, but the key to the effective implementation of this Communications Plan will be ensuring that messages are adapted to fit the constantly changing migration circumstances in sending and destination countries. Communications are intended to be responsive - not all messages will be of equal relevance in each country, or at each stage of the migration process, or for each dissemination method. Communications should respond in a timely way to changes in migration frameworks, especially where new trends have been identified or legal changes have occurred.

Rights-based approach²

well-defined strategies, using an audience-appropriate mix of interpersonal, group and mass-media channels, including participatory methods,'

http://www.unicef.org/rosa/Strategic_Communication_for_Behaviour_and_Social_Change.pdf [accessed September 7 2012].

² According to UNICEF, a rights based approach (RBA) recognises all humans as *rights holders* with inherent human rights which are universal and indivisible from each other. In the RBA, *duty bearers*, normally the State but also non-state parties, are accountable for

Underpinning this Communications Plan is the belief that all individuals have the right to migrate and the right to make that decision independently and without coercion. Alternatives to migration may be suggested using the communication messages, but migration is never to be presented as an absolute answer to financial or other burdens, or as an entirely negative experience that leads to abuse.

Driven by gender equality

The effect of all messages on promoting gender equality, gender responsive interventions and a positive image of female and male migrants should be considered prior to dissemination. Particular attention is to be paid to image selection and word choice in languages of dissemination. It is suggested stakeholders working to promote gender equality are consulted in the design stages. Project funding partners often have gender strategies which stakeholders can use for guidance in communications.

Appropriate and respectful methods of delivery

This Communications Plan recognises that methods of dissemination must be targeted to the audience in ways that do not intimidate individuals by delivering information at too high a level or too fast, or through inappropriate technologies that diminish the message due to unfamiliarity with the technology. In the same way, information must not be delivered in ways that undermine individuals' understanding. To ensure messages are appropriate for potential migrants who are illiterate and from different educational backgrounds, materials will use illustrative graphics and different mediums of communication, for example, brochures, radio, or television.

Interdependence

The successful communication of messages is dependent on the complementarity of the message, the audience and the dissemination method. Each communication delivered in accordance with this Communications Plan should carefully consider the interplay between these factors. Often, the target audience will be the first 'known' factor; sometimes an opportunity to deliver in a particular medium or at a particular dissemination point becomes apparent. It is from these known parameters that the other factors should be considered and selected.

Ethical use of migrant's images and stories

If and when used, the lives of migrants and their stories will be represented with dignity and respect for their privacy. Migrant stories, photos or case studies will be collected for communication purposes only with the informed consent of the individual. Generally, the names and other details of the story will be changed. Photos of victims of exploitation, or those involved in pending court cases will not be used in any communication materials. During the consent process, it will be made clear to all participating migrants where and when these images and stories will be used. The donor or funding partner will be consulted when migrant stories or images are going to be used – they may have a specific consent form that is required.

protecting and assisting *rights holders* to achieve their human rights, http://www.advocate-for-children.org/advocacy/rights_based_approach/principles [accessed July 9 2013].

3. AUDIENCE

The primary audiences for this Regional Communications Plan are potential migrants making the decision to migrate and migrants already in a destination country and who require information about their rights at work and how to seek help and/or services. It is important to segment the audiences (by gender/age/location/what step in the migration process), as not all migrants can be reached through the same channels or require the same information.

Audience	Possible Characteristics	Possible barriers to behaviour change	Proposed Strategies
Young women and men (13-18)– in school	Transitioning to the work force; limited knowledge and experience; family and peers also migrating	Lack of knowledge about migrating; information comes from their peers, who have limited access to accurate and reliable information	- School visits to deliver key messages tailored for young women and men - Distributing posters and information pamphlets in and around schools
Young women and men (15-25)– out of school	Pressure to find work and support family; lack of opportunity for work at home	As above	- Organised and facilitated meetings to deliver key messages tailored for young women and men in appropriate sites at the village level (temple and other public places in the village)
Parents/family members	Ability to influence children/relatives who are deciding to migrate or have migrated	May be facing financial pressure to promote migration without emphasising precautionary measures	- Group discussions to consider family benefits and disadvantages of migration
Village officials	Can influence the behaviour of members of their communities; and can provide documentation to migrants and make referrals to recruitment agencies	Lack of knowledge of laws and procedures; pressure from others to maintain status quo	- Capacity and awareness building activities e.g. workshops on safe migration - Group discussions highlighting the potential outcomes of safe migration into decent work, versus irregular or unsafe migration
District/provincial officials with responsibilities for labour and migration issues		Lack of knowledge of laws and procedures; pressure from others to maintain status quo	- Capacity and awareness building activities e.g. workshops on safe migration
Potential migrants	In the process of deciding whether or not to migrate, and which channels to use	Lack of knowledge on safe migration; cost; not aware where to get information	- Group discussions at village level to consider effects of migration - Target through peer-to peer communication

			- Direct to MRC for assistance
Migrants – on route	Cannot change trajectory - have already taken the decision to migrate	Lack of knowledge on safe migration; cost; not aware of where to get information	- Distribute pamphlets/flyers on safe migration and with emergency contacts at transit hubs - Need information on how to access assistance
Migrants – at destination	May be difficult to reach if their mobility is restricted	Lack of knowledge on rights at work; not aware of where to get support services	- Distribute pamphlets/flyers about rights at work, and with emergency contacts - Group discussions at communities / hostels/ meeting places to consider rights at work issues - Target through peer-to peer communication - Direct to MRC for assistance

4. KEY MESSAGES AT THE REGIONAL LEVEL

These key messages are intended to guide all communications emanating from the GMS TRIANGLE project, GMS TRIANGLE project partners, and organisations that wish to align their messaging with a regional approach. The following key messages are the peak messages in each key communications area, insofar as these messages have further component parts, or sub-messages, that are broken down in the following tables.

