



STOP EXPLOITATION
LEARN • ACT • SHARE



THE X-KIT

THE IOM X TOOLKIT FOR TAKING ACTION
TO STOP HUMAN TRAFFICKING AND EXPLOITATION

Learn. Act. Share.

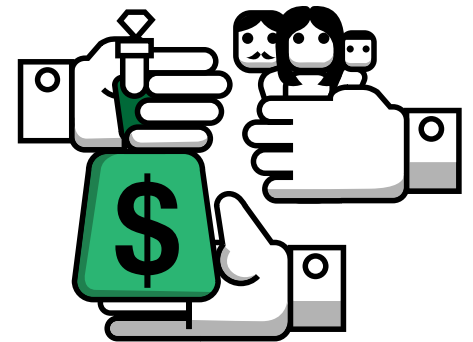
Human trafficking is the buying and selling of men, women and children within countries and across borders in order to exploit them for profit.

The trafficker takes away the basic human rights of the victims: the freedom to move, to make choices, to control their body and mind, and to control their future.

So what can you do?

You can make your mark to end exploitation. This toolkit has been designed to guide you through planning an activity that will help your friends, family and community prevent human trafficking through behaviour change and social action. Thank you for stepping up and speaking out!

About the IOM X campaign



IOM X is the International Organization for Migration's innovative campaign to encourage safe migration and public action to prevent human trafficking and exploitation.

IOM X inspires young people and their communities to act against human trafficking by leveraging the power and popularity of media and technology.

In partnership with the United States Agency for International Development (USAID), IOM X works closely with key stakeholders and influencers across the globe, including international and local celebrities, media and corporate partners, counter-trafficking and youth organizations, government agencies and young people to drive a worldwide movement.



Learn

IOMX.ORG/Learn

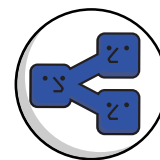
Find out more about what human trafficking looks like in your country or region and who is at risk.



Act

IOMX.ORG/Act

Create a message with an action people can take to help prevent human trafficking and exploitation.



Share

IOMX.ORG/Share

Identify partners and choose an activity you can use to bring people together and share your message.



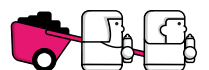
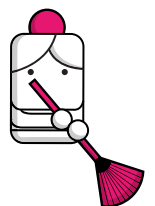
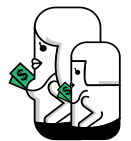
Learn

What is human trafficking?

Human trafficking is a complicated issue but it comes down to the simple fact that human beings should not be enslaved. You don't need to be an expert in order to take action to help stop trafficking and exploitation but you should feel confident to share some basic information.

10 facts about human trafficking

- 1.** Human trafficking is the exploitation of human beings to make money.
- 2.** Victims are most commonly trafficked into forced labour, forced sex work, and forced domestic work.
- 3.** Human trafficking is one of the fastest growing criminal activities in the world, generating US \$150 billion every year.
- 4.** Traffickers prey on those who dream of a better future away from home driven by poverty, lack of job opportunities or family expectations.
- 5.** There are more than 20 million people living in modern slavery.
- 6.** Victims - men, women and children - are tricked, forced or coerced into slavery.
- 7.** Victims are often trafficked by people they know and trust.
- 8.** Once trapped, victims are forced to work long hours and live in inhumane conditions with little or no pay. Threats and physical violence are used against them. Victims may suffer from physical and emotional abuse, rape, and even death.
- 9.** Victims often have their documents taken away from them and are forced to pay off false debts.
- 10.** Human trafficking is a global phenomenon happening right now in every country in the world.



Need more?

Check out the "Learn" section of IOMX.org for more information about human trafficking.

Local experts and organizations are a great source of information about the human trafficking situation in your country. You can use Twitter, Google + and Facebook to search for human trafficking organizations. 'Follow' or 'like' the organizations to stay informed about what they're doing.

