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Reducing Vulnerability to Human Trafficking

An Experimental Intervention Using Anti-Trafficking Campaigns to Change Knowledge, Attitudes, Beliefs, and Practices in Nepal

Research and Innovation Grants Working Papers Series

August 26, 2016



VANDERBILT
UNIVERSITY

INSTITUTE OF
INTERNATIONAL
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Research and Innovation Grants Working Papers Series

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Center for Awareness Promotion	People's Forum for Human Rights/National Network
Change Nepal	for Safe Migration
Child Development Society	Plan International
Child Workers in Nepal	Planete Enfants
Department of Women and Children, Nepal	Pourahki
Government	Shakti Samuha
Himalayan Human Rights Monitor	The Asia Foundation
International Organization for Migration	World Education
Nepal Youth Foundation	UNICEF
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MESSAGE FROM THE DIRECTOR

USAID's Center of Excellence in Democracy, Human Rights, and Governance is pleased to share "*Reducing Vulnerability to Human Trafficking: An Experimental Intervention Using Anti-Trafficking Campaigns to Change Knowledge, Attitudes, Beliefs, and Practices in Nepal*." This publication was produced by USAID in partnership with the Institute of International Education and Vanderbilt University as part of the Research and Innovation Grants Working Papers Series.

The *Strategy on Democracy, Human Rights, and Governance*¹ reaffirmed USAID's commitment to "generate, analyze, and disseminate rigorous, systematic, and publicly accessible evidence in all aspects of DRG policy, strategy, and program development, implementation, and evaluation." This paper, along with the others contained in the series, makes a valuable contribution to advancing this commitment to learning and evidence-based programming. This series is part of USAID's Learning Agenda for the DRG Sector, a dynamic collection of research questions that serves to guide the DRG Center's and USAID field missions' analytical efforts. USAID seeks to inform DRG strategic planning and project design with the very best theory, evidence, and practical guidance. Through these efforts, the Learning Agenda is contributing to USAID's objective to support the establishment and consolidation of inclusive and accountable democracies to advance freedom, dignity, and development.

This paper presents the results of a series of randomized controlled trials in Nepal to determine the effectiveness of media campaigns designed to raise counter-trafficking in persons awareness. The researchers developed, tested, and randomly assigned campaigns, varying by format; the narratives were further varied by message type, and participants were randomly assigned to experience the campaigns in an individual or group setting. The findings show that all campaigns increased general knowledge about trafficking, ability to self-identify as victims, and ability to recognize trafficking situations that have affected family and friends. The campaigns also increased respondents' sense of urgency about trafficking in Nepal, commitment to act to address it, and actions to prevent it. However, the campaigns did not increase respondents' awareness of trafficking in their own communities. The research also found differences in campaign effects: narrative formats were more effective than a fact-based poster, and empowerment narratives were more effective than fear-based narratives. The research suggests a policy preference for use of radio in a country such as Nepal, where radio is cost effective.

I hope you find this research enlightening and helpful. As the DRG Center's Learning Agenda progresses, we will continue our effort to bring forward the latest in relevant social science research to important constituencies for our work, particularly our DRG cadre and implementing partners, but also others. I invite you to stay involved as this enriching, timely, and important work proceeds.



Neil Levine, Director
Center of Excellence on Democracy, Human Rights, and Governance
US Agency for International Development

¹ [https://www.usaid.gov/sites/default/files/documents/1866/USAID%20DRG_%20final%20final%2006-24%203%201\).pdf](https://www.usaid.gov/sites/default/files/documents/1866/USAID%20DRG_%20final%20final%2006-24%203%201).pdf)

ACRONYM LIST

ANOVA	Analysis of Variance
CDS	Child Development Society
C-TIP	Counter-Trafficking in Persons
CWIN	Child Workers in Nepal
DCHA	USAID's Bureau for Democracy, Conflict, and Humanitarian Assistance
DDR	Disarmament, Demobilization, and Reintegration
DFG	Democracy Fellows and Grants Program
DID	Difference-in-Difference
DOL	United States Department of Labor
DRG Center	USAID's Center of Excellence on Democracy, Human Rights, and Governance
FSI	Stanford University's Freeman Spogli Institute for International Studies
HimRights	Himalayan Human Rights Monitors
HTV	Human Trafficking Vulnerability
IC	Information Campaign
ILO	International Labor Organization
KABP	Knowledge, Attitudes, Behaviors, and Practices
LAPOP	Latin American Public Opinion Project
MCI	Meena Communication Initiative
NGO	Non-Governmental Organization
NRS	Nepalese Rupee
SLC	School Leaving Certificate
SMS	Short Message Service
TCU	Texas Christian University
TDH	Terre des Hommes
UN	United Nations
UNICEF	United Nations Children's Fund
USAID	United States Agency for International Development
USC	University of Southern California
USD	US Dollars
VDC	Village Development Committee
WOREC	Women Rehabilitation Center

EXECUTIVE SUMMARY

Since 2001, USAID has implemented programs designed to counter trafficking in persons (C-TIP) in more than 68 countries. The Palermo Protocol defines human trafficking as:

“The recruitment, transportation, transfer, harbouring, or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation. Exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labour or services, slavery or practices similar to slavery, servitude, or the removal of organs.”

The Protocol also clarifies that the recruitment, transportation, transfer, harboring, or receipt of an individual under the age of 18 for the purpose of exploitation is considered trafficking in persons, even if none of the means listed above (force, coercion, abduction, *etc.*) is involved. A modern form of slavery, human trafficking constitutes a gross violation of human rights.

Despite the complexity of the crime and efforts by many national and international organizations to eliminate it, there is limited research on the nature and extent of human trafficking, its underlying dynamics, and the effectiveness of C-TIP programs. Through the C-TIP Campus Challenge Research Grants funded by USAID’s Center of Excellence on Democracy, Human Rights, and Governance under the Democracy Fellows and Grants Program, three research teams implemented public opinion surveys in USAID priority countries for C-TIP programming. The researchers sought to generate data to inform the design of programs to raise awareness about trafficking among vulnerable populations and to influence knowledge, attitudes, and practices related to trafficking. This paper focuses on research conducted in Nepal by a team led by Vanderbilt University. C-TIP Campus Challenge Research Grants also were awarded to teams led by Texas Christian University (TCU) to conduct research in Albania and Moldova and the University of Southern California (USC) to conduct research in Indonesia.

While the results of Vanderbilt University’s research should be relevant to the global community of anti-trafficking experts, the research for this project was conducted in Nepal, a country with high levels of vulnerability to human trafficking. The phenomenon affects hundreds of thousands of Nepali citizens. Women, children, and men from Nepal are trafficked for sex and labor both domestically and internationally, to India, other Asian countries, the Middle East, and throughout the world. According to the Gallup World Poll, 229,000 Nepalis, from a population of roughly 28 million, were subject to some form of trafficking in 2014 alone, and that same year Nepal was ranked 20th of 167 countries on the Global Slavery Index.

This report presents findings from a randomized controlled trial that studies the effects of mass media awareness campaigns on norms and behaviors related to a person’s vulnerability to human trafficking in Nepal. It aims to address whether such campaigns can be employed to induce shifts in knowledge, attitudes, beliefs, and practices (KABP) that could reduce human trafficking vulnerability. The results presented here are from two rounds of data collection. Round 1 of data collection occurred from July to December 2014 and Round 2 occurred from March to September 2015. The data collected in the first

round include demographic data, as well as baseline data on respondent perceptions and actions around human trafficking, both prior to and shortly after exposure to anti-trafficking mass media campaigns. These campaigns involved both fact-based messages (a poster) and narrative formats (a graphic novel, a radio dramatization, and an audio-visual dramatization). These narratives either included negative appeals that emphasize the terrible realities of being trafficked, with tell-tale signs of powerless characters entering into a harmful and dangerous situation, or focus on positive appeals that underscore character self-efficacy and ability to take ownership over their decision-making capabilities.

These campaigns and the methods through which they were deployed are elaborated in this report. Highlights of the key findings of the overall effects of receiving human trafficking awareness campaign materials are below, and the complete key findings are presented in the following pages:

- Human trafficking awareness campaigns increase the ability of respondents to self-identify as having been trafficked, and to recognize the occurrence of human trafficking among family and friends.
- These campaigns generally increase an individual's sense of urgency around human trafficking, including concern about the issue, awareness that human trafficking is a significant problem nationally in Nepal, and belief that the government should prioritize anti-trafficking actions. However, these effects are short lived.
- Awareness about the prevalence of human trafficking in one's community does not increase as a result of exposure to mass media campaigns. This finding is cause for concern: if respondents believe their community is exceptional or immune to the push and pull factors of human trafficking, and do not believe that human trafficking is an issue in their community, they may be more likely to overlook it when it does actually manifest itself.
- Anti-trafficking campaigns do not affect perceptions around the prevalence of different types of human trafficking, including being forced to work for little or no pay, being forced to work to pay off a debt, being forced to engage in prostitution, or being sold into marriage.
- Mass media campaigns increase perceptions that men, women, girls, boys, and members of a respondent's ward are at high risk of being trafficked. These effects persist in the long term for both men and boys, but not for women, girls, or ward members, which speaks to the potential efficacy that awareness campaigns can have in neutralizing misconceptions that human trafficking is mostly a gendered issue.
- Anti-trafficking campaigns are successful at increasing knowledge about human trafficking in both the short term and the long term. They increase knowledge that forms of trafficking other than sex trafficking exist, that human trafficking is a form of slavery, and that men can be trafficked. They also decrease the misconception that transnational movement is a prerequisite of human trafficking; however, this effect is not enduring.
- Mass media campaigns affect attitudes toward victims of human trafficking differently depending upon the type of human trafficking that respondents are asked to consider. They do not increase

willingness to have a conversation with a labor trafficking victim (though rates of willingness are already high for this variable), but they do have a positive impact on respondent willingness to have a conversation with a sex trafficking victim. They increase overall blame for victims of labor trafficking, and decrease blame directed at victims of sex trafficking. Awareness campaigns translate to greater positive attitudes toward sex trafficking victims than labor trafficking victims.

- Overall, human trafficking campaign materials do not affect respondent attitudes toward anti-trafficking policies, with the important exceptions of greater support for policies to improve country coordination and increase information around human trafficking. Respondents are responding to awareness campaigns with a desire to see more information campaigns.
- Mass media campaigns increase respondent commitment to act, as well as actual actions to combat human trafficking. In the short term, they lead to a greater willingness to talk with family and friends about human trafficking, and to commit to volunteering time or money to anti-trafficking organizations. They also lead to an increase in actually lobbying the government of Nepal to take greater action against human trafficking, through a postcard mailing campaign.
- The overall effects of mass media campaigns do not consistently withstand the test of time. Some of the most prominent long-lasting positive effects include recognizing that family members or friends fall victim to human trafficking, and that human trafficking is a problem at the national level. Moreover, in the long run, exposure to these campaigns actually decreases perceptions that lack of information is the primary reason people are trafficked.

COMPLETE KEY FINDINGS

A. Demographic and Socioeconomic Indicators Related to Trafficking Vulnerability

- Respondents access various forms of media regularly. Radio is by far the most accessible media platform, with 93.4% of respondents reporting that they have access to a radio, of whom 81% listen to the radio every day or a few times a week. Television is the second most common media format to which study participants have access (84.2% of respondents). Almost 60% of respondents with access to a television watch it daily. However, there is a consistent gender gap in media access, regardless of media platform, which suggests that women have less access to awareness campaigns transmitted through existing media.
- Over 75% of respondents are familiar with graphic novels, one of the media formats that play a central role in the study. Again, there is a gender gap, where fewer women have seen a graphic novel. Additionally, nearly half of the study respondents saw graphic novels as a source of entertainment only, as opposed to a platform to provide educational content.
- The average age at which respondents' children started working was 17 years old. With respect to the children of respondents, 22.9% of them started working when they were between 7 and 14 years old; 31.2% of respondents' children started working between 15 and 17 years old; and 30.7% started participating in the labor market between 18 and 20 years old. They mostly work in the agricultural sector (69.9%), transporting heavy items (26.9%), or in private households (5.8%). Children who work often do the same type of work that their parents did as children.
- Some respondents report workplace abuse directly, including being threatened at the workplace (3.8%), not being paid for work done (6.8%), forced unpaid overtime work (6.6%), withholding of pay (5.7%), and sexual abuse (1.3%). Reported rates of abuse on these dimensions increase when asked indirectly through a list experiment, as individuals may be uncomfortable sharing experiences of abuse. This indirect method of questioning shows that employers have threatened respondents if they quit their job (10.0%), have forced them to work without pay (9.6%), and have forced them to have sex (6.7%).
- Domestic and international migration for work is prevalent in our sample. Over 30% of respondents have migrated for work. Of these, about two-thirds are male. These migrants are overwhelmingly above the age of 25 (63.7%); however, 2.8% reported migrating for work when they were 15 or younger. Nearly 5% reported that cash was provided up front for taking a job away from home. About 40% of respondents expressed an awareness of the risks related to migration, but over half of them did not believe these risks could befall them personally.

B. Baseline Human Trafficking KABP

- Human trafficking is a rare event if prevalence is based upon self-reports. In the survey, 1.2% of respondents (58 individuals) report having been trafficked. In addition, 3.9% of them report knowing of a family member or friend who has been trafficked. This is in contrast to the higher

prevalence of exploitative conditions, which are markers of human trafficking (e.g., 9.6% reporting forced labor and 6.7% reporting sexual exploitation).

- The majority of respondents (64%) express feeling high levels of concern around the issue of human trafficking. While most respondents (87%) identify human trafficking as a major problem nationally, they generally do not perceive it as an issue in their own community, with almost 80% of respondents reporting that human trafficking is not a big problem at the local level. This local disregard for the issue is important to note because it means that individuals could be less vigilant when it comes to mitigating human trafficking risks in their community in spite of a general recognition that human trafficking is a big problem nationally.
- With respect to perceptions of the frequency of different types of human trafficking, over 50% of respondents perceive women being sold into marriage as commonly occurring in Nepal, with forced prostitution (48.5%), forced work (46.6%), and debt-bondage (45.6%) being perceived as slightly less frequent.
- Economic vulnerability is viewed as the primary reason why people are trafficked, with lack of information, reckless behavior, and weak legal institutions viewed as less relevant. Respondents identify the main reasons why people become trafficked as follows: unemployment (68.5%), family pressure to earn money (31.3%), and lack of information or education (61.6%). In the survey, 8.7% of respondents note that it is the reckless behavior of individuals that is to blame, and 5% of study participants also highlight weak laws as an issue.
- When asked to identify the types of individuals most often responsible for trafficking, a majority of respondents identified a dalal (broker) as the most responsible person (70%). This observation supports the notion that foreign labor migration and trafficking are linked in the minds of many Nepali citizens. Other individuals identified as responsible include a parent—mother (23.0%) and father (23.8%)—or another family member (29.2%), a manpower agent or employment agency (19.8%), a friend (16.8%), and a stranger (15.8%).
- Sixty percent of respondents identify women over 16 years old as being at high risk of trafficking, followed by girls under the age of 16 (51.6%). Only 18.6% of respondents identify boys under 16 years old, and 14.4% identify males over 16 years old as at risk of being trafficked. Finally, only 2.1% of respondents report that members of their ward are at high risk.
- Knowledge of human trafficking is mixed, but on many dimensions quite high. Nearly 40% of respondents incorrectly believe that human trafficking requires cross-border movement. However, four out of five respondents correctly note that men can be trafficked, and almost 75% recognize that sex trafficking is not the only type of human trafficking. Only about 30% of respondents understand that an individual who knowingly enters into prostitution can still fall victim to sex trafficking. When presented with different hypotheticals, respondents were least likely to identify adult male labor trafficking and boys' sexual exploitation as instances of human trafficking, which appears to reflect commonly held beliefs about the gendered nature of human trafficking.

- Knowledge of human trafficking is positively correlated with level of education; however, baseline knowledge levels among those with no education were still fairly high (4.5 questions correct out of 6 questions).
- Stigma against victims of human trafficking is relatively high. Before receiving any awareness campaign materials, about 67% of respondents expressed a willingness to talk with a victim of labor trafficking, compared to about 61% for victims of sex trafficking. About 46% would share a meal with a labor trafficking victim, compared to about 37% for a sex trafficking victim. Levels of blaming the victim for what happened to them, while generally low, are lower for labor trafficking victims (7%) than sex trafficking victims (10.4%). Similarly, over 25% of respondents express strong beliefs that human trafficking victims are personally responsible for their plight.
- When asked about their attitudes toward the effectiveness of various anti-trafficking policies, respondents were most supportive of educating girls and providing them with more work options (90%) and reducing government corruption (91%), adopting stricter punishments for traffickers (84%) and for those purchasing sex (81%), and providing people with more information about trafficking (79%). This last option is particularly important to note given that this is a study of anti-trafficking mass-media campaigns, as it suggests that respondents recognize the importance of increasing information (prior to exposure to information in the study).
- Respondents generally expressed a high willingness to take action against human trafficking. Over 80% shared that they would call the police if they encountered a situation they thought was human trafficking, and over 70% would talk to family and friends about trafficking. Almost half expressed a willingness to volunteer with an anti-trafficking organization. However, it is much easier for an individual to say that they would take action than it is to actually take that action, so it is important to consider actual behaviors in addition to reports of hypothetical behaviors.
- About one-third of study participants expressed a willingness to donate money to an anti-trafficking organization. That said, upon completion of the study, over 80% of respondents actually donated when provided with the opportunity to do so.
- About 10% of respondents took the initiative to mail a pre-stamped postcard to the government of Nepal with an anti-trafficking message. This is a particularly costly action, as the average walking distance to the nearest post office across the study sample is around two hours.

C. Effects of Receiving Human Trafficking Awareness Campaign Materials Individually versus in a Group

- Group exposure to anti-trafficking campaign materials gives respondents an opportunity to discuss human trafficking with peers, hear their opinions about the messages, and spend more time engaging with the issues presented in the materials. Group exposure also translates to challenges around which opinion is the most influential; no two groups are alike, and the nature of the discussion and the norms and opinions on which groups converge will differ from place to place. Given these considerations, it is perhaps not surprising that group exposure translates to mixed results. Study results show that neither group nor individual exposure type is systematically

more effective than the other. Instead, relative effectiveness depends upon the type of human trafficking outcome being examined. Given that group exposure is more costly, as it requires a convening of individuals and a facilitator to oversee the event, from a cost-effectiveness perspective, the addition of group trainings is not unambiguously good.

- While group exposure has a short-term stronger impact on the ability of participants to recognize cases of human trafficking among family and friends, it does not increase the ability of respondents to self-identify as having been trafficked.
- Individual exposure to mass media campaigns is more effective than group exposure at increasing respondent sense of urgency around human trafficking, as well as perceptions of the scope of the human trafficking problem locally and nationally. However, these effects do not persist over time. In the long term, there are no detectable differences in the sense of urgency between those who processed awareness campaign materials individually as opposed to in a group setting.
- Group exposure to anti-trafficking campaign materials is more effective than individual exposure at increasing perceptions of frequency of different types of human trafficking like forced labor, debt bondage, and sex trafficking. This is a persistent effect that endures the test of time. Additionally, at least in the short term, group exposure also increases respondent perceptions on the frequency of forced marriages.
- Group experience of anti-trafficking campaign materials has a stronger effect than individual exposure on respondent perceptions that increased information about human trafficking is important to reducing the phenomenon.
- Individual exposure results in stronger effects on respondent perceptions that women over 16 are at high risk of trafficking (in the short term), and that girls under 16 are at high risk of trafficking (in both the short and long term). Whether individuals did or did not experience the awareness campaigns with a group has no differential effect on risk perceptions tied to boys under the age of 16, men over the age of 16, or members of a respondent's ward.
- Individual exposure to anti-trafficking mass media campaigns is generally more effective than group exposure at increasing knowledge around human trafficking. This finding shows that dialogue can contribute to misunderstandings that can reduce, rather than increase, overall knowledge about an issue discussed in materials presented to an individual.
- With respect to attitudes toward victims of human trafficking, group exposure to mass media campaigns is more effective at eliciting more positive attitudes toward labor trafficking victims (*e.g.*, increasing respondent willingness to talk with victims of labor trafficking), but there are no differential effects when considering sex trafficking victims. Simultaneously, group exposure also triggers a greater sense that victims are empowered to change their situation and should take at least some responsibility for what happened to them.

- Group exposure to anti-trafficking mass media campaigns is more effective than individual exposure at increasing support for anti-trafficking policies.
- Group exposure increases respondent expressed commitment to take action against human trafficking. That said, when it comes to actual actions, group versus individual exposure to mass media campaigns has no differential effects.

D. Effects of Exposure to Different Formats of Human Trafficking Awareness Campaign Materials (Poster, Graphic Novel, Radio, Audio-Visual Narrative)

- The four different message formats, which include a fact-based poster and three narrative-based media (graphic novel, radio, audio-visual), do not result in any systematically different patterns around human trafficking KABP. For a set of outcome measures, the three narrative formats are more effective than the poster. However, the lack of a clear winner in terms of media platform, aside from the finding that narratives are often more effective than fact-based formats, points to the recommendation that practitioners implement the most cost-effective awareness campaign. Radio is the most affordable from a production and dissemination perspective in Nepal, and with it being the most widely accessed media format in Nepal, radio is the most cost-effective medium for awareness campaigns.
- The campaign format does not affect respondent self-identification as a human trafficking victim, or recognition of human trafficking experiences of family or friends.
- In the short term, the graphic novel is more effective at increasing concern for human trafficking than the other formats.
- In the short term, the radio narrative is generally more effective than the other three formats (poster, graphic novel, audio-visual) at increasing perceptions of the frequency of various types of human trafficking.
- No format has a greater impact than another at increasing respondent belief that lack of information is one of the main reasons that individuals become victims of human trafficking. In fact, in the long term, each of the formats decreases respondent perception about the role of lack of information in human trafficking.
- In the short term, and in contrast to the poster, all three narrative formats (graphic novel, radio, and audio-visual) are equally effective at increasing the likelihood of viewing women over the age of 16, men over 16, and boys under 16 as being at risk of human trafficking. The poster is the notably weaker format in eliciting the perspective that boys are vulnerable to human trafficking, in both the short term and the long term. The poster is also weaker at eliciting this perspective for adult men, albeit in the short term only.
- The three narrative formats are more effective than the poster at correcting misconceptions that human trafficking requires movement across borders, and increasing knowledge that men can be victims of human trafficking. These effects do not persist in the long term.

- The three story-based treatments are more effective at increasing perceptions of victim empowerment and police helpfulness.
- The graphic novel has a particularly great impact in reducing perceptions that victims should be held responsible for being trafficked.
- The narrative treatments are generally more effective than the fact-based poster in triggering a commitment from respondents to take action to call the police and talk to family and friends about human trafficking.
- In the short term, the three story-based campaigns are more effective than the poster at triggering a greater commitment to donate time and money to an anti-trafficking organization.
- The four message formats do not result in different rates of sending a postcard to the government of Nepal lobbying for greater efforts against human trafficking.

E. Effects of Exposure to Different Human Trafficking Narrative Message Types (Danger versus Empowerment)

- For the majority of measures, there are no distinguishable differences between danger (negative appeal) and empowerment (positive appeal) on outcomes of interest. When there are differences, the positive empowerment appeal generally elicits a stronger upward response – more concern, a greater sense of prevalence, a greater willingness to engage with human trafficking victims, a stronger belief that people can control their life situations, a greater sense of police helpfulness, and more self-reported willingness to take actions. This difference suggests that overall, when creating mass media campaigns, empowerment messages are to be favored over danger ones. That said, it is important to carefully consider circumstances in which an increase in support may not be unambiguously desired. For instance, we see that the positive appeal leads to an increase in the opinion that police are helpful. While some may say that it is positive to view the police as helpful, in some environments (for example, where there are high levels of police corruption), a more appropriate response might be to increase the view that the police are not to be trusted as a source of support.
- The two message types are equally effective at increasing respondent self-identification as a human trafficking victim, and increasing recognition of human trafficking experiences of family or friends.
- In the short term, the empowerment message is more effective than the danger narrative at triggering concern for human trafficking and increasing perceptions that human trafficking is a problem in Nepal.
- The empowerment message is more likely to increase beliefs in the short term about the frequency of a variety of different types of human trafficking in Nepal, especially being forced to work for little or no pay.

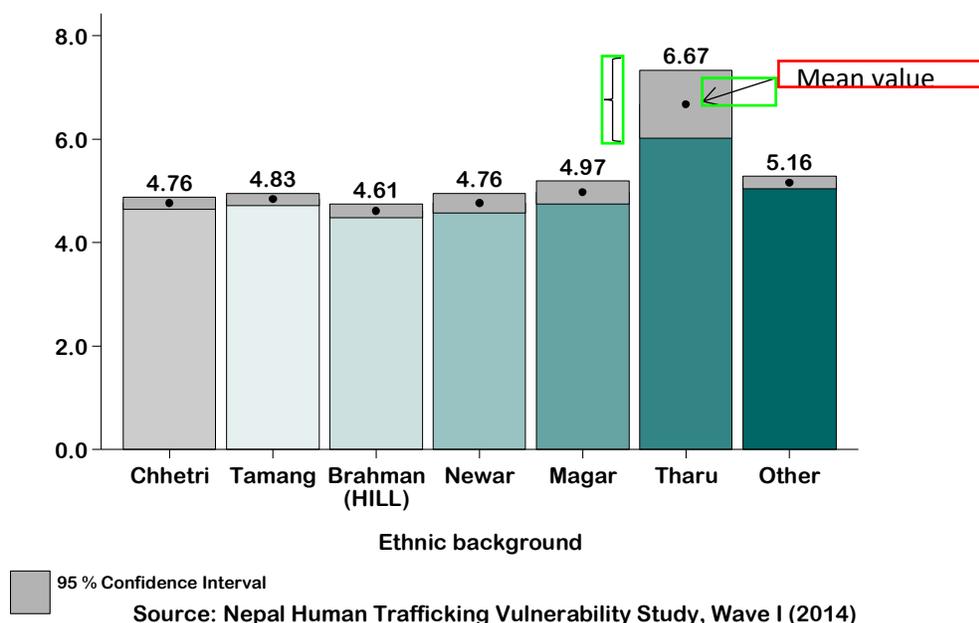
- There is some evidence that the danger message is more likely to increase respondent belief that lack of information is a main reason why people become trafficked.
- In the short term, the empowerment narrative increases perceptions that girls under the age of 16 are at high risk of being trafficked.
- The empowerment narrative is more effective than the danger message at increasing perceptions that men and boys are at high risk of being trafficked. That said, this effect does not persist in the long run.
- The danger and empowerment narratives have no differential effects on knowledge.
- The empowerment narrative is more effective than the danger message at increasing respondent willingness to converse and share a meal with a sex trafficking victim.
- Relative to the danger message, the empowerment narrative increases respondent perception that human trafficking victims are empowered to change their situation and that the police can be helpful.
- The empowerment and danger message types do not have differential effects on respondent support for specific policies that the government could adopt against human trafficking.
- In the short term, the empowerment narrative is more effective than the danger message at increasing respondent willingness to report human trafficking to the police, and commit to talking to friends and family about human trafficking.
- The empowerment narrative is more effective than the danger message at engendering respondent willingness to volunteer time to an anti-trafficking organization. The two narrative types are equally effective at increasing respondent commitment to donate money.

PART I

A. Understanding Figures in this Report

All analyses in this report produce results that contain some margin of error. It is important for the reader to understand that each data point estimate (for example, average trust in political parties) has a confidence interval that describes the uncertainty surrounding the estimate, expressed in terms of a range surrounding that point. Most graphs in this study show a 95% confidence interval, which means that there is 95% confidence that the true value is within that interval. The confidence interval appears as a grey block in the figures in this report. The dot in the center of the confidence interval depicts the estimated mean (in bar charts) or coefficient (in regression charts). The numbers next to each bar in all bar charts represent the estimated mean values (the dots).

Figure A-1: Understanding Figures in this Report



Where two confidence intervals in bar graphs do not overlap, as we see with the confidence intervals for Tharu and Magar above, the reader can be confident that those differences are statistically significant at the 95% confidence level. In other words, the likelihood that the observed difference is caused by something other than mere random chance is only 5%. However, it is important to note that the converse is not true. There may be meaningful differences between two estimates even when the intervals overlap. However, as a shorthand in interpreting figures, we can examine the extent to which intervals overlap, since, if they overlap to a large degree, the difference between the two values is typically not statistically meaningful and simply due to random chance.

CHAPTER I: STUDY OVERVIEW

A. Introduction

Millions of women, men, and children are currently victims of human trafficking worldwide (Bales, Trodd & Williamson 2009). As the gravity and extent of the issue has risen to prominence in the 21st century, international, state, and non-governmental policymakers, as well as activists and researchers, have invested great amounts of resources in their efforts to reduce the occurrence of this form of modern-day slavery. One particular focus of the anti-trafficking community has been tied to raising awareness of the problem: individuals who know more about the issue, and have information about questions such as whom it affects and how it occurs, are considered more likely to protect themselves from it and identify its occurrence in their surroundings. This report presents a rigorous evaluation of anti-trafficking awareness campaigns, in order to share research results that increase our understanding of campaign effectiveness and possibly contribute to reducing the global incidence of human trafficking.

While study results should be relevant to the global community of anti-trafficking experts, the research for this project was conducted in Nepal, a country with high levels of vulnerability to human trafficking. The phenomenon affects hundreds of thousands of Nepali citizens. Women, children, and men from the country are trafficked for sex and labor both domestically and internationally, to India, other Asian countries, the Middle East, and beyond (U.S. Department of State 2012). The sex trafficking route from Nepal to brothels in India is considered one of the world's busiest (American Bar Association 2011), and other egregious forms of human trafficking like forced child labor and bonded labor have also been documented in Nepal (ILO 2009; Sanghera 2004).² According to the Gallup World Poll, 229,000 Nepalis were subject to some form of trafficking in 2014 alone; that same year Nepal was ranked 20th of 167 countries on the Global Slavery Index. Due to the prevalence of human trafficking in the country, a variety of Nepali governmental agencies, as well as domestic and international non-governmental organizations, use mass media campaigns to increase human trafficking awareness (Crawford and Kaufman 2011).

However, there is a lack of comprehensive and systematic evaluation of interventions to minimize human trafficking, including awareness campaigns, which presents a key challenge to designing effective anti-trafficking programs. The research project presented here aims to help fill this void by studying the effects of mass media campaigns on norms and behaviors related to a person's vulnerability to human trafficking in Nepal.³ It aims to address whether mass media campaigns can be employed to induce shifts in KABP that

² Estimates of the prevalence of human trafficking can vary considerably between studies due to the criminal nature of human trafficking and variations in the ways that governments and institutions define the problem, which make it difficult to collect accurate data. As a result, it is common to find inconsistencies in global estimates and demographics of human trafficking, and the true figures on prevalence could be substantially higher than some of the estimates cited here (Sanghera 2004).

³ Human trafficking can be conceptualized in different ways. The most widely cited definition, and the one we employ in this study, is based on the United Nations Protocol to Prevent, Suppress and Punish Trafficking in Persons. In the Palermo Protocol, human trafficking is defined as, "the recruitment, transportation, transfer, harboring, or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability, or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation. Exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labor or services, slavery or practices similar to slavery, servitude, or the removal of organs" (UN General Assembly 2000).

will reduce the incidence of human trafficking. Study results have the potential to immediately shape the ways in which these media campaigns are conducted in the future. After a brief introduction, Chapter I focuses on the evaluation methodology and sample design of the study, and then provides an overview of the demographic characteristics of our study sample.

B. Types of Awareness Campaign Interventions

The awareness campaign interventions designed for this study, discussed in greater detail in Chapter II, varied along three dimensions: 1) the format of the campaign; 2) the content of the messages; and 3) exposure to the materials individually or in a group. An elaboration of each of these three dimensions is provided below.

Dimension 1: Varying Format. The educational materials on human trafficking designed for this study use four different formats: a traditional poster/brochure; graphic novels; radio dramatizations; and an audio-visual format.

- **Brochure/Poster.** The brochure/poster is designed to replicate the types of posters and pamphlets currently used to increase awareness around human trafficking issues. It does not include narratives of individual experiences with human trafficking. Instead, it focuses on providing some basic facts on human trafficking. Appendix A includes the poster used in this study.
- **Graphic Novels.** Two different graphic novels were designed to test the effectiveness of both negative and positive narrative appeals typically employed in awareness campaigns. These variations in content are discussed further below. Each of the two graphic novels includes six human trafficking stories, two stories of each of the following categories of human trafficking: hazardous work involving sexual exploitation, foreign migration, and internal human trafficking. One of each of the pairs involves a female victim, and the other involves a male victim. All six stories are included in each graphic novel, in order to expose respondents to a broad, all-encompassing view of human trafficking. Appendix B includes sample pages from the graphic novels.
- **Radio Dramatizations.** The radio dramatizations were produced in collaboration with Antenna Foundation Nepal, a Nepalese radio show production organization. They consist of a dramatized version of each of the graphic novel stories. Each story is approximately 5-10 minutes long, making the full treatment about 50 minutes in length.
- **Audio-Visual.** A fourth format involves a combination of the graphic novel and the radio dramatization, which is meant to simulate a television show that allows individuals to process information through both sight and sound. The graphic novel images are presented in a slide-show format, with the radio dramatization serving as audio. In addition to simulating a television show, presenting the graphic novel as a slideshow allows us to have more control over the length of time during which the participant is exposed to the treatment. Specifically, a participant presented with a printed graphic novel has complete control over the amount of time they spend looking at the various pictures and stories. When presented with a controlled slideshow version, the ability to expose individuals to the graphic novel for the same amount of time as it takes for them to listen to the radio is increased.

Dimension 2: Varying Message Content. The content of the campaigns is based on interviews with human trafficking victims and case notes from counselors at various anti-human trafficking organizations. The process for researching and designing the content of the campaigns is discussed in Chapter II. The campaign messages include either a negative “danger signs” appeal, or a positive “empowerment” appeal, described below:

- **Negative Appeal:** A “danger signs” narrative uses negative frames to underscore the terrifying realities of being trafficked (Apanovitch *et al.* 2003; Bandura 2000; Ruiter *et al.* 2001; Witte and Allen 2000). In recounting the story of an individual who is trafficked, the narrative emphasizes the tell-tale signs that they are entering into a harmful and dangerous situation. The following are examples of danger signs that occur in such a narrative:
 - A potential employer provides someone with a job offer in another town/country, and asks them not to tell anyone about the opportunity, to leave with them immediately for the job, and/or to leave surreptitiously.
 - A potential victim is given very little information about a job opportunity, *e.g.*, not provided with a contract or a specific name and address of the employer, *etc.*
 - An employer asks to hold the victim’s passport.
 - A victim is not provided with proper documents to cross the border prior to their departure.
 - A victim is pressured into accepting an alcoholic or drugged beverage from an employer or trafficker, which then makes them lose consciousness.
 - A trafficker asks the victim to lie at the border about their relationship and claim familial ties.
 - A victim in an employment setting experiences instances of abuse, including physical harm and violence, health effects, psychological stress, *etc.*
- **Positive Appeal:** An “empowerment” narrative uses positive frames to emphasize the individual agency of victims and potential victims of human trafficking (Apanovitch *et al.* 2003; Bandura 2000; Ruiter *et al.* 2001; Witte and Allen 2000). Such a narrative actually builds on the “danger signs” narrative, in that it presents fear appeal situations, followed up with examples of self-efficacy as victims extricate themselves from the situation. These are tales of triumph, in which individuals take ownership over their decision-making capabilities. The following are examples of narratives contained in a positive empowerment appeal:
 - A potential victim asks pointed questions to individuals presenting them with job opportunities.

- An individual carries out independent research on an employment opportunity (for example, asking for a phone number of the work opportunity, and then calling it for confirmation).
- A character informs friends and family members of the opportunity, and provides them with the names and addresses of relevant employers.
- A victim takes proactive steps to escape the trafficked, exploitative, or hazardous situation (*e.g.*, escaping while being transported to the destination, speaking out at the border, or escaping once having arrived at the destination).
- A survivor takes concrete steps to reintegrate into society after having been victimized, seeking out more education, job trainings, participating in human trafficking awareness activities in the community, *etc.*

Dimension 3: Group versus Individual Message Consumption. Study participants were treated with the campaigns either individually or in groups. The purpose of this distinction is to ascertain how people process and experience media interventions in different contexts.

Those villages that experienced campaigns as a group were only exposed to the audio-visual treatment. In other words, format variation (poster versus graphic novel versus radio versus audio-visual) only occurred at the individual-level.

For participants who were treated individually, interviews were conducted in their home. If the individual agreed to participate, the enumerator first conducted a baseline survey to gather basic socio-demographic data, and information on their previous KABP surrounding human trafficking and previous exposure to anti-human trafficking awareness campaigns. At this point, individuals in the treatment group were treated with the poster, radio, graphic novel, or the combination radio + graphic novel, and were then given a post-treatment survey (those in the control group were not exposed to media messages). Figure I-1 includes pictures taken during the individual treatment and baseline survey.

Figure I-1: Individual Interventions



For the group treatment, after selecting the villages, enumerators randomly selected participants, inviting them to attend a training scheduled for the next day. If they agreed to participate, the enumerator

conducted the same baseline survey as above. Participants then came to a central meeting room in the village to attend the training the following day. After receiving the audio-visual treatment, they were then divided into two groups: 1) males (both adult and children), and 2) females (both adult and children). Such divisions were constructed to encourage more participation from women, who may otherwise be less likely to speak.

After viewing the audio-visual treatment, group respondents participated in a focus group. A trained research assistant guided the focus group discussion while additional research assistants discretely took handwritten notes on the conversations. Conversation topics included questions about how the participants respond to the various stories, how they relate to the victims and traffickers, and their perceptions of human trafficking in their community.

One of the main purposes of the focus group was to establish whether the presence of peers shapes participants' willingness to speak up and discuss a sensitive issue, and acknowledge the existence of the problem of human trafficking in the community. Figure I-2 presents some pictures taken during the group level-treatment and baseline survey.

Figure I-2: Group Interventions



Participants were then asked to participate in a role-playing activity. Trained research assistants started the role-play by enacting a script that depicts a well-known trafficking situation where a young woman is sold to a brothel in India and eventually rescued by Indian police. The research assistants pause the scene after the woman's rescue and invite group participants to complete the scene as they see fit. The scene included the following roles: the victim, the victim's brother, and a local social worker. The goal of this exercise was to establish what participants think they should do in a possible trafficking situation rather than what they would actually do. Research assistants observing the focus group and role-playing activity collected qualitative data on the number and subject of group discussions and on group-level metrics of enthusiasm, attentiveness, confusion, and other emotional expressions.

In summary, the study is comprised of ten different conditions: a pure control, seven individual-based treatments, and two group-based treatments. The number of individuals assigned to each condition is summarized in Table I-1.

Table I-1: Treatment Conditions

Category	Treatment Condition	Number of interviews
Individual-Based Control 1	Pure Control	322
Individual-Based Treatment 2	Poster (neutral information)	311
Individual-Based Treatment 3	Graphic Novel: Danger	290
Individual-Based Treatment 4	Graphic Novel: Empowerment	326
Individual-Based Treatment 5	Radio: Danger	320
Individual-Based Treatment 6	Radio: Empowerment	284
Individual-Based Treatment 7	Audio-Visual: Danger	632
Individual-Based Treatment 8	Audio-Visual: Empowerment	595
Group-Based Treatment 9	Audio-Visual: Danger	969
Group-Based Treatment 10	Audio-Visual: Empowerment	979
	Total	5,028

C. Experimental Design and Sample Size

This study draws on a sample of the general population of Nepal, which is representative of individuals with a range of levels of vulnerability to human trafficking, as well as individuals who are in a position to report, prevent, and engage with issues around trafficking.