Each communication activity or material must be predominately aimed to deliver one or more of the below messages. This should be easily identifiable when reviewing the content of the communication.

1. BE INFORMED
2. CHOOSE YOUR RECRUITMENT AGENCY CAREFULLY
3. LEGAL MIGRATION HAS BENEFITS
4. MIGRATE LEGALLY
5. BE READY FOR CONTINGENCIES
6. UNDERSTAND YOUR CONTRACT
7. MANAGE YOUR MONEY
8. PREPARE FOR RETURNING HOME

The tables below lay out the 8 key messages and the ‘component messages’ that comprise parts to the key messages. Delivering one or more of the component messages may assist with more targeted messaging. It is hoped that creators of communications materials critically assess their audience and previous communications delivered when selecting a component message to deliver. Many of these component messages should be strengthened by including country- or community-specific information, for example, tailoring a message to a particularly popular migrant worker occupation for the target group or to documents required for a certain destination.

BE INFORMED						
THINK: It is possible to earn good money while working overseas, but it can also be risky.	THINK: You may need to work long hours.	THINK: You might miss your family and feel lonely in a place where you don’t understand the language or the customs.	THINK: Think about why migrants are needed – because national workers don’t want to take risky, poorly paid or dirty work.	THINK: Some migrant workers are effectively kept prisoner in the destination workplace.	THINK: Consider experiences of other people (talk to as many people as possible) before deciding to migrate.	THINK: It might cost a lot more to live in the destination country, so even if you get paid more money for your salary, you might not be able to save very much.

CHOOSE YOUR RECRUITMENT AGENCY CAREFULLY					
DO: Use a licensed agency			DO: Use a reputable agency		
Check the recruitment agency’s license with authorities and MRC by (local context)	Check the agency facilities (e.g. training facilities), in person, with authorities or through photos	Check the agency’s ranking	Check broker’s/agent’s credentials	Check broker’s/agent’s ID	Ask your MRC what they know about the agency. What do local migrants or families of migrants know?

LEGAL MIGRATION HAS BENEFITS	
Everyone has the right to migrate.	
KNOW: All migrants have rights	KNOW: Legal migrants are protected

MIGRATE LEGALLY

BE: Be a legal migrant by having the right documents							BE: Be a legal migrant by using regular border crossings and clearing customs.	BE: Be of age.		
Work permit	Passport	Visa	Recruitment Agency contract	Employment Contract	Certificate of pre-departure training	Medical certificate	Ask if you are going through a regular border crossing if travelling overland	Falsifying documents is illegal	Using someone else's documents is illegal	Helping someone falsify documents is illegal and punishable by (local law/context)
These documents need to be issued by your government and the destination government to you. Your recruitment agency should assist with obtaining these			Conditions in the job service contract and the employment contract should be the same		Pre-departure training certificate issued by [x] (local context)			Fraud is punishable by law (local context; for example, 3 years jail under Cambodian Penal Code)		
You should know your rights and also your responsibilities under the law of the destination country			Illegal migrants are vulnerable to extortion, exploitation and deportation		If you migrate illegally, there is greater risk of being cheated or not being paid what you agreed.		Legal migrants can access the judicial system more easily if they have a problem	Legal migrants have easier access to medical care and social security benefits (local context)		

BE READY FOR CONTINGENCIES

TALK: Build a support network			TALK: Be aware of support services at home and abroad			TALK: Make a Communication Plan		TALK: Your documents are important and keep you safe		
Join a Union	Join a Migrant Association	Try to meet other migrants working and living near you	There are support services available to migrants in countries or origin and destination, including those available upon return to the migrant's home country	Make a list of emergency contact numbers (NGOs, trade unions, embassies)		Contact your family and friends regularly	Set an emergency word to let your family know if you are in trouble	Photocopy your documents (Contract, ID documents, permits)	You have the right to hold your documents (include local legal context)	
Right to join a union (destination workplace context)			List of support services available (local context)	Try to memorise at least one of your emergency numbers	Know how to file a complaint if you are having problems	Select a method of contacting family – mobile phone, Skype, email or other		Leave a copy of your documents with family, friends or an NGO before you leave	Always have a copy of your documents. Even if your employer demands them, try to only give them a copy not the original documents.	Keep documents and copies in a safe place