Google Alerts allow you to select a phrase, for example 'Human Trafficking + your country/city' and then it collects all the news, stories and blogs published on that topic each day and sends them to you as an email. It's an easy way to stay up to date about recent cases, stories and campaigns.



Act

What can you do?

We can all act in ways that fight or fuel human trafficking and exploitation, for example through the choices we make about how to migrate and the products and services we pay for. Stopping trafficking and exploitation means promoting changes in the way people act. Knowledge is not the same as behaviour. ***It's not enough to simply give people facts and statistics about human trafficking. You need to tell them what actions they can take to stay safe and help prevent it.***

When selecting your target audience it's important to consider who is part of the human trafficking chain.

Who are the links in the human trafficking chain?

Potential victims

People who are at risk of being trafficked. Human trafficking can affect men, women and children from different social, economic and educational backgrounds.

Traffickers

Those who recruit, hold or transfer people for the purpose of exploitation.

Policy makers & service providers

Those responsible for creating laws or offering services that protect people from trafficking, help the survivors and stop the operations of traffickers.

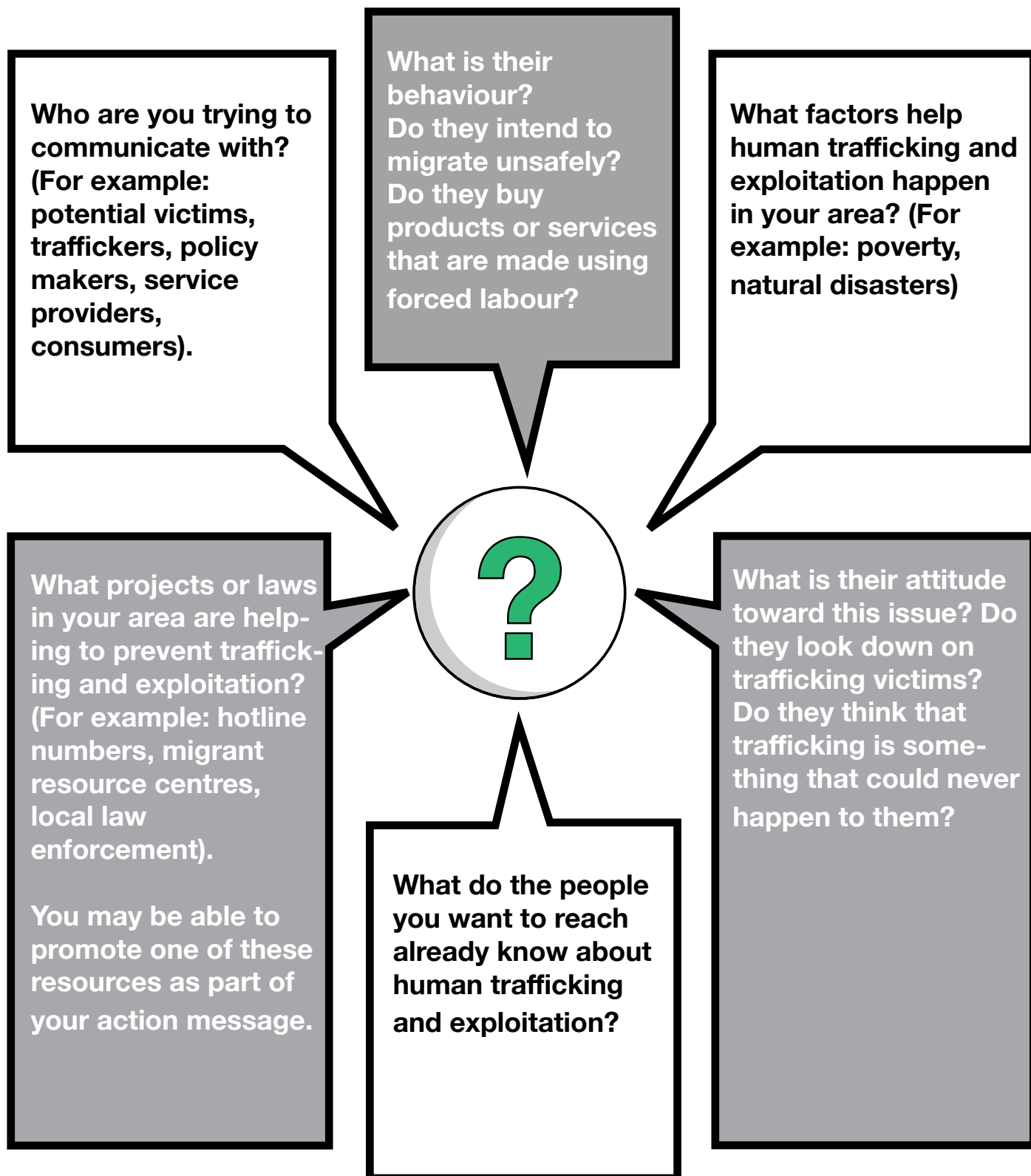
Consumers

Individuals and businesses that purchase products or services produced by trafficking victims, knowingly or unknowingly.

Which of these groups do you want to engage with, based on what you have learned about human trafficking in your area? If you need help figuring this out, see if you can talk to someone who works on the issue of human trafficking locally (such as a law enforcement officer or counter-trafficking agency staff) to get suggestions.

If you're still feeling stuck, think about your own network. Who do you feel best able to communicate with? Maybe it's your peers who are thinking about migrating to study or find work (i.e. potential victims) or who may be purchasing clothing, electronics or services that rely on forced labour (i.e. consumers).