Data collection and fieldwork took place in two phases between July and December 2014 (Round 1) and March and September 2015 (Round 2). New Era, a Nepalese survey firm, conducted all data collection. The study took place in 10 out of Nepal's 75 districts, which are listed in Table I-2. Eight districts are in the Central Development Region and two districts are in the Mid-Western Region of Nepal. These ten districts have some of the greatest reported incidence of human trafficking in the country, and were selected such that the study sample is representative of these two regions of Nepal rather than the country overall.⁴

In each of the ten districts, eight Village Development Committees (VDCs) were selected, as well as two wards within each VDC, for a total number of 160 research sites. Wards that have fewer than 100 households, as well as those that were not primarily Nepali speaking, were excluded from the selection process. Wards within a VDC were then selected, being mindful to avoid, when possible, two wards that share a border. One of the selected wards was randomly assigned to receive a group treatment and the other one was assigned to receive individual-level treatments.

In each ward that received a group treatment, 24 participants were selected, for a total of 1,920 group-treated respondents. In each ward that received individual-level treatments, between 38 and 39 individuals were selected, for a total of 3,108 individually treated respondents. Our final sample size was 5,028 individuals (see Table I-2 for sample distribution by district). Of the 5,028 individuals surveyed in the first round, 3,824 (76%) were successfully resurveyed in the second round.

⁴ This is based on data from the 2010/2011 Nepal National Living Standards Survey, which contains questions about migration and trafficking, and the 2003-2013 database of the Women's Cell of the Nepal Police Department that documents the quantity of trafficking incidents at the district-level.

Table I-1: Sample Distribution by District

District	VDCs	Number of	
		Wards	Interviews
Sarlahi	8	2	509
Doalkha	8	2	499
Sindhupalchok	8	2	509
Kavrepalanchok	8	2	503
Bhaktapur	8	2	495
Dhading	8	2	504
Makwanpur	8	2	498
Chitwan	8	2	504
Salyan	8	2	507
Banke	8	2	500
Total	80	20	5,028

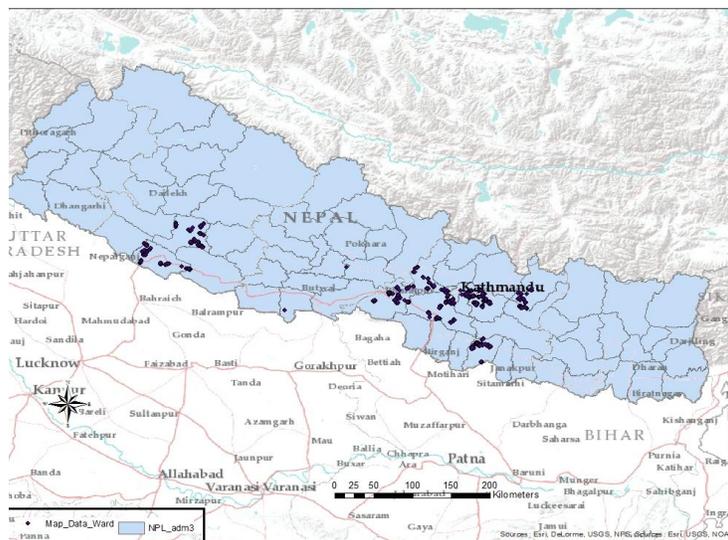
The sample is both gender and age balanced, and includes economic and ethnic categories that represent the most vulnerable populations in Nepal (See Table I-3 for sample distribution by age and gender).

Table I-2: Sample Distribution by Gender and Age

	Number of Respondents	Percentage
Gender		
Male	2,518	50
Female	2,510	50
Age		
13-24 years old	2,510	50
25 years old and older	2,518	50
Total	5,028	

Figure I-3 shows the intervention sites according to GPS measures of longitude and latitude of each survey respondent.

Figure I-3: Intervention Sites



D. Sample Demographics

The following section examines the socioeconomic and demographic characteristics of the survey respondents in the study.

i. Education

Education directly affects a person’s risk of being touched by human trafficking, as lack of education can decrease a person’s labor options and increase a person’s vulnerability to a variety of forms of abuse.

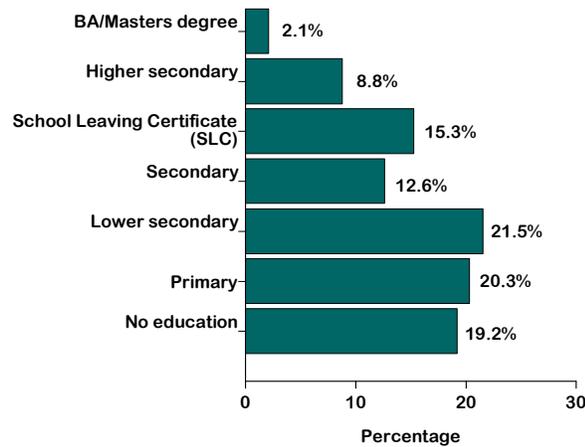
Figure I-4 shows the sample distribution of the surveyed population by educational level.⁵ As shown in the graph, nearly three-quarters of the interviewees have not completed secondary education. In Nepal, completion of secondary education is marked by successfully passing the School Leaving Certificate (SLC).⁶ Among the respondents, 19.2% have no formal education,⁷ 20.3% have completed primary school only (grades 1 to 5), 21.5% have completed lower high school (grades 6 to 8), and 12.2% completed some secondary education. However, only 26.2% of the respondents have at least obtained their SLC.

⁵ As in the rest of the report, the text box below each graph displays the wording of the question being analyzed. The text box also includes the answer categories included with each question.

⁶ The SLC is the final examination in the Nepali secondary school system and is a requirement of any student who wants to complete grade 10 and move on to higher secondary education.

⁷ The “No Education” category includes respondents who did not attend school or receive formal education, as well as those who are illiterate (do not know how to read or write).

Figure I-4: Sample Distribution by Educational Level

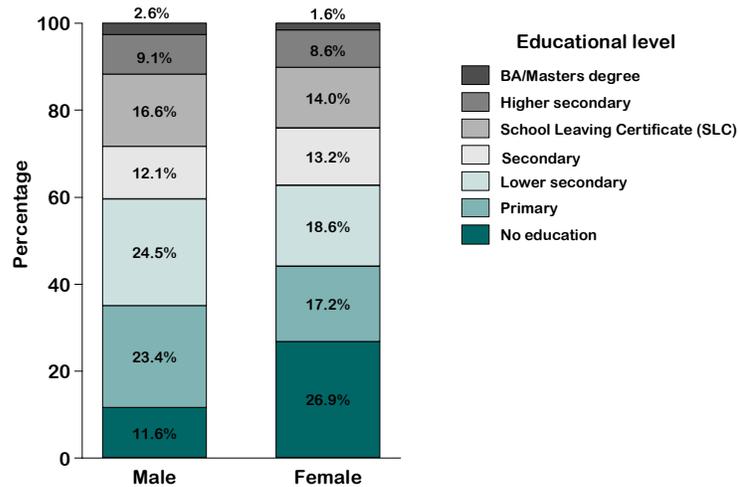


Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

D.4 What is your highest completed education level?

- 1) BA/Masters' degree
- 2) Higher secondary
- 3) School Leaving Certificate (SLC)
- 4) Secondary
- 5) Secondary
- 6) Lower secondary
- 7) Primary
- 8) No education

Figure I-5: Sample Distribution by Educational Level and Gender



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

D.I What is your gender?

- 1) Male
- 2) Female

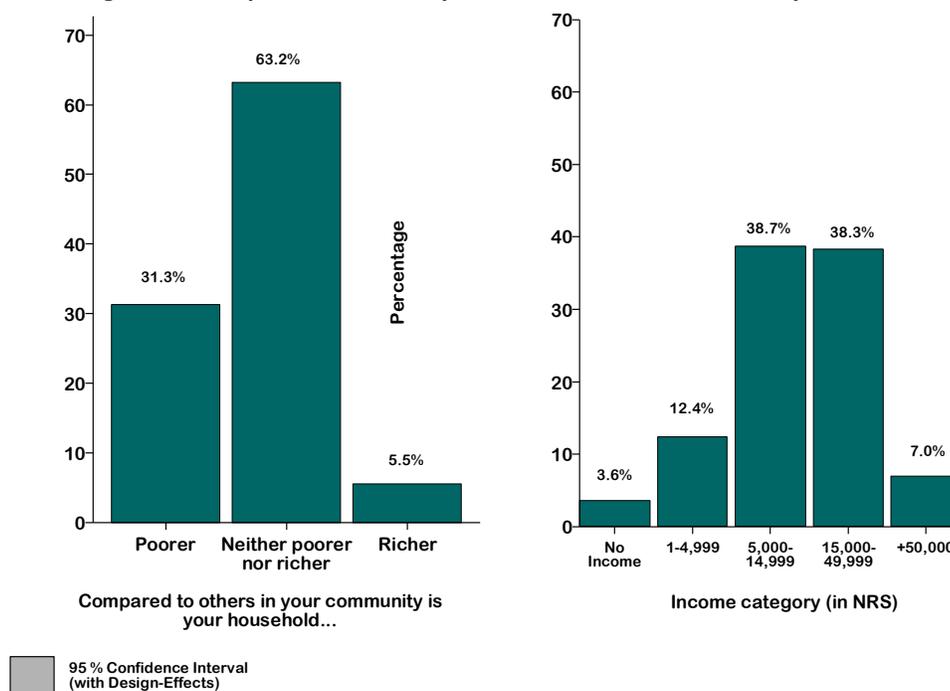
Within the study sample, educational achievement is notably lower among women than men. As can be seen in Figure I-5, more than 25% of women, compared to fewer than 12% of men, have no formal education. However, compared to national averages, the study sample has higher rates of formal

education. Nationally, 23% of males and 44% of females 15 years of age and above have never attended school (Government of Nepal 2011a).

ii. Income

Because asking directly about income levels can be sensitive and can lead to omissions or underreporting, we asked respondents about their monthly household income and their economic status relative to other people in their community. The right side of Figure I-6 shows that 38.7% and 38.3% of our sample earn the equivalent of USD 50-150 per month and USD 150-500 per month, respectively. According to the Asian Development Bank, 25% of the Nepali population lives below the national poverty line, which is equivalent to approximately 175 USD per capita per year. The left side of Figure I-6 shows the sample distribution by household economic status. The vast majority of respondents (63.2%) consider their households to be in a similar economic condition to other households in their community. While 31.2% of the respondents believe that their households are poorer, only 5.5% believe their household is richer than other households in their community.

Figure I-6: Sample Distribution by Household Income and Poverty Status



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

INC.16 In your opinion, compared to others in your community, how poor or rich is your household?
 1) Much poorer 2) Moderately poorer 3) Slightly poorer 4) Neither poorer nor richer
 5) Slightly richer 6) Moderately richer 7) Much richer

INC.17 In a typical month, what is your total household income? (in NRS)

iii. Ethnicity and Caste

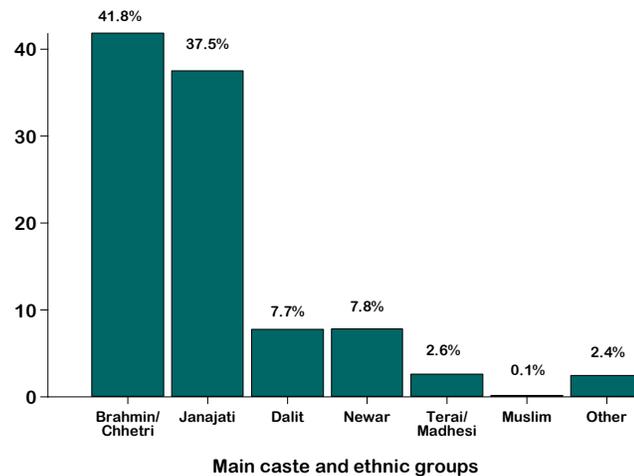
Nepali society is ethnically diverse. According to the 2011 Population Census, Nepal is comprised of 125 castes or ethnic groups. The largest of which are:

- The Chhetri (16.6%)
- Brahman-Hill (12.2%)
- Magar (7.1%)
- Tharu (6.6%)
- Tamang (5.8%)
- Newar (5.0%)
- Kami (4.8%)

Ethnic groups are geographically distributed, with the Brahman and Chhetri communities living mainly in the mountains, hills, and valleys of Nepal; the Tamang community located in the central hills close to the Kathmandu Valley; and the Newar community largely concentrated in the Kathmandu Valley.

Figure I-7 shows the sample distribution by caste and ethnic background of the respondents. The study is focused on the Central Development and Mid-Western regions, where there is a higher proportion of Chhetri, Tamang, and Brahman-Hill groups. The study sample reflects the ethnic structure of the total population in these two regions. The four largest groups in the study are Chhetri (25.8%), Tamang (21.4%), Brahman-Hill (14%), and Newar (7.8%). Groups that were not in one of the six largest ethnic groups collectively represent 20.9% of the sample.⁸

Figure I-7: Sample Distribution by Main Caste and Ethnic Groups



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

D.3 What is your ethnic background?

1) Brahmin/Chhetri 2) Janajati 3) Dalit 4) Newar 5) Terai/Madhesi 6) Muslim 7) Other

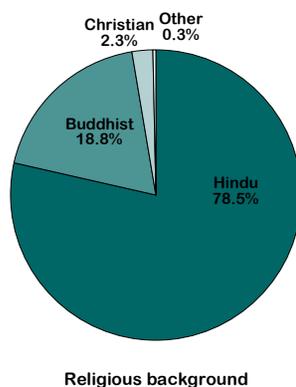
⁸ Ninety-seven ethnicities were included in the survey instrument as response options, and we include the seven ethnicities most represented in the study sample.

Caste and *Janajati* (indigenous ethnic groups) inequality are persistent social, political, and economic issues in Nepal. Although discrimination based on caste and ethnicity was outlawed in the 1950s, the state tacitly permits caste and ethnic hierarchies to remain (Rankin 2004). High-caste Brahman-Hill, Chhetri, and Newar (BCN) groups continue to dominate the political and economic activities of Nepal, and systematically exclude *Dalits* (low-caste groups) and other indigenous ethnicities (*Janajati*) from public life (Lawoti 2012). In addition, BCN groups tend to score higher on measurements of relative economic well-being and social inclusion (Bennett *et al.* 2008; UNDP 2009). Such systematic discrimination has translated into lower educational and health outcomes for *Dalits* (UNDP 2009), both of which are factors that can make *Dalits* more vulnerable to trafficking. Figure I-7 shows the breakdown of our sample according to these politically salient caste and *Janajati* groupings; 38.5% of our study sample are part of *Janajati* groups and 7.9% are part of *Dalit* groups.

iv. Religion

In 2007, Nepal was the last Hindu state in the world to become a secular republic. Although Nepalis belong to more than ten different religious groups, Hinduism remains the largest religious group in the country, with 81.3% of the population identifying as part of that religion (Government of Nepal 2011a). Figure I-8 shows the study sample distribution by religious group. The majority of respondents are Hindu (78.5%), and nearly one-fifth (18.8%) are Buddhist. Christianity is the third largest religious group represented in the study (2.3%). The study has a higher rate of Buddhists and Christians than the national averages of 9.0% and 1.4%, respectively, because the Central Development Region has a higher concentration of both Christians and Buddhists (Government of Nepal 2011a).⁹

Figure I-8: Respondent Distribution by Religious Background



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

D.6 What is your religious background?
 1) Hindu 2) Buddhist 3) Islam 4) Kirant 5) Christian 6) Other

⁹ Eight religions were included in the survey instrument as response options, and we include the five religious backgrounds most represented in the study sample.

E. Conclusion

This chapter provides an overview of the study, the sample design, and the methodology used for data collection. It also highlights basic socioeconomic and demographic characteristics of respondents. Demographic variables such as education and income are particularly important in a study of human trafficking because poverty and lack of education are often associated with an individual's vulnerability to trafficking. Caste and ethnicity are also a focal point, as the legacy of such discrimination in Nepal can leave some groups more vulnerable to exploitation and abuse than others. The study sample largely reflects national demographic trends, with some differences reflecting the report's focus on the Central and Mid-Western development regions, and a sampling design that sought gender and age balance.

CHAPTER II: ENTERTAINMENT EDUCATION INTERVENTIONS

A. Introduction

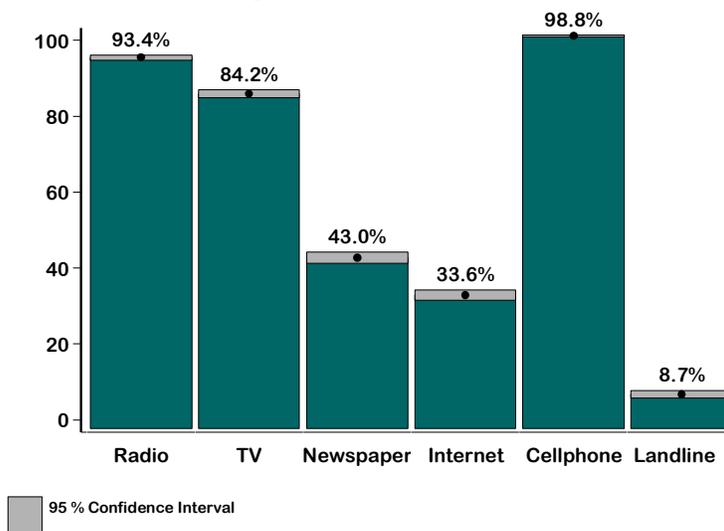
This chapter first explains the motivations behind the design of the awareness campaigns (poster, graphic novel, radio, audio-visual) used in the study. It includes a discussion of media access in Nepal, an introduction to graphic novels, and an examination of past and present campaigns featuring a graphic novel format. The chapter then examines the conceptualization, reporting, production, and implementation of the narratives that comprise the content of the study awareness campaigns.

B. Media Access Overview

Any discussion of potential or existing media approaches to raising awareness around human trafficking in Nepal requires an exploration of the current rates of access to different forms of media in the country. Access to media is essential to increasing people's knowledge and awareness of what takes place around them. Having access to information can affect people's lives, raise awareness of their rights, and make them more capable of protecting themselves against rights violations. Recent advances in information technology, cell phone use, and access to the Internet have begun to provide the means to reach even the most remote areas in Nepal.

Exposure to media is assessed by asking respondents if and how frequently they listen to the radio, watch television, or read newspapers or magazines. Nepal has a diverse media landscape with over 15 television stations, 100 newspapers, and 300 officially licensed radio stations ("Nepal Media and Telecoms Landscape Guide" 2011). Figure II-1 shows the percentage of respondents exposed to each of these mass media platforms. Radio is by far the most accessible media platform, with 93.4% of respondents answering that they have access to a radio, and of those 81% listen to the radio every day or a few times a week. Television is the second most common media format to which study participants have access (84.2% of respondents). Almost 60% of respondents with access to a television watch it daily, and around 27% do so a few times a week. Only 1.5% of the respondents report that they never watch television. Nearly all respondents have access to a mobile phone, while only 43.1% reported having access to a landline telephone, which illustrates the potential for the use of tools such as text messaging to disseminate information.

Figure II-1: Media Access



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

- ME.1** Do you have access to a radio?
 1) Yes, I own one 2) I don't own one, but I have access to one
 3) No, I don't have access at all
- ME.3** Do you have access to a TV?
 1) Yes, I own one 2) I don't own one, but I have access to one
 3) No, I don't have access at all
- ME.5** Do you have access to a newspaper?
 1) Yes 2) No
- ME.7** Do you have access to the internet (e.g., web browsing, email)?
 1) Yes 2) No
- ME.114** Do you have access to a mobile phone?
 1) Yes 2) No
- ME.13** Do you have access to a land-line telephone?
 1) Yes 2) No

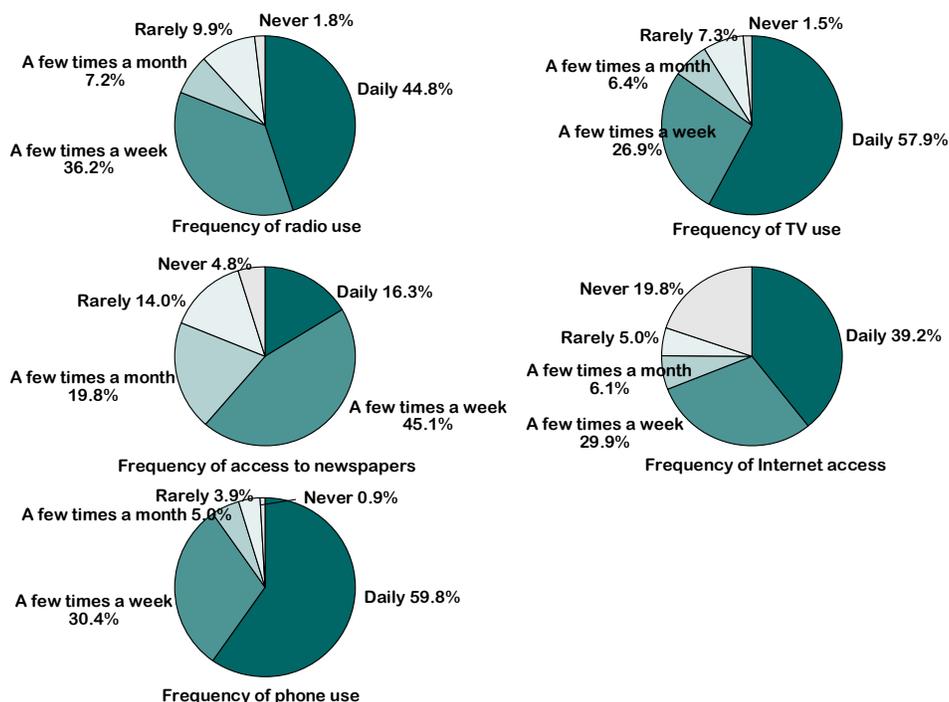
i. Media Access Statistics

Despite radio being the most widespread and accessible media platform, as demonstrated by Figure II-2 below, there are other potential constraints that can restrict media access, particularly in remote areas of the country. These include access to electricity, which is determined by the amount of load shedding that occurs,¹⁰ radio reception (which is predictably higher in metropolitan, non-mountainous areas), and whether the listening device belongs to a public space such as a restaurant or bus as opposed to a private home. Televisions are bound by similar limitations, and can often be found only in shared public spaces such as bars and restaurants. This communal media consumption can also apply to newspapers. Pages of newspapers are sometimes pasted in public spaces such as market squares, which helps account for the

¹⁰ Namely, periods in which the power grid is shut off to preserve electricity.

low frequency of access to newspapers on a daily basis (16.3% compared to 44.8% with radio), and the discrepancy between daily access as opposed to access a few times a week (45.1%). Individuals are increasingly able to access information through the Internet as well, which is also generally done through communal spaces. Only 39.2% of study participants noted that they had daily access to the Internet, and nearly 20% still have no access to the Internet at all.

Figure II-2: Frequency of Media Access

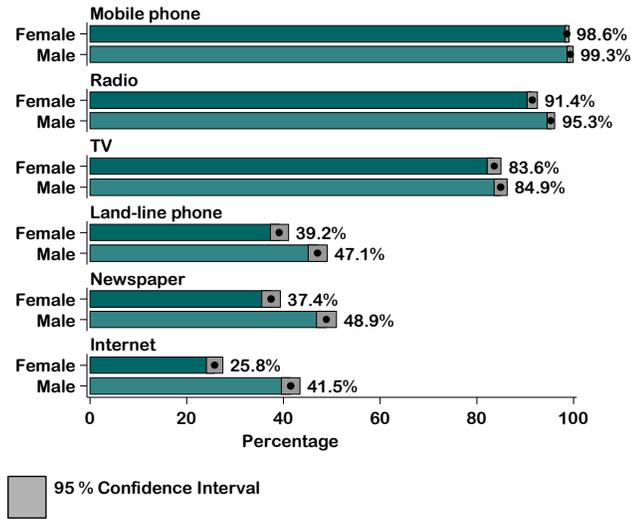


Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

ME.2 How frequently do you use radio/TV/newspapers/internet access/phone?
 1) Daily 2) A few times a week 3) A few times a month 4) Rarely 5) Never

When analyzing media access by gender, it is clear that there is a consistent gender gap regardless of media platform (see Figure II-3). The largest difference is in access to the Internet (25.8% for women versus 41.5% for men) and access to newspapers (37.4% for women to 48.9% for men).

Figure II-3: Media Access by Gender

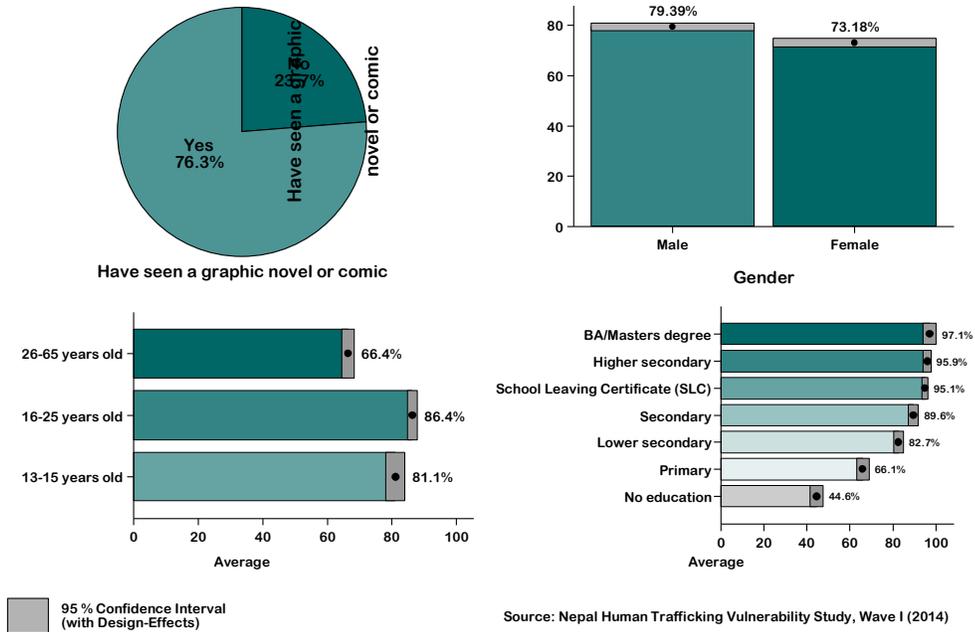


Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

ii. **Graphic Novels**
 a. **Key Audience Demographics**

In terms of visibility, Figure II-4 demonstrates that graphic novel readership registers highest among a younger demographic (respondents aged under 26); however, the highest level of visibility is in the 16-25 years old age group, and not the youngest category of 13-15 years old. There is a correlation between exposure to graphic novels and level of education (82.7% from lower secondary level rising to 97.1% by graduation from university). Moreover, we again see a gender gap: exposure to graphic novels is 6.2 percentage points higher for males than females (79.3% vs. 73.1% respectively).

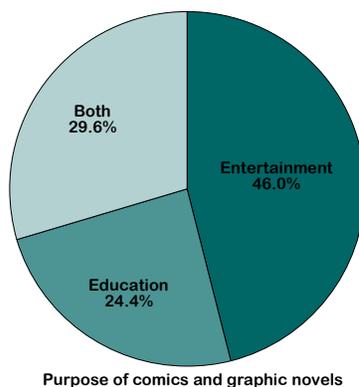
Figure II-4: Exposure to Graphic Novels by Demographic Characteristics



MC.29x1 Have you ever seen a graphic novel/comic book before?
 1) Yes 2) No

Prior to receiving the treatment intervention, respondents were asked about the purpose of a graphic novel to assess how the graphic novels may be perceived prior to any experience with the information materials in the study. The majority of the respondents (46%) said that graphic novels and comics are for entertainment only, 24.4% said that they are for educational purposes exclusively, and 29.6% said that they are for both entertainment and educational purposes. A closer analysis of cultural prejudices associating comics with purely humorous or entertaining content follows below in Figure II-5.

Figure II-5: Purpose of Graphic Novels



Purpose of comics and graphic novels
Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

ME.19 What is the purpose of comics?
1) Entertainment 2) Education 3) Both

C. Visual Storytelling as a Tool for Advocacy

The use of illustrated sequential narratives in presenting advocacy campaigns has risen dramatically across a wide range of formats in recent years, from journalism to publishing, and from print to digital. It is worth highlighting some of the milestones that have contributed to increasing the supposed legitimacy of graphic novels as an appropriate format for addressing sensitive non-fiction issues, such as human trafficking or human rights abuses. However, first and foremost it is worth defining the term “graphic novel” and what separates it from a traditional “comic book.”

i. Defining the Graphic Novel

In his seminal work, *Understanding Comics*, Scott McCloud (1993) defines comics as “[j]uxtaposed pictorial and other images in deliberate sequence, intended to convey information and/or to produce an aesthetic response in the viewer” (9). The principal characteristics of comics are as follows: serialized, typically on a monthly basis; mass-produced by a team comprised of several individuals—a writer, penciler, inker, letterer, editor, and colorist; a uniform length (approximately 30 pages); and continue ongoing storylines and character arcs from previous issues.

The term “graphic novel” was first coined during the latter half of the 20th century and is historically associated with Will Eisner,¹¹ an American artist and writer from New York, who appropriated the visual

¹¹ Naturally, there is considerable debate stemming from the fact that visual narratives have been produced worldwide in centuries prior, but Eisner’s contribution heralded a new wave of publishing in the West.

language, syntax, and format of comics to tell stories that are more emotionally complex and deal with mature themes that might be unsuitable for younger readers.

In print, awards and attention lauded on graphic novelists such as Art Spiegelman (*Maus*, Pulitzer prize winner in 1992), Marjane Satrapi (*Persepolis*, a commercial success both on paper and as an animation), Joe Sacco (*Palestine, Footnotes in Gaza*, Ridenhour Investigative Journalism Prize winner) have established graphic novels in the mainstream, receiving dedicated coverage in publications ranging from *The New Yorker* to *The Guardian* newspaper.¹² Recent years have also seen animation, a hitherto stigmatized medium best known for “cartoons” aimed at children, also target a more adult audience. *Waltz with Bashir*, for example, a 2012 animation by Israeli writer and director Ari Folman, chronicled his journey through the traumatic memories rooted in his service in the war in Lebanon during the 1980s and was a critical and commercial success.

ii. Visualizing the Advocate’s Voice

Visual storytelling through graphic novels is ideally suited to the explanation of complex situations and characters that advocacy and awareness campaigns require. The form offers a number of advantages for advocacy throughout the production pipeline: during the reporting phase; the production phase; and the delivery mechanism.

a. The Reporting Phase

Many non-governmental organizations (NGOs) in the anti-trafficking space face significant challenges in demonstrating the impact of their work to donors and the general public. Trafficking survivors often do not wish to be identified for fear of stigmatization and the risk of being marginalized by their local community. By rendering a trafficking survivor through a drawn likeness or recording their audio testimony instead of live action video or photography, organizations can preserve their anonymity while ensuring their testimony is shared. Direct quotes and audio can be used in conjunction with the drawn images for an added degree of verisimilitude and impact. By presenting the stories of survivors in appealing formats such as a radio drama or comic, organizations can foster interest in and engagement of a younger demographic with stories that might not be so widely read were they to be presented in a purely textual format.

A live sketch drawn during the interview process with the respondent also serves as living proof of the dialogic nature of the interaction and in most cases prompts an exchange between sketcher and interviewee. This in turn fosters a rapport grounded in understanding and mutual trust. Admittedly, the same amount of dialogue is crucial to the recording process of video and audio, though the interviewee’s means for listening or watching what has been recorded are more limited than their ability to simply look over at the reporter’s sketchbook. For the similarities of the different forms in their final, finished format, see the section below on phase 6, production workflow.

b. The Production Phase

Drawn reconstructions of oral testimonies are a powerful technique for allowing readers to directly empathize with survivors from a first-hand perspective. The visual environment can be drawn based on images from reference material and descriptions from survivors, and direct quotes included in caption

¹² The graphic novelist for this project is Dan Archer. His work follows in the footsteps of Sacco and has been published in outlets such as the BBC, Canadian Broadcasting Corporation, and *Vice* magazine.

boxes and speech balloons to bring the survivor’s voice to the foreground. The same immediacy is true of hearing the emotion in an audio recording, or the combination of both audio and video in an animation.

Long-form narratives, be they visual or audio, can tackle multiple aspects of the trafficking experience in a nuanced, complex manner. The characters featured can reveal more of their personalities and interiority, which greatly assists with reader-based empathy. While admittedly graphic novels contain more text than a purely illustrative poster or cartoon, the visual nature of the form ensures it can be consumed faster and promulgated more readily than a purely textual story.

c. Delivery Mechanism

Many organizations have used comics to visually explain the roots of extended, multi-faceted conflicts, combining statistical and historical data with maps, annotations, photography, and illustrations to improve accessibility and attract greater attention. Many organizations have also used graphic novels, radio dramas, posters, and booklets to chronicle their work and objectives at both a national and international level.¹³ These include the United Nations, World Education, and Save the Children, to name only a few. Each of the different media platforms has its own concomitant advantages and disadvantages. In print, organizations can produce their own materials that can be permanently left in target areas; do not require electricity to operate, are always available to read, and are not bound to a specific broadcast schedule, unlike radio or television programming. Furthermore, one issue can be consumed and shared between multiple readers multiple times. However, up-front print and shipping costs can prove steep and logistically challenging in terms of distribution. Television or radio is dependent on signal reception and electricity, but is easily disseminated and unaffected by literacy levels. Posters can prove attention grabbing and contain a call to action, but are inherently limited to a shorter, less narrative approach.

D. Treatment Development Pipeline: from Concept to Implementation

i. Phase 1. Developing an Understanding of Past/Present Awareness Campaign Models

An understanding of the existing information campaign (IC) ecosystem was essential before embarking on our study in order to appreciate our target audience’s familiarity with visual awareness-raising media.¹⁴ Our team members (hereafter referred to as the Human Trafficking Vulnerability–HTV–Team), led by graphic journalist Dan Archer, interviewed several directors of communication at influential NGOs based in Kathmandu (both international and domestic) to ascertain their long- and short-term strategies, gain insight into prevalent trends in awareness-raising campaigns, and consider new approaches from their gathered research and materials. What follows is by no means an exhaustive account of the work in this sector, but instead includes some examples that convey various public service messages in Nepal.

ii. United Nations Children’s Fund (UNICEF)

In 1998, UNICEF launched the Meena Communication Initiative (MCI). UNICEF developed Meena, a cartoon character who is a spirited young girl from South Asia, to increase awareness in narrative form about important social issues in the region, such as education, health, gender equity, and abuse (UNICEF 2015).

¹³ In 2014, Archer worked with Save the Children UK to depict their fulfillment of the UN Millennium Development Goals as part of their “Every One” campaign: <http://bit.ly/SavetheChildrenGN>.

¹⁴ Theatrical dramatizations known as “street dramas” were also highlighted by several NGOs as an effective way of fostering interest at a local level in myriad issues, although they are financially and logistically difficult to implement.

The MCI focused on a national television campaign with supplementary radio programming that was co-produced by the BBC.

Meena focused on gender inclusion by making the protagonist of the campaign an empowered young girl. However, the sheer size and heterogeneity of the South Asian target area necessitated omitting key local details at both the narrative and textual level. The visual style is also at a slight remove from a fully sequential comic book approach: illustrations span an entire page and are followed by paragraphs of text. This significantly limits the story's ability to include details or information beyond a broad introduction to the topics addressed.

iii. World Education

World Education has published several graphic novels focusing on types of trafficking specific to Nepal, often with a regional focus and a willingness to engage with issues that some would consider taboo in visual format, such as the commercial sexual exploitation of young boys by men – a topic that receives little attention in trafficking vulnerability reports, where the focus has historically been more on young girls (see Figure II-6 for a sample page).

Figure II-6: World Education Sample Page



iv. Child Development Society (CDS)

CDS has focused on single image posters for maximum impact (see Figure II-7 for a sample poster). These are chiefly placed in communal target areas such as brick kilns or schools to disseminate information about the risks of bonded and child labor.

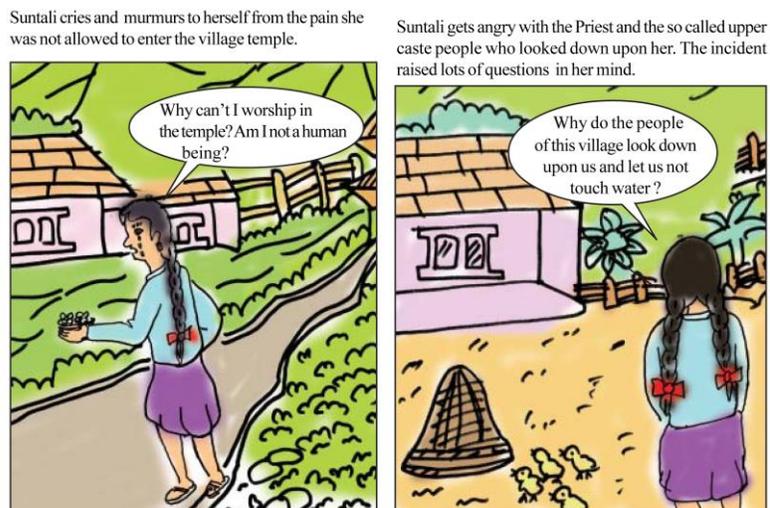
Figure II-7: Child Development Society Sample Page



v. Himalayan Human Rights Monitors (HimRights)

Below are sample panels from a graphic novel produced as part of workshops by those directly involved in the stories (See Figure II-8). By involving victims so directly, HimRights was able to utilize a powerful, affordable means of production that was also potentially therapeutic for those who contributed first hand. However, this production style often came with a disadvantage in that the narrative and concomitant illustrations were not always coherent.

Figure II-8: HimRights Graphic Novel Sample Page



vi. Change Nepal

Much like CDS, Change Nepal has traditionally focused on illustrated posters with a relatively small amount of text, predominantly focused on brick kilns. The impetus is distinctly danger-oriented and depicts those already trafficked from a third-person perspective, not showing interiority or character back-story.

vii. Discernible Trends of Previous Awareness Campaigns

The degree of fiction incorporated into these earlier comics varied significantly, as did the different forms of trafficking featured. However, the tone of the messaging was often consistent, with a significant focus on the negative and preventative depictions of personal injury to the characters involved, and less positive depictions of trafficking survivors who had overcome their trauma to move on with their lives.

viii. Phase 2. Story Gathering Through Source Interviews

As part of our examination of existing methods of developing anti-trafficking materials, we made a list identifying different forms of trafficking and the respective NGOs that specialized in combating those distinct branches: forced labor (CWIN), sex trafficking (Change Nepal), bonded labor in brick kilns (CDS), migrant labor (ILO), and kidney trafficking (Asia Foundation). Naturally there is a degree of overlap between the work that these different organizations carry out.¹⁵

In the case of bonded labor at brick kilns, members of the survey team went with a CDS representative to several kilns and interviewed/sketched workers while they worked. These were predominantly in the Bhaktapur area (see Figure II-9 for a sample page from an interview).

¹⁵ The full list of agencies consulted included Change Nepal, Children and Social Welfare, Child Workers in Nepal (CWIN), The Didi Project, Esther Benjamin Trust Nepal, Himalayan Human Rights Monitors (HimRights), Maiti Nepal, Ministry of Women, National Human Pourakhi Nepal, Sano Paila, Shakti Samuha, Terre des Hommes, The Asia Foundation, UNWomen, Women Rehabilitation Center (WOREC), and World Education.

¹⁵ We interviewed some survivors who had been trafficked as many as 15 years earlier, but did not include details of their stories in our narratives when they seemed less relevant to contemporary trafficking patterns in Nepal. Rights Commission, Nepal Youth Foundation, Planete Enfants, Plan Nepal, Pourakhi Nepal, Sano Paila, Shakti Samuha, Terre des Hommes, The Asia Foundation, UNWomen, Women Rehabilitation Center (WOREC), World Education.