UNDERSTAND YOUR CONTRACT

KNOW: You must sign a contract			KNOW: Understand the terms in your contract		KNOW: The minimum contract terms for any employment contract						
Sign a contract before you leave			Make sure you won't need to sign a new contract on arrival	Ask for a contract in your language and in the language of the destination	Seek help if you do not read or have trouble understanding your contract		Minimum requirements include the location of work, benefit entitlement, holidays, pay, leave, hours, work functions, employer's name and your name				
Understand the contract before you sign it.	Signing a contract must be VOLUNTARY and without coercion	No one else can sign a contract on your behalf	Ask your recruitment agency if you will be requested to sign another contract on arrival with different terms or conditions	Migrant Resource Centres or NGOs can help you with translation if your recruitment agency can't provide a contract in local language	The Migrant Resource Centre or NGOs can help you understand your contract	Get someone to read the contract to you	What are your hours each day? Each week?	What are your holidays or rest allowances?	Is the address of your workplace included?	What are your tasks at work?	What is the rate of pay? Per day? Per week? Overtime rates?

MANAGE YOUR MONEY TO BENEFIT FROM MIGRATION

CALCULATE: Quantify the cost of migration			CALCULATE: Make a budget		CALCULATE: Make a plan for sending remittances				
Be aware of the costs of migration	Be Aware of salary deductions (legal % deduction as per country context)	Understand the terms and repayments of loans	Have an emergency fund. Keep some money with you for emergencies and do not send it all home	Identify your income and expenses at home (family) and abroad (personal) before you go	Try to inform your family of the amount of remittances they can expect	Don't send all your money home	Use a bank or formal channel to send remittances	Understand how much it will cost to send money home	Understand the risk of sending money home through informal channels

Flights, training, food, accommodation, placement fees all cost money	What taxes are payable? What about legal deductions, like levy payments?	Will you have to make payments against a loan?	Is insurance compulsory? Do you or your employer pay? What about social security payments?	Consider how you will make repayments. What if the loan amount is very large and you want to leave your job?	An emergency fund means that you will not be a burden on your family or employer if there is an emergency	Stick to your budget and recalculate it periodically to reflect changes in expenses or savings			Make sure your family can access the remittances if sending through a bank		Money can and does go missing when using informal channels
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PREPARE FOR RETURNING HOME			
PLAN: Be aware of support services upon returning home		PLAN: Use your new skills when you return	
List of support services according to local context	Consider what services you might use – medical/psychosocial/financial/education	Take opportunities to increase your skills in the destination workplace – including language skills	Consider how to invest your money when you return (a business using your skills? An investment property?)

5. Tailoring key messages to the national context

In 2011 the GMS TRIANGLE project conducted baseline surveys in Cambodia, Lao People's Democratic Republic, Malaysia, Thailand and Viet Nam.³ These surveys assessed current and potential migrants' knowledge and awareness of recruitment channels, costs related to migration, safe migration and support services available, and collected information about migrants' working conditions and the status of migrants. These reports will inform communications plans in the national context by identifying gaps in knowledge amongst potential migrants and migrant workers at destination. The baseline reports should be consulted in more detail at the national level to ensure the relevant knowledge gaps are addressed at a country and provincial level. Messages should be delivered as informed by research, so that migrants and potential migrants receive the information that they need or do not already have.

Destination Countries		
Knowledge	Malaysia	Thailand
Regular migrant workers are better protected than irregular workers	In Malaysia the majority of respondents believe this statement.	Only 43% of migrant workers strongly agreed with this statement.
Number of regular migrants with the right to work	91.5% of the respondents are currently regular migrant workers. 8% of respondents are currently irregular migrant workers.	54% of respondents are registered migrants with the right to work.
Migration costs	83.4% of migrants in Malaysia spent over US\$500.	82% of migrants in Thailand spent less than US\$500.
Method of payment	71.3% of migrants went through a legal recruitment agency.	<i>[no information]</i>
Recruitment charges	60% of respondents were not sure if they had paid more than the maximum amount that a recruitment agency can charge.	Most migrants to Thailand come through irregular channels and so the costs are much lower. Still 46% of respondents borrowed money to pay the costs associated with migration; 29% used their own savings; and 13% took a loan from a money lender.
Employment contract	In Malaysia approximately 20% of respondents were not sure or had not signed a contract prior to departure. 12% signed their contract upon arrival.	65% of respondents did not have an employment contract. Only 6% signed an employment contract prior to departure from their home countries.
Source of information	The main source of information regarding rights at work is through other migrants in all sectors of work surveyed.	The most common sources of information about labour rights were other migrant workers, and a quarter of respondents in Thailand had no sources of information.

³ Data collection for the Myanmar baseline study will be undertaken in November 2013.