When you're thinking about what kind of action message to use in your activity, consider these questions:



Slogans can be useful for rallying support but ultimately, **action messages** have a greater impact because they tell people what they can do.

Slogan - Okay

Action Message – Better!

<p>Stop human trafficking!</p>	<p><i>Be informed! Ask questions and take your time before accepting a job offer. Anyone can be a trafficker.</i></p>
<p>We are not for sale!</p>	<p><i>If you see someone being abused or exploited, report it immediately by calling this hotline number _____</i></p>

The images you use matter too!
 Human trafficking is a terrible crime but people should feel empowered to do something about it – not hopeless. Positive images are more effective to inspire feelings of empowerment.

Tip! Action messages should be:

- ✓ Direct
- ✓ Short
- ✓ Positive
- ✓ Relevant
- ✓ Do-able/ Actionable

Negative image



People looking sad, hurt or trapped.

Positive image

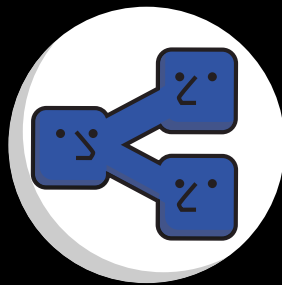


People who are empowered and taking action to protect themselves and their loved ones.

Need more?

Check out the tips for safe migration and for travellers and consumers on IOMX.org under "Act" for ideas about positive action messages.

Talk to trafficking experts in your community to get help with creating your message. If you can't talk to someone directly, look at the kind of messages that anti-trafficking organizations have been using in your area. There might be one that you could adapt to focus on promoting a specific action.



Share

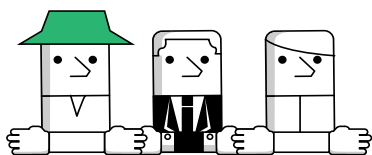
Who can help spread the word?

Now that you know more about human trafficking and you have figured out what message you want to promote to encourage safer actions and decisions, it's time to think about who you can partner with and what kind of activity you want to do.

Local partners can help you increase the impact of your activities by providing expertise and resources.