Figure II-9: Example of Live Sketch Interviews Conducted at a Brick Kiln



Upon reaching out to each of these organizations, we asked them for assistance sharing information about cases of human trafficking that they had worked on. This included assistance identifying trafficking survivors willing to share their experiences with us. Individuals who had more recent experiences with trafficking were generally less willing to discuss their stories than those who had been trafficked years ago.¹⁶

ix. Phase 3. Production of Story Outlines and Scripts from Source Interviews

Such sensitive material demanded an equally sensitive approach to conducting interviews. The typical process was as follows: contact the NGO and outline the project; send follow-up questions for the interviewee and NGO worker’s approval; meet with interviewee at a “safe space” (often the NGO’s office) with a psycho-social counselor in attendance. The counselor or NGO representative would translate the interview from Nepali to English.

Many agreed to their likeness being drawn directly as a reference for a future drawing in the comic; however, this was completely voluntary. When subjects were quizzical about the process, it was helpful to

¹⁶ We interviewed some survivors who had been trafficked as many as 15 years earlier, but did not include details of their stories in our narratives when they seemed less relevant to contemporary trafficking patterns in Nepal.

emptive screening of questions and the presence of a psycho-social counselor, were critical to ensuring that the subjects' wellbeing was paramount at all times.

The answers to the questions posed during the interview were then collated into single narratives and categorized according to which aspects of trafficking they featured. The HTV team then read through these notes and used them as a guideline for writing new scripts on which the information campaign materials were based. The script writing process also incorporated news articles, documentaries, and other research on trafficking into the storylines.

Given the expense of full color printing costs and the desired length of the awareness-campaign graphic novel (approximately 30 pages in total), each story had to be limited to approximately four pages, with each page comprising approximately nine panels on a three-by-three grid. Ideally a panel should not contain more than two sentences to avoid overcrowding the artwork (a particular consideration for readers toward the lower end of the literacy spectrum). Scripts were therefore broken down into rough page breaks, and from there, divided by panel.

Initial feedback from first drafts of the script was that some panels needed "unpacking" – too much action or text was happening in too small a panel, resulting in illegibility. This required maintaining a clear and consistent story line with less text, and also extending some stories from four to (at their longest) seven pages. Such changes allowed for the reader to maintain engagement with the stories, while also limiting their length.

a. Applying the Danger versus Empowerment Framework

The application of the danger versus empowerment framework was straightforward to implement. It typically involved finding a crux event within the narrative at which point the protagonist's behavior could bifurcate. The main challenge here was to preserve enough of the skeleton framework of the story to ensure that the two arcs remained comparable. Too great a deviation from the same core narrative would have separated the protagonist in the parallel treatments too much.

Figure II-11: Sample from the Final Page of Meera's Story (Danger Version)



In all cases, the danger treatment was shorter, as the path to a negative outcome required fewer pages of script (compare Figure II-11 and Figure II-12). Empowerment was predicated on the same negative situation as danger, with the additional inclusion of a section that showed the protagonist subsequently taking steps to overcome adversity. As a result, the two stories were often similar to a certain point before the positive version extended to show the character's path to future stability.

Figure II-12: Sample from the Final Page of Meera's Story (Empowerment Version)



This last page of the empowerment version of Meera's story illustrates the positive ending added to the negative conclusion of the danger version. One challenge the empowerment stories presented was the creation of positive endings that did not remove agency from the protagonist. In the sample case shown in Figure II-12, Meera's mother rescues her, arguably limiting her own agency, though Meera does have the courage to ask for help.

x. **Phase 4. Artwork Production**

a. **Visual Style**

Archer's background as a graphic journalist heavily influenced the artistic style toward representational (life-like) drawing, often with the use of watercolors to suggest shade, light balance, and contrast. That was the technique followed in piloting – using pen and ink, colored with watercolors, then scanned and text overlaid digitally in desktop publishing software produced with both Adobe Photoshop and InDesign.

xi. **Phase 5. Piloting**

a. **Step 1: Establishing a Supportive Audience Network**

To create high quality and realistic awareness campaign materials, a rigorous piloting process was conducted at each stage of production. At first, the HTV team printed and distributed (in a closed environment) a small sample of graphic novel stories to beneficiaries and staff members at NGO partner organizations. The readers attending the sessions then provided their feedback in a structured manner through guided questions. Participants were given ten minutes to read each individual graphic novel story on their own before returning to discuss them as a group.

The wide variety of different NGOs was critical to incorporating the polyphony of different voices into the feedback loop, which heavily influenced the final look and feel of the design. These included many organizations that had previously not participated in the pre-production of other IC materials (such as *Dalit* and women's rights groups). All comments and feedback were weighed and considered before being omitted or included in future revisions.

Throughout the piloting process, it was critical to have participants read the graphic novels in isolation, rather than in groups. Many readers struggling with literacy issues were observed asking their neighbor to decode or explain the story to them. Yet when directly questioned, those involved professed no need for help or explanation from moderators, possibly as a matter of pride. Correctly understanding comprehension issues was critical to reworking the stories in ways that would be accessible to individuals with lower literacy levels. To address this literacy issue, we experimented with wordless versions of the graphic novel. While these versions dramatically accelerated the media consumption time, they also led to much greater levels of ambiguity around story comprehension, particularly in highlighting differences between danger and empowerment versions of the narratives.

The sketch in Figure II-13 shows participants reading the sample comic, and includes notes from their feedback on the story.

Figure II-13: Livesketch from Piloting Session



b. Step 2: Feedback Gathered from Piloting

Visual Style and Secondary Action

Participants in the pilot expressed that secondary action¹⁸ (as depicted in Figure II-14) was too confusing or complicated for readers with less visual literacy to follow. It was noted that depth of field was an issue, and foreshortening (such as the close focus on the handcuffed man) caused confusion and distracted readers. A more illustrative approach, often reinforcing the thread of the written narrative (see Figure II-15, below), proved more effective.

Figure II-14: Sample Panel Containing Secondary Action



¹⁸ Namely, background action in a scene that does not directly affect the main narrative taking place in the foreground.

Participants found that the watercolor washes and textures were considered too distracting from the main narrative in the same way as described in Figure II-14. As a result, multiple variations were produced, overlaying the black and white artwork and a digitally colored, more saturated color scheme, which tested more effectively (see Figure II-15, left).

Illustration of what the characters were saying was said to dramatically improve understanding and retention of information. The dual speech balloon (Figure II-15), with one balloon showing the action and the other describing it in text, was used in some graphic novel sections to facilitate understanding of the dialogue.

Figure II-15: Sample Panel Demonstrating Visual Reinforcement of Written Narrative



Ensuring that body language and intimacy were represented in culturally appropriate ways in the graphic novels was also a key learning point – the first panel in Figure II-16 had to be redrawn to show the daughter touching her mother’s feet, as opposed to the mother caressing her daughter after her safe return, as that action conveyed affection and respect more clearly. Initially, participants mistook the image as the mother striking, instead of embracing, her child.

Figure II-16: Sample Artwork Featuring Ambiguous Body Language



Earlier versions of several treatments were deemed too sparse and simplified (left panel of Figure II-17). To address this concern, additional levels of background treatment and clarifying, illustrative details were added. Panel order was also altered (see final version, on the right panel of Figure II-17). Text and word balloon placement are absent from both sample pages.

Figure II-17: Sample Pages Highlighting the Addition of Minor Background Detail



Localized Detail

We originally intended to specify characters' respective ethnicities to appeal to specific groups more effectively, and in consideration of historical marginalization that ethnic groups face in terms of representation in the Nepali mass media. Yet, given the broad geographic area covered in the survey sample, and the negligible increased impact attributed to samples with characters of specific ethnicities during piloting, we agreed on a more generic facial type.

Text

Colloquial phrasing, exclamations, and greetings received a positive response from respondents and were deemed important for determining register and relationships between characters. As already asserted above, participants preferred a more realistic (as opposed to fictitious) treatment. In particular, specific scenarios featuring non-fiction storylines and comments taken directly from interviews produced a heightened level of detail and brought local distinguishing features in the narrative to the surface. More generic stories were deemed too "foreign," predictable, and therefore not as relevant to our respondents, which in turn lessened their engagement and, as a result, the story's impact.

xii. **Phase 6. Production Workflow For Distinct Treatment Varieties**
a. *Graphic Novel*

Text and Visualization

Once piloting was complete and scripts were developed that combined sufficient details from interviews with the requisite amount of danger and empowerment variables, Archer began by converting the scripts into a storyboarded format. These pages were first thumbnailed in pencil to establish a rough layout and text placement. Once submitted and approved by the team, final art was then hand-drawn on 9" x 12" on bristol board paper, which was then scanned and saved as 300 dots per inch (dpi) print-resolution TIFF files. The files were then imported into Adobe InDesign, a graphic design program where the pages were laid out as a paginated (divisible by four for printing) graphic novel. After several rounds of editing on the script in a Word document, the text was laid over the artwork on a separate layer, along with digitally created word balloons. It was essential to create the word balloons digitally in order to allow for variations in the amount of text between the Nepali and English translations.

Several problems arose during the process of digitally laying out the Nepali text in InDesign given that lettering text and vowel placements of Nepali Sanskrit were affected by software (*e.g.*, email systems for Microsoft Word). Special care was taken to address all distortions.¹⁹

Summary of Stories Included in the Treatment

A summary of each of the six stories that were ultimately used in the study is provided here.

- Bijay, an 11-year-old boy, is sent away by his father to a job in the city to raise money for the family, thinking he will also receive an education outside of work. When the father raises objections with the man who organized the supposed "job," he is given more money and told everything is fine. The reality is that Bijay is forced to work against his will in a sari factory and kept in squalor. In the empowerment version, the father does not believe the broker, seeks out Bijay himself, and reports the broker to the police.
- Meera is a 15-year-old girl who is promised a job at a canteen in the city. When she arrives, she discovers the job is actually working as a waitress in a cabin restaurant, where girls are expected to perform sexual services for clients. She is too ashamed and scared to return to her village so resigns herself to life in sexual slavery. In the empowerment version, she calls her mother, who comes to the city to rescue her.
- Rajiv is a 12-year-old boy whose alcoholic mother forces him to work at a brick kiln. When a friend of his tells him about an easier way to make money in the city, he agrees to go with him. He is shocked to find that this easier "job" involves performing sexual services to a wealthy Western man in exchange for food, money, and shelter at his house. In the empowerment version, Rajiv refuses to acquiesce to the older man's demands, runs away, and calls a local NGO for help.

¹⁹ Edits in particular were difficult to incorporate as the selected Devanagari font that was used (Preeti) was a Unicode font that was often incompatible with direct edits sent via email. As a result, lettering text and vowel placements were distorted unless edits were copied and pasted into a separate Word document.

- Shobha is a 28-year-old widow who is forced into taking a job as a domestic servant in the Gulf in order to support her young family. When she arrives at the residence, the husband confiscates her passport and the wife subjects her to verbal and physical abuse. After one such confrontation she sustains a head injury and is considered so worthless by her employers that they bury her body in the desert instead of finding her medical care. In the empowerment version, she alerts an NGO to her predicament and a police officer is dispatched to arrest the homeowners and repatriate her to Nepal.
- Sita is a 15-year-old girl who was forced into an underage marriage. She accepts a job in Delhi alongside her sister only to find upon arrival that she has been trafficked into a brothel. She is drugged and forced into sexual slavery for three years. She is eventually freed in a police raid but is unable to find her sister and is diagnosed as HIV positive. In the empowerment version, she is determined to not accept her fate as a victim, and manages to escape and notify the police. When the others are freed in the raid and she is diagnosed with HIV, she resolves to share her story so that others will not make the same mistake she did.
- Suraj, a farmer, hears from a friend about a lucrative restaurant job in the Gulf. He signs up with a manpower agency at considerable personal expense with no contract and is shocked to find the job is actually in construction under slave-like conditions. Left with no legal recourse after surrendering his passport, and depressed by the thought of bringing shame on his family, he hangs himself. In the empowerment version, Suraj demands a contract and is more aware of his rights. Having seen an anti-trafficking hotline number advertised at the airport, he is able to call for assistance and return safely to his family.

b. Radio

As discussed in the previous section on media access, radio has historically been the dominant media platform heralded as a cost-effective, widespread medium for public awareness and advocacy. There is a significant amount of diversity in broadcast programming, and many NGOs have relied on audio-based campaigns around promoting gender equality, domestic violence, and hygiene using narrative-based radio dramas to reach a national audience. One such example is Pourakhi Nepal's collaboration with Radio Nepal and AWO International on the production of a bi-monthly radio program for prospective migrants and families with members already working abroad.²⁰

The Antenna Foundation

The Antenna Foundation is an audio production company in Kathmandu that has been in business for over a decade. They have worked with a wide range of partners at both the national and international level and have the capacity to produce both their own brief-based material from concept through to broadcast or to adapt existing content into radio shows. According to their website, "Antenna focuses on raising public awareness and positive behavioral change, carrying out media advocacy, enhancing skill and knowledge of media organizations, and contribution to the consolidation of peace-building process, press freedom, human rights and democracy in the country" (Antenna Foundation 2015).

²⁰ <http://www.pourakhi.org.np/radio-program/>

The graphic novel scripts proved to be a significant advantage for accelerating the production of the radio treatments, since they clearly laid out the scope, length, and characters for each story. However, there were some key changes that needed to be made to adapt the previously visual-based narrative into a purely auditory experience.

Incorporating Medium-Specific Edits into the Radio Treatment

Graphic novel and radio narratives were almost identical. In several instances, additional effects had to be incorporated into the audio treatment to portray information that was represented visually in the graphic novel, such as the background environment or the demographics and characters featured in the stories (see Figure II-18 for a side-by-side comparison of the two types of scripts).

Similarly, the insertion of introductory verbal synopses that prefaced the main story were important for setting the scene, providing contextual information, and letting listeners know what they were about to hear.

Figure II-18: Side-by-Side Comparison of Graphic Novel and Radio Scripts
(Differences between the two treatments are highlighted)

Graphic Novel Script, Suraj (Danger)	Radio Script, Suraj (Danger)
<p>At home. Evening. Suraj and his father. Father looks little bit suspicious.</p> <ul style="list-style-type: none"> ▪ Suraj to his father: Father, I met with a recruiting agent to work in the Gulf today. ▪ Father to Suraj: Son, but do you know who this recruiting guy is? You have to be careful, I have heard that sometimes they will not pay you and treat you badly. ▪ Suraj to Father: Yes father I know, but this one seems like a good offer, a restaurant job. ▪ Suraj to Father: I have to pay 100,000 Rs. in advance for travel costs. I know this seems like a lot, but if I do this, I get guaranteed 3 years of work and can start paying off our loans right away. ▪ Father: But I heard Laxmi from down the street wasn't paid for her work and was treated poorly. You will not know anyone there if something goes wrong. ▪ Suraj to Father: I know these risks, even still I have decided to go speak with the recruiting agency. ▪ <i>Suraj in an office setting.</i> ▪ The receptionist lady to Suraj: Please make your contract deposit. ▪ <i>Suraj hands over some cash to the lady.</i> ▪ <i>Lady directs Suraj to another room in the office</i> ▪ The recruiter: [<i>handing over the contract to Suraj</i>] Come on, hurry up and sign it. I have other people waiting too. 	<p>At home. Evening. Suraj and his father. Father looks little bit suspicious.</p> <ul style="list-style-type: none"> ▪ Narration: "That night, Suraj comes home to see his father waiting for him." ▪ <i>(sound effects) morning clean sound of semi urban area</i> ▪ Father is sitting in front of the house. ▪ Father: Hey Suraj, where have you been all day? ▪ Suraj: "Hi Dad. I went to meet with a manpower agent. He has some jobs for Nepali guys in the Gulf countries for work." ▪ Father: "But do you know this guy? Can you trust him?" ▪ Suraj: "I met him for the first time today." ▪ Father: "Be careful son. I have heard some bad stories. Sometimes getting involved with these agents can lead to trouble. I hear they usually provide low paying unsafe work." ▪ Suraj: "I know those stories, Dad. But this job sounds good. It is at a nice restaurant." ▪ Suraj: "And if I pay a thousand dollars in advance I can get a guaranteed 3 year contract!" ▪ Father: "But what if something happens to you while you are over there? You don't even know anyone there!" ▪ Suraj: "I know there are risks, Dad, but I still want to go. There is nothing for me to do here. I will go to see the agent again tomorrow."

<ul style="list-style-type: none"> ▪ <i>Suraj looks at the contract and starts reading it.</i> ▪ Recruiter: Do you want to work or not? If yes, then sign it. Remember, you have already paid. ▪ <i>Suraj signing the contract.</i> ▪ If you say no to this work after you arrive, there is no refund. ▪ <i>Show him boarding airplane.</i> 	<ul style="list-style-type: none"> ▪ Manpower Office. Day. ▪ Characters: Suraj, Female secretary, Male manpower agent ▪ Narration: “The next day, Suraj heads to the manpower agency’s office.” ▪ Suraj: “Namaste...” ▪ Secretary: “Namaste... Are you Suraj? We are waiting for you. We have had a lot of people come in to pay their deposits today. You are our last client of the day. You can give your deposit to me.” ▪ Suraj: “Here it is. “ ▪ Girl: “Please go to the next room to talk to the agent.” ▪ <i>Sound effects: Suraj footsteps fade in and the sound of door open</i> ▪ Agent: “Hi Suraj ji. Please sign the contract now. It’s a little busy and it’s almost closing time. You know how good the work is – don’t overthink the contract.” ▪ Suraj: “I know. You are right.” ▪ Agent: “Why are you staring at it for so long? Sign it.” ▪ <i>Sound of Suraj signing the contract.</i> ▪ Agent: “There you go! Congratulations! Now you will be going abroad for sure. No need to worry about this but I have to tell you that there is no refund if you don’t complete your contract. But you look hardworking. For people like you, there will be a lot of money abroad.” ▪ Suraj: “Thank you Sir.” ▪ <i>Sound Effects: Sound of airplanes</i>
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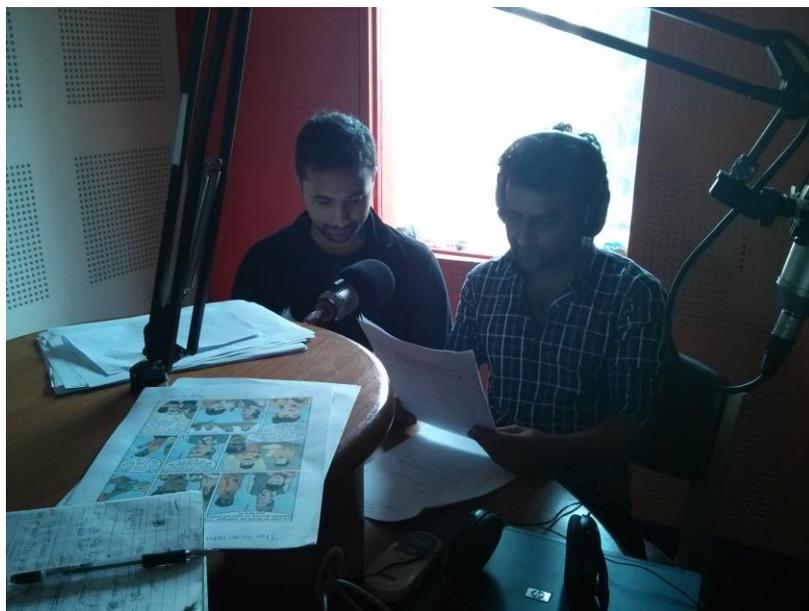
The subdivision of the script into a series of short scenes was also important for dissecting the long pieces of audio into smaller, more discrete parts. This was especially helpful for participants with shorter attention spans, or in the event of distractions during user testing in large groups. Those who had lost the thread of the narrative were able to pick up the story from the next scene thanks to the recurring audio cue. The use of these musical intervals also served as an audio cue to open and close each section.

Antenna also suggested and implemented stylistic adaptations to the script, incorporating a more performative style that lent itself well to being acted out by professionals. On occasion this meant further intervention from the research team on adjusting for the right level of dramatic effect: too much detracted from the serious, empirical nature of the trafficking testimonies by seeming overly melodramatic, while too little rendered the piece emotionless and cold. In the end, the partnership around the audio treatment represented an effective combination of the artistic elements germane to radio production and the maintenance at all times of the integrity of the research design.

Below is sample feedback for further revisions to the radio script, which provides a snapshot into some of revisions and updates that each treatment (and each danger and empowerment variety within each treatment) required:

- *Background music is loud and distracting (Beginning - 3:41) make it softer and mix it with people walking around.*
- *8:30 – take out transition. Sita is saying her line with the man still in the room. There should be background noise of man getting dressed as Sita says her line. Take out the door sfx before the hakim says his line.*
- *Around 9:41 there should be a strong stumping sound, and Sita’s breathless sound...]. We need running sfx NOT walking. Currently it sounds like she is walking slowly to the police station.*

Figure II-19: Recording the Audio Treatments in the Antenna Studio



c. The Audio-Visual Treatment

To a certain degree, the audio-visual treatment was the most straightforward of the treatments to produce since it involved combining the existing graphic novel and radio treatments. Its production involved editing the audio into smaller sections and matching them to their corresponding panels in the graphic novel artwork.

One hurdle at this stage was that the dimensions of the artwork had not been designed to fit the landscape format of a video, which called for a degree of experimentation in deciding how large panels should be displayed. Zooming and panning effects were also originally considered, but discarded based on the decision that their inclusion would prove distracting for audiences. Single panels (separated from their accompanying speech balloons and captions) were therefore cut and pasted out of the full color artwork in Photoshop and combined with the audio track using iMovie software. The end result was a video file that could then be easily uploaded onto tablets and projected for an audience.

d. The Poster Treatment

The poster was the last of all treatments completed. The main challenge in this case was the inclusion of all the requisite information points while retaining a clear message. We wanted to ensure coherence in the design so that readers would not be put off by the large amount of text (see the first of two panels from the poster in Figure II-20 below). To that end, balancing the amount of text with images was critical.

Figure II-20: Poster Tier 1

CHARACTERISTICS OF HUMAN TRAFFICKING IN NEPAL



The poster size was increased to 19 x 23 inch size rather than a standard 8 X 11 inch (US letter) format in order to not overwhelm the viewer, and the same production pipeline as the graphic novels was used to produce the final printed product (Adobe Photoshop and InDesign). Images taken from the graphic novel were used to retain consistency, although depriving the panels of their context made the selection of particular images that functioned autonomously somewhat difficult.

We incorporated different sections into the poster to underscore the different aspects of information: introductory, preventative, and a call to action. The use of the red dividing lines in the middle section, “Recognizing the Signs of Human Trafficking” separate the before and after aspects of being trafficked (see Figure II-21).

Figure II-21: Poster Tiers 2 and 3

RECOGNIZING THE SIGNS OF HUMAN TRAFFICKING

Poor Recruitment Practices

- Rushed into making a decision
- Enticed with a large advance payment
- Given limited information about the job or destination
- Recruited through false promises concerning the nature and conditions of the work
- Required to use fake documentation or false information when traveling
- Has no contract

Poor Health

- Shows signs of mental abuse
- Show signs of helplessness
- Shows signs of malnourishment
- Shows signs of physical and/or sexual abuse, physical restraint, confinement, or torture




Poor Working and Living Conditions

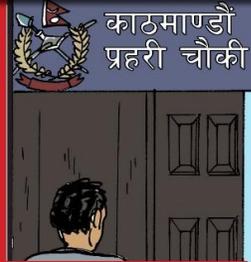
- Asked to lie about their work and living conditions
- Not free to leave or come and go as they wish
- Unpaid or paid less than what was promised
- Owes a large debt and is unable to pay it off
- Works excessively long and/or unusual hours
- Is not allowed breaks or suffers under unusual restrictions at work
- Threatened with violence and/or non-payment of wages

Lack of Control

- Is not in control of their own money
- Is not in control of their own identification documents (ID or passport)
- Is not allowed or able to speak for themselves

HOW CAN YOU STAY SAFE?

- Ask a lot of questions: gather information about your wages, work conditions, and type of work, even if the job opportunity is coming from a friend or family member
- Talk to people you trust before making big decisions
- If you leave home for work, establish a way to communicate with people you trust, and call often
- Require a contract

- Ensure family and friends know how to contact you
- Report missing people to police or VDC
- Call someone for help: your family, friends, police, local NGOs, and the Nepali embassy can help
- Report exploitation to the local police
- When going abroad, register with the Nepali embassy

REPORT IT IMMEDIATELY

If you or someone you know might be in danger of human trafficking, **send a free SMS** to the human trafficking hotline at this number for help:

For **help**, type **1** as your message. For information, type **2**.

6040



We also worked with a Kathmandu-based text messaging service provider, Sparrow, which provided us with an exclusive SMS shortcode (6040) that we used to track the efficacy of a call to action and that provided study respondents with a mechanism to seek out human trafficking information or help if necessary. Information on the 6040 hotline was provided in our graphic novel, radio, and audio-visual content, as well as in pocket calendars (see Figure II-22 and Appendix D) that all respondents received at the completion of the survey. Enumerators instructed respondents to text the hotline if they wanted to report a trafficking case or access information about trafficking. A Sparrow staff member responded to all text messages and, when appropriate, forwarded reports and cases to law enforcement and NGOs in a position to respond.

Figure II-22: Pocket Calendar



E. Conclusion

Media access can play a critical role in the formation of one's knowledge and beliefs about human trafficking. Since this study aims to evaluate awareness campaigns across various forms of media, the baseline investigates respondent access to media. A descriptive analysis of baseline data finds that the most accessible and frequently used forms of media are TV and radio, both of which are leveraged as media formats in the study treatments. In addition, over 76% of respondents had been exposed to graphic novels prior to participating in the study.

Another goal of this chapter was to introduce the context and process through which the awareness campaign materials were developed. A variety of contrasting campaigns are discussed in order to highlight the respective advantages and disadvantages of each and establish best practices for designing and implementing study treatments. By breaking down the production process into its constituent parts, we hope to demonstrate how the awareness campaign treatments were designed and provide a guide for future projects by members of the anti-trafficking NGO community in Nepal and beyond.

CHAPTER III: RESPONDENT LABOR FORCE AND EMPLOYMENT CONDITIONS

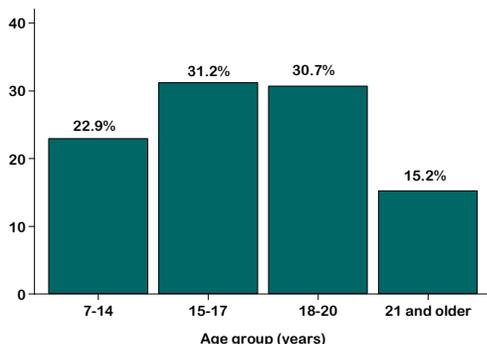
A. Introduction

Labor force and employment conditions are important factors that influence KABP around human trafficking. In Nepal, high unemployment and poverty rates are associated with working conditions that can overlap with aspects of human trafficking, including child labor, forced labor, and foreign migration (ILO 2012b; ILO 2011; Paoletti *et al.* 2014). This chapter analyzes respondent experiences with each of the above-mentioned labor force and employment conditions.

B. Child Labor

Children are particularly vulnerable to human trafficking. In order to more fully understand child labor, we asked respondents about both their own employment experiences as children, and also the work experiences of their children. The following section looks at these labor experiences with a focus on the age at which children of respondents started working as well as the type of work they performed.²¹ The average age at which respondent's children in our survey started working is 17 years old. Figure III-1 shows that 22.9% of respondents' children started working when they were between 7 and 14 years old; 31.2% of respondents' children started working when they were between 15 and 17 years old; and 30.7% started participating in the labor market when they were between 18 and 20 years old.

Figure III-1: Age at Which Children of Respondents Started Working



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

CL.2b What is the youngest age at which any of your children started working?

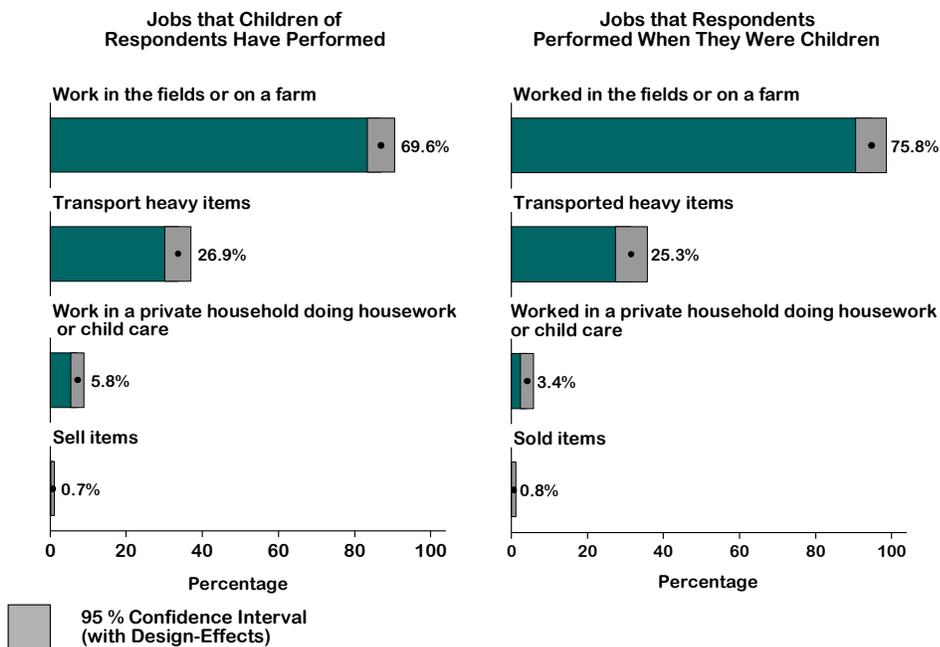
- 1) Youngest age at which my children worked: _____
- 2) None of my children have started working

Given that not all forms of labor are equal in terms of potential harm and exploitation, it is important to conduct an analysis of the type of work in which children engage. The graph on the left in Figure III-2 shows that 69.6% of the children of respondents perform work in the agricultural sector (in fields or on farms), while 26.9% work transporting heavy items (which could involve work carrying bricks or construction materials, or domestic workers carrying water) and 5.8% work in a private household (doing housework,

²¹ We consider both international and Nepalese definitions of child labor for data analysis. In Nepal, individuals under the age of 16 are considered children. International definitions consider individuals under the age of 18 as children.

chores, or child care). When the type of work performed by the children of respondents is compared to the type of work that respondents did when they were children themselves, we see a very similar pattern: often, children are doing the same jobs that their parents did as when they were young. Almost 76% of respondents used to work in the fields or on a farm as children. The second- and third-most mentioned activities were the transportation of heavy items (25.3%) and housework in private households (3.4%), respectively (see the right side of Figure III-2).

Figure III-2: Type of Work Performed as a Child



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

- CL.4** Have your children ever done any of the following things?
- 1) Sell items (*e.g.*, chewing gum/cigarettes) on street
 - 2) Work in a private household doing housework or child care
 - 3) Work in the fields or on a farm
 - 4) Transport heavy items (*e.g.*, carry bricks, luggage, furniture, *etc.*)
- CL.3B** As a child did you ever do any of the following things?
- 1) Sell items (*e.g.*, chewing gum/cigarettes) on street
 - 2) Work in a private household doing housework or child care
 - 3) Work in the fields or on a farm
 - 4) Transport heavy items (*e.g.*, carry bricks, luggage, furniture, *etc.*)

C. Forced Labor

Those who are forced to work or find themselves in exploitative employment conditions are particularly vulnerable to human trafficking. The ILO estimates that at least 20.9 million persons worldwide are victims of forced labor, trapped in exploitative work that they are unable to leave, and suffering at the hands of unscrupulous employers, labor contractors, or agents (ILO 2012b). This section discusses respondent answers to a number of questions that could indicate experience with and vulnerability to forced labor.²²

Workers in Nepal face a range of challenges at work that affect both their personal security and their rights as workers. Below, we explore respondent working conditions, and whether they are victims of any kind of workplace abuse.

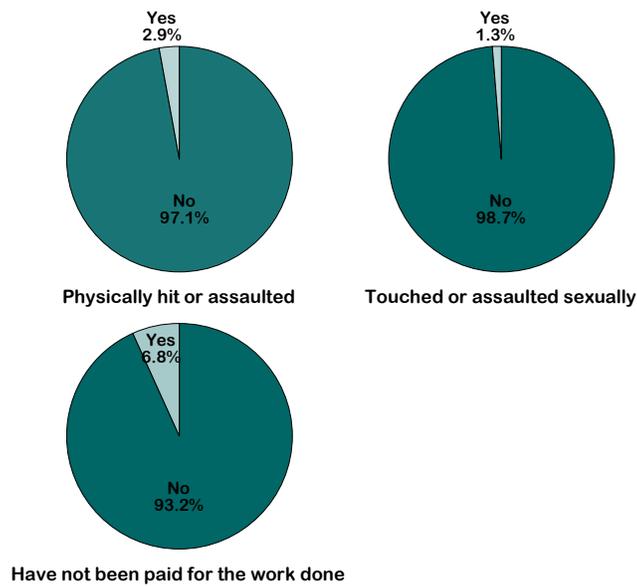
Answers to direct questions about workplace abuse may be subjected to social desirability bias, as abuse is stigmatized and a sensitive topic to discuss, and respondents may want to appear favorable to researchers (Gonzalez-Ocantos *et al.* 2012). To reduce the effects of social desirability bias, in addition to direct questions, we asked respondents about workplace abuse using a method called a list experiment. This is an experimental design technique to reduce social desirability bias and privacy concerns by giving respondents a higher degree of anonymity than a direct question.²³ It should be noted that while list experiments are a strong tool for reducing social desirability bias, they are still subject to other forms of error. Since list experiments are more cognitively challenging than direct survey questions, respondents could be more likely to give an answer that is familiar or easy in order to satisfy the enumerator rather than a correct answer (Kramon and Weghorst 2012).

When asked directly about workplace abuse, 2.9% of respondents report having been physically hit or assaulted, while 1.3% report being touched or sexually assaulted against their will. A larger percentage of respondents (6.8%) report that they have not been paid for work performed (Figure III-3).

²² According to international legal frameworks, forced labor is work for which a person has not offered him or herself voluntarily (concept of “involuntariness”) and that is performed under the menace of any penalty (concept of “coercion”) applied by an employer or a third party to the worker. The coercion may take place during the worker’s recruitment process to force him/her to accept the job or, and once the person is working, to force him/her to do tasks that were not part of what was agreed upon at the time of recruitment or to prevent him/her from leaving the job (ILO 2012a, 13).

²³ The list experiment design is straightforward. The sample is randomly divided into a control group and treatment groups. Respondents from each group are read the same question, “*I am now going to read you a list of 3 (or 4) statements. Please tell me HOW MANY of them are true for you. I don't want to know which ones; just HOW MANY apply to you? For example, if I say: "I have a cow. I have a chicken. I have a goat. If you have only a goat, you would answer 1. If you have a cow, a chicken and a goat, you would answer 3. You don't need to tell us which ones are true, just how many are true.*” The control group is read the list of statements 1-3 while treatment groups receive statements 1-3 plus one treatment item (one of statements 4, 5, or 6) (see Table III-1 for a list of all statements). Respondents intuitively understand that by giving a number of activities rather than identifying specific activities, there is a higher degree of anonymity and social desirability effects are reduced (Gonzalez-Ocantos *et al.* 2012). We are then able to compare the average number of reported statements in each of the treatment groups to the average number of reported items in the control to get an estimate of the prevalence of each type of abuse within the sample population. See Table III-2 for the complete results.

Figure III-3: Forms of Abuse in the Workplace I



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

EM.16 For each of the following, please tell me how frequently it has happened to you at work?

- 1) I have been physically hit or assaulted
- 2) I have been verbally abused
- 3) I have been touched or assaulted sexually against my will
- 4) I have not been paid for work I did

1) A great deal 2) A lot 3) A moderate amount 4) A little 5) Not at all

The list experiment reveals that the prevalence of workplace abuse is probably higher than what respondents report directly. According to the results of the experiment, approximately 10% of respondents have been threatened by their employer if they quit their job; 9.6% of respondents have been forced to work without pay (direct questioning estimated only 6.8%); and 6.7% of respondents have been forced to have sex as part of their job (direction questioning estimated only 1.3%) (Table III-2).

Table III-1: List Experiment Description

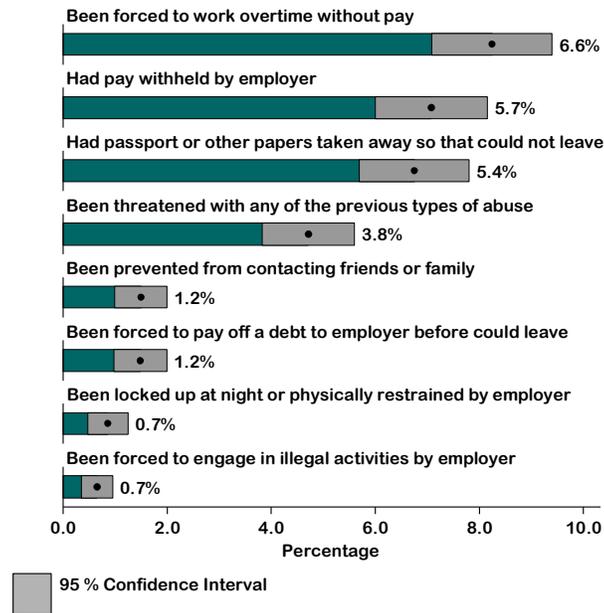
Statement	
1	My family cannot afford to loan money to a friend or family member
2	My family has enough food to eat every day
3	I have been asked to pay a bribe before
4	I have been threatened by my employer if I quit my job
5	I have been forced to work without pay
6	I have been forced to have sex as part of the job
Experiment	
Randomization between Conditions A, B, C, and D	
Condition A: Read 1, 2, 3 (randomize order of statements)	
Condition B: Read 1, 2, 3, 4 (randomize order of statements)	
Condition C: Read 1, 2, 3, 5 (randomize order of statements)	
Condition D: Read 1, 2, 3, 6 (randomize order of statements)	

Table III-2: Forms of Abuse in the Workplace: Results from the List Experiment

Work Place Abuse	Average
Have been threatened by the employer if quit their job	10.0%
Have been forced to work without pay	9.6%
Have been forced to have sex as part of the job	6.7%

In response to direct questions, respondents reported other forms of abuse that include forced overtime without pay (6.6%); pay being withheld by the employer (5.7%); and passports being retained so that workers cannot quit their job (5.4%) (see Figure III-4 below).

Figure III-4: Forms of Abuse in the Workplace II



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

CM.30 While working, either in your current job or any jobs in the past, have you ever experienced any of the following... [Mark all that apply]

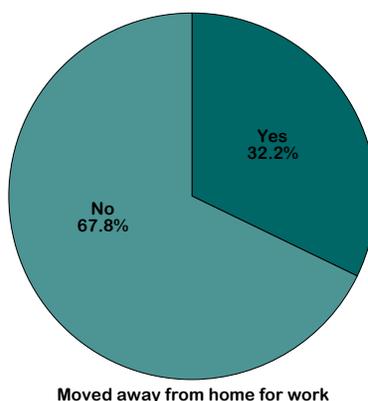
- 1) Been forced to work overtime without pay
- 2) Been prevented from contacting friends or family
- 3) Had pay withheld by my employer
- 4) Been forced to pay off a debt to my employer before I could leave
- 5) Been locked up at night or otherwise physically restrained by my employer
- 6) Been forced to engage in illegal activities by my employer
- 7) Been threatened with any of the previous things, even if they were not actually done to force work
- 8) Had passport or other papers taken away so that I could not leave

D. Foreign Labor Force and Migration

The ILO estimates that more than 2 million Nepali men and women work abroad as domestic workers, construction workers, or in other low-skill labor jobs (ILO 2014).²⁴ Foreign labor migration from Nepal can have both positive outcomes, as it can be a means for poverty reduction, and negative outcomes, as it can be a means for exploitation and trafficking. In Nepal, a number of studies suggest that migrant workers are particularly vulnerable to human trafficking because at each phase of the migration pipeline, from recruitment to arrival at the destination, there is evidence of corruption, deception, and exploitation (Verité 2012; Paoletti *et al.* 2014).