Workplace accidents	28% of workers had experienced workplace accidents.	<i>[no information]</i>
Lodging complaints	38% of Vietnamese migrant workers in the construction and manufacturing sector have registered a complaint; almost no complaints were registered by respondents from Myanmar, or Cambodia. 20% of the respondents who did not lodge complaints said that they did not know who or where to lodge complaints.	The majority of migrants in Thailand (89%) had never filed a complaint, and 11% of these respondents said this was because they did not know how to.
Joining trade unions/ workers associations	10% of respondents had joined a trade union or migrant association. By nationality, the highest participation rate is by migrant workers from the Philippines (only domestic workers), followed by Indonesia and Viet Nam.	Most respondents were not clear about whether they could join a trade union or migrant association.
Travel documents	In Malaysia, most respondents said their employer asked to take their passport and travel documents. For Cambodians entering domestic work, all respondents (100%) said this was the case. 54.5% of workers have a proportion of their monthly salary deducted.	<i>[no information]</i>
Freedom of movement	15.9% of migrants in domestic work are working more than 15 hours a day and 37% are not allowed to leave the premises outside of work hours. This is not the case in other sectors, where migrants' freedom of movement is respected.	<i>[no information]</i>

Sending Countries			
Knowledge	Cambodia	Lao People's Democratic Republic	Viet Nam
Source of information	<i>[no information]</i>	90% of respondents said they were planning to rely on information and support from friends and family members.	In Viet Nam the most important information channel is via friends and relatives (49%), the second is from commune and hamlet

			staff (46.3%).
Intended migration channels	32% planned to use registered agencies; 42% unregistered brokers; and 26% friends or family.	90% planned to rely on friends or family.	70% in Thanh Hoa through labour dispatch enterprises; 83% in Quang Ngai were unsure.
Intended country of destination	Thailand 63.7%, Malaysia 29.6%	Thailand 100%	Japan 1.7% South Korea 13.9% Malaysia 69.2% Taiwan (China) 11.3% Other 1.3% Not sure 2.6%
Basic requirements for legal migration (i.e. passport, visa, work permit)	5% of men and 8% of women understand the legal requirements	13% of men and 5% of women understand the legal requirements	0% of men and women understand the legal requirements
Provisions in labour contracts	41% of men and 30% of women did not know any of the provisions to be included in a labour contract	50% of women and 73% of men knew at least one provision	27% in Thanh Hoa and 93% in Quang Ngai did not know any of the provisions to be included in a contract
Channels of support available abroad	49% of men and 68% of women knew no channels through which to seek support	74% of women knew one or no channels for support abroad; 71% of men knew 2-3 channels	26% in Thanh Hoa and 74% in Quang Ngai knew of no channels through which to seek support
Value in joining a trade union or migrant association	98% of women and men see the value of joining a trade union or migrant association	83% of women and 69% of men see the value of joining a trade union or migrant association	60% in Thanh Hoa and 0% in Quang Ngai see the value of joining a trade union or migrant association
Knowledge about remittance transfer	7% of men and 9% of women know about channels to remit money	21% of women and 32% of men know about channels to remit money	27% in Thanh Hoa and 0% in Quang Ngai know about channels to remit money
Wage expectations	16% of women and 27% of men expected to earn more than US\$200 per month	39% of women and 84% of men expected to earn more than US\$200 per month	92% expected to earn more than US\$250 per month; 17% expected to earn more than US\$500

6. METHODS OF DISSEMINATION

This section outlines the methods for message dissemination and indicates the advantages and disadvantages of each medium. When selecting a medium for message dissemination, several factors (including the guiding principles as above, cost, time available, target audience and information to be conveyed) must be considered. Mass media, community-based, and interpersonal channels should be used strategically to reinforce one another and maximize impact. Research has shown that often the effectiveness of messages being understood and acted upon increases with the number and type of channels used to disseminate them.⁴

A. Mass media channels (television, radio, newspaper and internet)

Mass-media channels have scale, are effective and can reach large audiences. Formats range from educational to entertainment and advertising, and include television, radio, and print media, such as magazines, newspapers, outdoor and transit boards, and the internet including websites and social media. These channels can be effective when in the local context media and are very powerful in reaching audiences.

A) Television	
Advantages	Disadvantages
<ul style="list-style-type: none"> • Scale and reach • Can target illiterate audiences • Engaging and influential • If well developed, education-entertainment programs can be both commercially viable and create positive behaviour change (to benefit from migration). 	<ul style="list-style-type: none"> • Difficult to establish a control or comparison group to measure attitude/behaviour change, or establish attribution • Limited access to television amongst target group. <ul style="list-style-type: none"> ○ In Cambodia, percentage of rural household owning a TV set is only 53.5% (Population Census 2008). • High production costs

Possible uses of the television medium:

- TV spots and repeat features focusing on recruitment procedures, government policies, risks of irregular migration, host country policies, host country culture, rights in host country etc. A 'jingle' or song with the people or numbers to contact if a migrant is in trouble should be considered for inclusion in the TV programs so that people will remember the tune and therefore, the information.
 - Broadcast TV panel discussions. Note that these will need pre-planning to ensure that panelists are clear on all the issues to be discussed. A rehearsal and pre-prepared questions and answers are suggested with an ILO expert guarantee clarity and consistency in messages.

⁴ GA. O'Sullivan *et al*: *A field guide to designing a health communication strategy* (Baltimore, Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs, 2003).

- A variety of participants from various stakeholder groups (workers, employers, governments, destination countries, workers’ advocates and NGOs, academics and researchers) is recommended, to demonstrate the common interests in the wellbeing and profitability of the migration.
- Consider also the gender, age and racial diversity of the panelists.
- TV serials or film (e.g. *My Name is Saray*). The storyline and the characters should be relatable to the target group as this can be an effective means of disseminating information, and influencing behavior.