Make a list of potential partners

Think about people who are already involved in counter-trafficking work or who are generally respected by the community and involved in social issues:



Government agencies and NGOs that work on trafficking and exploitation



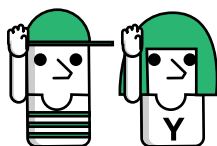
Creative groups with skills in music, art and theatre



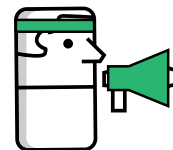
Businesses that are active in the community



Schools



Youth volunteer groups



Community leaders and public figures

When you contact them, explain what you are planning and why and outline how you think they could be involved. They may have activities or events already planned that you could join.

What can you do?

Planning an activity where people can learn more about how to stay safe while being entertained at the same time is a great way to help prevent trafficking and exploitation.

It might seem strange to share information about such a serious issue in a fun way but you can't share any information if people aren't paying attention. You'll reach more people if you plan an activity that they want to be part of.

Whether you're planning something big or small, you want people to show up, be interested, learn something and stay safe!



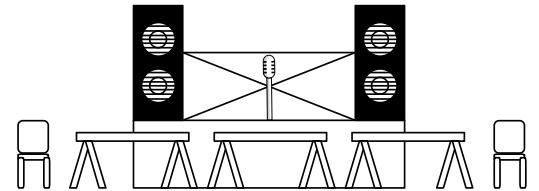
Information

How will information about safe migration and human trafficking prevention be shared? Will you have speakers? Information booths where local organizations can distribute materials? Posters or banners?



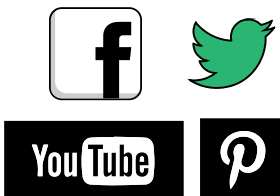
Entertainment

What are the people you're trying to reach interested in? Music, arts, sports, theatre? You want your activity to be entertaining so people are excited to take part.



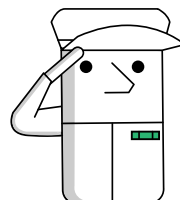
Equipment and materials

What do you need for entertainment and information sharing? An audio system? Tables and chairs? Paper and markers? By working with local partners you may be able to get these things donated.



Promotion

How will you get the word out and encourage people to take part in your activity? Posters? Radio? Word of mouth? Social media? Think about where the people you are trying to reach get their information.



Safety

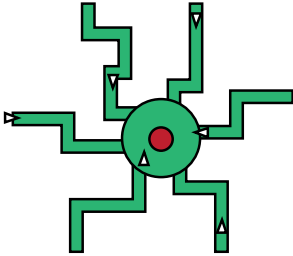
How will you make sure the people who participate in your activity stay safe? If it's a big event you may need to involve the local authorities and even for a small activity you should make sure you have a first aid kit and that the venue you use is comfortable and safe for all the participants.



Clean-up

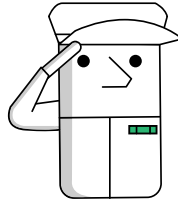
It can be easy to forget about what happens after an activity finishes but returning the equipment, thanking partners and leaving the venue clean and organized is key to making a good impression in the community.

Safety tips



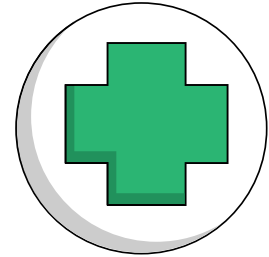
Access

- Is the venue for your event easy and safe for all participants to get to?
- Is it safe and comfortable for both male and female participants?
- Is it accessible for people with limited mobility?
- Is it safe and appropriate for children? If not, how will you ensure that children are not harmed during the event?



Security

- How many people does the venue safely hold?
- How will you control the number of people?
- Large events may require additional support from local police and permits from the local authorities.
- Are entrances and exits well marked?
- Is there an evacuation plan posted at the venue in case of an emergency?
- Is the venue clean and well lit?
- Are there any dangerous equipment or materials that could harm the participants? How will you prevent this from happening?