This section explores experiences with and attitudes toward foreign migration, and some of the associated problems that Nepali migrants face when leaving home in search of a job, according to our respondents. Figure III-5 shows that 32.2% of the survey respondents have in the past moved away from their home to other countries or other districts in Nepal to work.

Figure III-5: Percentage of Respondents Who Moved Away from Home for Work



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

CM.1C Have you ever moved away from home to work either in another country or another region of Nepal?
1) Yes 2) No

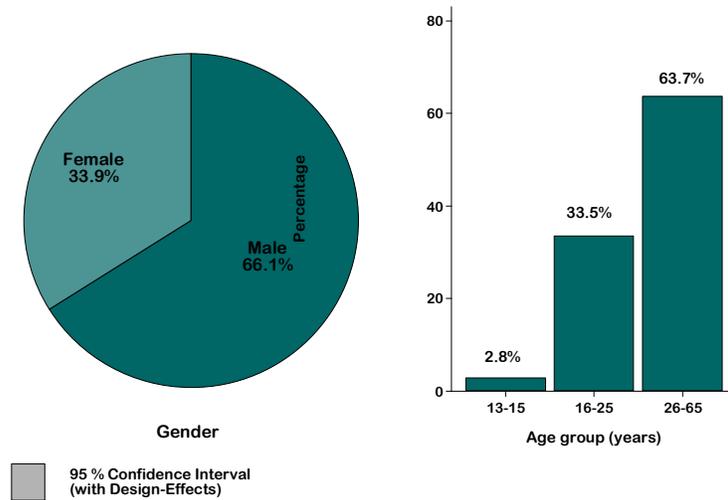
Male respondents account for 66.1% of labor migrants, as do 33.9% of females (Figure III-6). The predominance of male respondents among those who have migrated to work in other countries or other regions in Nepal is not surprising; for years, Nepal has invoked various bans on women migrating for employment. In 1998, public protest over abuse of female Nepali domestic workers in the Gulf led to a cabinet decision to ban all women from migrating there for work (Paoletti *et al.* 2013). Since then the ban has been periodically lifted and reinstated. It is currently in effect to restrict women under 30 years of age from migrating to Gulf countries for domestic work (Paoletti *et al.* 2014). The intent of this prohibition is to protect women from risks, including long working hours, sexual violence, physical abuse, and economic exploitation. That said, a number of organizations have heavily criticized these bans for their paternalism, and noted that they may lead women to seek foreign employment through unregulated and unsafe

²⁴ This excludes India, which is thought to be the largest host of Nepali migrant workers. Since the border between Nepal and India is unregulated, it is difficult to collect data on migration patterns between the two countries.

channels, putting them at higher risk of exploitation and reducing their freedom of movement (Amnesty International 2011; Paoletti *et al.* 2014).

In terms of age, Figure III-6 shows that 63.7% of the respondents who moved away from home to work are aged 26 years or older; 33.5% are between 15 to 25 years old; and 2.8% are children between 13 and 15 years old.

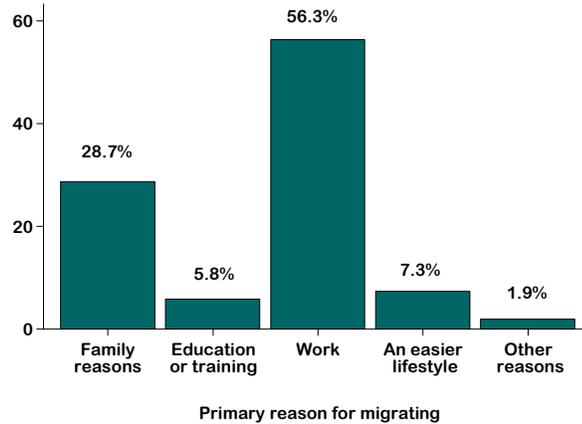
Figure III-6: Percentage of Respondents Who Moved Away from Home for Work by Gender and Age



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

Respondents stated that their primary reason for migrating from home was for economic opportunities. As shown in Figure III-7, more than half of the respondents who migrated did so for work. The second most cited reason (28.7%) was family. Almost 50% of our sample moved without a specific job at their destination, which could increase their vulnerability to human trafficking, as once they arrive they could find themselves desperate for work and more likely to take a position in which they are being exploited.

Figure III-7: Primary Reasons for Migrating

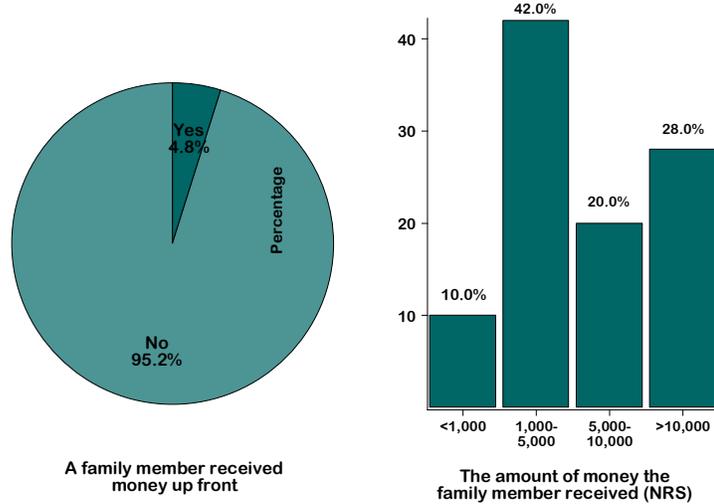


Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

CM.2 If currently away or away in the past: What was the primary reason for migrating? If away in the past: What was the primary reason you migrated?
1) Family reasons (e.g., marriage) 2) For education / training 3) For work
4) The conflict 5) Natural disaster 6) For an easier lifestyle 7) Other

Another exploitative dynamic that Nepali migrants encounter is debt bondage, when individuals are forced to work to repay debts their employer says they owe or debts they incur when brokers provide advances for the cost of travel and employment documentation. Forced labor under these conditions can involve withholding travel documents and/or wage deception, where employers create conditions under which it becomes impossible for someone to earn enough to pay off their debt (Verité 2012). As shown in Figure III-8, among those who report being away from home, 4.8% of respondents report that they or a family member received an advance to take their job. Most of the respondents or their families received between 1,000 and 5,000 NRS, while 28% of the respondents received an advance of more than 10,000 NRS. This amount is higher than the average monthly wage for the country (7,431 NRS, approximately USD 73).

Figure III-8: Family Members Receiving Money up Front



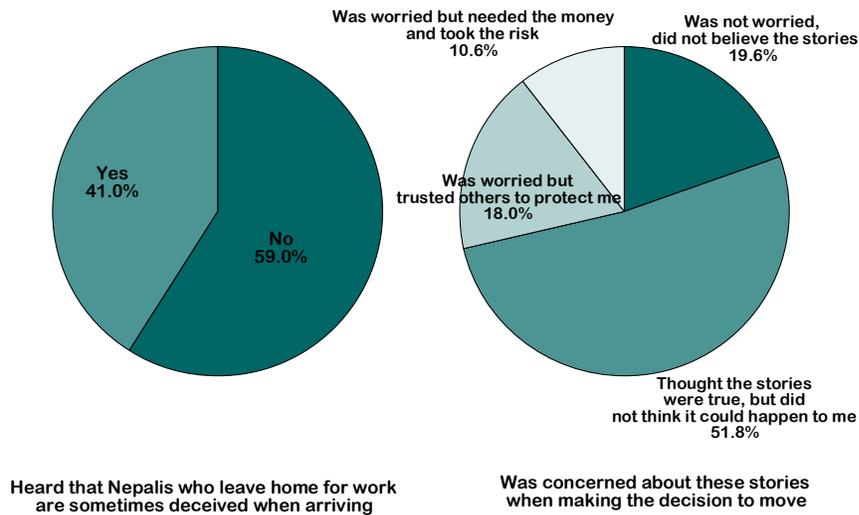
Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

CM.28 If currently away or away in the past: Did you or a family member receive any money up front for taking your current job? If away in the past: Did you or a family member receive any money up front for taking that job when you were away from home?
 1) Yes 2) No

CM.29 How much did you or the family member receive up front?
 1) No/none 2) Less than 1000 RS 3) 1000-5000 RS
 4) 5000-10,000 RS 5) More than 10,000 RS

Respondents were also asked directly about their perceptions of risks around migration. Figure III-9 shows that more than 40% of respondents heard stories of the risks related to migration, yet over half of those respondents did not believe these risks could befall them personally.

Figure III-9: Awareness and Concern about the Risks of Migrating for Work



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

CM.13 Some people tell us that Nepalis who leave home for work are sometimes deceived about the work and forced either to become prostitutes or to do bad work without pay when they get there. Had you heard any stories like this before you left?
 1) Yes 2) No

CM.14 How much did these stories concern you when you were making the decision to move?
 1) It didn't worry me because I thought the stories were not true
 2) I thought the stories were true, but I didn't think it could happen to me
 3) I was worried but I trusted others to protect me
 4) I was worried but I needed the money and had to take the risk

E. Conclusion

This chapter provides insight into respondent perception and experience with aspects of the Nepali labor force that overlap with vulnerability to human trafficking. These perceptions and experiences encompass child labor, forced labor, and foreign migration.

In terms of child labor, respondents report that many of their children work, and, interestingly, many of them do the same job their parents did as children. Respondents report that their children are involved in work that includes agriculture and farming, the transportation of heavy materials (such as bricks, construction materials, and water), and domestic labor. When it comes to forced labor, some respondents report experiencing exploitative employment conditions, including coercion, withholding of wages, and sexual abuse.

Foreign labor migration is also an important factor in respondent experience in the labor force. Almost one-third of respondents, over 60% of whom are men, have migrated from home for work. Of the respondents who report migrating for work, almost half migrated without a specific job in mind, and around 5% report taking advance payment for work before migrating. We also found that less than half of all respondents were aware of risks around foreign labor migration and many of those who were familiar with the risks did not believe they were themselves vulnerable.

CHAPTER IV: HUMAN TRAFFICKING—RESPONDENT KABP

A. Introduction

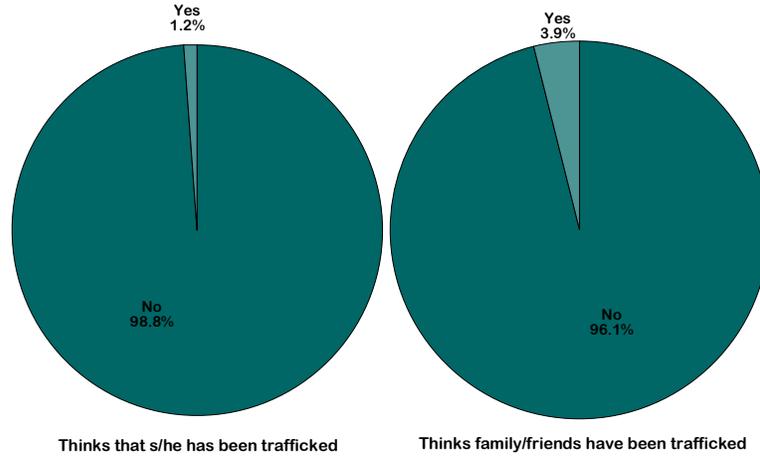
This chapter discusses baseline human trafficking awareness in terms of respondent knowledge, attitudes, beliefs, and practices (KABP). In order to measure how mass media awareness-raising campaigns affect KABP, a baseline understanding of respondent perceptions of the problem of trafficking is necessary. The chapter is broken down into seven parts: 1) past experiences with human trafficking, 2) sense of urgency around human trafficking, 3) perceptions of frequency of human trafficking, 4) knowledge about human trafficking, 5) attitudes toward human trafficking victimhood, 6) attitudes toward anti-trafficking policies, and 7) anti- trafficking actions.

B. Identifying Past Experiences with Human Trafficking

Fifty-eight respondents (1.2%) think that they have been a victim of some form of human trafficking, while 3.9% (193 respondents) think that a family member or a friend has been trafficked (see Figures IV-1). It is worth noting that we interpret these numbers with a great deal of caution as individuals may feel hesitant to be forthright about their experiences with human trafficking or may not necessarily know that they have been human trafficking victims, given an incomplete awareness of what human trafficking is.

In order to further understand those in our survey who think they have been trafficked or know someone who has been, we examine the demographic breakdown of these respondents. The majority of our self-reporting victims are male (72.4%), and older than 25 (56.9%). They report a variety of different levels of education (*e.g.*, 17.2% of victims reported having successfully completed their SLC exams and 22.4% of victims reported having received no education). However, there were no individuals with a post-secondary education that identified as having been trafficked. We observe that there are differences across ethnic groups regarding this indicator. The majority of respondents who believe they have been victims of any type of human trafficking (79.3%) are from the Chhetri, Tamang, and Brahman-Hill ethnic groups (Figure IV-2), which likely reflects the fact that 61.2% of the study sample are from these ethnic groups.

Figure IV-1: Experience of Human Trafficking



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

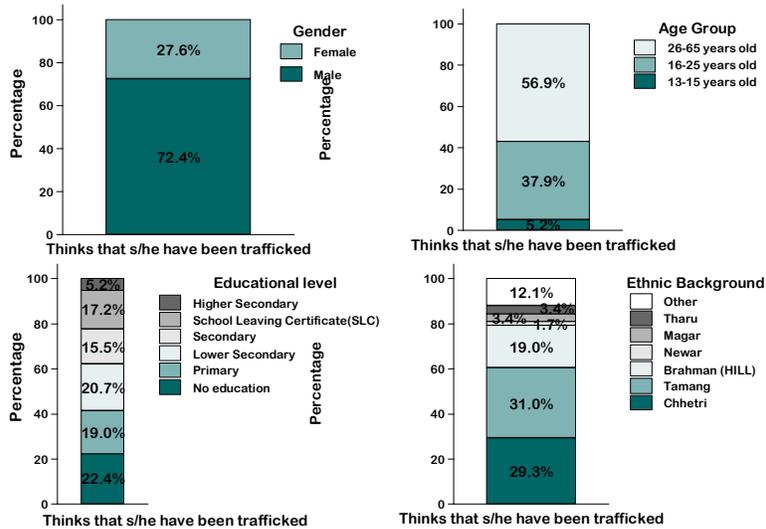
HT.1Ax1 Do you think that you are/have ever been trafficked?

1) Yes 2) No

HT.1Cx1 Do you think that you have any friends and/or family who have ever been trafficked?

1) Yes 2) No

Figure IV-2: Experience of Human Trafficking by Demographic Characteristics

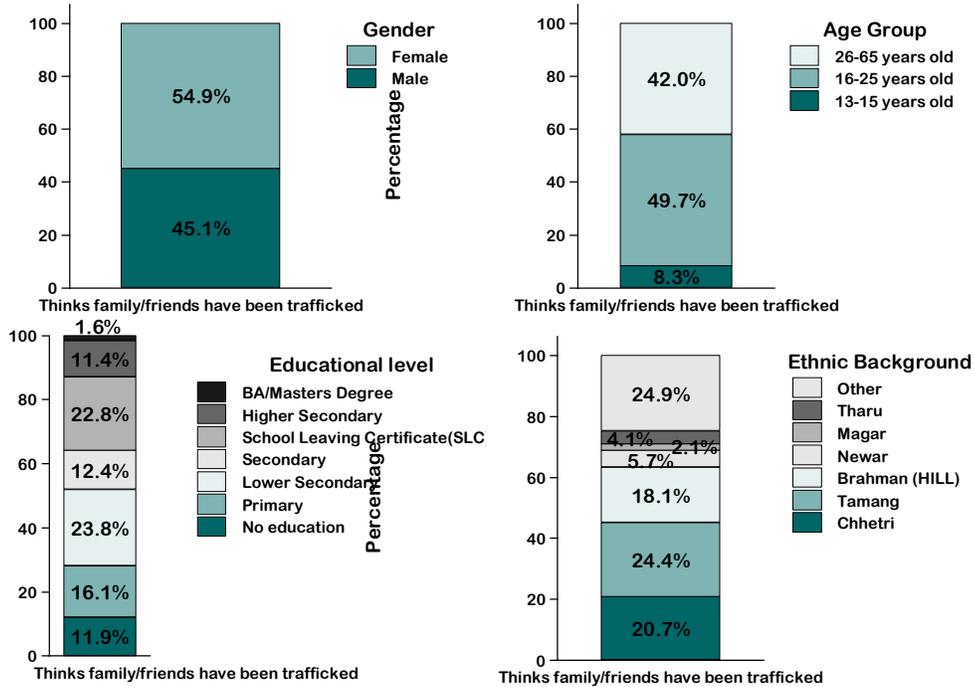


Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

In contrast, Figure IV-3 shows that the majority of respondents who report that a friend or family member has been trafficked are women (54.9%) and young (between the ages of 16-25). Most respondents who

report trafficking cases amongst friends and family come from the predominant ethnic groups in our sample (Chhetri, Tamang, Brahman-Hill).

Figure IV-3: Experience of Family and Friends with Human Trafficking

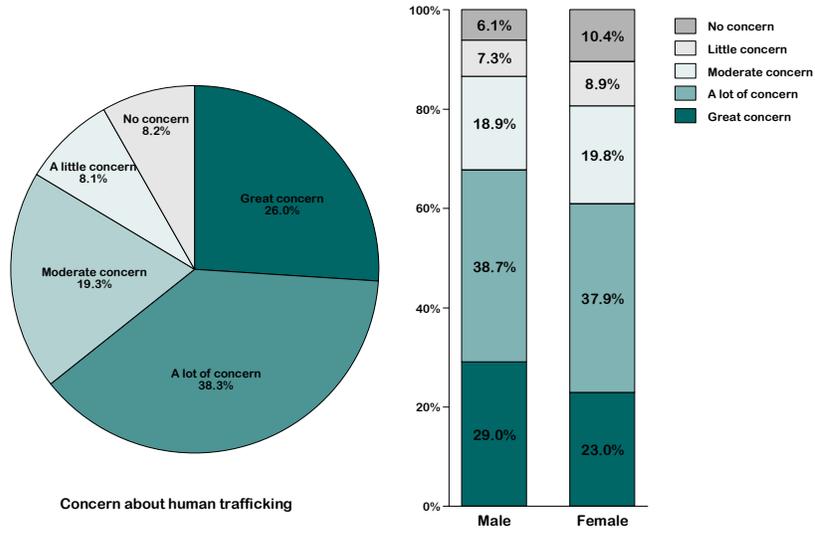


Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

C. Sense of Urgency Around Human Trafficking

In this study, respondents were asked to report their level of concern about human trafficking, and 26% of respondents replied that they feel a great deal of concern. In addition, 38.3% express feeling a lot of concern, which means that taken together, the majority of respondents do feel a high level of concern about human trafficking. Interestingly, women express less concern, as measured by the share expressing “great concern,” about human trafficking than men (23% and 29%, respectively) (Figure IV-4).

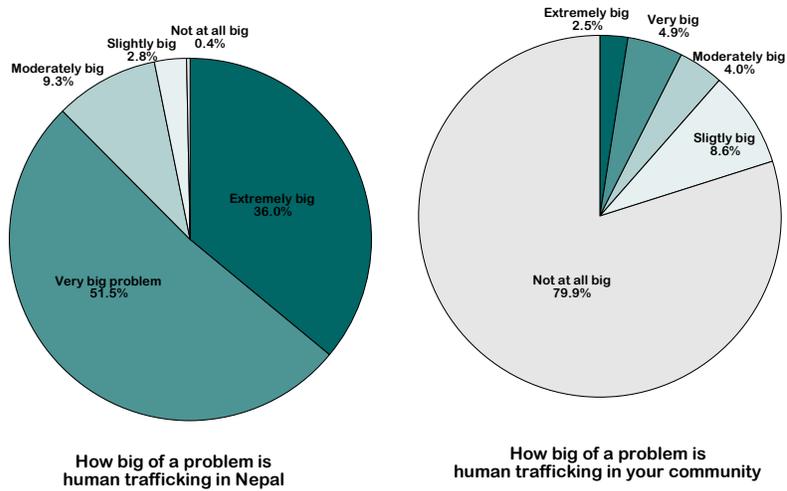
Figure IV-4: Concern about Human Trafficking



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

HT.2x1 How much concern do you feel about trafficking in human beings?
 1) A great deal of concern 2) A lot of concern
 3) A moderate amount of concern 4) A little concern 5) No concern

Figure IV-5: Perception of Human Trafficking as a Problem



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

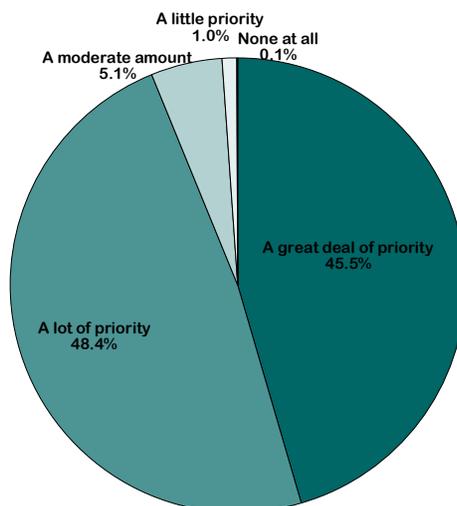
HT.4x1 How big of a problem is human trafficking in Nepal?
 1) Extremely big 2) Very big 3) Moderately big 4) Slightly big 5) Not at all big

D.36x1 Do you think that human trafficking is a problem in this community?
 1) Extremely big 2) Very big 3) Moderately big 4) Slightly big 5) Not at all big

With regard to the scope of human trafficking in Nepal, respondents understand human trafficking to be a major problem nationally. However, they do not perceive human trafficking as a significant problem in their respective communities. Figure IV-5 shows that while over 87% of the respondents believe human trafficking is either an “extremely big” or “very big” problem in Nepal, nearly 80% believe that human trafficking is not a big problem in their *own* community. The perception that trafficking is less prevalent at the community level is important to note because it means individuals could be less vigilant when it comes to mitigating local-level risks of being trafficked. It is also important to highlight that this finding might be related to the fact that respondents may not have had direct experiences with human trafficking situations locally or they might identify these situations as being far removed from their everyday life.

Respondents also demonstrate their sense of urgency around human trafficking by reporting the level of priority they think the government of Nepal should give to anti-trafficking policies and programs. Figure IV-6 shows that the vast majority participants believe the government should prioritize these policies and programs (93.9% indicated anti-trafficking policies and programs should receive either a great deal of priority or a lot of priority) relative to other issues facing the government of Nepal today.

Figure IV-6: Government Should Prioritize Anti-Trafficking Policies and Programs



Government should prioritize anti-trafficking policies and programs

Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

HT.8x1 There are many issues facing our country today, and choices have to be made about how to prioritize them. How much should the government prioritize anti-trafficking policies and programs?

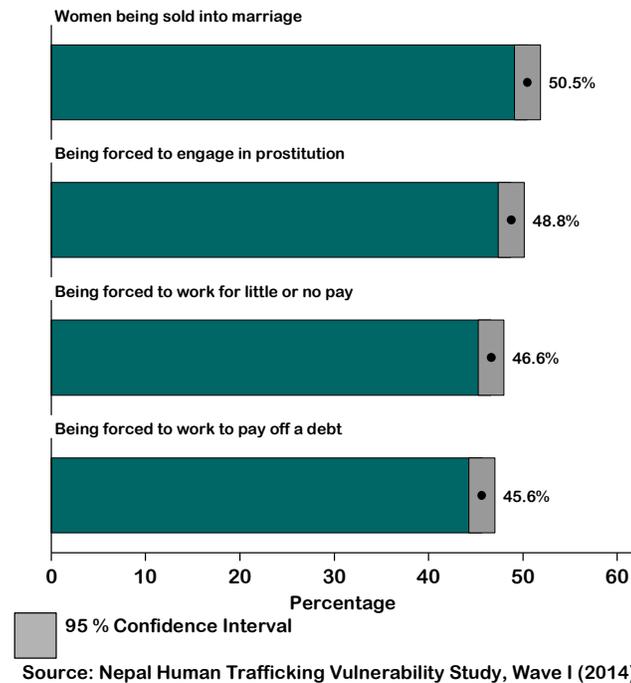
1) A great deal 2) A lot 3) A moderate amount 4) A little 5) None at all

D. Perceptions of Frequency of Types of Human Trafficking

In order to get a sense of how respondents perceive the scope of human trafficking, we asked them to report how frequently certain types of trafficking occur in Nepal. Figure IV-7 shows that more than 50% of respondents perceive of women being sold into marriage as a common type of trafficking; forced prostitution (48.8%), forced work (46.6%), and debt-bondage (45.6%) were perceived as slightly less

frequent.²⁵ Note that these questions were only asked after the receipt of awareness campaigns, so averages reflect perceptions after exposure to information. We provide averages here, as it is informative to look at averages before evaluating impacts on these prevalence measures.

Figure IV-7: Perceptions of Frequency of Types of Human Trafficking



HT.7 For the following activities, please tell us how common you think that they occur in Nepal.

- People being forced to work for little or no pay
- People being forced to work to pay off a debt
- People being forced to engage in prostitution
- Women being sold into marriage

1) Extremely often 2) Very often 3) Moderately often 4) Slightly often 5) Not at all often

E. Knowledge of Human Trafficking

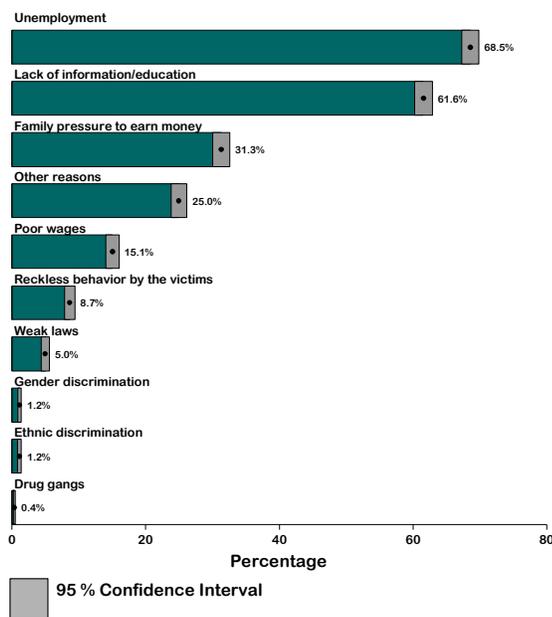
This section outlines respondent understanding and perceptions of human trafficking prior to becoming involved in the study. One way that respondents demonstrated their knowledge of human trafficking was by defining the term in their own words. When asked to define human trafficking, respondents in the control group (who did not receive any treatment) provide definitions that demonstrate a multifaceted understanding of the issue. Some respondents focus on types of trafficking, often emphasizing labor and sex as defining types. For example, one respondent noted that “human trafficking is the sexual abuse of

²⁵ These percentages are based on the number of respondents who answered options 1) Extremely often and 2) Very often for question HT.7.

women or the coercion of women into sexual activities,” and another one defined it as “the selling of people for forced labor, and prostitution.” Other respondents focus on the structural conditions that cause trafficking, such as poverty. For example, one study participant explained that “human trafficking is the deception of poor people by giving them hope of better life and then taking them away to do bad things.” Finally, respondents also focus on the individuals who contribute to trafficking. In the words of one respondent, “human trafficking is when agents lure innocent people with the promise of a good job and other facilities like room and board only to sell them from one person to another.” These definitions suggest that some respondents have a relatively accurate sense of what human trafficking is prior to their involvement in the study.

Respondents identify the main reasons why people become trafficked as follows: unemployment (68.5%), lack of information or education (61.6%), and family pressure to earn money (31.3%) (see Figure IV-8). A quarter of respondents note a reason other than the ones we coded for, and nearly all of these “other” reasons could be categorized as economic (e.g., poor economic conditions). Note that response options were not provided. As such, we coded responses into the most common categories, which are shown in Figure VI-8.

Figure IV-8: Principal Reasons Why People Become Trafficked



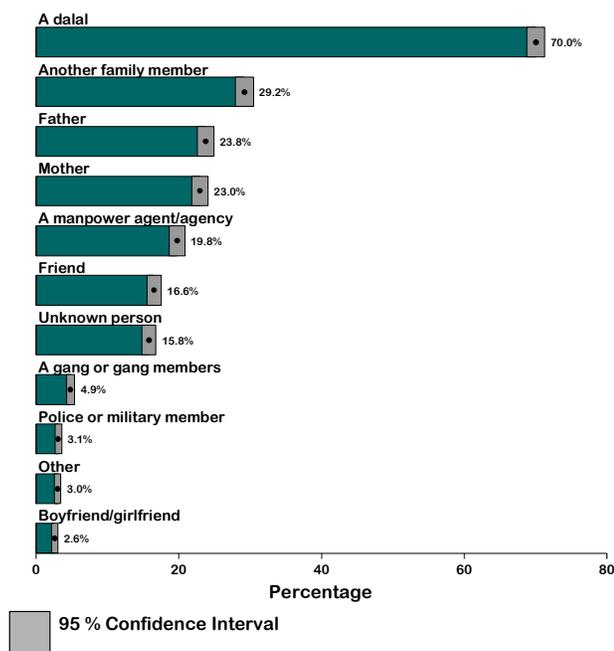
Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

HTV.1 What do you think are the principal reasons people become trafficked? [Don't read the response options; Mark all that apply]

- 1) Lack of information/lack of education
- 2) Poor wages
- 3) Unemployment
- 4) Reckless behavior by the victims
- 5) Weak laws / law enforcement
- 6) Gender discrimination
- 7) Drug gangs
- 8) Ethnic discrimination
- 9) Family pressure to earn money
- 10) Other

When asked to identify the types of individuals most often responsible for trafficking, 70% of respondents identified a *dalal* (broker) and 19.8% identified a manpower agent as the most responsible person (see Figure IV-9). This observation supports the notion that foreign labor migration and trafficking are linked. Respondents also commonly cited the role of *dalals* in their understanding of human trafficking. For instance, Binod, a 22-year-old man from the district of Sarlahi, defines human trafficking as, “people getting tricked by *dalals* and forced to do whatever work the *dalal* tells them to do.” Other individuals identified family members (29.2%) and strangers (15.8%) as the responsible party. Parents were also viewed as complicit in trafficking; 23.8% of the study respondents said that the fathers of victims are sometimes involved in and responsible for causing their children to be trafficked and 23% said mothers of the victims.

Figure IV-9: Individuals Responsible for Trafficking



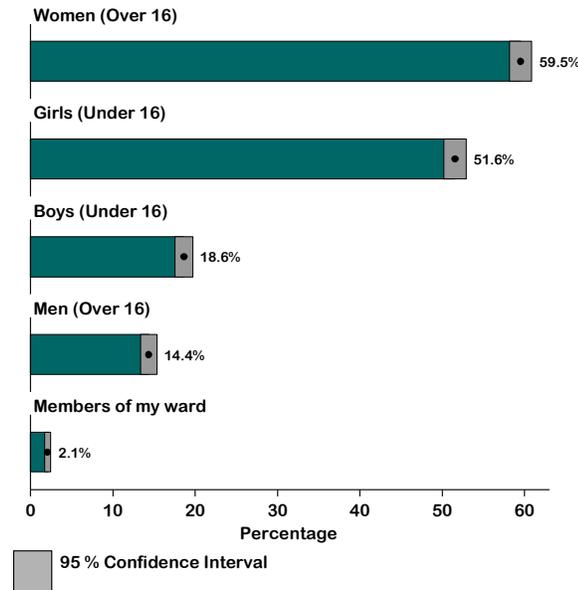
Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

HTV.3 Which of the following individuals, if any, would you say is most often responsible for causing a person to be trafficked? [Mark all that apply]

1) Boyfriend or girlfriend 2) Father 3) Mother
 4) Another family member (non-parent: e.g., uncle, aunt, cousin, sibling, etc.)
 5) Friend 6) Police or military member 7) A gang or gang members 8) A dalal 9) A manpower agent / agency 10) Someone else who I didn't previously know
 11) Oneself 12) Other

Respondents were also asked to report their perceptions of who is the most at risk when it comes to being trafficked. Figure IV-10 shows that 59.5% of respondents identify women over 16 years old as having the highest risk of being trafficked, followed by girls under the age of 16 (51.6%). Only 18.6% of respondents identify boys under 16 years old, and 14.4% identified males over 16 years old as at risk of being trafficked. Finally, only 2.1% of respondents report that members of their ward are at high risk.²⁶

Figure IV-10: Who is at Risk of Being Trafficked?



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

HT.11x1 How much do you think each of the following people is at a risk of being trafficked?

- A. Women (Over 16)
- B. Girls (Under 16)
- C. Men (Over 16)
- D. Boys (Under 16)
- E. Members of my ward

1) A great deal 2) A lot 3) A moderate amount 4) A little 5) None at all

²⁶ These percentages are based on the number of respondents who answered options 1) A great deal and 2) A lot for question HT11x1.

Table IV-1 presents the results of a series of questions asked to evaluate respondent knowledge of human trafficking, asking them to identify if a range of statements about human trafficking are true or false.

Table IV-1: Testing Knowledge of Human Trafficking I

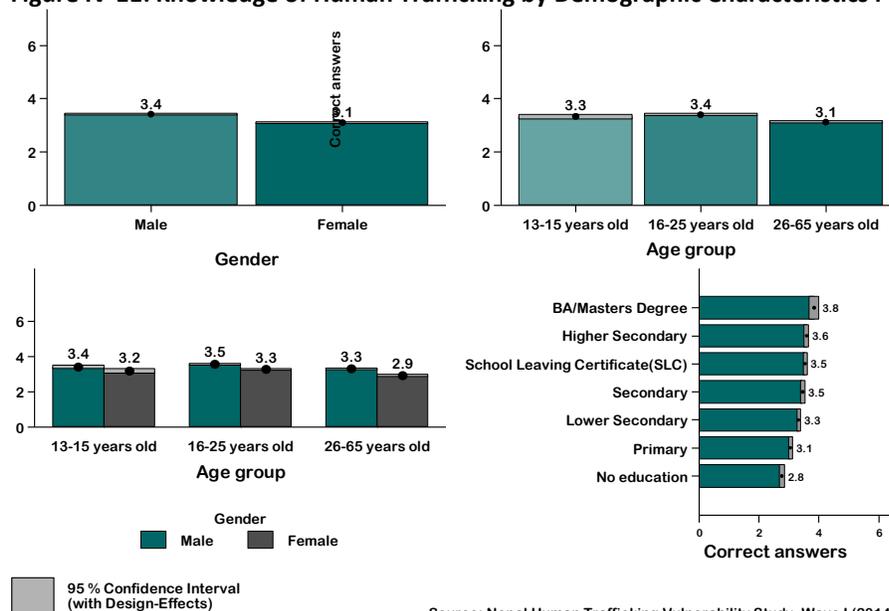
Knowledge on Human Trafficking		Correct answer	Percentage of respondents that answered each statement correctly
Statement 1	Human trafficking requires movement across state or national borders	FALSE	61.8%
Statement 2	Human trafficking is a form of slavery	TRUE	79.5%
Statement 3	Men can be trafficked	TRUE	80.0%
Statement 4	You can't be trafficked if you knowingly entered into prostitution	FALSE	31.8%
Statement 5	The only type of human trafficking is sex trafficking	FALSE	74.8%

These statements explore the relationship between respondent knowledge of and preconceptions around human trafficking. Statement one addresses the common misconception that inter-state movement is a prerequisite of trafficking; nearly 40% of respondents believe this to be the case. Statement two addresses the emergent association of trafficking with slavery; nearly 80% of respondents make this association. Statements three, four, and five explore assumptions around gender-based vulnerability to human trafficking. Four in five (80%) of respondents correctly note that men can be trafficked, and almost 75% of respondents recognize that sex trafficking is not the only type of human trafficking. However, only 31.8% of respondents correctly identify that a person who knowingly enters into prostitution can still be trafficked. This suggests a general stigma against prostitution, and the existence of the perception that if you knowingly enter into prostitution you give up autonomy over your body and the right to identify as a victim.

Sex trafficking of women is by far the most commonly identified form of human trafficking, and Table IV-1 points to some gaps in knowledge respondents have of the prevalence of other forms of human trafficking and the prevalence of male victims of human trafficking. Note that the International Labour Organization (ILO) estimates that women account for only 55% of forced labor and that forced sexual exploitation accounts for a much lower proportion (22%) of the total cases. The ILO estimates that 68% of forced labor exploitation globally occurs in agriculture, construction, manufacturing, and domestic work (ILO 2012b). Nevertheless, the majority of the sample did correctly identify that men can be victims and that sex trafficking is not the only form of trafficking.

Figure IV-11 shows the number of correct answers to the questions in Table IV-1 by demographic characteristics. When analyzing these responses by educational level of the respondent, we observe a positive correlation. More educated respondents answer, on average, more questions correctly than those respondents with no education or primary education.

Figure IV-11: Knowledge of Human Trafficking by Demographic Characteristics I



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

As another measure of respondent knowledge of human trafficking, we also asked respondents to identify whether or not a number of hypothetical scenarios constituted human trafficking. These hypothetical scenarios (Table IV-2) summarize each of the various human trafficking narratives that respondents are subsequently exposed to in the treatment portion of the study.

Table IV-2: Testing Knowledge of Human Trafficking II

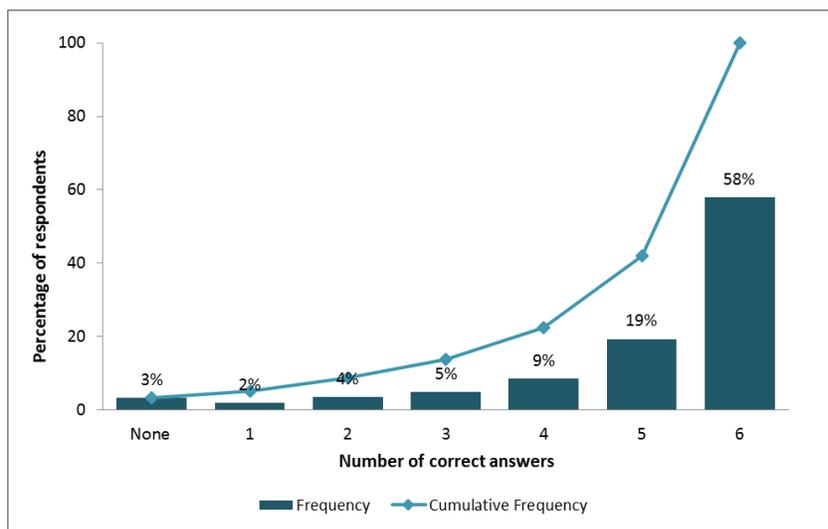
Hypothetical Forms of Human Trafficking		Percentage of respondents who recognized each situation as human trafficking
Scenario 1	A 15-year-old married girl accepts a job in India. Once there, she is forced to sell sex in a brothel.	94.3
Scenario 2	A 15-year-old girl takes a job working for a friend's uncle in a canteen in Kathmandu. When she arrives, he forces her to provide sexual services to clients.	89.4
Scenario 3	An 11-year-old boy is sent to work in a sari factory, where he is also promised the opportunity to attend school. When he arrives, he is not allowed to attend school, and is forced to work non-stop 12 hours a day.	85.4
Scenario 4	A 28-year-old widow migrates illegally to the Middle East to do domestic labor. Once there, her employers take away her passport, prevent her from contacting her family, force her to work long hours, and beat her.	84.6

Scenario 5	A 24-year-old farmer decides to migrate to the Middle East to work as a manual laborer. Once there, his passport is taken away, and he must do hard labor in difficult conditions to pay back the debt he is told he has incurred from coming to the Middle East.	79.4
Scenario 6	A 12-year-old boy who is forced to work at a brick kiln runs away and is befriended by an adult man who forces him to provide sexual services.	70.8

Table IV-2 describes the scenarios alongside the percentage of respondents who answered each question correctly. The percentage of respondents who answered the questions correctly is generally high. The fact that scenarios five (adult male labor trafficking) and six (boy child sexual exploitation) are less recognized by respondents as cases of human trafficking appear to reflect commonly held beliefs about the gendered nature of trafficking. The invisibility and stigma around male child sexual exploitation in Nepal could also explain why respondents scored lower on recognizing scenario six as a case of human trafficking (“Commercial Sexual Exploitation of...” 2015).