B) Radio	
Advantages	Disadvantages
<ul style="list-style-type: none"> ● Wide reach amongst target population. <ul style="list-style-type: none"> ○ In Son Ha and Bin Son districts of Quang Ngai province in Viet Nam, where many people migrate overseas for work, access to provincial television channels is very limited but the district radio covers 80% of households (TRIANGLE Baseline survey). ● Can target illiterate populations ● Serial dramas can be entertaining, education and attract attention ● Low cost ● TV serials/panel discussions can be produced at the same time as radio content to save time and money 	<ul style="list-style-type: none"> ● Serial drama needs to be well-designed to be effective, writing and producing can be challenging, time-consuming and costly ● Design needs to be sustainable, so timely messages might not be possible, given the longevity of the media

Possible uses of the radio medium

- Radio spots or weekly radio program broadcasting information on safe migration
- Radio programs with talkback or question/answer session with referral to legal assistance
- Panel discussions - guests could include returned migrants, village chiefs, NGO representatives who will share with the audience their experience on migration and provide any advice or tips on safe migration.
- Information about the radio programme can be disseminated through distribution of posters and stickers in public places.

C) Newspapers	
Advantages	Disadvantages
<ul style="list-style-type: none"> ● Low cost for design ● Localised content ● Newspaper clippings can be kept and people might hold on to the information longer e.g. 	<ul style="list-style-type: none"> ● Inadequate distribution and illiteracy and non-reading culture of many migrant workers could impact on its effectiveness. In Thailand, only 25% of Thai public read

<ul style="list-style-type: none"> phone numbers • Authoritative voice and respected messaging • Can purchase prominent advertising space 	<p>newspapers every day and readership is mainly limited to educated class (National Statistical Office, Ministry of Information and Communication Technology, Thailand).</p> <ul style="list-style-type: none"> • Stories or content can be difficult to control and need to be timely and sensationalist to be picked up by media (in the case of free content or editorial content).
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Possible uses of newspaper medium

- Publish stories/case studies/opinion pieces or editorial pieces related to migration in the national/local newspapers. Stories will include both successful and challenging stories.
- Can purchase advertising space to disseminate important contact numbers e.g. MRCs, or embassies or consulates in destination countries.
- If there are specific newspapers that contain foreign job advertisements, readers can also be informed about correct application procedures through announcements and articles placed with the advertisements.

D) Billboard and Murals	
Advantages	Disadvantages
<ul style="list-style-type: none"> • Visual tool that can reach both illiterate and literate target groups • Murals can be done cheaply and used as an outreach activity to attract attention from the community • Can serve as a community engagement activity 	<ul style="list-style-type: none"> • Cost and legal requirements to place billboards • Limited time to reach audience. As they are targeted to people on the move, they may only spend 2 or 3 seconds to glance at the billboards or murals. • Hard to measure effectiveness • Limited amount of information is communicated

Possible uses of billboards

- Can be placed strategically and prominently in areas such as border checkpoints, district offices, schools, bus stations

E) Websites	
Advantages	Disadvantages
<ul style="list-style-type: none"> • The internet is the leading source of information for many people worldwide and is often seen as a reliable source of information 	<ul style="list-style-type: none"> • Internet proliferation amongst target group is low. <ul style="list-style-type: none"> ○ In Cambodia, less than 2% of the population has access to internet and in Lao People's Democratic Republic it is around 7% (UN Statistics Division, 2010). • Cost and time investment to set up and

	maintain a website
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Source: internetworldstats.com (figures as at end 2011)

Possible use for website

- Government ministries working on labour migration should have up-to-date information on their websites targeted especially at recruitment agencies and migrant workers working abroad and those making the decision to migrate. The website should contain lists of all registered recruitment agencies and information on culture and working conditions in destination countries.
- A website could include: a list of registered recruitment agencies, information on culture and working conditions in destination countries, tips on safe migration, downloadable information pamphlets, important contact details (numbers, websites) of embassies, labour attaches, recruitment agencies or NGOs, and links to other useful websites. This could be especially considered in the case of Viet Nam as the Ministry of Labour Invalids and Social Affairs does have a website and the percentage of people using the internet stands at 27.56%, much higher than in Cambodia and Lao.⁵

F) Social media (including mobile phones, Facebook, twitter + sites used in the local context)	
Advantages	Disadvantages
<ul style="list-style-type: none"> • High rates of cell phone use. <ul style="list-style-type: none"> ◦ In Cambodia 44.8%, Laos 52.9% and Viet Nam 100% of the population can access mobile networks⁶ • Can target youth demographic • Can be regularly and cheaply updated to respond to legislative changes and update 	<ul style="list-style-type: none"> • Facebook proliferation rates low, or Facebook access restricted in some countries • The information is only visible for a short time before newer messages/posts replace it. • Limited use of smart phones that can access internet

⁵ In Viet Nam DOLAB and VAMAS have established a website that includes:

1. legal documents and legislation: (i) international legislations: relevant international Conventions and ILO Conventions; (ii) legal documents and legislations on migrant workers, (iii) contact details of trade unions of countries which are receiving a high volume of Vietnamese workers.
2. Addresses which workers shall contact if necessary: (i) In Viet Nam: related Government agencies, Viet Nam General Confederation of Labor and its affiliates, Viet Nam Association of Manpower Supply; (ii) outside of Viet Nam: relevant authorities in the receiving countries; Vietnamese Embassies, Labor management sections of the Vietnamese government in the receiving countries; and trade unions in receiving countries with cooperative relations with Viet Nam General Confederation of Labor.
3. Writing/adapting articles/news: (i) produced by officials of the trade unions; (ii) articles collected from prestige newspapers and other trusted sources of information, and (iii) answer reader's letter.