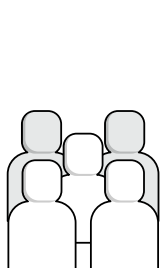
Health

- Is clean water available?
- Is there a first aid kit?
- Is there a fire extinguisher?
- How close are the nearest medical and emergency services? Large events may require firefighters and emergency medical staff to be present. Your local partners and authorities can help you determine exactly what safety measures to put in place.

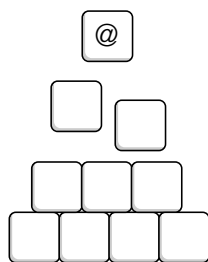
Go digital

If you want to reach people who are active online then you can use social media platforms like Facebook, Twitter, Instagram and Google+ to build a community of supporters and promote safe migration and trafficking prevention messages to even more people.

Here are a few tips to help you take action online:



Go where your audience is.



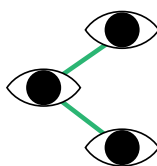
Build your online community by connecting with other local and global counter-trafficking campaigns and NGOs



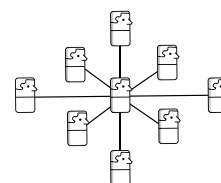
It will be easier to get people interested if you use social media platforms that your target audience is already using instead of trying to get them to go somewhere new.



Share relevant information.



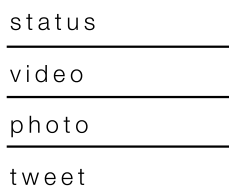
Promote realistic actions such as “Watch and share this video” or “Call this hotline number _____ if you see someone who may be a victim of trafficking.”



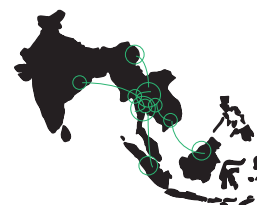
You’ll gain new supporters and information about trafficking in your area by connecting with others involved in the same issue.



Stick to positive calls to action.



Be personal and post at least a few times a week so the people following you online can see that things are happening. Whenever possible, encourage them to get involved in contributing to your online content with blogs, questions and activity ideas.



People respond more to things that feel personal. Share trafficking related news and stories from your area or country.



Communicate regularly

Safety tips



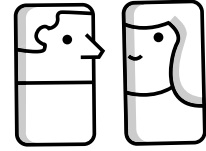
Protect your private information

Only give your phone number and email address to people you can trust.



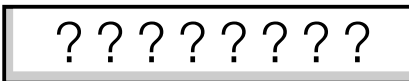
Chatting to strangers

You may want to talk to new people online, especially when you are trying to build an online community for your activity but



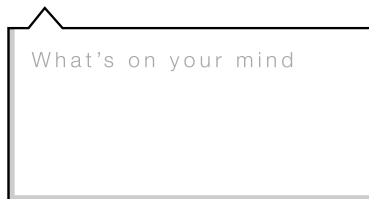
Meeting in person

If you are planning to meet someone that you have met online in-person, be sure to take a friend with you, choose somewhere busy and meet during the day.



Passwords

Never share your password. Keep passwords to yourself, and make sure you use a mix of letters and numbers and not something that would be easy for someone else to figure out.



Posting

Think before you post. If you wouldn't want your parents, teachers or employers to see it, don't post it. Once something is online it's there to stay, even if you think you've deleted it. Respect the privacy of others and don't post a picture or information about someone else without his or her permission (or the permission of his or her parents/guardians if that person is under the age of 18).

Important!

If you are being harassed online or feel uncomfortable with the way someone is treating you online, you can:

- Change your password if you think someone has been accessing your email or social media accounts
- Block or Report someone to remove their access to your account, page or feed.
- Call the police if you are receiving threatening messages and feel in danger.

Thank you
for taking the time to
learn, act and share!

You are making a
difference and joining a
global movement.

Tell IOM X about your activity!
Email iomx@iom.int