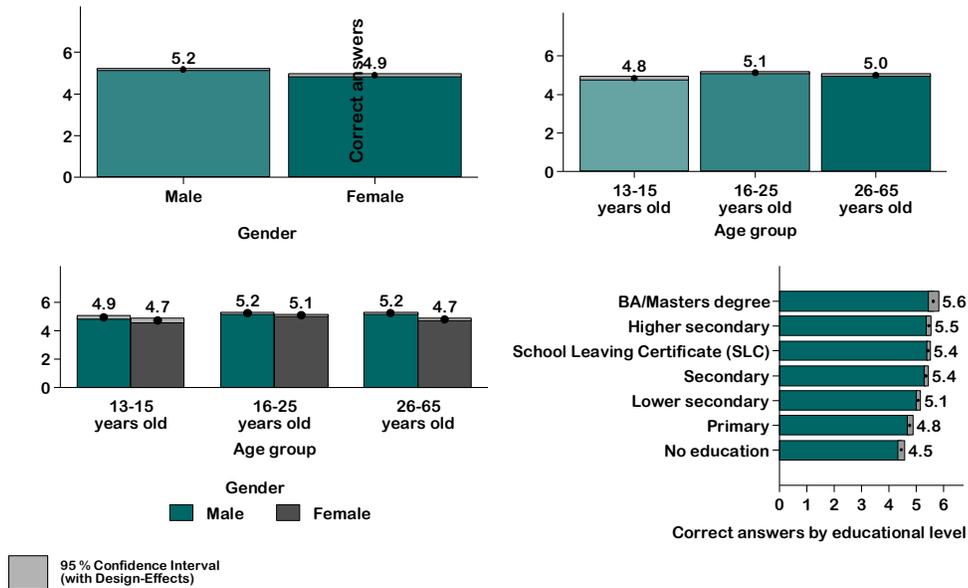
Figure IV-12 shows the percentage of respondents by the number of scenario questions they answered correctly. Only 3% of the respondents answered all of the questions incorrectly. This suggests that baseline knowledge of human trafficking in Nepal is quite high. A majority of respondents (58%) were able to recognize correctly that *all* of the cases presented were scenarios of human trafficking.

Figure IV-12: Knowledge of Human Trafficking



While knowledge levels are generally high, they also differ by demographic characteristics, as displayed graphically in Figure IV-13. There is a positive correlation between knowledge of human trafficking and educational attainment; the number of correct answers increases with the educational level of the respondent. While respondents with no education answered, on average, the lowest number of questions correctly (4.5), respondents with tertiary education answered on average 5.6 questions correctly. On average, men answered 5.2 questions correctly while women answered 4.9 questions correctly.

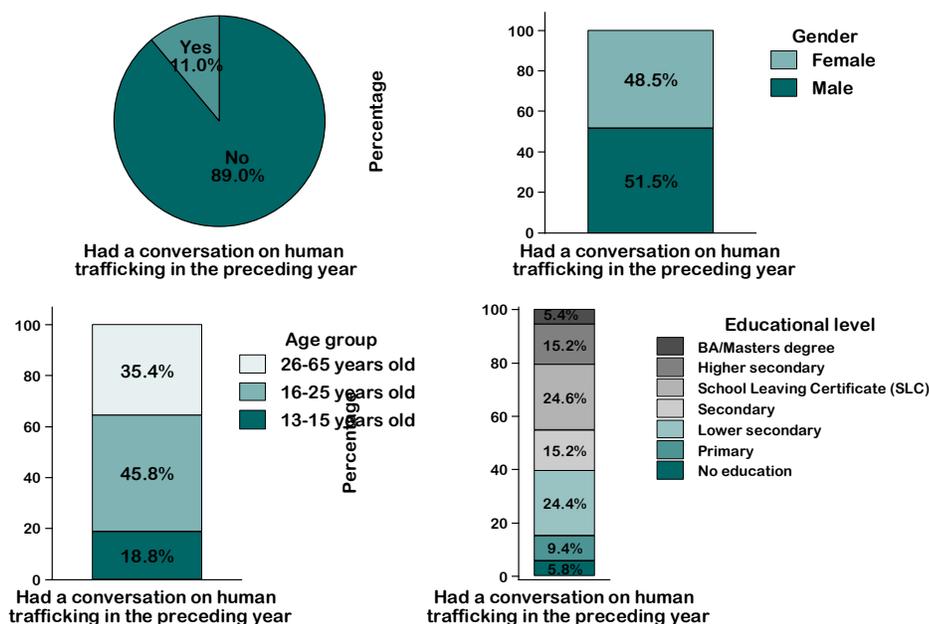
Figure IV-13: Knowledge of Human Trafficking by Demographic Characteristics II



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

The survey also included questions to gauge respondent level of engagement around human trafficking prior to their involvement in the study. When asked, only 11% of respondents report having a conversation about human trafficking in the year preceding the study, with no meaningful differences by gender (Figure IV-14). However, there are notable differences by age and education levels. Conversations about human trafficking were more prevalent among respondents between the ages of 16 and 25, and among respondents with secondary education (lower secondary, secondary, SLC, and higher secondary education). In other words, educated young adults are more likely to have recently had conversations about human trafficking.

Figure IV-14: Had a Conversation on Human Trafficking in the Preceding Year



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

HT.17 Have you had a conversation about human trafficking during the last year?
1) Yes 2) No

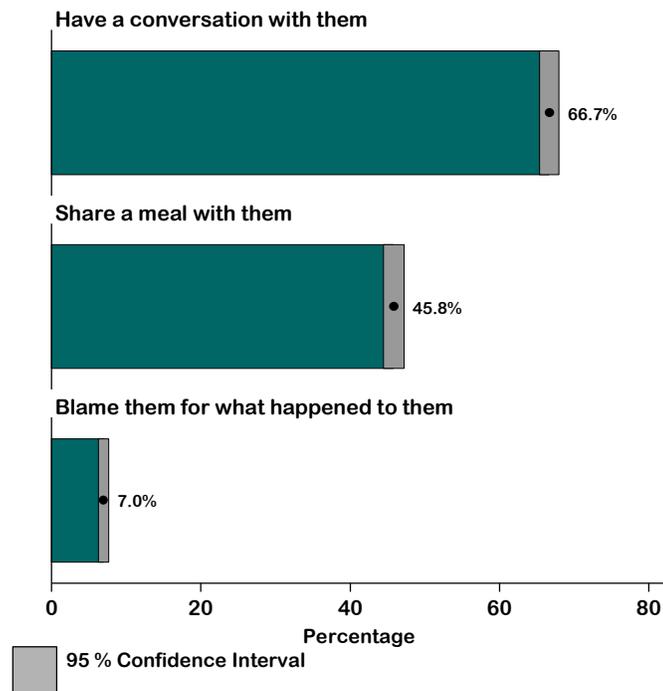
F. Attitudes Toward Human Trafficking Victims

This section looks at respondent attitudes toward human trafficking victims and the preconceived notions they hold related to issues of stigma, blame, and agency when it comes to different types of human trafficking victimhood. Increased awareness of human trafficking can help reduce the occurrence of such crimes. Yet educating people about human trafficking can also affect the ways in which individuals who are not themselves trafficked choose to interact with human trafficking victims. When survivors of human trafficking return to communities and seek to reintegrate themselves into society, they are often subject to stigmatization and hostility that serve as significant barriers to reconstructing their lives in the aftermath of a traumatic experience. Respondent stigmatization toward victims of human trafficking is gauged by asking them whether they would be willing to talk or eat with a victim of sex trafficking, and whether they would blame them for being trafficked for sex. The same three questions were asked about victims of labor

trafficking. Note that these questions were asked after the receipt of awareness campaigns, so averages reflect perceptions after exposure to information. We provide averages here, as it is informative to look at averages before evaluating impacts on these measures.

Figure IV-15 shows the potential existence of stigma against labor trafficking as only 66.7% of respondents report a high willingness to converse with a victim of labor trafficking and just under half (45.8%) are willing to share a meal with them. However, the respondents demonstrate low levels of victim blaming, with only 7% willing to blame a victim of labor trafficking for what happened to them.²⁷

Figure IV-15: Attitudes Toward Labor Trafficking Victims



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

MC.40x2: If you met someone who had been trafficked for labor, how willing would you be...

- To have a conversation with them?
- To share a meal with them?
- To blame them for what happened to them?

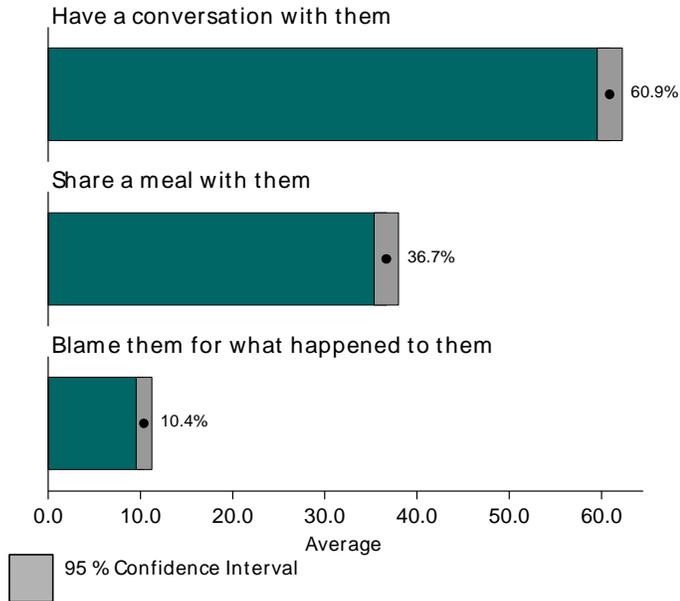
1) Extremely willing 2) Very willing 3) Somewhat willing 4) Slightly willing 5) Not at all willing

Similarly, potential stigma against sex trafficking victims also exists amongst respondents. When it comes to willingness to converse and share a meal with a victim of sex trafficking, willingness rates are 60.9% and

²⁷ These percentages are based on the number of respondents who answered options 1) Extremely willing and 2) Very willing for question MC40x2.

36.7% respectively. However, only 10.4% of respondents are willing to blame a victim of sex trafficking for what happened to them.²⁸

Figure IV-16: Attitudes Toward Sex Trafficking Victims



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

MC.39x2: If you met someone who had been trafficked for sex, how willing would you be...:

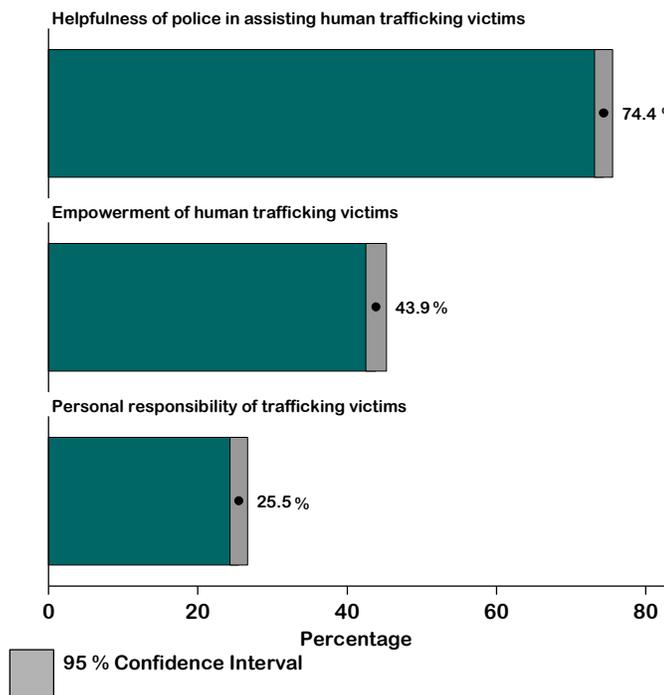
1. To have a conversation with them?
2. To share a meal with them?
3. To blame them for what happened to them?

1) Extremely willing 2) Very willing 3) Somewhat willing 4) Slightly willing 5) Not at all willing

²⁸ These percentages are based on the number of respondents who answered options 1) Extremely willing and 2) Very willing for question MC39x2.

We also asked respondents to directly evaluate a victim’s level of responsibility and agency, as well as the level of helpfulness of police in trafficking situations (see Figure IV-17). Overall, respondents demonstrate low levels of victim blaming, with only 25.5% believing that a victim is personally responsible. In addition, 43.9% of respondents believe that victims are empowered to change their situation. Furthermore, 74.4% of respondents believe that the police are helpful for assisting trafficking victims.²⁹

Figure IV-17: Attitudes Toward Trafficked Victims and Police Assistance



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

MC.36: How empowered would you say people who are trafficked are to change to their situation?

- 1) Extremely empowered
- 2) Very empowered
- 3) Moderately empowered
- 4) Slightly empowered
- 5) Not at all empowered

MC.37a: Bad things happen to people who are trafficked. How helpful do you think the police would be in assisting people who are trafficked?

- 1) Extremely helpful
- 2) Very helpful
- 3) Moderately helpful
- 4) Slightly helpful
- 5) Not at all helpful

MC.37b: Bad things happen to people who are trafficked. In general, how responsible are they for the bad things that happen to them?

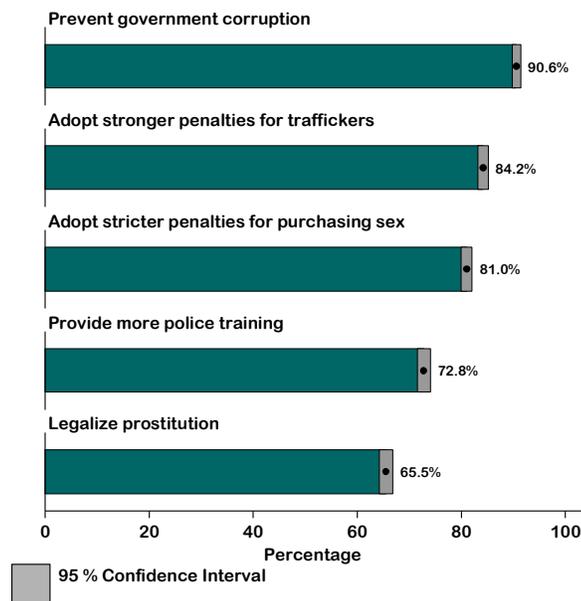
- 1) Extremely responsible
- 2) Very responsible
- 3) Moderately responsible
- 4) Slightly responsible
- 5) Not at all responsible

²⁹ These percentages are based on the number of respondents who answered the “Extremely” and “Very” categories for questions MC.36, MC.37a, and MC.37b.

G. Attitudes Toward Anti-Trafficking Policies

This section presents respondent attitudes toward the effectiveness of anti-trafficking policies. These measures demonstrate the types of social and governmental interventions that respondents believe will make a difference when it comes to reducing human trafficking. As Figures IV-18 and IV-19 show, high percentages of respondents believe that preventing government corruption (90.6%), increased education and work options for girls (89.9%), the adoption of stricter punishments for traffickers (84.2%) and purchasing sex (81%), and providing people with more information about trafficking (79%) will be highly effective at reducing trafficking. Respondents were less likely to view the improvement of international relations, workplace monitoring, and economic conditions in Nepal as effective means for reducing human trafficking, with less than 65% of respondents expressing beliefs about the effectiveness of these interventions. Again, these questions were asked after the receipt of awareness campaigns, so averages reflect opinions after exposure to information. We include summary statistics here, as it is helpful to look at averages before evaluating impacts on these measures.

Figure IV-18: Attitudes Toward Anti-Trafficking Policies I



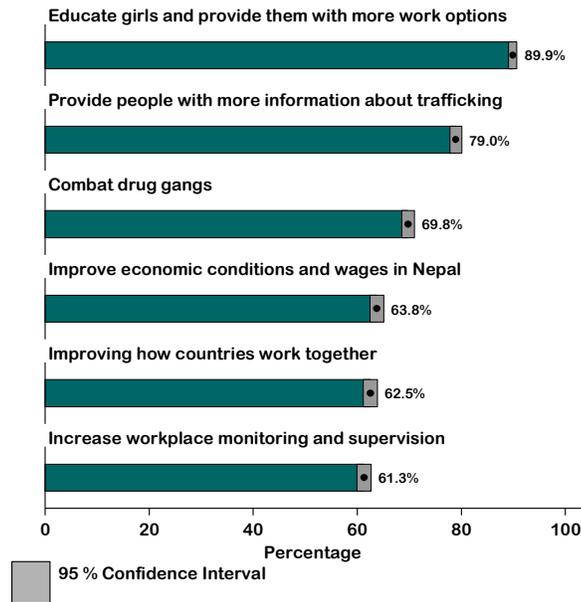
Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

HT.13: How effective do you think each of the following measures would be in reducing human trafficking?

- Adopt stricter punishments for traffickers
- Adopt stricter punishments for purchasing sex
- Provide more police training
- Legalize prostitution
- Prevent government corruption

1) Extremely effective 2) Very effective 3) Moderately effective 4) Slightly effective
5) Not at all effective

Figure IV-19: Attitudes Toward Anti-Trafficking Policies II



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

HT.13: How effective do you think each of the following measures would be in reducing human trafficking?

- Educate girls and provide more work options
- Provide people with more information about trafficking
- Improve economic conditions of Nepal
- Increase workplace monitoring and supervision
- Improve how countries work together
- Combat drug gangs

1) Extremely effective 2) Very effective 3) Moderately effective 4) Slightly effective
5) Not at all effective

H. Actions to Combat Human Trafficking

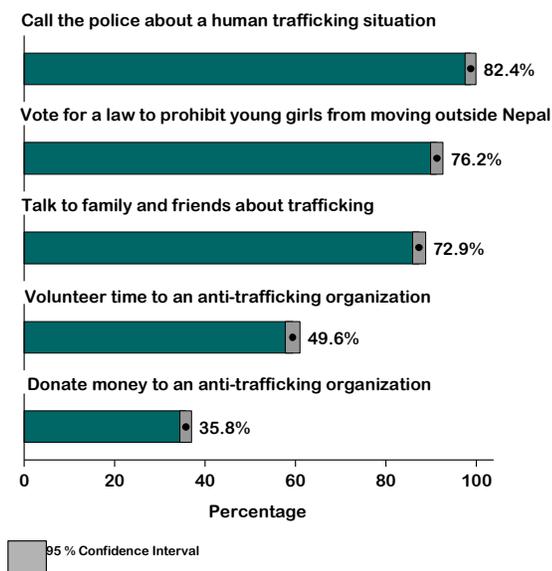
Ending human trafficking requires more than simply changing people’s perceptions and increasing their knowledge. It requires concrete action. One of the objectives of this study is to measure the extent to which awareness-raising activities can inspire actual behavioral changes in terms of reducing one’s own risk of being trafficked or supporting anti-trafficking efforts. However, asking respondents to report on their behavior is far different from observing actual behaviors. People tend to over- or under-report certain behaviors, depending on their perceptions of what is socially desirable. As such, in addition to asking respondents about their behavior, respondents were given opportunities to participate in concrete anti-trafficking action steps to measure actual behavior. The section first discusses how respondents report their behavior related to human trafficking vulnerability and anti-trafficking actions, including their willingness to: report cases of human trafficking, vote for anti-trafficking legislation, volunteer for anti-trafficking organizations, donate to anti-trafficking efforts, and sign petitions that support anti-trafficking legislation. The section then introduces the implementation and results of each of three concrete anti-

trafficking action steps, including signing an anti-trafficking petition, making a donation to an anti-trafficking organization, and mailing a postcard to lobby the government. Note that given the purpose of these questions, these questions were only asked *after* exposure to awareness campaign materials.

i. Willingness to Take Action Against Human Trafficking

Overall, respondents report a high willingness to take action against human trafficking in a number of ways. Note that each of these actions is not necessarily positive. Figure IV-20 shows that 82.4% of respondents would be willing to alert the police about a situation that they thought might be trafficking, while 76.2% would be willing to vote for a law to restrict the ability of young girls to move outside Nepal, which some practitioners working in the counter-trafficking in persons space would say is actually harmful. This is particularly relevant given the controversial government ban that restricts women under 30 years old from migrating to the Middle East. Respondents also generally report willingness to talk to family and friends about trafficking (72.9%) and a little less than half of respondents would volunteer time to an anti-trafficking organization (46.9%). A minority, 35.8% of the respondents, said they would donate money to an anti-trafficking organization.

Figure IV-19: Actions to Fight Human Trafficking



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

HT.22 Please tell us how likely you would be to do each of the following? [Please show scale to respondent]

- 1) Call the police about a situation that you thought might be trafficking
- 2) Volunteer time to an anti-trafficking organization
- 3) Donate money to an anti-trafficking organization
- 4) Vote for a law to restrict the ability of young girls to move outside Nepal
- 5) Talk to your family and friends about trafficking

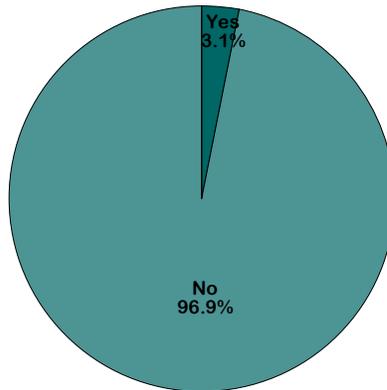
ii. Anti-Trafficking Behavior

After having respondents report on their willingness to take action steps against trafficking, we presented them with four concrete anti-trafficking action steps in order to understand how they would actually behave.

a. Donation

At the end of the survey, respondents received a 200 NRS (USD 1.83) honorarium as compensation for their time. Upon receiving the honorarium, interviewers asked respondents if they would like to donate any portion of the honorarium to Shakti Samuha, an organization that assists female trafficking survivors. Respondents were provided with an envelope and asked to put any amount they felt comfortable donating inside. When the respondent returned the envelope, interviewers informed respondents that they would actually not accept the money, given that they earned it as study compensation. Enumerators opened the envelope, documented the amount donated, and handed the money back to the respondent. This procedure was designed to gauge how much individuals are actually willing to donate, without taking the compensation they earn from participation in the survey.

Figure IV-20: Donating Money to an Anti-Trafficking Organization



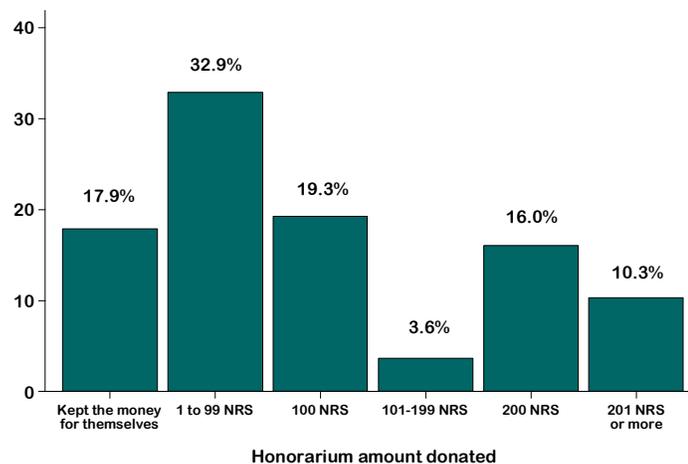
Have you ever donated money to an anti-trafficking cause?

Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

HT.18 Have you ever donated money to an anti-trafficking cause?
1) Yes 2) No

Over 96% of respondents report that they have never donated to anti-human trafficking cause (see Figure IV-21). However, when presented with the donation action step, 32.9% of respondents donated between 1 and 99 NRS,³⁰ around 20% of respondents donated half of their honorarium and 16% donated the full amount. It is important to note that 10.3% of respondents chose to donate additional money on top of what they received as the honorarium for participating in the study. All together, respondents donated an average of 120 NRS, with only 17.8% of respondents deciding not to donate any portion of their honorarium.

Figure IV-21: Amount of Honorarium Donated to Fight Human Trafficking



Source: Nepal Human Trafficking Vulnerability Study, Wave I (2014)

b. Petition

As a second action step, participants were invited to sign a petition demanding that the government increase efforts to fight human trafficking in Nepal. The petition has five recommendations for government action and respondents were asked to check off the recommendations they support (if any) and then sign the petition. The interviewers informed respondents that upon completion of the study, the research team would forward the petition to the Ministry of Children, Women, and Social Welfare, the government body that oversees human trafficking issues in Nepal. Appendix E includes the full text of the petition read to respondents. Table IV-3 summarizes the recommendations in the petition and the percentage of respondents who support each one.

Over 85% of respondents support all the recommendations in the petition. The recommendation with the most support is to implement a policy of compulsory primary education; as shown in Table IV-3, 97.3% of the respondents are in favor of it. In second place is a call to amend the Child Labor Prohibition and Regulation Act of 2000 to protect children working in non-traditional enterprises and unregistered establishments in the informal and agricultural sectors (96.1%). According to the US DOL (2014), this act currently fails to conform to the international standards to which the government of Nepal has agreed. The third most supported action is the establishment of a national hotline for the reporting of any suspected cases or suspicious activity in relation to human trafficking, supported by 92.9% of the respondents.

³⁰ 1 USD is equivalent to 108 Nepali Rupees (NRS) (in March 15, 2016). Nepal's Gross National Income per capita is equivalent to 730 USD/year (World Bank 2013).

Table IV-3: Petition Recommendations that Respondents Support

Petition Points	Percentage of respondents who support each petition item
Make primary education compulsory to ensure children are attending school.	97.35
Amend The Child Labor Prohibition and Regulation Act of 2000 to protect children working in non-traditional enterprises and unregistered establishments in the informal and agricultural sectors.	96.09
Establish a national hotline for the reporting of any suspected cases or suspicious activity in relation to human trafficking; ensure its thorough outreach and publicity all over the country; and establish a centralized network of governmental and non-governmental organizations to provide immediate as well as sustained responses to the reported cases.	92.99
Sign and ratify the internationally accepted United Nations Protocol on Trafficking in Persons (2000), and accordingly expand the legal definition of human trafficking in order to explicitly include labor exploitation, forced labor or services, practices similar to slavery, and other forms of sexual exploitation beyond sex trafficking.	89.71
Repeal the law proposed by Ministry of Labor that prevents women under 30 from working abroad and introduce new laws and bilateral agreements with foreign nations like Dubai, Malaysia, and Qatar to ensure safety of the migrant workers abroad.	87.32

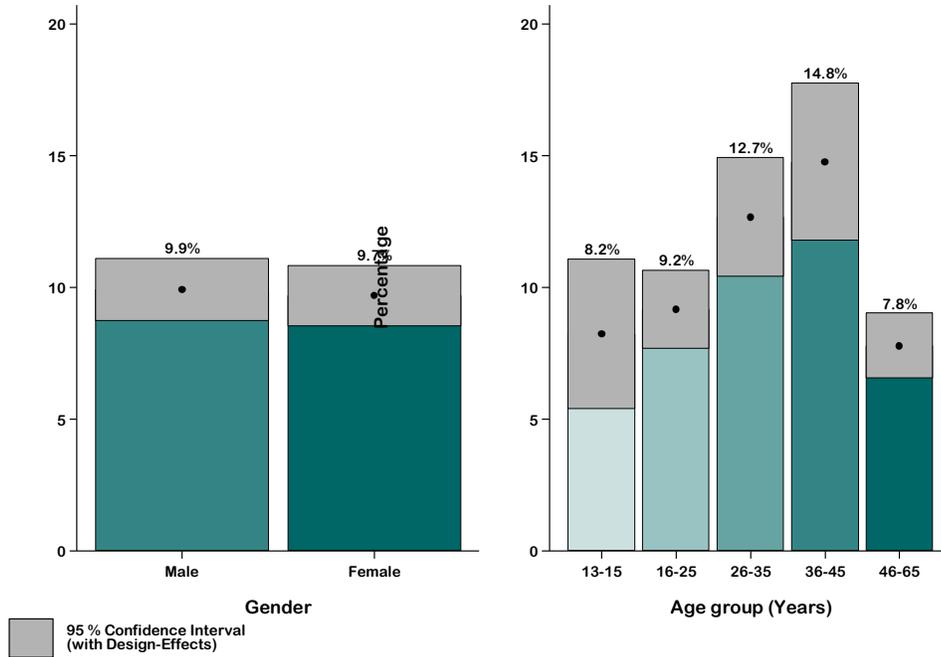
The ratification of an international protocol and the repealing of the law preventing women from migrating are the least supported recommendations. Nearly 90% of respondents support a recommendation to sign and ratify the United Nations Protocol on Trafficking in Persons (Palermo Protocol) (2000), and expand the legal definition of human trafficking. Since 2011, the National Human Rights Commission has been lobbying the government of Nepal to ratify the treaty in order to facilitate international and regional cooperation for addressing human trafficking. Nepal has yet to ratify the treaty.

Finally, 87.3% of respondents support the petition to repeal the 2012 law proposed by the Ministry of Labor that prevents women under 30 from working abroad and introduce new laws and bilateral agreements with foreign nations like Dubai, Malaysia, and Qatar to ensure safety of migrant workers abroad. The controversial ban received harsh criticism from human rights organizations such as Amnesty International and Human Rights Watch for creating a situation where young women must migrate informally, putting them at even higher risk of exploitation (Limbu 2014). However, note that 76.2% (see Figure IV-20) reported that that they would be willing to vote for a law restricting migration, which speaks to how unclear it is to many Nepalis what laws would be helpful. The fact that a majority of respondents simultaneously agreed and disagreed with efforts to restrict migration to protect workers suggests the need to explore the extent to which acquiescence bias — a tendency to want to agree with the interviewer — is affecting this question. Another possible explanation for this contradiction could be that the former question focused explicitly on “young girls,” while the petition asks about “women under 30.”

c. Post Card

The final action step was conducted during Round 2 of data collection and tests if respondents are willing to take a more costly action to combat human trafficking: mailing a postcard with an anti-trafficking message to the government of Nepal (see Appendix F for an English version of the post card). This is a particularly costly action given that post offices are not readily accessible in many of the areas where we collected data and may require respondents to walk for long distances.³¹ Across the study sample, the average reported walking distance to the nearest post office is around two hours.

Figure IV-22: Postcard Participation



Source: Nepal Human Trafficking Vulnerability Study, Wave II (2015)

During data collection, enumerators provided respondents with two identical postcards with an anti-trafficking message. One postcard was pre-stamped and the other was not. Enumerators instructed respondents that the research team would share any postcards they received with the government of Nepal to demonstrate the public’s concern about human trafficking, and if they supported the message on the card and wanted to be part of that demonstration, they should mail the pre-stamped post card. The reasons for including the second post card were two-fold. First, during pre-testing, many respondents reported a plan to keep the postcard because they thought the postcard was artistic and beautiful even though they support the message. To avoid this problem we included a second card as a souvenir. Second, by providing an unstamped postcard, we could also test if respondents were willing to increase the cost of

³¹ The method was adapted from a 2007 experiment conducted by Paul Collier and Pedro C. Vicente on combatting political violence in Nigeria. In that experiment, respondents were provided with a pre-stamped postcard with an anti-political violence message. Enumerators explained that sending the postcard would be used to highlight concerns about political violence in their state.

the action by paying for postage to demonstrate additional support.³² As shown in Figure IV-23, just under 10% of respondents sent in the postcard, with male and female respondents sending postcards at similar rates. The age group with the largest participation was 36-45 years of age. The youngest (13-15 years of age) and oldest (46-65 years of age) participated the least.

I. Conclusion

This chapter summarizes respondents' baseline KABP around human trafficking. The first section addresses respondent perceptions of human trafficking. The majority of respondents identify human trafficking as a major problem in Nepal but do not perceive it to be a major problem in their own community.

The next sections discuss respondent experiences of human trafficking, their perceptions of scope and types of human trafficking, as well as their knowledge and attitudes pertaining to the issue. Before being exposed to the awareness campaigns, 1.1% of respondents report having been a victim of trafficking and only 11% have had a conversation about trafficking in the preceding year. The majority of respondents perceive human trafficking to be a national problem and a top priority for the government of Nepal. However, the majority of respondents also believe that human trafficking is *not* a major problem in their own communities.

In terms of common types of human trafficking, over half of respondents identify women being sold into marriage as a common type of human trafficking in Nepal followed by forced prostitution, forced work, and debt-bondage being identified as common by just under half the sample. Respondents also associate unemployment, family pressure to earn money, and lack of information and education as the main causes of trafficking. Furthermore, respondents identify women and girls as the most at risk segment of the population when it comes to human trafficking.

Measures of knowledge levels show that the average respondent is able to answer over 60% of questions about human trafficking correctly. However, less than 35% correctly identify that an individual cannot be trafficked if they knowingly enter into prostitution as false, thus reinforcing a common stigma against sex workers.

Respondent attitudes toward victimhood demonstrate that there may be stigma toward labor and sex trafficking victims, as many express an unwillingness to converse or share a meal with victims. However, victim blaming is low, with 15% or fewer respondents reporting a willingness to blame labor and sex trafficking victims for their situation. Furthermore, respondent support for a number of anti-trafficking interventions is high, with stricter punishments for traffickers and girls education as the most highly supported.

³² The exact instructions given to respondents were as follows: "We would like to give you a postcard that says: 'I am concerned about human trafficking!' If you would like to ask the government of Nepal to invest more resources in educating citizens and state officials (e.g. political leaders, civil servants, the police) about the dangers of human trafficking and developing more public awareness campaigns around it, please mail this postcard. It is being sent to New Era (the Nepali organization that is carrying out this study) and the promoters of this research project, who will deliver it to a representative of the government of Nepal. If you agree with this message, you can mail this postcard to the government of Nepal. It already has an address and stamp on it, so you do not have to buy a stamp for it or write anything on the postcard. All you need to do is go to a post office and ask them to mail it. We are giving you two copies of the same postcard in case you want to keep one as a souvenir. You can mail both postcards if you want to."

In the final section we discuss how respondents report actions they have taken to combat trafficking and how they actually act when provided with concrete action steps. Respondents report a high willingness to take action to combat trafficking, in terms of discussing human trafficking issues with family and friends, contacting police to report human trafficking, and voting for a law to prohibit young girls from migrating. They report a lower willingness to volunteer for an anti-trafficking organization or donate money to an anti-trafficking organization.

When provided with the opportunity to take real action against trafficking, participation amongst respondents was high. The majority of respondents (85%) signed a petition to support four government anti-trafficking recommendations. When it comes to donating money, over 80% of respondents were willing to give a portion of their honorarium and over 10% were prepared to donate more than the honorarium. Mailing in a postcard to lobby the government was taken up by just under 10% of respondents; however, it is worth noting that this was the most costly anti-trafficking action.

PART II

A. Introduction

As discussed in Part I, this study evaluates the short-term and long-term impacts of human trafficking awareness campaigns in general, as well as the relative impact of four different formats and two different narrative styles of human trafficking awareness campaigns. The formats are: 1) posters, which are fact-based; and 2) graphic novels, 3) radio programming, and 4) audio-visual programming, all three of which convey facts through narratives. Details around the creation of each of these types of awareness campaigns are in Chapter II of Part I. The narrative styles are either empowerment-based, where the characters demonstrate agency and display efforts to take control over their situation; or danger-based, where these same characters are represented as much more powerless, and do not take initiative during the decision-making process to alter the circumstances that put them at high risk of becoming victims of human trafficking. The empowerment-based narrative is intended to provide a positive appeal, in contrast to the negative appeal of the danger-based narrative. The evaluation also assesses the impact of experiencing awareness campaigns on an individual basis versus in a group setting, where group-level deliberation is possible.

Part II presents the effects of these campaigns on the outcome variables related to KABP associated with a reduction in the incidence of human trafficking, and introduced in Chapter IV of Part I.³³ This section provides a brief summary of the research design, introduces the three methods of analysis used to evaluate the survey data, and explains how to interpret the graphs displayed in subsequent chapters. Chapter V presents the overall effects of receiving any type of awareness campaign material, in contrast to being in a control group that receives no human trafficking materials. Chapter VI contrasts the effects of exposure to awareness campaigns individually as opposed to in a group setting. Chapter VII examines the relative impact of each awareness campaign format (poster, graphic novel, radio, and audio-visual), and explores the differing effects of receiving a danger narrative versus an empowerment narrative. Whenever possible, results are presented for each of the three time periods of data collection.

Pre-Treatment (Round 1): This refers to the data collection that occurred immediately prior to respondent exposure to an awareness campaign, hereafter referred to as a treatment, and includes demographic data and baseline KABP levels.

Short-Term Effects: Post-Treatment (Round 1): This refers to the round of data collection that occurred immediately after respondent exposure to the treatment, and includes measurement of KABP at that time.

Long-Term Effects: Post-Treatment (Round 2): This refers to the round of data collection during which KABP levels were measured 3-6 months after the implementation of the awareness campaign treatments of the same individuals surveyed in Round 1.

³³ When we describe something as the “outcome” or “outcome variable,” we are referring to the output of interest, or the variable that we are trying to explain. This type of variable is also frequently called the “dependent variable.” While the dependent or outcome variable represents the output of interest, “independent variables” or “predictor variables” denote the inputs we believe are theoretically relevant to the explanation of the variation in the dependent or outcome variable.

B. Summary of the Research Design

To test the effectiveness of awareness campaigns, we presented them to respondents in two different contexts: individually and in groups. When respondents were treated with awareness campaigns individually, an enumerator would administer a pre-treatment survey questionnaire. The respondent would then be randomly assigned to one of eight possible individual treatment conditions (see Table B-1 for a list of possible treatment conditions). Following exposure to one of the awareness campaign treatments, respondents were asked to respond to a series of post-treatment questions. The questions in the pre- and post-test survey were designed to measure changes in the following outcome variables related to KABP of human trafficking: 1) identifying past experiences with human trafficking, 2) sense of urgency around human trafficking, 3) perceptions of frequency of types of human trafficking, 4) knowledge of human trafficking, 5) attitudes toward human trafficking victims, 6) actions to combat human trafficking, and 7) attitudes toward anti-trafficking policies. It is worth noting that given survey length limitations, some questions were only asked post-treatment. As baseline characteristics of individuals assigned to each condition are the same, we are able to measure impact even without pre-treatment measures.