Access issues remain in GMS TRIANGLE target provinces in Viet Nam. Access is limited due to:

- No access to the internet, especially in remote districts, where the internet is only available at the Commune People Committee and only the Commune chairman has access.
- Where the internet is available, migrant workers and community people are not aware of the existing websites that they can access to search for relevant information related to working abroad
- Information in the websites is not adequate or user friendly. The website lacks much information that potential workers need such as guidelines on how to complete the application process, rights of migrant workers defined by law and policies, costs involved, information on legal recruitment and recruitment agencies, possible difficulties and risks they may face, support agencies/organizations abroad, overseas working and living practices abroad, self-protection skills, etc.

⁶ United Nations Economic and Social Commission for Asia and the Pacific: *Statistical yearbook for Asia and the Pacific* (Bangkok, 2011).

<p>contact details</p> <ul style="list-style-type: none"> • Can be cheap (free) to set up a Facebook page, only time commitment required 	<ul style="list-style-type: none"> • On-going time and financial commitment (if an external agency is contracted to manage the page) to maintain a social media page and engage the online community
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Possible use for social media

- Encourage peer leaders, parents etc. to use text messaging via mobile phones to network with friends and family to share information on safe migration.
- Setup a Facebook page or Twitter account that publishes trade union and NGO contact details and updates information in countries of origin and destination, rights of migrant workers, links to relevant international and ILO Conventions. This social media presence can allow migrant workers to connect with one another in a particular destination country to form a support network.⁷

B. Interpersonal communication at community level

Interpersonal communication refers to face-to-face communication, and can be one-on-one with an outreach facilitator (MRC staff), one-to group communication, and peer-to-peer communication process. Interpersonal channels use verbal and visual communication tools. They also focus on spreading information through existing social groups, such as family or community groups.

a) Outreach	
Advantages	Disadvantages
<ul style="list-style-type: none"> • While many people receive information from mass media, it is interpersonal communication and personalized information which tends to encourage new behaviour (UNICEF, 2005). • Can lead to community-led behaviour change rather than relying on top-down messaging through mass media channels. • ILO TRIANGLE surveys in countries of origin and destination show that most migrant workers and potential migrants get 	<ul style="list-style-type: none"> • The outreach facilitator needs the right skill set and knowledge to effectively communicate, exchange information, answer questions and influence behaviour.

⁷ Some Facebook group examples include a page setup by the Commission for Filipino Migrant Workers (CFMW), an NGO that is a support and service institution providing programs and services in response to the various needs of the overseas Filipino migrant community. CFMW has linkages with overseas Filipinos and migrant support groups all over Europe. Their Facebook page includes NGO contact details and news stories related to overseas Filipino workers. It is available at: <http://www.facebook.com/CommissionforFilipinoMigrantWorkers>. Another example includes the Facebook page set up by the Filipino Migrant Workers Union in Hong Kong, available at: <http://www.facebook.com/pages/Filipino-Migrant-Workers-Union-Hong-Kong/152373401444463>. The Indonesian Migrant Workers Union has set up a page for Indonesian migrant workers working in Hong Kong: <http://www.facebook.com/pages/Indonesian-Migrant-Workers-Union-IMWU/90029379090>

information from their peers, rather than other sources.	
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Outreach activities refers to work that staff do to spread safe migration messages outside of the MRC location. Outreach activities will be specific and different in every area there is an MRC, because the needs of the surrounding community and profiles of potential migrants will be different. There are many different kinds of outreach activities that MRC staff could be involved with. Some examples of outreach activities include:

- Providing training at a government office or an NGO for staff or local leaders
- Providing safe migration training in a community or village setting
- Doing talks at schools or other local meeting places
- Distributing information at a community meeting or festival

b) Community Loudspeakers	
Advantages	Disadvantages
<ul style="list-style-type: none"> • Low cost • Reach illiterate target population • Adaptable and flexible dissemination method 	<ul style="list-style-type: none"> • Messages cannot be too detailed • Availability of loudspeakers at community level

Oral dissemination of information is an effective way of reaching potential migrant workers within their home communities.

Possible use for loudspeakers

- Loudspeaker announcements can be made at the village and community level and can target potential migrant workers and their families. Announcements should be kept simple – perhaps focusing on referring potential migrants to MRCs, job fairs or the local authorities.