Table B-1: Treatment Conditions

Category	Treatment Condition	Number of interviews
Individual-Based Control 1	Pure Control	322
Individual-Based Treatment 2	Poster (neutral information)	311
Individual-Based Treatment 3	Graphic Novel: Danger	290
Individual-Based Treatment 4	Graphic Novel: Empowerment	326
Individual-Based Treatment 5	Radio: Danger	320
Individual-Based Treatment 6	Radio: Empowerment	284
Individual-Based Treatment 7	Audio-Visual: Danger	632
Individual-Based Treatment 8	Audio-Visual: Empowerment	595
Group-Based Treatment 9	Audio-Visual: Danger	969
Group-Based Treatment 10	Audio-Visual: Empowerment	979
	Total	5,028

The group-level treatment was designed to mimic workshops or listening groups that incorporate deliberation as a part of the process of raising awareness. When respondents were treated in groups, an enumerator would administer the pre-treatment survey questionnaire individually and invite respondents to join a group activity the following day. On the day of the group-level treatment, respondents would gather to watch the audio-visual treatment in groups divided by gender. Following exposure, they would engage in a series of group activities, including a focus group discussion about the content of the audio-visual treatment and a role-play activity about a hypothetical human trafficking scenario. At the end of the activities, participants responded to the same post-treatment questionnaire as those receiving the individual-level treatment. As with the individual treatments, both the pre- and post-treatment questionnaires were administered one-on-one for group-level treatment participants. While individuals were randomly assigned to receive awareness campaigns that varied with regards to both the narrative type (danger- and empowerment-based narrative) and format (poster, graphic novel, radio dramatization, and audio-visual dramatization), we did not vary the format for groups. Rather, given sample size

restrictions, all groups were treated with the audio-visual dramatization only; this format was selected over the graphic novel, radio, and poster, as this format allows recipients to process narratives through both sight (seeing the images in the graphic novel) and sound (hearing the radio dramatization), and is essentially a hybrid of the graphic novel and the radio.

C. Methods for Measuring Treatment Impact, and Interpretation of Results

The following sections introduce the three methods we employ to measure the impact of the awareness campaigns on the above-mentioned outcome variables. These three methods are: 1) the difference-in-differences (DID) impact evaluation methodology, 2) analysis of variance (ANOVA), and 3) regression models. We determine which method to employ based on the data structure. When data is available for an outcome variable from both the pre-treatment and post-treatment period, we use the DID methodology. This method allows us to compare the average change over time in the outcome variable of interest compared to the average change over time for the control group. When data for a given variable was collected for respondents in a treatment group only after they were treated (so no pre-treatment data), we employ ANOVA. This method allows us to compare differences between groups (treatment versus control groups), but it does not allow us to take into account the possibility that there are systematic differences between these groups.³⁴ Finally, regression models are used to estimate the impact across multiple treatment conditions simultaneously. As such, we use this method of analysis when comparing different mass media campaign formats (audio-visual, graphic novels, radio, and posters) and narratives (danger versus empowerment).

i. DID Methodology

The DID method is used to estimate the impact of the awareness campaigns on respondent KABP using data on the outcome variables included in *both* the pre-treatment and post-treatment surveys. Randomization and the DID estimator is a widely used “gold standard” econometric technique in the impact evaluation field. The advantage of using DID coupled with randomization is that it reduces concerns of having biased estimates due to selection bias (bias due to the fact that the treatment and control group are systematically different) and omitted variable bias (bias due to extraneous factors that are correlated with a predictor variable—in this case, receipt of information campaign materials—and impact outcomes that are not accounted for in the analyses).³⁵ As we are comparing changes in the treatment group to the changes in the control group, the DID strategy assumes that the outcomes in the treatment and control group follow the same time trend in the absence of the treatment. Given random assignment, this assumption most likely holds.

In order to assess the impact of the awareness campaigns using the DID method, we collect data on outcome variables related to KABP both over time and between a treatment and a control group. In the first period, both groups are provided with the same pre-treatment survey. One of the groups then receives a treatment (the treatment group), and the other does not (the control group) and they are both given a similar post-treatment survey. The impact of the treatment (in our case, anti-trafficking awareness campaigns) on the outcome can be estimated by computing a “*double difference*,” or the calculation of the

³⁴ The use of random assignment, as well as our tests to ensure that observable baseline characteristics between each treatment group, help reduce concerns that there are systematic differences between each group.

³⁵ For more information on impact evaluation methodologies, see Khandker, Koolwal, and Samad (2010) “Handbook on impact evaluation: qualitative methods and practices,” World Bank Press.

differences in survey responses across individuals in each group over time (before-after treatment) and differences in responses across the groups (between the treatment group and the control group).³⁶

In an ideal world, an impact evaluation would be able to estimate the impact of the counterfactual case, or estimate what the outcome variables would look like if the individual who received a treatment had also not received the treatment. However, since an individual cannot simultaneously be treated and not treated over time, a good impact assessment aims to sample a convincing and reasonable control group to compare with the treatment group. This control group's over time trend is then used as the expected trend that the treatment group would have followed had the intervention not occurred, which serves as the counterfactual case. The DID method allows us to estimate what the outcome variables would have been in the counterfactual case, and compare this to the actual outcomes of the treatment and control groups.

The difference in outcomes between the treatment and the counterfactual case is called the “treatment effect,” and it is the main measure of the impact of the awareness campaigns. In other words, the treatment is considered effective if desired outcomes in the treatment group improve more (or decline less) than they would have if the treatment had not been administered. Figure B-1 provides an illustration of what the DID estimator looks like using the outcome variable on respondent concern about human trafficking. The red and solid green lines represent the control group and treatment groups, respectively. The dashed green line represents the estimate for the counterfactual case, or the trend that the treatment group would have followed had the treatment group not been exposed to the treatment, and hence, followed the trend of the control group. The difference between the counterfactual case and the treatment group is the treatment effect. Consider R1, R2, R3, and R4 in Figure B-1. The percentage of respondents in the treatment group who are concerned about human trafficking is represented by R4. The percentage of respondents in the control group who are concerned about human trafficking is represented by R3. The difference $R4 - R3$ is the differential effect of being exposed to the awareness campaigns. Since we cannot know whether R3 represents the actual counterfactual case, we use the DID methodology to estimate the counterfactual outcome pre-treatment (R0) and post-treatment (R2).

DID analysis assumes that the changes observed over time in the control group are the same as what would have been observed in the treatment group if the treatment had not been implemented. For example, if we observe an increase in concern about human trafficking in the control group over time, we assume we would observe the same trend in the treatment group if the treatment had not been implemented.³⁷ Therefore, the real estimate of program effect is the difference $R4 - R2$. It is important to note that variations in the context of the pre-treatment and control groups could affect the counterfactual comparison, yielding an over- or under-estimation of awareness campaign effect. The DID analysis takes that into account.

³⁶ For the condition in which no information was provided, we only asked the questions post-treatment. This is because the pre- and post-treatment questions in Round 1 for the control were asked over the course of one meeting. It would not make sense to ask an individual in the control group, who was not provided with any information on human trafficking, the same question twice over the course of a one-hour time period, as there is no reason to expect their answer to change in that context within that window of time.

³⁷ This is commonly known as the “parallel path assumption.” This assumption is made explicit in the construction of the counterfactual used to derive the treatment effect. The counterfactual case rests on an assumption of “parallel paths”—the counterfactual experiences the same trend as that of the control group.

Figure B-1: Illustration of Difference-in-Differences Estimation

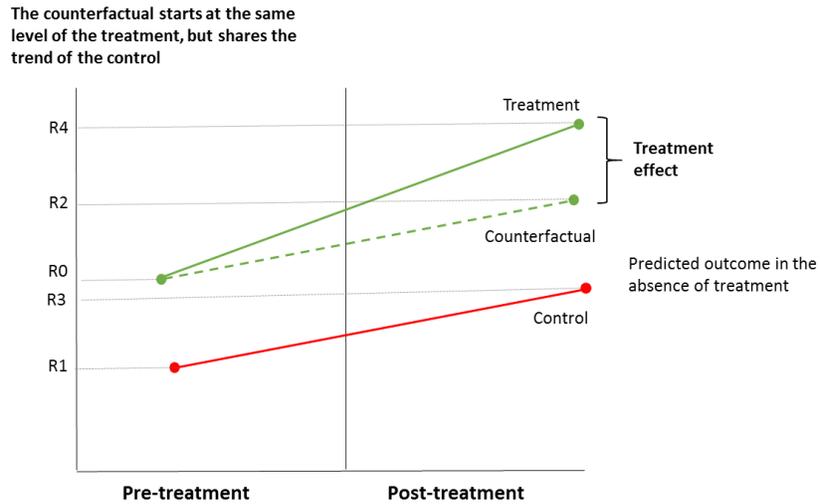
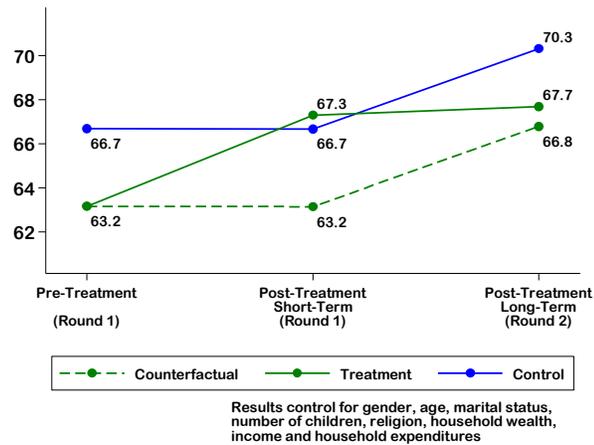


Figure B-1 presents an example of DID when using data from two periods. That said, many of the outcome variables we examine in this study are available for three periods. When we have data from three time periods, the analysis looks like that in Figure B-2, a figure found later in the study. The interpretation of Figure B-2 is similar to that in Figure B-1 that represented only two periods. The solid blue line represents the observed outcomes of the control group, while the solid green line represents the observed outcomes of the treatment group. The dotted green line mimics the pattern of the control group and serves as the counterfactual for the treatment group. The difference between the outcomes of the treatment group and the counterfactual denotes the effect of the treatment, as the counterfactual represents our expectations of the treatment group’s outcomes if the treatment had not been implemented. In this particular case, the short-term treatment effect is a 4.1 percentage point increase (63.2 to 67.3) in the share of people stating that women over 16 are at high risk of being trafficked than had the treatment not been implemented.³⁸ The long-term effects are more modest. With only a 0.4 percentage point increase in the treatment group from Round 1 to Round 2 (67.7 minus 67.3 points), the long-term effect is actually an increase of 0.9 percentage points (67.7 points minus 66.8 points) given the counterfactual. The long-term result is not statistically significant, however, so we should refrain from concluding that the treatment prevented more respondents from saying women over 16 are at high risk of trafficking in the long term.

³⁸ It is important to note the distinction between percentages and percentage points. A percentage is relative and can change as the number of people move from one group to the other. A percentage point, on the other hand, is useful for comparing two percentages and showing absolute change across periods. So for instance, if an effect goes from 20% to 25%, that is a 5 percentage point change.

Figure B-2: Illustration of Difference-in-Differences Estimation in Three Periods



Source: Nepal Human Trafficking Vulnerability Study

ii. ANOVA: Comparing Outcome Variables for the Treatment and Control Groups

For questions that were asked only during the post-treatment, it is not possible to measure the impact of the treatments using the DID method. Instead we use the ANOVA method, a statistical procedure to test whether the average (mean) of an outcome variable differs across groups (in our case, the treatment and control groups).

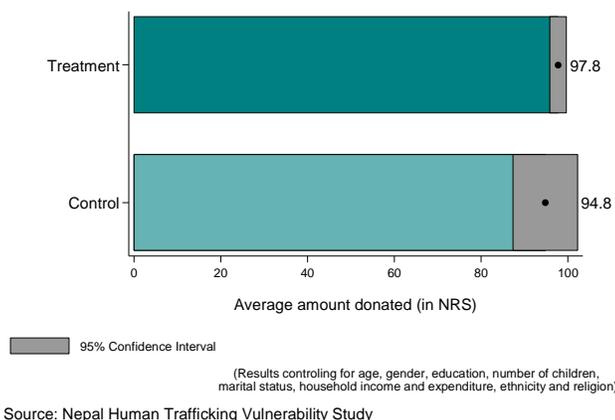
In this type of analysis of variance, we use a statistical test (the F-statistic) that allows us to test the null hypothesis that the averages across treatment and control groups are not statistically different. If we reject this hypothesis, we know then that there is indeed a difference between the groups (*e.g.*, an effect). Figure B-3 is an illustration of this type of graph. The numbers next to each bar in the bar charts represent the estimated mean values (the dots). When two estimated points have confidence intervals that overlap to a large degree, the difference between the two values is typically not statistically significant; conversely, where two confidence intervals in bar graphs do not overlap, the reader can be very confident that those differences are statistically significant at the 95% confidence level, following standard guidelines for visualizing confidence intervals.³⁹ However, it is possible for bars to overlap slightly and there still be a statistically meaningful difference. Moreover, while our figures display 95% confidence interval, we use the standard cutoff for weak significance (90% confidence) as our cutoff when determining if there is a non-zero effect.

To illustrate the results of an ANOVA estimate, Figure B-3 shows the average amount that the treatment group and the control group donated to an anti-trafficking organization. The dot in the center of the grey areas indicates the average amount donated by each group (the estimated mean). Respondents in the treatment group donated on average NRS 97 while respondents in the control group donated on average NRS 94. The grey areas represent the confidence interval surrounding that estimation. Where two

³⁹ As described in Part I, a confidence interval describes the uncertainty surrounding the estimate, expressed in terms of a range surrounding that point. Most graphs in this study show a 95% confidence interval, which means that there is 95% confidence that the true value is within that interval. Additionally, it is possible that differences are significant even if the confidence intervals overlap slightly.

confidence intervals in bar graphs completely overlap, as in the graph below, this means that the difference between the average amounts donated by respondents in either group are not statistically significant at a 95% confidence level.

Figure B-3: Illustration of Graphs using ANOVA Estimations



iii. Regression Models: Estimating the Impact of Different Message Formats and Narratives

The differential impact of message formats (radio programs, graphic novels, posters, and audio-visual materials) and narratives (danger and empowerment) on human trafficking awareness is presented through graphs that show regression results that establish the relationships between the various treatment groups and outcome variables (see Figure B-4 for an example). Regression analysis allows us to examine how any variation in the independent or predictor variable, in this case the multiple treatment groups, affects the outcome variable of interest.

These graphs include a vertical line at “0.” For the “Format” section, the vertical line is the effect of receiving no information (the control group). When a variable’s estimated effect or “coefficient” falls to the left of this line, this indicates that the variable has a negative relationship with the outcome variable relative to the control group. When the coefficient falls to the right, it has a positive relationship with the outcome variable of interest relative to the control group. These graphs also allow us to measure the relative impact of each format by comparing the magnitude and sign of each type of format in relation to each other, as well. For the “Narrative” section, the vertical line is the effect of receiving an empowerment (positive appeal) narrative. When the estimated effect falls to the left (right) of the line, the danger narrative has a negative (positive) effect relative to the empowerment narrative on the outcome variable of interest.

The horizontal lines in the figures show the 95% confidence interval, while the diamond in the center of a confidence interval depicts the estimated coefficient, which is the effect. When the horizontal line depicting the confidence interval does not overlap with the vertical line, we can be 95% confident that the relationship between the independent variable and the dependent variable is statistically significant.⁴⁰ In

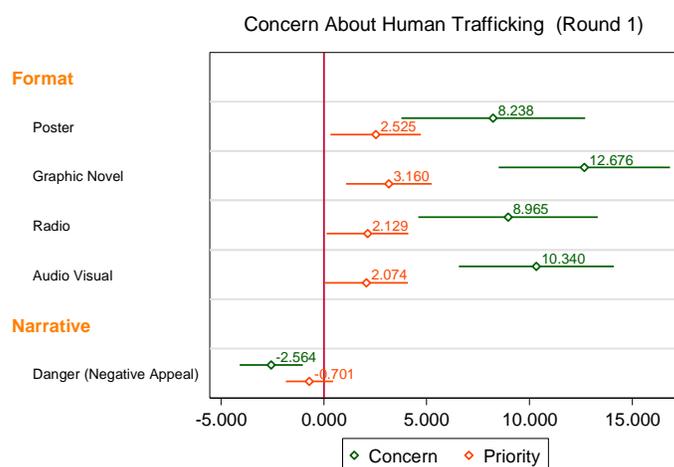
⁴⁰ In other words, we can say that the true value is unlikely to be zero, and that there is likely a real effect between the independent and dependent variables.

other words, when the confidence interval does not overlap with the vertical line, the relationship between the independent variable and dependent variable is statistically meaningful at a significance level of 0.05. While the graphs depict 95% confidence intervals, when we report the statistical significance of variables in the report, we again use the cutoff of weak significance (90% confidence) as our cutoff. As such, there will be some statistically significant variables in which the horizontal line overlaps slightly with the vertical line in the regression figures.

The different colors in the horizontal lines represent different outcome measures (and hence, different regression models). The label at the bottom of each graph identifies these outcome variables. Variables listed on the Y-axis are the independent or predictor variables of the regression models estimated.

Figure B-4 provides an example of how to interpret the regression model graphs using the effect of the four awareness campaign formats and narrative styles on two outcome variables: 1) respondent concern for human trafficking, and 2) whether the government should prioritize anti-trafficking measures. Positive coefficients (to the right of the vertical line at the “0” value) for posters, graphic novels, radio messages, and audio-visual materials indicate that each of these formats increased the outcome measure of interest compared to the control group, which received no awareness information at all. The numerical value associated with each line indicates the magnitude of this impact. The graphic novel increases concern by 12.7 percentage points, followed by the audio-visual (10.3 percentage points), then the radio treatment (9 percentage points), and finally the poster (8.2 percentage points). Since none of the horizontal lines of the treatments cross the “0” vertical line for the four formats, this indicates that the effects are statistically meaningful, and we can reject the null hypothesis that there is no relationship. If we compare the impact of the treatments on concern to the impact on government priority, we see that all of the treatment conditions have smaller effect magnitudes for the priority measure (ranging from 2.1 to 3.2 percentage points). All of these findings, however, are statistically significant as none of the orange lines cross the vertical “0” line. The treatments affected government prioritization.

Figure B-4: Illustration of Graphs Showing Regression Results



An example of a statistically insignificant finding would be that of the danger narrative (negative appeal). Positive (negative) coefficients for the danger narrative indicate that the danger narrative increased (decreased) the outcome variable of interest. For the concern measure, we see that the danger narrative corresponded to a 2.6 percentage point decrease in concern relative to the empowerment treatment. There is similarly a negative effect of the danger narrative on concern; however, since the horizontal line crosses the “0” line for the government priority outcome variable, the effect for the treatment is statistically no different from that of those who received an empowerment treatment.

D. Additional Methodological Notes

Before moving to the substantive chapter, we now briefly highlight some of the other statistical tools used throughout data analyses. All statistical analysis in the project take into account design effects that derive from “clustering,” or the similarities shared by individuals living in the same areas (Hayes and Moulton 2009). Cluster effects occur because individuals do not exist in a vacuum and instead belong to a given cluster (in this case, districts). It is then possible that individuals’ responses are not entirely independent of others’ responses, which would make testing hypotheses more difficult. Correcting for this likely correlation by using clustered standard errors is possible, though. For this reason, we incorporate corrected standard errors in our estimations.

All estimations control for the effect of confounding socio-economic and demographic characteristics, such as gender, age,⁴¹ religious identification (Hindu and Buddhist),⁴² number of children, household income, relative income, access to food, and household expenditures.⁴³ Additionally, estimations of impact control for potential differences between districts (*e.g.*, size and population) and enumerators by including district and enumerator fixed effects.⁴⁴

⁴¹ When accounting for age, an age-squared term was also included. The basic intuition behind the age square variable is that age has a non-linear relationship with the outcome variable. If the age variable has a positive effect and the age square variable has a negative effect, that means that as people get older the effect of age is lessened. On the contrary, a positive effect of age and a positive effect of age squared means that as people get older, the effect of age over the dependent variable is stronger. Age frequently does not have a linear relationship, which was the impetus for including an age-squared term.

⁴² The omitted category for the religion dummy variables is “all other religions.” Binary variables for Hinduism and Buddhism were included in the regression since both religious groups account for 97% of the population.

⁴³ Controlling for socio-economic variables means that we removed the confounding effects of these variables on the particular outcome variables we use to measure the impact of the treatments. By holding constant the effects of the socio-economic variables across all individuals in the study, we can isolate the particular effects of the treatments on the outcome variables.

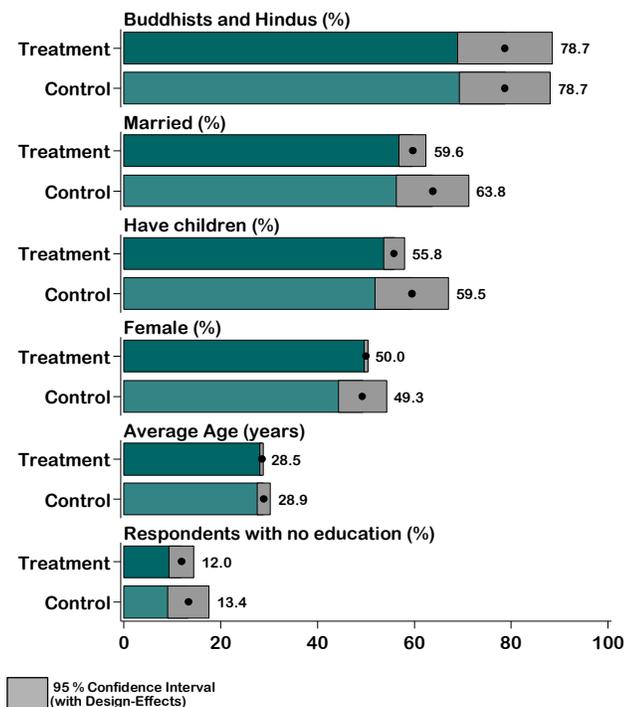
⁴⁴ By including fixed effects for district and enumerator, we account for differences across districts and enumerator. Respondents can respond differently to a question based on whether the interviewer is male or female. In the case of the districts, the size of the district, geographic location, *etc.* can have an impact on people’s answers or opinions. The inclusion of fixed effects allows estimates to account for these differences.

CHAPTER V: EFFECTS OF AWARENESS CAMPAIGNS ON HUMAN TRAFFICKING KABP

A. Introduction

In this chapter, we present results on the general effect that exposure to an awareness campaign has on shifting respondent KABP around human trafficking. To do this, we measure the short-term and long-term effects of receipt of an awareness campaign by comparing those who received any awareness campaign materials (the treatment group) to the respondents who did not receive the treatment (the control group).⁴⁵ This chapter outlines the effects of the awareness campaigns using the following groups of outcome variables: 1) past experiences with human trafficking, 2) urgency and concern about human trafficking, 3) perceptions of frequency of types of human trafficking, 4) knowledge of human trafficking, 5) attitudes toward human trafficking, 6) attitudes toward anti-trafficking policies, and 7) actions to combat human trafficking.

Figure V-1: Balance on Baseline Characteristics by Treatment Condition



Source: Nepal Human Trafficking Vulnerability Study

As noted earlier, given that a set of questions was not asked pre-treatment *and* post-treatment, it is important that baseline characteristics of individuals assigned to receive an awareness campaign treatment are the same as those of individuals assigned to receive no awareness campaign. An analysis of whether

⁴⁵ While we implemented a range of different types of awareness campaigns, the analysis in this chapter pools together everyone who received some form of awareness campaign, and considers this group the treatment group. Additionally, all analyses include controls for demographic characteristics and the type of awareness campaign (e.g., format, narrative, and group- or individual-level deliberation). Figures throughout list the demographic controls that are considered, if any.

there are differences in observable demographic characteristics by treatment group acts as verification that pre-treatment averages are approximately the same across conditions when we do not actually have pre-treatment measures. Figure V-1 shows that treatment and control groups are on average similar in their socio-demographic compositions.

B. Identifying Past Experiences with Human Trafficking

Individuals must be able to recognize what human trafficking is in order to identify if they have been trafficked or know someone who has. One of the crucial roles of awareness campaigns is to increase an individual’s ability to identify a given situation as a case of human trafficking.

i. Have Been Trafficked

Overall, exposure to an awareness campaign has strong short-term effects on the ability of participants to self-identify as having experienced human trafficking.

Table V-1 displays the effects the awareness campaigns have on one’s ability to identify a personal experience with human trafficking. The second column in Table V-1 displays the number of respondents who self-report having been trafficked prior to receiving the awareness campaign. The third column displays the number of respondents who self-identify as having been trafficked after receiving the treatment. The fourth column identifies those who newly identify as having been trafficked upon receiving the treatment, and the fifth column notes the number of respondents who instead retracted their initial self-identification.

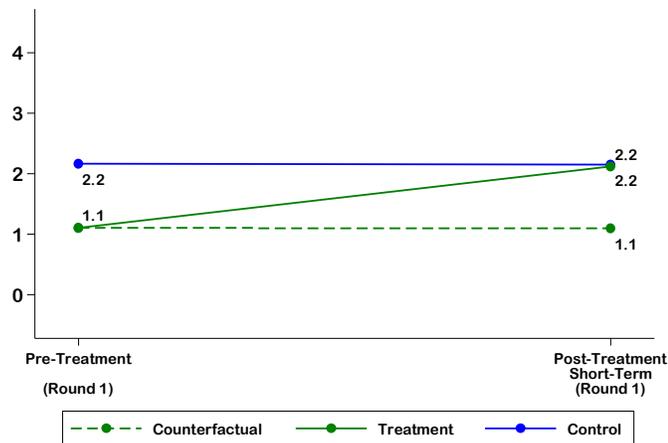
Table V-1: Respondent Self-Reporting of Previous Human Trafficking Experiences

Treatment condition	Pre-Treatment	Post-Treatment (Short-term)	Number of respondents	
			Newly identify as trafficked (Post-treatment survey)	Retract their initial statement (Post-treatment survey)
Treatment	52	102	66	17
Control	-	6	6	-
Total	52	108	72	17

Figure V-2 compares the share of respondents answering “yes” to whether they have been a victim of human trafficking before and after treatment. After exposure to the treatments, the percentage of respondents self-reporting a human trafficking experience increased from 1.1% to 2.2%. In other words, the percentage of respondents who report having been victims of human trafficking increased by 1.1 percentage points more than would be expected if the respondents had not been exposed to the awareness campaign.⁴⁶

The increase in the percentage of respondents who self-report having been victims of human trafficking is statistically significant, meaning that we can associate the change with exposure to the awareness campaigns (in any of its forms: posters, graphic novel, radio). In short, we can conclude that exposure to the awareness campaigns led to an increase in respondent identification of a personal experience with human trafficking.

Figure V-2: Self-Identification of Trafficking Experience by Treatment Condition



Results control for gender, age, marital status, number of children, religion, household wealth, income and household expenditures

Source: Nepal Human Trafficking Vulnerability Study

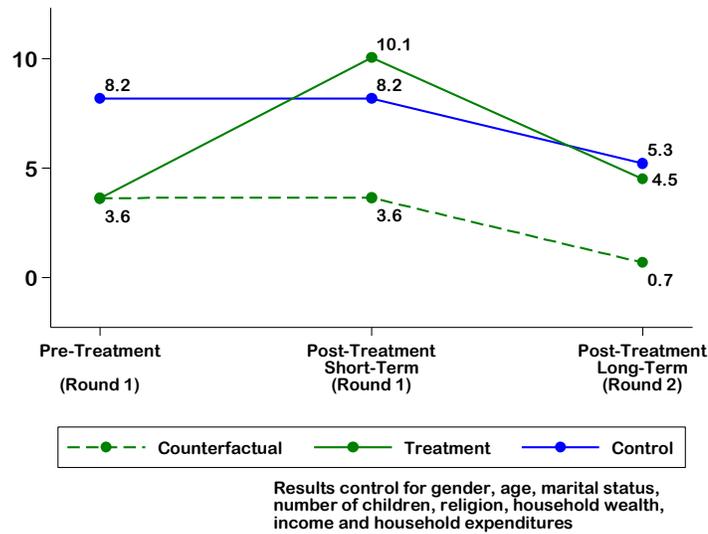
⁴⁶ The trend for the control group remains constant in the short-term post-treatment round since these individuals were not interviewed again after respondents in the treatment group were exposed to the treatments.

ii. Family Members or Friends Have Been Trafficked

Overall, exposure to an awareness campaign has strong short-term and long-term effects on the ability of participants to recognize cases of human trafficking amongst family and friends.

Figure V-3 shows that immediately after exposure to the treatments, the percentage of respondents in the treatment group who report cases significantly increased. Respondents in the treatment group were 6.5 percentage points more likely to report that they think family members and friends have been trafficked than we would otherwise expect in the absence of the awareness campaigns. By the end of Round 2, treated respondents' reporting of these cases decreased from 10.1% to 4.5%. However, this percentage is still 3.8 percentage points higher than what it would have been in the absence of an awareness campaign. The effect is statistically significant in both Round 1 and Round 2, indicating that, in both the short and long term, exposure to an awareness campaign is effective for increasing respondent identification of human trafficking cases amongst family members and friends.

Figure V-3: Identification of Trafficking Experiences of Family/Friends by Treatment Condition



Source: Nepal Human Trafficking Vulnerability Study

C. Sense of Urgency Around Human Trafficking

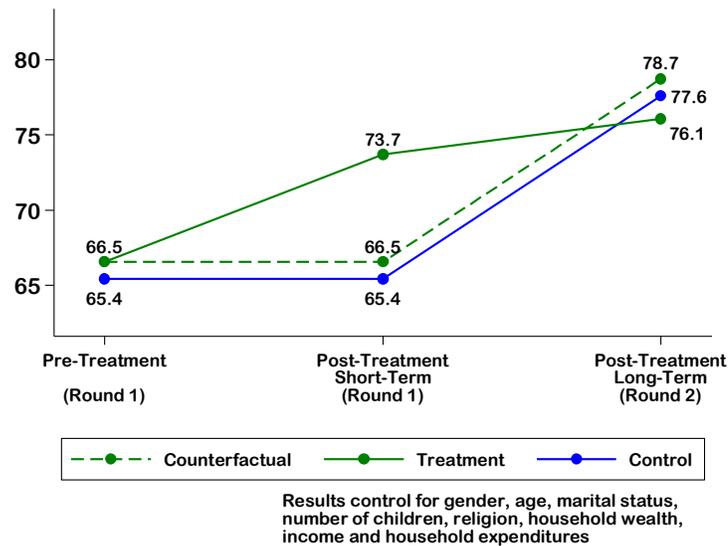
This section examines the effects of the awareness campaign on respondents' sense of urgency around human trafficking by measuring changes in their perceptions of the scope of the problem and the necessity of the government to prioritize anti-trafficking actions.

i. Concern about Human Trafficking

Awareness campaigns have a meaningful short-term effect on inducing increased concern for human trafficking.

Figure V-4 shows the changes in average respondent level of concern about human trafficking over time (rescaled to be on a 0 to 100 scale, so increases and decreases can be interpreted as percentage point changes). For respondents in the treatment group, average levels of concern about human trafficking increased from 66.5 to 73.7 points in the short term. In the absence of the program, average respondent concern about human trafficking would have been 7.2 points lower. In Round 2, average levels of concern continued to increase, from 73.7 to 76.1 points. However, at the end of the second round, respondents' level of concern about human trafficking was actually 2.6 points lower than we would otherwise have expected without exposure to the awareness campaign. As such, the awareness campaigns induced a statistically significant positive shift in concern in the short term only.

Figure V-4: Concern about Human Trafficking by Treatment Condition



Source: Nepal Human Trafficking Vulnerability Study

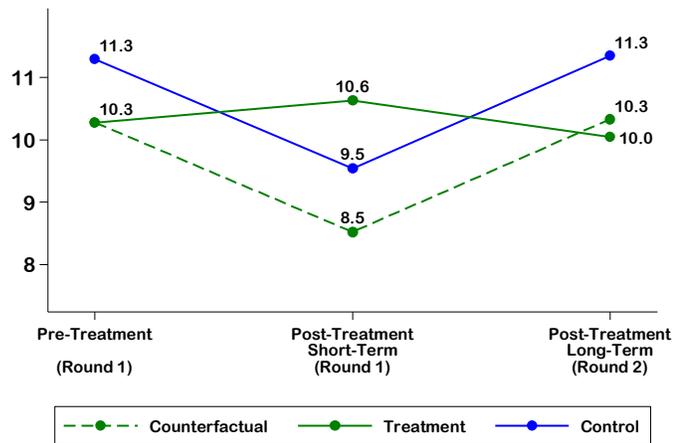
ii. Human Trafficking Is a Big Problem in a Respondent's Community

Information campaigns do not lead to an increase in a person's perceptions that human trafficking is a big problem locally.

Figure V-5 shows changes in respondents' perception of the scope of the human trafficking problem in their community. For respondents in the treatment group, average perception levels on how big of a problem

human trafficking is increased from 10.3 to 10.6 on the 100-point scale. After receiving the treatment, on average, perception levels of human trafficking being a big local problem were 2.1 points higher than they would have been in the absence of the program (the difference between 10.6 points and the counterfactual estimate of 8.5 points). In Round 2, perceptions of the magnitude of human trafficking locally declined to 10.0 points for treated respondents. In the absence of the program, these respondents' average assessment should have been 0.3 points higher. However, these differences are not statistically significant, either in the short term or the long term, so we cannot attribute any differences to the awareness campaigns.

Figure V-5: Perceptions About the Scope of Human Trafficking Locally by Treatment Condition



Results control for gender, age, marital status, number of children, religion, household wealth, income and household expenditures

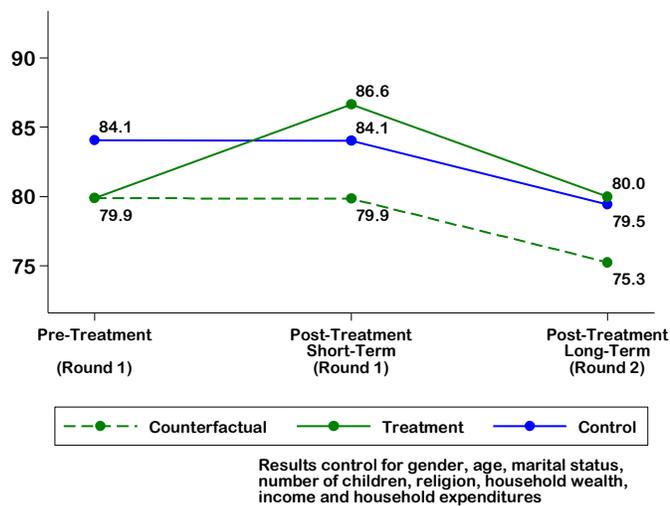
Source: Nepal Human Trafficking Vulnerability Study

iii. Human Trafficking Is a Big Problem in Nepal

Information campaigns lead to a sustained increase in a person's perception that human trafficking is a big problem nationally.

In addition to examining community-level perceptions, we assess the extent to which respondents see human trafficking as a big problem nationally. Figure V-6 shows that, following exposure to the awareness campaigns, average predicted levels of responses to this question increased significantly (from 79.9 points to 86.6 points). This 6.7 point increase is statistically meaningful. However, this effect decreases in the long term. In Round 2, on average, respondents' perception that human trafficking is a big problem in Nepal decreased to its pre-treatment level (80 points on the 0 to 100 scale). Nevertheless, when considering underlying trends between Round 1 and Round 2 of the survey, at the end of Round 2, respondent perception of human trafficking as a big problem in the country was still 4.7 points higher (on a 0 to 100 scale) than we would otherwise expect if they had not received the treatment, a statistically significant effect.

Figure V-6: Perceptions About the Scope of Human Trafficking Nationally by Treatment Condition



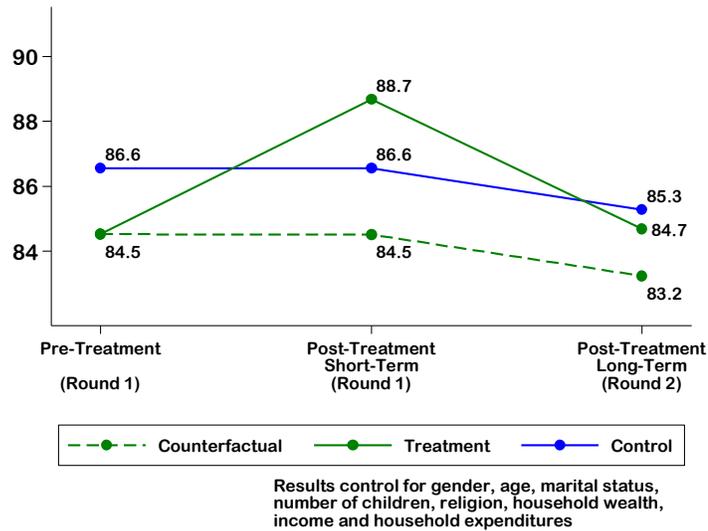
Source: Nepal Human Trafficking Vulnerability Study

iv. Government Should Prioritize Anti-Trafficking Policies and Programs

Awareness campaigns have a meaningful short-term effect on an individual's belief that the government should prioritize anti-trafficking action.

When asked about support for prioritizing government-level anti-trafficking action (see Figure V-7), the treatment group's perception that the government should prioritize anti-trafficking policies and programs increased considerably post-treatment. In the short term, treated respondents' average level of support for prioritizing anti-trafficking policies and programs increased from 84.5 points to 88.7 points on a 0 to 100 scale. In the absence of the treatment, we can predict that this perception would have been 4.2 points lower. This difference is statistically significant, meaning that we can attribute this change to the awareness campaigns. In the long term, respondent belief that the government should prioritize anti-trafficking policies and programs is 1.5 points higher (on a 0 to 100 scale) than we would have expected in the absence of the awareness campaign. However, this difference is not statistically significant so we cannot attribute the difference to the awareness campaigns.

Figure V-7: Attitudes About Prioritizing Anti-Trafficking Action by Treatment Condition



Source: Nepal Human Trafficking Vulnerability Study

D. Perceptions of Frequency of Types of Human Trafficking

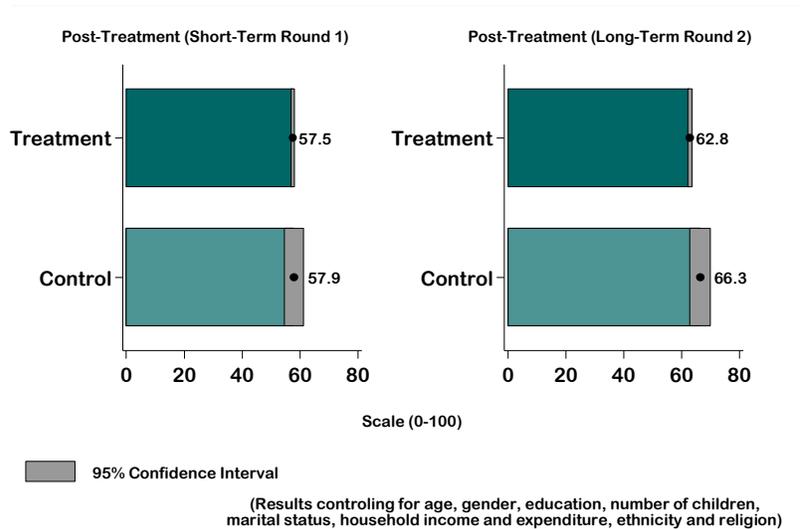
This section examines the perceptions that respondents have on the prevalence of different types of human trafficking. We examine the extent to which respondents perceive that people in Nepal are being forced to work for little or no pay, or to work to pay off a debt. We also explore the extent to which respondents perceive that people are being forced to engage in prostitution, and that women are being sold into marriage.

i. People Being Forced to Work for Little or No Pay

Awareness campaigns have no effect on the magnitude of an individual's belief that people are being forced to work for little or no pay.

Figure V-8 shows that immediately after receipt of the awareness campaign, respondents' perception that people are being forced to work for little or no pay was, on average, 57.5 points (on a 0 to 100 scale). For the average respondent in the control group, it was 57.9 points, and the difference between the two groups' averages is not statistically significant. In the long term, these perception levels increased for both groups. On average, respondents in the treatment group perceived that people are being forced to work for little or no pay was 62.8 points, while that for the control group was slightly higher, 66.3 points. This difference between groups is weakly significant. Additional exploration is necessary to assess if this long-term shift that is not seen in the short term is a true effect, as there is a 10% chance that we see this difference when there is actually no difference.

Figure V-8: Belief in the Extent to Which People Are Being Forced to Work for Little or No Pay by Treatment Condition



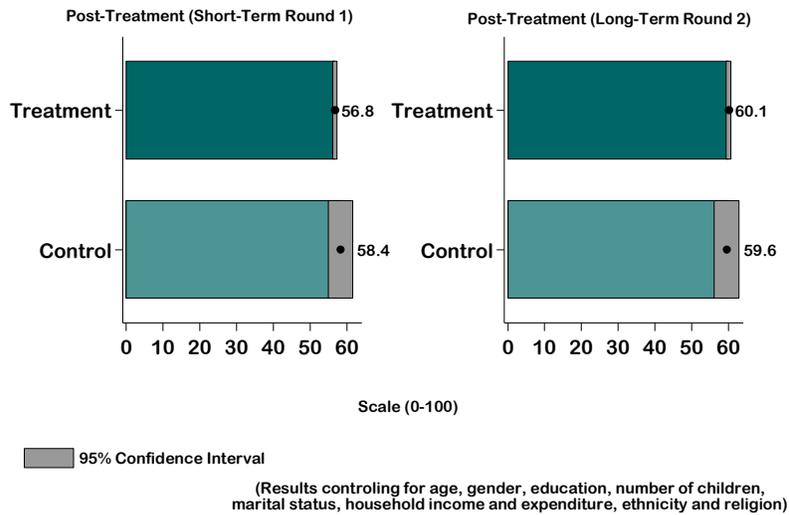
Source: Nepal Human Trafficking Vulnerability Study

ii. People Being Forced to Work to Pay Off a Debt

Awareness campaigns on human trafficking do not affect the magnitude of an individual's belief that people are being forced to work pay off a debt.

We then evaluate the extent to which respondents believe that people are being forced to work to pay off a debt. Figure V-9 shows that, in the short term, the average level of belief that people are being forced to work to pay off a debt was 56.8 points (in a 0 to 100 scale) amongst the treated respondents. The average perception level of respondents in the control group was 58.4 points. In the long term, these perception levels increased for both groups. However, the difference between treatment and control groups is not statistically significant in either the short or long term.

Figure V-9: Belief in the Extent to Which People Are Being Forced to Work to Pay Off a Debt by Treatment Condition



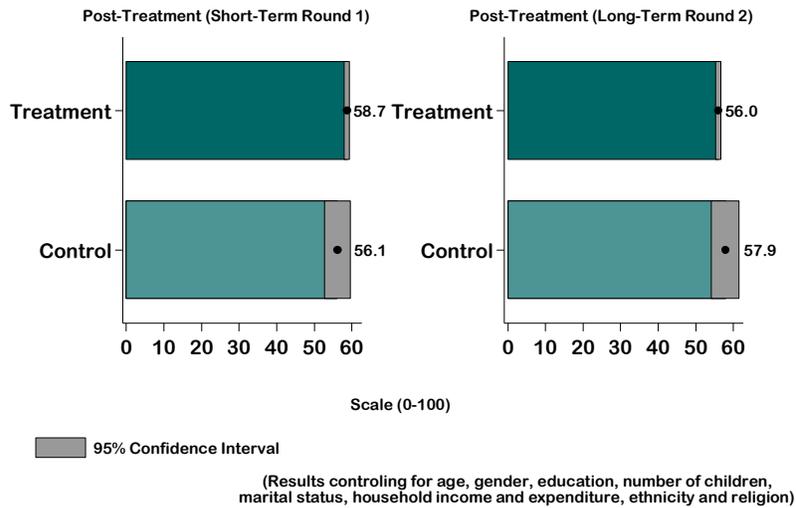
Source: Nepal Human Trafficking Vulnerability Study

iii. People Being Forced to Engage in Prostitution

Awareness campaigns on human trafficking do not shift the magnitude of an individual's belief that people are being forced to engage in prostitution.

Figure V-10 shows respondent perceptions on the extent to which people are forced to engage in prostitution. Immediately after receipt of awareness campaign materials, the average perception levels of the extent to which people are being forced to engage in prostitution was 58.7 points (on a 0 to 100 scale) amongst the treated respondents and 56.1 points for the control group. In the long term, average perception levels were 56 points for treated respondents, and 57.9 points in the control group. The differences between the groups are not statistically significant in either the short or long term.

Figure V-10: Belief in the Extent to Which People Are Being Forced to Engage in Prostitution by Treatment Condition



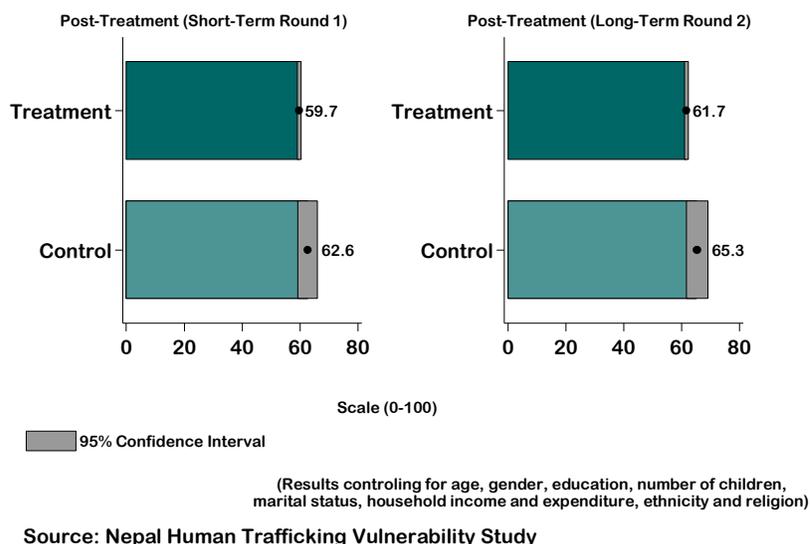
Source: Nepal Human Trafficking Vulnerability Study

iv. Women Being Sold Into Marriage

Human trafficking awareness campaigns do not shift the magnitude of an individual's belief that people are being sold into marriage.

Finally, we evaluate respondents' perceptions that women are being sold into marriage. Figure V-10 shows that shortly after receipt of awareness campaign materials, average perception of the extent to which women are sold into marriage was 59.7 points (on a 0 to 100 scale) for treated respondents and 62.6 points for the control group. However, these differences are weakly statistically significant in the long term only. Further exploration is necessary to assess if this long-term shift, which we do not see in the short term, is a true effect, as there is a 10% chance that we see this difference when there is actually no difference.

Figure V-11: Belief in the Extent to Which Women Are Being Sold into Marriage by Treatment Condition



E. Knowledge of Human Trafficking

As discussed in Part I, the campaigns were designed to increase respondent knowledge of human trafficking by exposing them to awareness campaign materials that are engaging, relevant, and informative. This section assesses the effects these campaigns have on respondent knowledge of human trafficking.

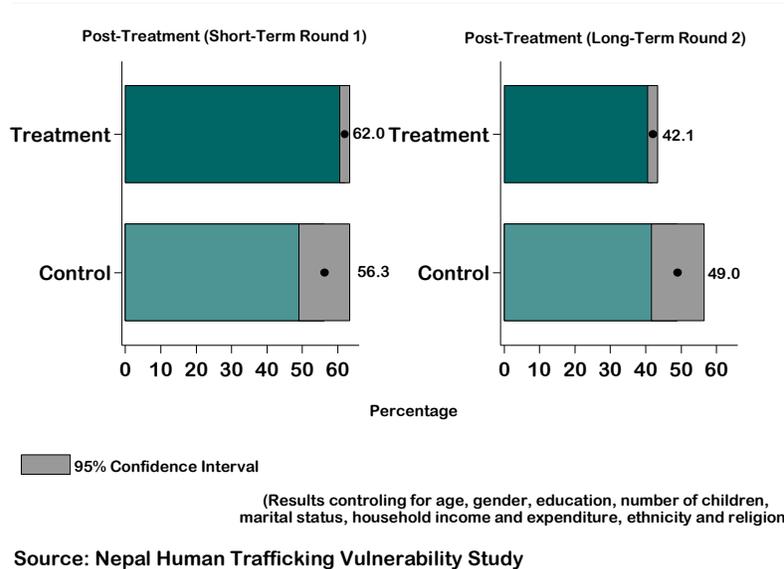
i. Lack of Information as the Main Reason of Why People Become Trafficked

In the long term, human trafficking awareness campaigns decrease perceptions that lack of information is the primary reason why people become trafficked.

The percentage of treated respondents who report a lack of information as the primary reason why people become trafficked decreased from 62% in the short-term post-treatment survey to 42.1% in the long-term post-treatment survey (a 19.9 percentage point decrease). Respondents who were not exposed to the awareness campaigns follow the same over time trend, with a decrease from 56.3% to 49% (a 7.3 percentage point decrease). As shown in the graph, the differences between the treatment and control groups in the percentage of respondents who reported lack of information as the main reason why people become trafficked is only statistically significant in the long term.

Importantly, in asking the question about reasons why individuals are trafficked, surveyors do not read answer choices to respondents, which means that when they specify “lack of information/lack of education” as their answer option, they do so unprompted.

Figure V-12: Share of Individuals Specifying Lack of Information as Principal Reason People Become Trafficked by Treatment Condition



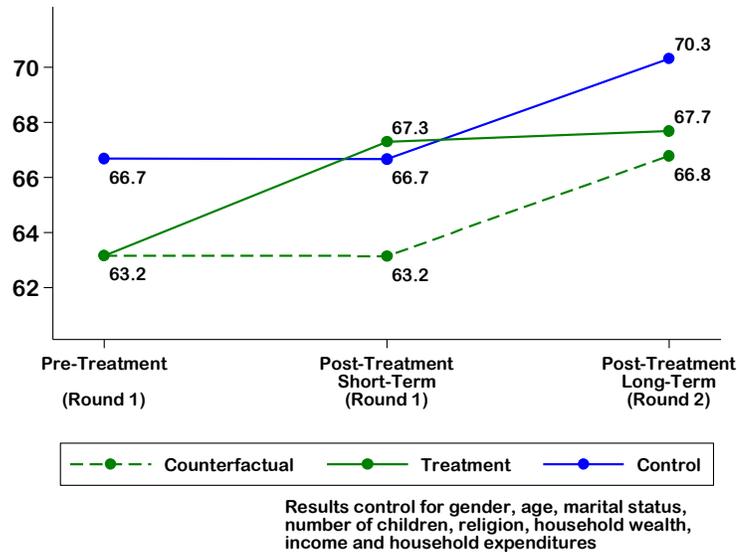
As discussed in Part I of this report, women and girls are generally understood as being more vulnerable to trafficking than men and boys. Below is a summary of the effects the awareness campaigns have on respondent perceptions of human trafficking vulnerability for different segments of the population.

ii. Women Over 16 Are at High Risk

Human trafficking awareness campaigns increase the perception that women over the age of 16 are vulnerable to human trafficking; however, this effect is short lived.

Figure V-13 shows average respondent perceptions of human trafficking vulnerability of women over 16 years of age (measured on a 0 to 100 scale). In the short term, on average, treated respondent perceptions of the vulnerability of this group increased from 63.2 to 67.3 points. In the absence of the treatment, these perception levels would have been 4.1 points lower, a difference that is statistically significant. This indicates that exposure to the awareness campaigns increased respondent perceptions that women over 16 years old are vulnerable to human trafficking. This result remains constant in the long-term survey; levels of perception would have been 0.9 points lower in absence of the treatment. However, the long-term effect is not statistically significant, so we cannot conclude that the short-term effect is enduring.

Figure V-13: Perception that Women Over 16 Years Old Are at High Risk of Being Trafficked by Treatment Condition



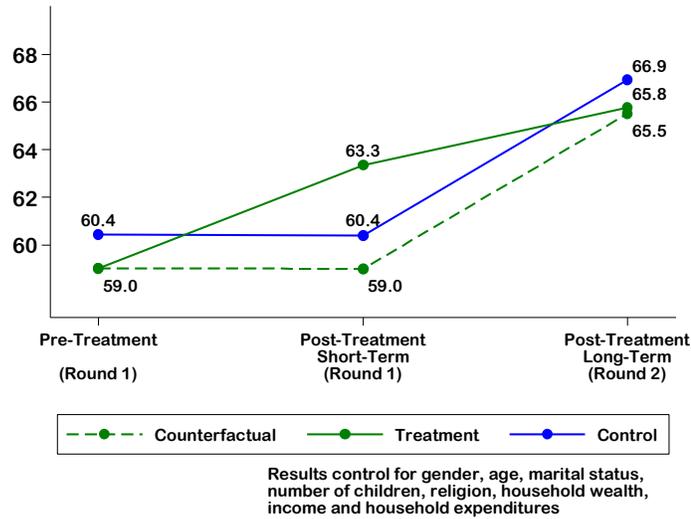
Source: Nepal Human Trafficking Vulnerability Study

iii. Girls Under 16 Years Old Are at High Risk

As with perceptions of women over the age of 16, human trafficking awareness campaigns temporarily increase the perception that girls under the age of 16 are at high risk of being trafficked.

The perception that girls under 16 years old are vulnerable to human trafficking increased considerably after exposure to the awareness campaigns. In the post-treatment Round 1 survey, the perception level of treated respondents increased from 59 to 63.3 points. In the absence of the treatments, this percentage would have been 4.3 points lower, a statistically significant difference. This indicates that, in the short term, exposure to the campaigns increases the perception that young girls are vulnerable to trafficking. The percentage of respondents viewing young girls as an at-risk population increased modestly between Round 2 and Round 1; however, this is only 0.3 points higher than what we would have seen without the treatment. The difference between the control group and the treatment group in Round 2 is not statistically meaningful.

Figure V-14: Perception that Girls Under 16 Years Old Are at High Risk of Being Trafficked by Treatment Condition



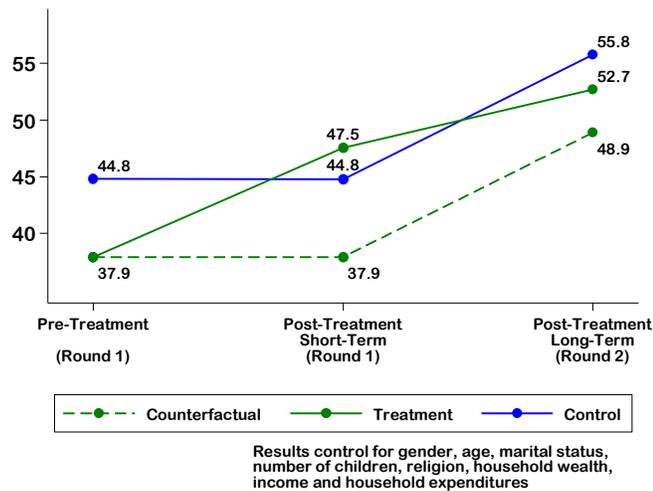
Source: Nepal Human Trafficking Vulnerability Study

iv. Boys Under 16 Are at High Risk

Human trafficking awareness campaigns that contain examples of male victims increase the perception that boys under the age of 16 are at high risk of being trafficked in the short and long term.

Before the implementation of the treatments, on average, a respondent's perception that boys under 16 years old are vulnerable to human trafficking was only 37.9 points on a 0 to 100 scale. Shortly after receipt of the treatment, perception levels increased to 47.5 points. Average perception levels would have been 9.6 points lower in the absence of the treatment. This increase is statistically meaningful, indicating that the awareness campaigns increased respondent perceptions that young boys are a vulnerable population. These perceptions continue to increase over time. In the long-term post-treatment survey, respondent perceptions that this group is vulnerable to human trafficking increased to 52.7 points. In the absence of the treatments, perception levels would have been 3.8 points lower. This result is statistically significant, meaning that the treatments have a long-term effect as well.

Figure V-15: Perception that Boys Under 16 Years Old Are at High Risk of Being Trafficked by Treatment Condition



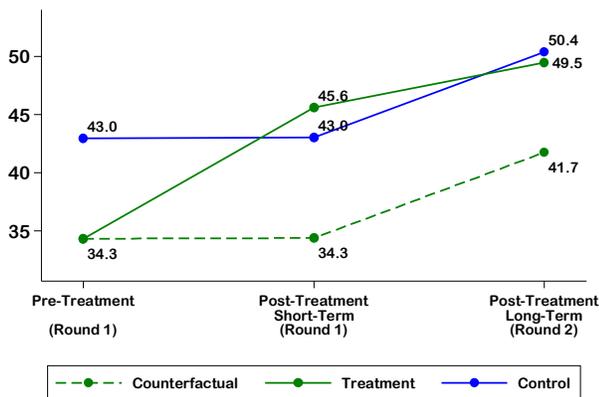
Source: Nepal Human Trafficking Vulnerability Study

v. Men Over 16 Are at High Risk

As with boys under 16 years of age, human trafficking awareness campaigns that contain examples of male victims have an enduring impact on the perception that men are at high risk of being trafficked.

Before exposure to the awareness campaign, the average perception that men over 16 years old are vulnerable to human trafficking was only 34.3 points. After receiving the awareness campaigns, this perception level increased to 45.6 points. In the absence of the treatments, the perception that men over 16 years old are at risk of being trafficked would have been 11.3 points lower. This result is statistically significant, meaning that the change in perception can be associated with the awareness campaign treatments. In the long term, this effect continues to increase. In Round 2, average perception levels that men over 16 are at risk of being trafficked increased to 49.5 points. In the absence of the treatments, these perception levels would have been 7.8 points lower. Again, this result is statistically significant, meaning that the changes in both the short and long term are associated with exposure to the campaigns.

Figure V-16: Perception that Men Over 16 Years Old Are at High Risk of Being Trafficked by Treatment Condition



Results control for gender, age, marital status, number of children, religion, household wealth, income and household expenditures

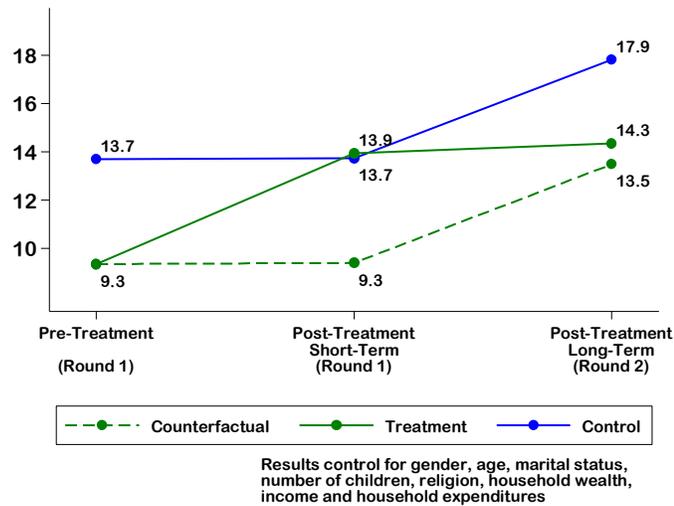
Source: Nepal Human Trafficking Vulnerability Study

vi. Members of the Ward Are at High Risk

On average, respondents tend to perceive that human trafficking is not a significant local problem. Exposure to awareness campaigns has an impact on increasing respondent perception that members of one’s local community are at high risk of being trafficked; however, this impact is only temporary.

Pre-treatment, on average, respondents’ perception that members of their ward (e.g., their local community) are at risk of being trafficked was a mere 9.3 points. Post-treatment, this perception increased to 13.9 points. In the absence of the treatments, average perception levels would have been 4.6 points lower. By Round 2, this perception increased by another 0.4 points in the treatment group (to 14.3 points); however, given that perceptions that members of one’s own community are at risk increased considerably in the control group, we cannot conclude that there is a statistically meaningful difference between the control group and the treatment group in the long term.

Figure V-17: Perception that Members of One’s Local Community Are at High Risk of Being Trafficked by Treatment Condition



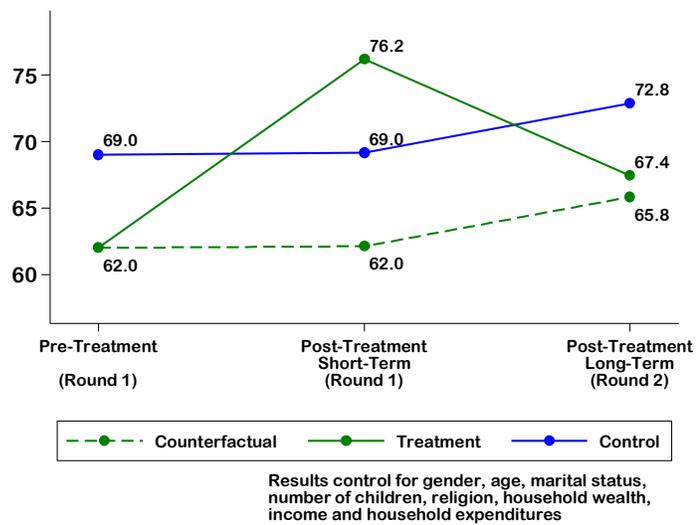
Source: Nepal Human Trafficking Vulnerability Study

vii. Human Trafficking Requires Movement Across State or National Borders

Human trafficking awareness campaigns temporarily decrease the misconception that transnational movement is a prerequisite of human trafficking.

Figure V-18 shows the effects of the treatments on the percentage of respondents who report that human trafficking requires movement across state or national borders. Among treated respondents, the fraction of individuals who correctly reported that human trafficking does *not* require transnational movement increased from 62% to 76.2%. The rate at which respondents answered this transnational movement question correctly is 14.2 percentage points higher than it would have been in the absence of the treatment. In Round 2, 67.4% of the treated respondents correctly answer this question. In the absence of the program, this estimate would have been 1.6 percentage points lower. This change is statistically meaningful only in the short term, indicating that we can associate the treatments with a temporary increase in respondents' knowledge that transnational movement is *not* a prerequisite of human trafficking. As such, respondent exposure to an awareness campaign is associated with temporarily decreasing the misconception that human trafficking requires movement across borders.

Figure V-18: Share of Individuals Who Say Human Trafficking Does Not Require Transnational Movement by Treatment Condition



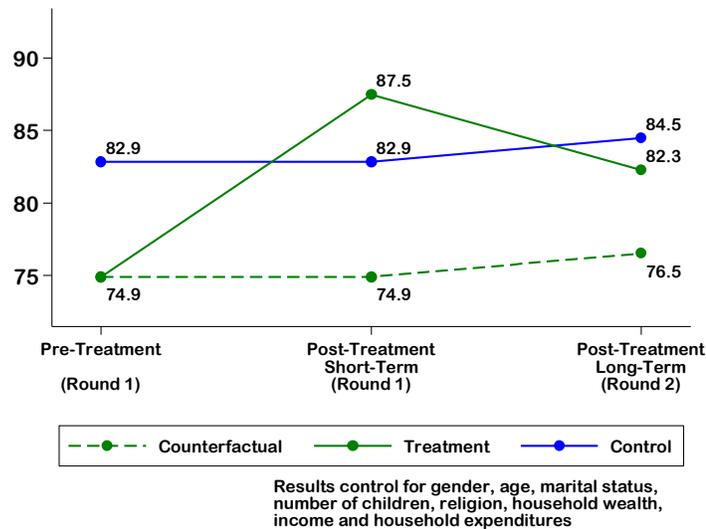
Source: Nepal Human Trafficking Vulnerability Study

viii. **The Only Type of Human Trafficking Is Sex Trafficking**

Awareness campaigns decrease the misconception that sex trafficking is the only type of human trafficking, and this effect is enduring.

Figure V-19 shows the percentage of respondents who correctly believe that sex trafficking is *not* the only type of human trafficking. Pre-treatment, 74.9% of treated respondents believed that sex trafficking is not the only type of human trafficking, a percentage that increases to 87.5% shortly after receiving the information treatment. The percentage of respondents correctly reporting that human trafficking does not only involve sex trafficking was 12.6 percentage points higher than it would have been in the absence of the program, and this difference is statistically significant. In the long-term post-treatment survey, 82.3% of the treated respondents correctly note that human trafficking is broader than sex trafficking. In the absence of the awareness campaigns, the percentage of treated respondents correctly answering this question would have been 5.8 percentage points lower, and this difference is statistically meaningful. In other words, we can associate the treatments with an increase in respondent knowledge of human trafficking in both the short and long term.

Figure V-19: Share of Individuals Who Say Sex Trafficking is Not the Only Type of Human Trafficking by Treatment Condition

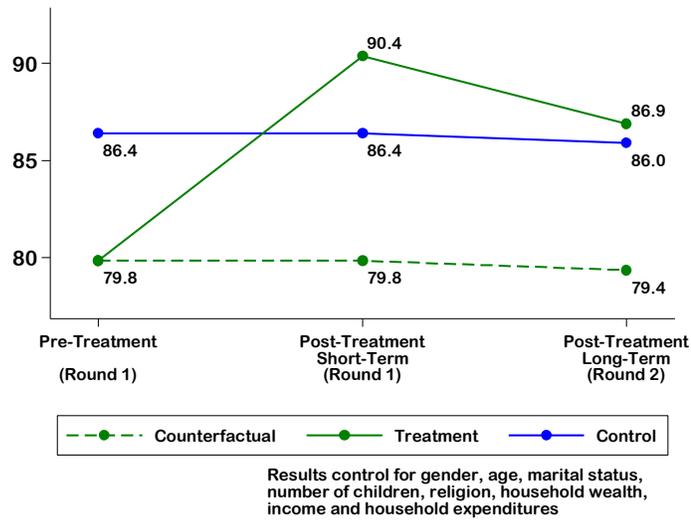


Source: Nepal Human Trafficking Vulnerability Study

ix. Human Trafficking Is a Form of Slavery

While the majority of Nepalis connect human trafficking with slavery, not everyone does so. Awareness campaigns have an enduring effect on an individual’s recognition that human trafficking is a form of slavery, such that nearly 9 out of 10 individuals make that connection after exposure to information campaign materials.

Figure V-20: Share of Individuals Who Say Human Trafficking Is a Form of Slavery by Treatment Condition



Source: Nepal Human Trafficking Vulnerability Study

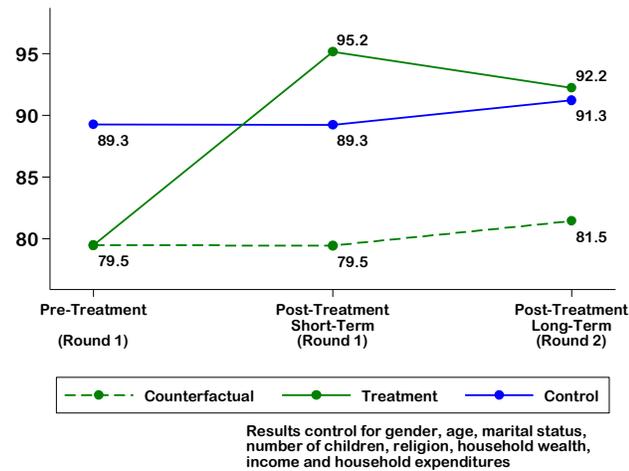
Pre-treatment, 79.8% of the respondents in the treatment group express the belief that human trafficking is a form of slavery. After being exposed to awareness campaign materials, this percentage increased to 90.4%. In the absence of the information campaign, the percentage of respondents who believe that human trafficking is a form of slavery would have been 10.6 percentage points lower. In the long-term post-treatment survey, 86.9% of the treated respondents recognized that human trafficking is a form of slavery. In the absence of the campaign materials, the percentage of respondents in the treatment group who recognize human trafficking as a form of slavery would have been 7.5 percentage points lower. Results are statistically significant in both rounds, meaning that we can associate the awareness campaigns with a change in respondent recognition of human trafficking as a form of slavery in the short and long term.

x. Men Can Be Trafficked

Awareness campaigns that contain examples of male victims cause an individual to be more likely to acknowledge that men can be trafficked, and this effect is enduring.

To further explore misconceptions about human trafficking vulnerability with regard to gender, individuals were asked if men could be trafficked. Figure V-21 shows that before receipt of any awareness campaign materials, 79.5% of treated respondents affirmed that men could be trafficked. Post-treatment, this percentage increased to 95.2%. This perception was 15.7 percentage points higher than we would have expected in the absence of the treatment. In Round 2, 92.2% of the treated respondents recognized that men could be trafficked. In the absence of the treatment, this change would have been 10.7 percentage points lower. The differences are statistically significant in both periods, indicating that participation in the mass media awareness campaign enabled people to better recognize that human trafficking does not affect only women, and that men are also vulnerable to human trafficking.

Figure V-21: Share of Individuals Who Say Men Can Be Trafficking Victims by Treatment Condition



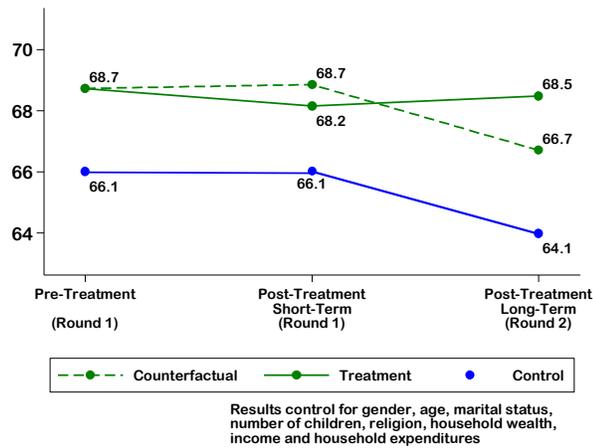
Source: Nepal Human Trafficking Vulnerability Study

xi. A Person Cannot Be Trafficked If Knowingly Entered into Prostitution

The awareness campaign materials do not change a person’s sense that those who knowingly enter into prostitution cannot be trafficked. However, it is worth noting that the campaign materials used in the study did not include characters who willingly enter into prostitution.

Finally, we asked respondents if they think a person who knowingly enters into prostitution could be trafficked. The purpose of this question is to test the common belief that by willingly participating in sex work, one gives up autonomy over his or her body and the right to identify as a victim. Figure V-21 shows that pre-treatment, 68.7% of treated respondents believed that those who knowingly entered into prostitution could still be human trafficking victims. Post-treatment, this percentage slightly decreased to 68.2%. In the absence of the treatments, this percentage would have been 0.5 percentage points higher. In Round 2, 68.5% of the treated respondents believe that people who knowingly enter into prostitution cannot be trafficked. In the absence of the program, this percentage would have been 1.8 percentage points lower. The difference is not statistically significant in either the long term or the short term, indicating that we cannot associate exposure to the treatments with increasing respondent recognition that an individual can be trafficked even if they knowingly enter into prostitution.

Figure V-22: Share of Individuals Who Say Those Who Knowingly Entered into Prostitution Can Still be Trafficking Victims by Treatment Condition



Source: Nepal Human Trafficking Vulnerability Study

F. Attitudes Toward Human Trafficking Victims

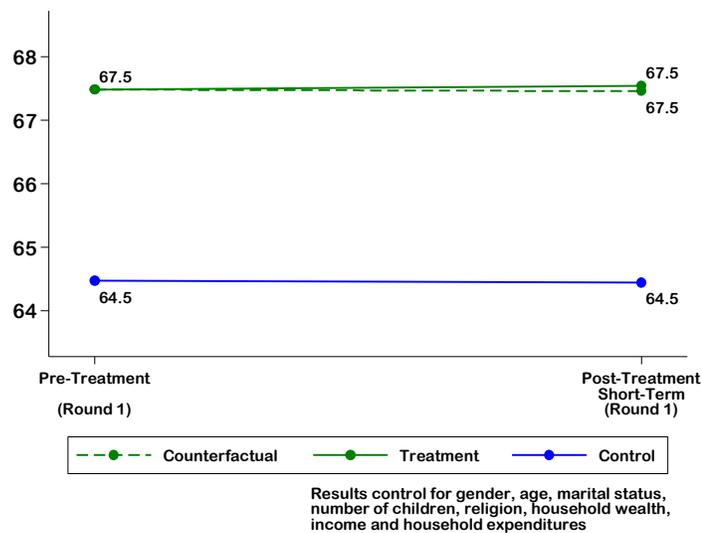
Increasing awareness of human trafficking can reduce one's own vulnerability to trafficking as well as reduce harmful stereotypes that stigmatize trafficking victims as they reintegrate into society. When survivors of human trafficking return to their communities, they often face stigmatization and hostility that make the reintegration process difficult. This section looks at the effect of awareness campaigns on reducing harmful stereotypes that underlie the stigmatization of trafficking victims, such as willingness to interact with trafficking victims and perceptions of blame.

i. Would Have a Conversation with a Labor Trafficking Victim

Awareness campaign materials do not change a person's willingness to have a conversation with a labor trafficking victim. It is worth noting that a majority of individuals are willing to do this prior to any receipt of awareness campaign materials.

Figure V-23 displays the share of respondents willing to have a conversation with a labor trafficking victim. The percentage of treated respondents and control group respondents who would have a conversation with a victim of labor trafficking is relatively high at 67.5% and 64.5% respectively. Post-treatment percentages remain almost unchanged.

Figure V-23: Share of Individuals Willing to Have a Conversation with a Labor Trafficking Victim by Treatment Condition⁴⁷



Source: Nepal Human Trafficking Vulnerability Study

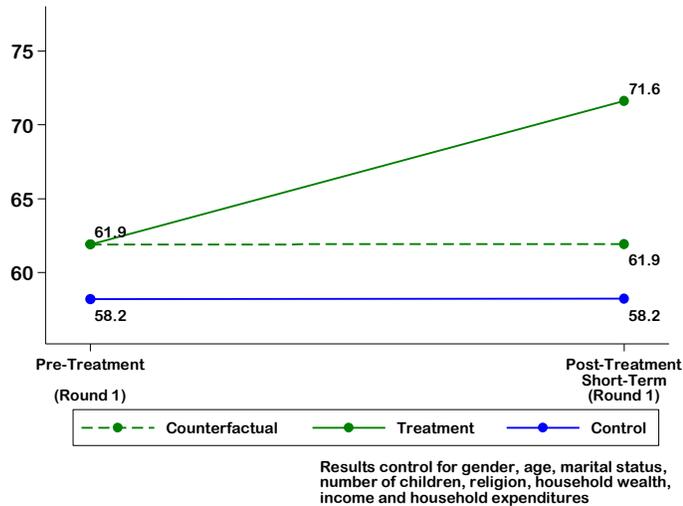
ii. Would Have a Conversation with a Sex Trafficking Victim

In contrast to the null effect of awareness campaign materials on a person's willingness to have a conversation with a labor trafficking victim, at least in the short term, the campaign materials resulted in an increase in willingness to engage in a conversation with sex trafficking victims.

⁴⁷ We did not ask this question in Round 2 of data collection, so there are only two data points for this figure.

Figure V-24 shows respondent willingness to have a conversation with a sex trafficking victim. Pre-treatment, the percentage of respondents willing to have a conversation with a sex trafficking victim was relatively high among both treated respondents (61.9%) and individuals in the control group (58.2%). Post-treatment, this percentage increased to 71.6% for the treatment group. In the absence of the treatment, this percentage would have been 9.7 percentage points lower, a statistically significant difference. This indicates that the awareness campaigns had a positive effect on respondent attitudes toward victims of sex trafficking.

Figure V-24: Share of Individuals Willing to Have a Conversation with a Sex Trafficking Victim by Treatment Condition⁴⁸



Source: Nepal Human Trafficking Vulnerability Study

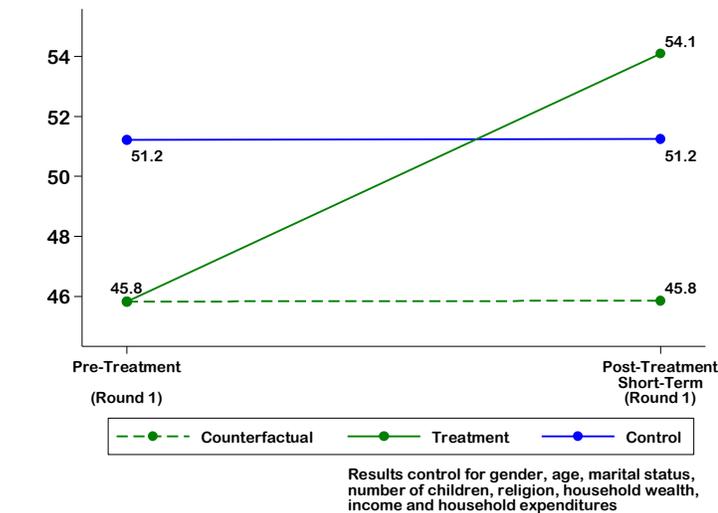
⁴⁸ We did not ask this question in Round 2 of data collection, so there are only two data points for this figure.

iii. Would Share a Meal with a Labor Trafficking Victim

A smaller share of individuals are willing to share a meal with a labor trafficking victim than have a conversation; however, at least in the short term, the awareness campaign materials increase a person's willingness to share a meal with a labor trafficking victim.

Figure V-25 shows the fraction of respondents willing to share a meal with a labor trafficking victim. Post-treatment, the percentage of treated respondents willing to share a meal with a labor trafficking victim significantly increased (from 45.8% to 54.1%). In the absence of the awareness campaign treatment, this percentage would have been over 8.3 percentage points lower, a statistically significant result. This indicates that the awareness campaigns had a positive impact on respondent willingness to share a meal with a labor trafficking victim, a more intimate form of social interaction in Nepali society.

Figure V-25: Share of Individuals Willing to Share a Meal with a Labor Trafficking Victim by Treatment Condition⁴⁹



Source: Nepal Human Trafficking Vulnerability Study

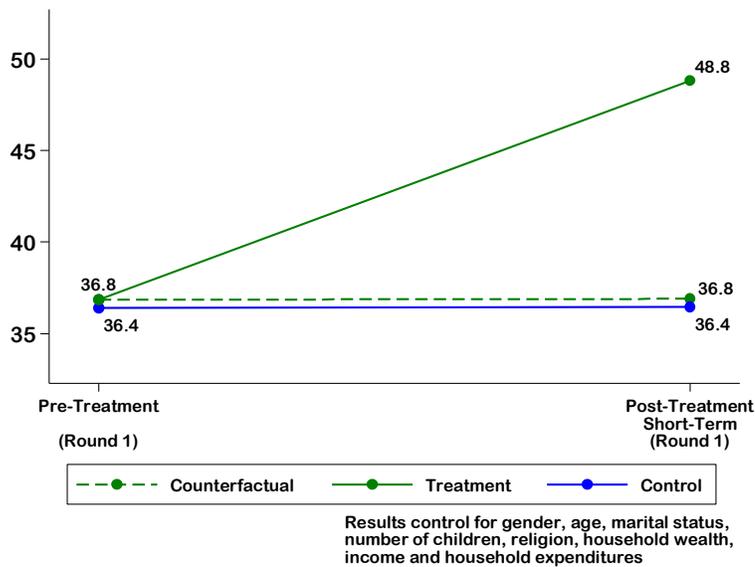
⁴⁹ We did not ask this question in Round 2 of data collection, so there are only two data points for this figure.

iv. **Would Share a Meal with a Sex Trafficking Victim**

Similar to the positive effect of awareness campaign materials on a person's willingness to share a meal with a labor trafficking victim, the campaign materials increase a person's willingness to share a meal with sex trafficking victims.

Figure V-26 shows respondent willingness to share a meal with a sex trafficking victim. Post-treatment, the percentage of respondents willing to share a meal with a victim of sex trafficking significantly increased among treated respondents from 36.8% to 48.8%. In the absence of the treatments, this percentage would have been 12 percentage points lower, a statistically significant result. This result indicates that the awareness campaigns increase respondent willingness to share a meal with a sex-trafficking victim.