C. Printed materials and material for distribution

A) Posters	
Advantages	Disadvantages
<ul style="list-style-type: none"> • Economical • Effective marketing medium • User and literacy friendly, including simple language, pictures • Doubles as a training tool 	<ul style="list-style-type: none"> • Limited reach • Indoor use only • New design and printing required to update information, e.g. legislative changes and contact details

Possible use of posters:

- Posters can be posted in strategic locations such as border checkpoints, district offices, schools, bus stations, passport offices to disseminate safe migration information
- Advertise services of MRC

B) Brochures	
Advantages	Disadvantages
<ul style="list-style-type: none"> • Low cost to design and print • Easy to hand out and have available at migrant resources centres, offices of local authorities, passport offices, bus terminals, etc. • User and literacy friendly, including simple language, pictures, comic strips. • Can provide more comprehensive and detailed information to potential migrant workers. • Longevity of information. 	<ul style="list-style-type: none"> • New design and printing required to update information, e.g. legislative changes and contact details • Easily and often discarded

Possible use for brochures

- Brochures can be disseminated in schools, MRCs, and during community mobilization activities.
- Two different types of brochures could be produced (*Travel Smart, Work Smart* brochure will be developed in Thailand and countries of origin to cover the following content):
 1. Destination country specific brochure
 - Section about the country, its culture and people
 - Info/facts figures about migrant workers working in the destination country
 - Minimum wages
 - Methods of recruitment
 - Costs of recruitment
 - Working and living conditions
 - Rights at work
 - Complaints mechanisms
 2. Potential migrant specific brochure
 - Recruitment procedures
 - Legal procedures
 - Pitfalls of irregular migration
 - Costs of migration
 - Possible exploitation by recruiters/brokers
 - Rights at work
 - Complaints mechanisms

C) Emergency contact details (on cards or fabric)	
Advantages	Disadvantages
<ul style="list-style-type: none"> • Ensure migrants have emergency contact details with them at all times • Low cost • Small and concealable • Can be distributed at various dissemination channels 	<ul style="list-style-type: none"> • Need to ensure contact details/hotlines are active and will respond to migrants' needs • Consultation with partners and regular updating of information required • There have been incidences where migrants have had materials taken from them.

Possible use for hand-out material

- Emergency cards are pocket-sized and durable cards (preferably laminated) that migrants can keep with them throughout the migration process. It should be small and discreet in order to not draw attention, but should also contain the necessary contact information of the MRC, the Embassy, hotline numbers, etc. A calendar could be printed on one side of the card, to make it more practical, and worth holding on to.
- The card can be distributed at all places where migrants are likely to pass through, including the Consular/Passport Office, the MRCs, bus stations, etc.
- The emergency card should also be shared with other partners that are working on safe migration/anti-trafficking, to distribute to other communities not covered by the project.
- Similarly, another easy handout material could be a handkerchief with emergency contact information embroidered or printed on to them. In Cambodia, UN Women provides migrant women with such handkerchiefs as they are easy to conceal and allow women to have information to protect themselves on them at all times.

It is worth noting that handout materials to departing migrants have had reduced effectiveness in some countries where migrants have their belongings taken from them either before departure or while in transit.

Mass Media Consumption in the GMS countries

	Cambodia	Lao People's Democratic Republic	Viet Nam	Thailand	Malaysia
Television (rural population), 2009	53.5% of households		4 per 100 inhabitants, 2008⁸	24 per 100 inhabitants, 2008⁹ 96% of households	45 per 100 inhabitants, 2008; 91% of households

⁸ Nordicom: *A sample of International Media and Communication Statistics 2010'* (Gothenburg, 2010)

⁹ *Ibid*

				have TV	have TV
Radio (rural population)	38.72%				
Cell phone subscribers (2009)¹⁰	44.8%	52.9%	113%	96%	107.9%
Internet users (2009)¹¹	0.6%	4.9%	26.9%	25.4%	54.9%
Newspaper				25%*	

Sources: UN Statistics Division 2010

Population Census 2008 (radio, TV Cambodia)

*National Statistics Office, Ministry of Information and Communication Technology

¹⁰ United Nations Economic and Social Commission for Asia and the Pacific: *Statistical yearbook for Asia and the Pacific* (Bangkok, 2011).

¹¹ *Ibid.*

7. DISSEMINATION POINTS

Dissemination points are the moments and physical locations at which messages are disseminated to audiences. These can include a variety of formal and informal disseminations – from a dedicated training on safe migration, to something as simple as an individual picking up a leaflet outside a resource centre. Because of the time for communication of messages and the resources available at the different dissemination points, the effectiveness of communication at these points varies.

Different target groups (e.g. youth, parents, potential migrants) are reachable at different dissemination points. A more detailed discussion of the target audiences is included in the following section.

- **Community or youth centres:** These locations can be used to organize village-level meetings with different audiences e.g. group discussions with different audiences, screenings of films (*My Name is Saray*; others in collaboration with *MTV EXIT*), seminars on issues of migration. Facilitators can use these discussions to disseminate brochures, flyers, posters and cards with emergency contacts.
- **Village meetings or workshops:** The village authorities will gather participants from target villages to attend a workshop chaired by the district authority from concerned offices, for example, the district Trade Union Office or district Labour Office.
- **Interest-based group meeting:** Meetings with interest groups such as human trafficking or child protection groups may already take place at the provincial, village or commune level. Since migration is a related issue, it would be appropriate to use this meeting to bring to light issues of migration and their linkages with trafficking and human rights, and raise the awareness of the interest groups so they can incorporate the message on safe migration to their audience.
- **School / Vocational Training Centres:** School visits are necessary in order to ensure that youth who are about to make the transition into the workforce are aware of the realities of labour migration, how to migrate safely, alternatives to migration, etc. A key part of this training would be to underscore the importance of education and that a migrant with higher education and skills is more likely to have a positive migration experience. Another key part of the discussion is to promote peer-to-peer education. School visits also need to be discussed in detail with the school administrators before the visit, and materials should be distributed in the teachers' presence as questions from students may arise in the weeks after the visit. Information on the labour market, process of migration and illegal brokers and recruiters will also be provided to the youth in order to help them to make informed decisions.
- **Transport Hubs**
 - **Bus Stops** (Provincial/Regional/national) are a dissemination point to reach potential migrant workers. Stickers, flyers, brochures, cards with emergency contacts on safe migration including information on radio and TV shows, MRC contact information, and government website links can be distributed.

- **Airports and land border crossings:** Flyers can be made available at departure and arrivals halls at airports targeting both departing and returning migrants.
- **MRC:** Migrant resource centres (MRCs) have been established in the TRIANGLE project target provinces. The MRCs will have brochures, flyers, and posters on safe migration available for pick up for potential migrants. Officers will be on hand to provide information, counselling and legal assistance. Please contact TRIANGLE if you would like to distribute materials on the MRC.
- **Recruitment Agencies:** Recruitment agencies should play a role in preparing migrant workers for safe and legal migration. Safe migration materials should be given to recruitment agencies for broader dissemination. Recruitment agencies should be targeted with information designed for migrants who have already decided to migrate and are already contracted (including labour rights information, contract information or information about adapting to living and working abroad).
- **Passport or other Authority Offices:** Brochures, flyers and posters should be made available to passport offices to target those migrant workers who may have already made the decision to migrate but may need more information on how to migrate legally.

8. MONITORING AND EVALUATION

Monitoring and evaluation is important. Monitoring and evaluation of communications products and events will be undertaken by implementing organisations with support from ILO TRIANGLE staff. At a minimum, organisations should keep a spreadsheet recording all communications materials or projects and rank them against the following questions. Other methods for recording communications may include survey, testing, questionnaire, interview or focus group discussion.

1. What have the reactions to the communication been? Was it well-received? Did it respond to the information needs of target audience? Did communities receiving the product suggest changes? What changes? (organisations will need to ask these questions after delivering the product).
2. Who received the product? How did they receive it?
 - a. For publication, keep a distribution list
 - b. For interpersonal communication, keep a participation list
 - c. For radio or television, try to determine how many people would have received the messages.
 - d. For website and internet material, track the number of downloads or page views.
3. Has the communication resulted in behavioural change? Has an increase in the number of people visiting the MRC after the communication been noted? What about to the local passport office or recruitment agencies? Or the number of complaints received by authorities?

a. Regular monitoring of MRC visits should give this information. Organisations may also request information from passport office, local authorities and recruitment agencies, though this may not always be accessible.

b. consider taking a survey of the amount of people visiting the MRC, the local passport office, recruitment agencies, or the number of complaints received by authorities before disseminating communications materials. After communications materials have been disseminated and socialised, take this survey again (at intervals worked out in your organisations communications plan). By pre-testing and post-testing in this way, you can gauge what kind of impact the communications material has had on behavioural change.

9. COMMUNICATIONS TOOLS

The following provides a list of resources and tools for service providers and MRCs to consider utilizing in their message delivery. Consider how many of these your MRC has and what gaps remain?

Posters – safe migration
Posters – advertising MRC services
Flyers/brochures/other – safe migration
TV Spots (scripts / recordings)
Radio Spots (scripts / recordings)
Radio broadcasts
Newspaper advertisements
Travel Smart/Work Smart brochure
Presentation outlines and materials for peer to peer education, talks at secondary school / vocational education centres on safe migration. Can be in the form of posters, flip chart outlines, or suggested talking points
Flipchart or training materials for peer-to-peer learning
Labour rights and occupational safety and health handbook
Announcement boards at MRCs / community bulletin boards

10. DONOR VISIBILITY

It is likely that all communications material must include some logo, most often of a development or funding partner or a government ministry or institution. Implementing partners, including those running MRCs are encouraged to communicate directly with their funding partners relating to this requirement. This communications plan will also be shared with funding partners.

Logo use usually means that the ‘owner’ of the logo will need to approve the material before publication or broadcast. Funding partners need to approve material for diplomacy, for transparency and to ensure appropriate use of their logo.

To get approval for use of the Australian aid identifier for example, staff must share the content of the publication with AusAID. Staff at the national level should note that the regional approval processes, if they apply to your program, may take time. This should be factored into

Communications Processes and Plans. The regional approvals processes will also probably require text or translations into English. For television or radio, a script would need to be shared and cleared by the funding partner. Some funding partners even have aural logos that would be broadcast at the end of a radio spot.¹² For different funding partners, you will need to check their specific requirements.

¹² For further details on AusAID's visibility guidelines, for example, please see: http://ausaid.gov.au/Publications/Pages/9406_7521_5436_7645_2360.aspx