Figure V-26: Share of Individuals Willing to Share a Meal with a Sex Trafficking Victim by Treatment Condition⁵⁰



Source: Nepal Human Trafficking Vulnerability Study

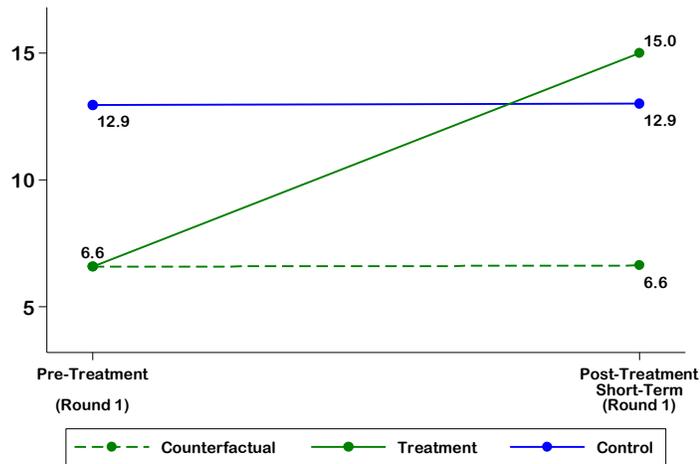
⁵⁰ We did not ask this question in Round 2 of data collection, so there are only two data points for this figure.

v. Blame Labor Trafficking Victims for What Happened to Them

At least in the short term, awareness campaign materials increase a person’s inclination to blame a labor trafficking victim for what happened to him or her.

In terms of blame, Figure V-27 shows the percentage of respondents who blame labor trafficking victims for what happened to them. Only a small percentage of respondents consider labor trafficking victims responsible for their situation. Post-treatment, treated individuals who blame labor trafficking victims increased from 6.6% to 15%. In the absence of the treatments, this percentage would have been 8.4 percentage points lower, a statistically significant result.

Figure V-27: Share of Individuals Blaming Labor Trafficking Victim by Treatment Condition⁵¹



Results control for gender, age, marital status, number of children, religion, household wealth, income and household expenditures

Source: Nepal Human Trafficking Vulnerability Study

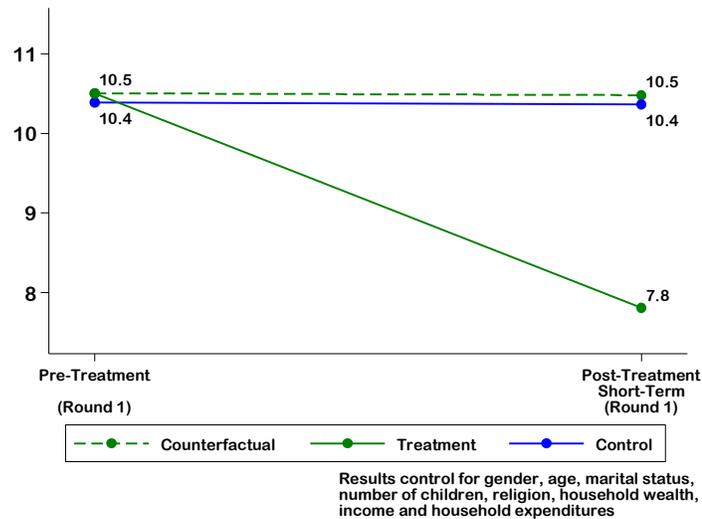
⁵¹ We did not ask this question in Round 2 of data collection, so there are only two data points for this figure.

i. Blame Sex Trafficking Victims for What Happened to Them

Unlike the pattern for labor trafficking victims, at least in the short term, awareness campaign materials decrease a person’s inclination to blame a sex trafficking victim for what happened to him or her.

In contrast to labor trafficking, the percentage of respondents who blame sex trafficking victims for what happened to them decreased post-treatment from 10.5% to 7.8%. In the absence of the awareness campaign, this percentage would have been 2.7 percentage points higher, which is a statistically significant result.

Figure V-28: Share of Individuals Blaming Sex Trafficking Victim by Treatment Condition⁵²



Source: Nepal Human Trafficking Vulnerability Study

ii. Human Trafficking Victims Empowered and Responsible for What Happened to Them

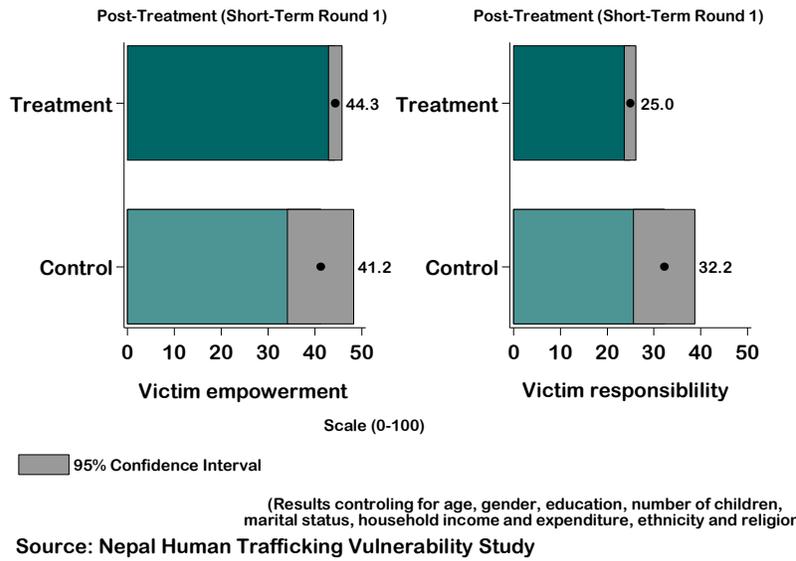
In aggregate, receipt of awareness campaigns corresponds to no change in perceptions of victim empowerment; however, there is a decrease in the perception that victims are at least in part responsible for what happened to them. It is important to note, however, that the narrative type (empowerment vs. danger), format, and inclusion of group-level deliberation may result in different patterns. Chapters VI and VII will review whether the appeal alters perceptions of agency, empowerment, and responsibility.

Next, we turn to attitudes around victim empowerment and responsibility. As shown on the left side graph of Figure V-29, on average, for treated respondents, the perception that human trafficking victims are empowered to change their situation was 44.3 points (on a 0 to 100 scale). For the control group, the average was 41.2 points. The difference between the treatment and control group is not statistically significant, meaning that there is no difference between how these groups respond to this question.

⁵² We did not ask this question in Round 2 of data collection, so there are only two data points for this figure.

The right side of Figure V-29 shows how respondents feel about the extent to which human trafficking victims are responsible for the bad things that happen to them. On average, level of responsibility reported by respondents in the treatment group was 25 points and level of responsibility reported by respondents in the control group was 32.2 points. The difference in levels of perception between respondents in the treatment and control groups is statistically significant.

Figure V-29: Perceptions of Victim Empowerment and Responsibility by Treatment Condition

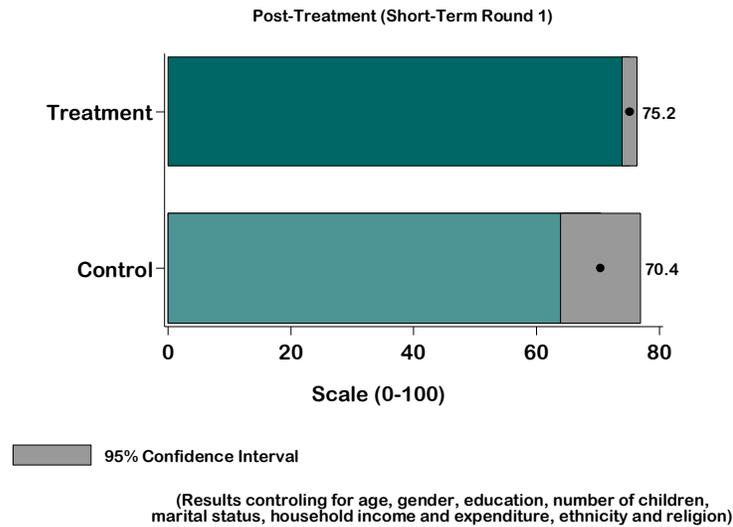


iii. Police Are Helpful in Assisting Human Trafficking Victims

In aggregate, exposure to awareness campaigns corresponds to no change in perceptions of police helpfulness.

Respondents were also asked how helpful they think the police are in assisting human trafficking victims. Figure V-30 shows that respondents in both groups reported high perceptions of police helpfulness. On average, treated respondents rated police helpfulness as 75.2 points on a 100-point scale, as opposed to 70.4 points for individuals in the control group. This difference between the treatment and control group is not statistically significant.

Figure V-30: Perceptions of Police Helpfulness in Assisting Human Trafficking Victims by Treatment Condition



Source: Nepal Human Trafficking Vulnerability Study

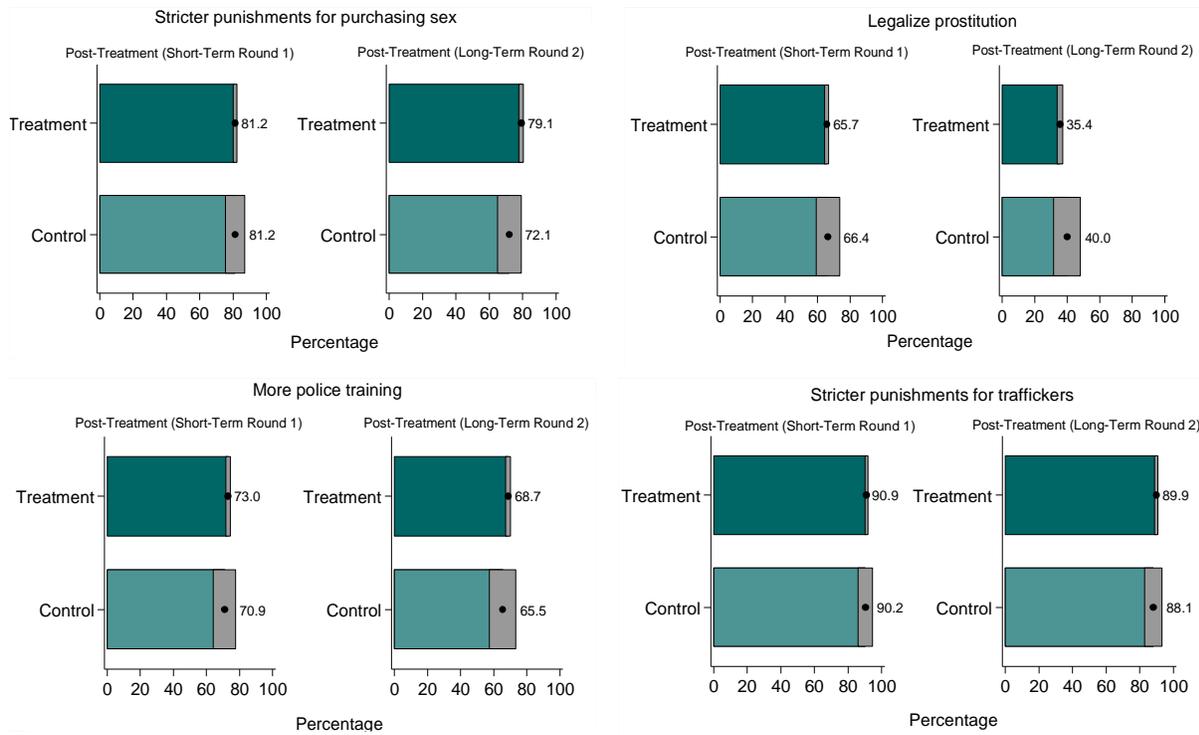
G. Attitudes Toward Anti-Trafficking Policies

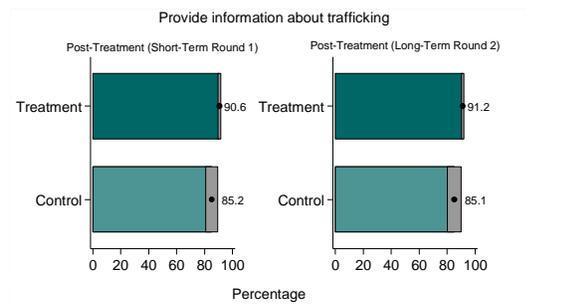
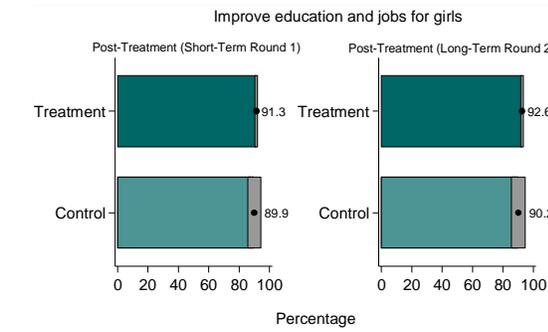
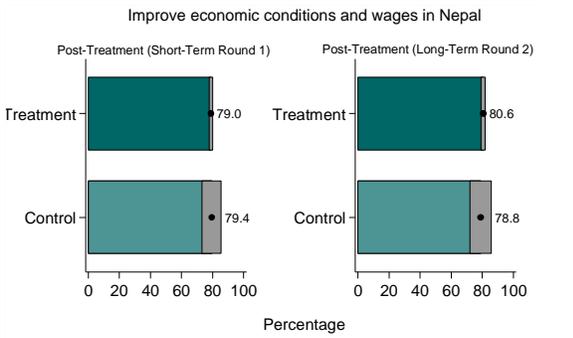
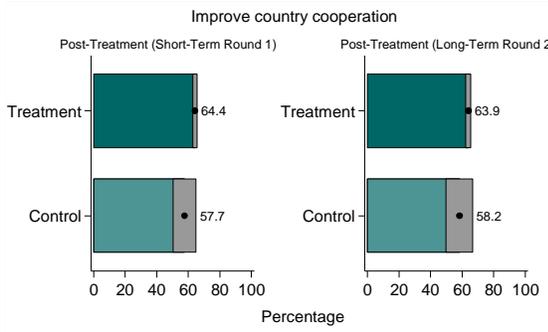
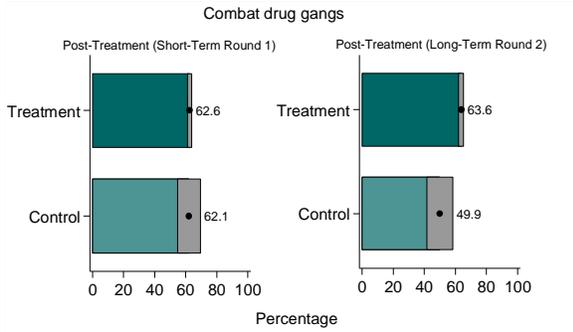
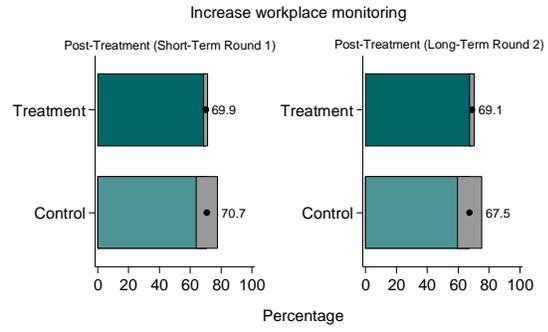
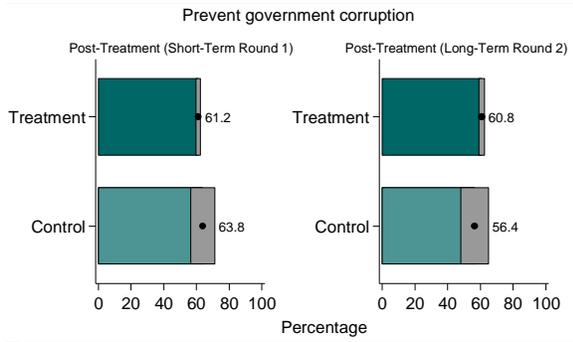
Receipt of awareness campaigns does not change respondent's attitude toward a range of policies, apart from policies around improving information about human trafficking and improving country coordination. It is important to note, however, that the narrative type (empowerment vs. danger), format, and inclusion of group-level deliberation may result in different patterns. Chapters VI and VII will review whether the appeal alters policy preferences.

Next, we explore respondent attitudes toward human trafficking policies. The panels in Figure V-31 show a breakdown of respondent support for a set of policy measures in the short-term post-treatment and the long-term post-treatment surveys. In general, we can conclude that the percentage of respondents who support each policy recommendation is high for respondents in both treatment and control groups. In the short-term post-treatment survey, differences between the responses of those in the treatment and control groups are statistically significant for only two policies: improving how countries work together (6.7 percentage points) and providing people with more information about human trafficking (5.4 percentage points). The belief that information is valuable is enduring; the long-term treatment effect is 6.1 percentage points.

Interestingly, there are two policy dimensions that have only long-term treatment effects. In the long term, those who received information campaign materials were more supportive of adopting stricter penalties for purchasing sex and combating drug gangs. Additional analyses are necessary to determine why there are long-term effects when there are no short-term effects.

Figure V-31: Policy Preferences to Combat Human Trafficking by Treatment Condition





■ 95% Confidence Interval
 (Results controlling for age, gender, education, number of children, marital status, household income and expenditure, ethnicity and religion)

Source: Nepal Human Trafficking Vulnerability Study

H. Actions to Combat Human Trafficking

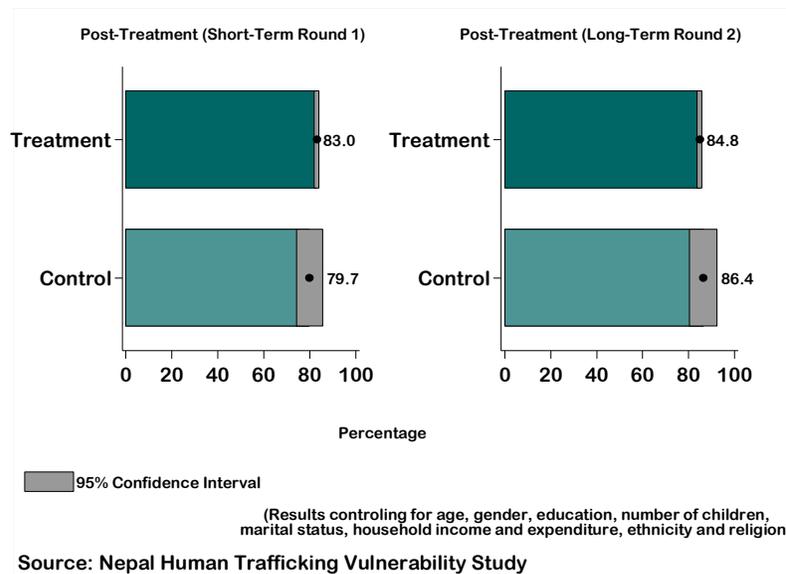
Having discussed reported attitudes, beliefs, and knowledge around human trafficking, this chapter concludes with an examination of how awareness campaigns affect a range of anti-trafficking behaviors explored in greater depth in Part I.

i. Would Call the Police about a Situation of Human Trafficking

Exposure to awareness campaigns corresponds to no change in willingness to report a situation of human trafficking. However, it is worth noting that baseline willingness levels are quite high to begin with.

Figure V-32 shows that shortly after receipt of the awareness campaign, 83% of the treated respondents and 79.7% of control group respondents expressed a willingness to alert the police about a situation that they perceived as trafficking. In the long-term post-treatment survey, these percentages increased for both groups. While 84.8% of the respondents in the treatment group responded that they would alert the police about a situation that they perceived as trafficking, 86.4% of the respondents in the control group likewise did so. Neither short-term nor long-term differences are statistically significant, meaning that we cannot associate any differences to the implementation of the awareness campaigns in the short or long terms.

Figure V-32: Share of Individuals Willing to Call the Police about a Situation of Human Trafficking by Treatment Condition



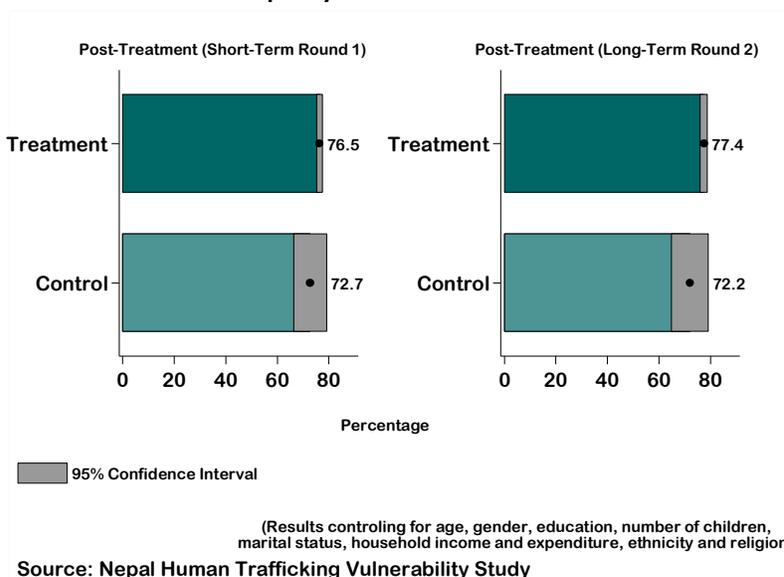
ii. Would Vote for a Law to Restrict the Ability of Young Girls to Move Outside of Nepal

Awareness campaign materials result in no change in willingness to support a law to restrict the ability of young girls to move outside of Nepal. However, it is worth noting that baseline willingness levels are quite high to begin with, which speaks to a general inclination to restrict the agency of young women to migrate in the name of human trafficking vulnerability reduction.

Understanding the impact of the campaigns on respondent willingness to vote for a law restricting the ability of young girls to move outside Nepal is particularly relevant given the current controversy surrounding a government policy restricting the ability of women under 30 years old to migrate to the Middle East for domestic labor (see discussion in Part I).

In the short-term post-treatment survey, as shown in Figure V-33, 76.5% of treated respondents and 72.7% of control group respondents reported they would be willing to vote for a law to restrict the ability of young girls to move outside Nepal. In the long-term post-treatment survey (Round 2), the percentage of treated respondents who would vote for such a law was 77.4%, while 72.2% of the respondents in the control group would vote for the law. The differences in support levels between the treatment and control groups in the short and long term are not statistically significant.

Figure V-33: Share of Individuals Willing to Vote for a Law to Restrict the Ability of Young Girls to Move Outside Nepal by Treatment Condition

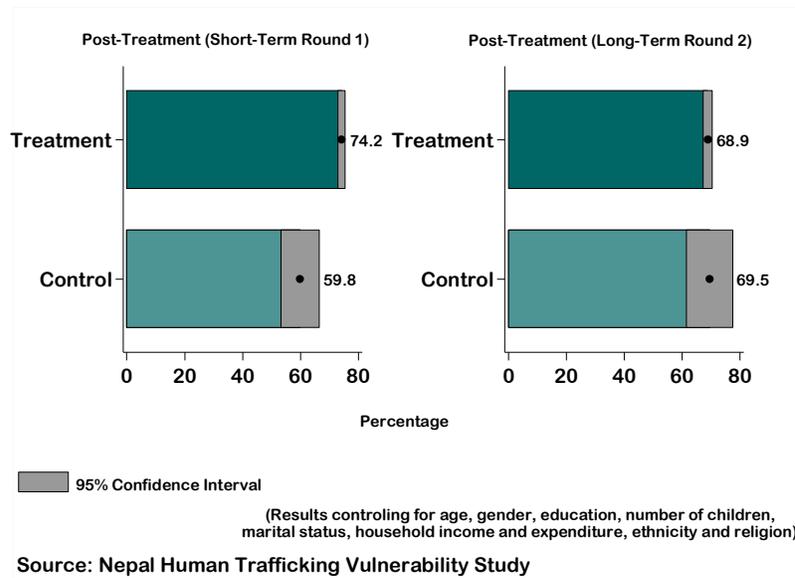


iii. Would Talk with Family and Friends about Trafficking

Awareness campaign materials resulted in a short-term temporary increase in willingness to talk about human trafficking with family and friends.

Figure V-34 displays the share of respondents willing to talk with family and friends about human trafficking. In the short term, 74.2% of treated individuals, and 59.8% of control group respondents, were willing to talk to family and friends about trafficking. This difference is statistically significant, meaning that we can associate the change with receipt of awareness campaign materials. In the long term, however, respondent willingness to talk with family members and friends about human trafficking decreases to 68.9% for respondents in the treatment group, and 69.5% for the control group. In the long term, these differences are not statistically significant.

Figure V-34: Share of Individuals Willing to Talk with Family and Friends about Human Trafficking by Treatment Condition



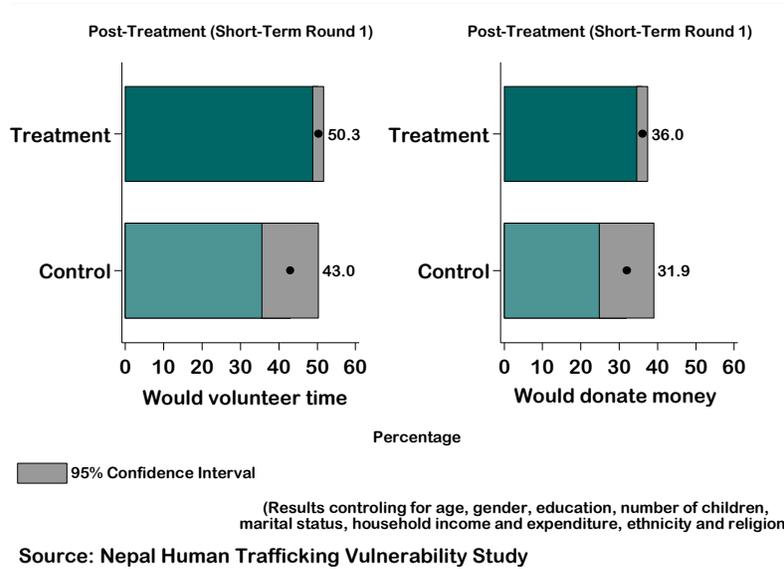
iv. Would Volunteer Time and Donate Money to an Anti-Trafficking Organization

Awareness campaign materials resulted in an increase in willingness to both volunteer time and donate money to an anti-trafficking organization, at least in the short term.

We also ask respondents about willingness to volunteer with an anti-trafficking organization. As shown in the left side of Figure V-35, after receipt of awareness campaign materials, 50.3% of treated respondents and 43% of control group respondents report that they would volunteer time to an anti-trafficking organization. This difference is statistically significant.

When asked about donating money to an anti-trafficking organization, 36% of treated respondents and 31.9% of control group respondents report a willingness to do so. Again, this difference is not statistically significant, indicating no evidence of treatment effect on this variable.

Figure V-35: Share of Individuals Willing to Donate Money or Volunteer at an Anti-Trafficking Organization by Treatment Condition



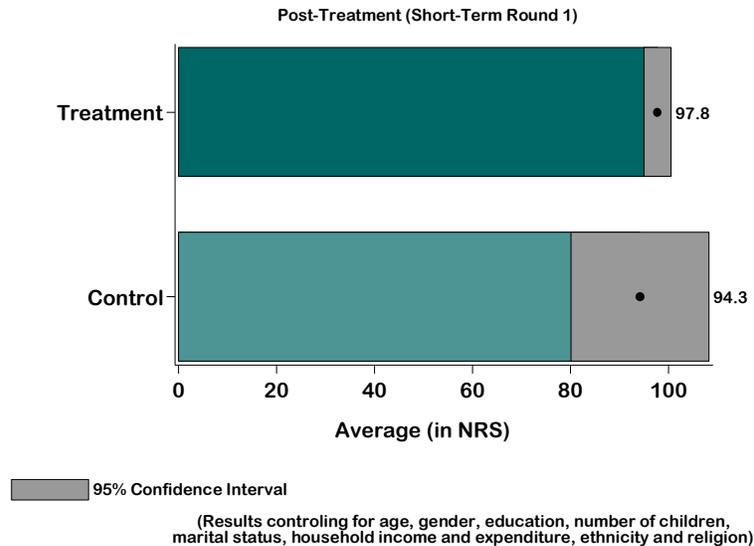
v. Average Amount Donated to an Anti-Trafficking Organization

When examining the actual amount a person donates, awareness campaign materials resulted in no change in donation amounts.

As explained in Part I, respondents received an honorarium for completing Round 1 of the survey. Respondents who participated in the individual study received 200 NRS, and those in the group received 250 NRS. In all analyses, this differential amount that was received is taken into account. Upon receiving this honorarium, enumerators asked respondents if they would like to donate any portion of the honorarium to an anti-trafficking organization (see Part I for a description of implementation).

Figure V-36 shows that the average amount that treated respondents donated was 97.8 NRS, while control group respondents donated on average 94.3 NRS. There is no statistically significant difference between these amounts.

Figure V-36: Average Amount Donated to an Anti-Trafficking Organization by Treatment Condition



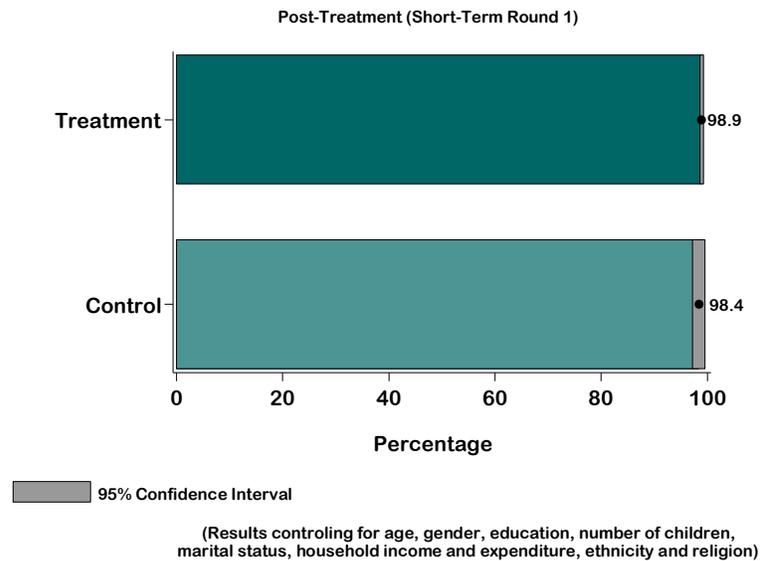
Source: Nepal Human Trafficking Vulnerability Study

vi. **Has Signed a Petition**

Awareness campaign materials resulted in no change in an individual's choice to sign a petition; however, there was nearly a 100% participation rate in both the treatment and control group.

Respondents were invited to sign a petition demanding that the government increase efforts to fight human trafficking in Nepal (see Part I for a description of the implementation of the petition). Figure V-37 shows that almost all respondents, in both the treatment (98.9%) and control (98.4%) groups, signed the petition. There is no statistically significant difference between the groups when it comes to signing the petition.

Figure V-37: Percentage of Respondents Who Signed a Petition by Treatment Condition



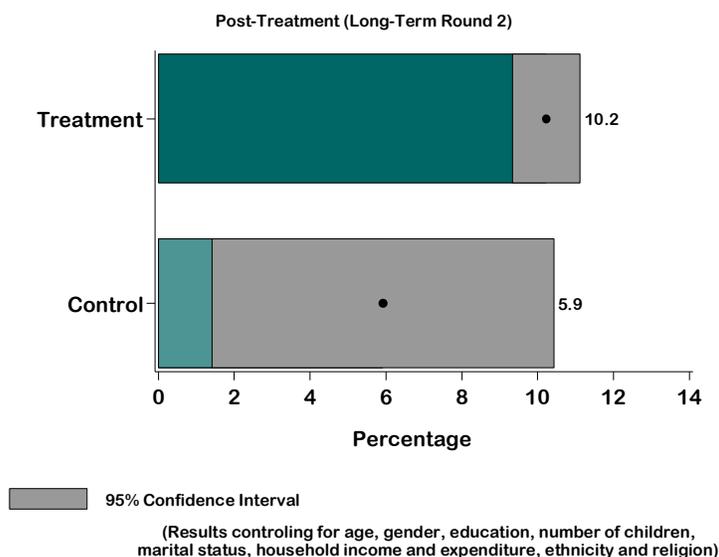
Source: Nepal Human Trafficking Vulnerability Study

vii. Sent a Postcard

Awareness campaign materials resulted in an increase in willingness to send in a postcard to lobby the government of Nepal to take greater action on human trafficking.

Finally, during Round 2 of data collection respondents were given the opportunity to take action to combat human trafficking by mailing a postcard with an anti-trafficking message to the government of Nepal (see Part I for a description of implementation). As shown in Figure V-38, 10.2% of treated respondents and 5.9% of control group respondents sent the postcard. This difference is statistically significant, meaning that there is a detectable difference between the groups when it comes to mailing the postcard.

Figure V-38: Postcard Participation by Treatment Condition



Source: Nepal Human Trafficking Vulnerability Study

I. Conclusion

An overall summary of the results of the impact evaluation presented in this chapter is shown below in Table V-2. Effect sizes and the direction of the effect are noted when the difference between the treatment and control group is statistically meaningful. Note that directions can be interpreted as follows: increases (decreases) indicate that the information treatment elicited a higher (lower) value response in the outcome of interest than the control group. Dash lines in Table V-2 indicate that the question was not asked, and hence, a test was not possible. As mentioned before, these results are expressed in percentage point terms, as all measures were scaled to be between 0 and 100 before conducting any tests. For analyses implementing the DID methodology, we measure the effects of campaigns on the treated respondents compared to the effect if these respondents would have not been exposed to the treatment (the counterfactual case). For cases in which we did not have baseline responses, we compared average responses in the treatment condition and the control condition.

Table V-2: Summary of the Impact of Human Trafficking intervention

Variable name	Short-Term Post-Treatment	Long-Term Post-Treatment
Identifying Past Experiences with Human Trafficking		
Have been trafficked	↑ 1.1 percentage points	-
Family members or friends have been trafficked	↑ 6.5 percentage points	↑ 3.8 percentage points
Sense of Urgency Around Human Trafficking		
Concern about human trafficking	↑ 7.2 points	NOT statistically significant
Human trafficking is a big problem in respondent's community	NOT statistically significant	NOT statistically significant
Human trafficking is a big problem in Nepal	↑ 6.7 points	↑ 4.7 points
Government should prioritize anti-trafficking policies and programs	↑ 4.2 points	NOT statistically significant
Perceptions of Frequency of Types of Human Trafficking		
People being forced to work for little or no pay	NOT statistically significant	↓3.5 points
People being forced to work to pay off a debt	NOT statistically significant	NOT statistically significant
People being forced to engage in prostitution	NOT statistically significant	NOT statistically significant
Women being sold into marriage	NOT statistically significant	↓3.6 points
Knowledge on Human Trafficking		
Lack of information as a main reason of why people become trafficked	NOT statistically significant	↓6.9 percentage points
Women over 16 are at high risk	↑ 4.1 points	NOT statistically significant
Girls under 16 are at high risk	↑ 4.3 points	NOT statistically significant
Boys under 16 are at high risk	↑ 9.6 points	↑ 3.8 points
Men over 16 are at high risk	↑ 11.3 points	↑ 7.8 points
Members of the ward are more at risk	↑ 4.6 points	NOT statistically significant
Human trafficking requires movement across state or national borders	↑ 14.2 percentage points	NOT statistically significant
The only type of human trafficking is sex trafficking	↑ 12.6 percentage points	↑ 5.8 percentage points
Human trafficking is a form of slavery	↑ 10.6 percentage points	↑ 7.5 percentage points
Men can be trafficked	↑ 15.7 percentage points	↑ 10.7 percentage points
Cannot be trafficked if knowingly entered into prostitution	NOT statistically significant	NOT statistically significant

Variable name	Short-Term Post-Treatment	Long-Term Post-Treatment
Attitudes Toward Human Trafficking Victims		
Would have a conversation with a labor trafficking victim	NOT statistically significant	-
Would have a conversation with a sex trafficking victim	↑ 9.7 percentage points	-
Would share a meal with a with a labor trafficking victim	↑ 8.3 percentage points	-
Would share a meal with a with a sex trafficking victim	↑ 12 percentage points	-
Blame labor trafficking victims for what happened to them	↑ 8.4 percentage points	-
Blame sex trafficking victims for what happened to them	↓ 2.7 percentage points	-
Level of empowerment of human trafficking victims	NOT statistically significant	-
Level of personal responsibility of human trafficking victims	↓ 7.2 points	-
Police are helpful in assisting human trafficking victims	NOT statistically significant	-
Attitudes Toward Anti-Trafficking Policies		
Adopt stricter penalties for purchasing sex	NOT statistically significant	↑ 7.0 percentage points
Legalize prostitution	NOT statistically significant	NOT statistically significant
Provide more police training	NOT statistically significant	NOT statistically significant
Adopt stronger penalties for traffickers	NOT statistically significant	NOT statistically significant
Prevent government corruption	NOT statistically significant	NOT statistically significant
Increase workplace monitoring and supervision	NOT statistically significant	NOT statistically significant
Combat drug gangs	NOT statistically significant	↑ 13.7 percentage points
Improving how countries work together	↑ 6.7 percentage points	NOT statistically significant
Improve economic conditions and wages in Nepal	NOT statistically significant	NOT statistically significant
Provide people with more information about trafficking	↑ 5.4 percentage points	↑ 6.1 percentage points
Educate girls and provide them with more work options	NOT statistically significant	NOT statistically significant
Actions to Combat Human Trafficking		
Would call the police about a situation of human trafficking	NOT statistically significant	NOT statistically significant
Would vote for a law to restrict the ability of young girls to move outside of Nepal	NOT statistically significant	NOT statistically significant

Variable name	Short-Term Post-Treatment	Long-Term Post-Treatment
Would talk with family and friends about trafficking	↑ 14.4 percentage points	NOT statistically significant
Would volunteer time to an anti-trafficking organization	↑ 7.3 percentage points	-
Would donate money to an anti-trafficking organization	NOT statistically significant	-
Average amount donated to an anti-trafficking organization	NOT statistically significant	-
Has signed a petition	NOT statistically significant	-
Sent a postcard	-	↑ 4.3 percentage points

CHAPTER VI: MEASURING THE IMPACT OF INDIVIDUAL VERSUS GROUP TREATMENTS

A. Introduction

This chapter presents the differential effects of individual versus group exposure to anti-trafficking media campaigns on anti-trafficking KABP.

As discussed in Chapter I, respondents were exposed to mass media campaign materials in two different ways: individually and in groups. When respondents were treated individually, a surveyor would first administer a pre-treatment survey questionnaire. The respondent would then be presented with one of eight possible individual treatment combinations (see Chapter I, Table I-1). Following exposure to the treatment, the respondent would then answer a series of post-treatment questions.

When respondents were treated in groups, a surveyor would first administer a pre-treatment survey questionnaire to each participant. The next day, respondents were exposed to the treatment, in groups of 12 people, with the groups divided by gender. Following exposure to the narrative, participants were then asked to engage in a series of group activities, including a surveyor-led discussion about the materials they had just viewed, and a role-play activity around a hypothetical human trafficking scenario. Individuals exposed to the awareness campaigns in groups were provided an opportunity to hear other perspectives, and, hence, converge on norms and beliefs that could differ from what they would have thought if they had viewed the awareness campaign separately. Following these activities, respondents answered the same post-treatment questionnaire as those receiving the individual-level treatment. As with the individual treatments, both the pre-treatment and the post-treatment questionnaires were administered one-on-one for group treatment participants.

While individuals were treated with any of the four different message formats, groups only received the audio-visual message treatment. As such, to measure the impact of individual versus group exposure to treatments, we restrict our study sample to those who received the same type of awareness campaign; we set aside those respondents in the control group who did not receive a treatment, as well as those who received an individual poster, graphic novel, or radio treatment. Instead, we concentrate on respondents who were exposed to audio-visual media awareness campaigns. By comparing responses and outcome indicators of respondents who were treated individually to those who were part of a group, we can estimate the differential impact that individual and group awareness campaigns have on respondent KABP around human trafficking.

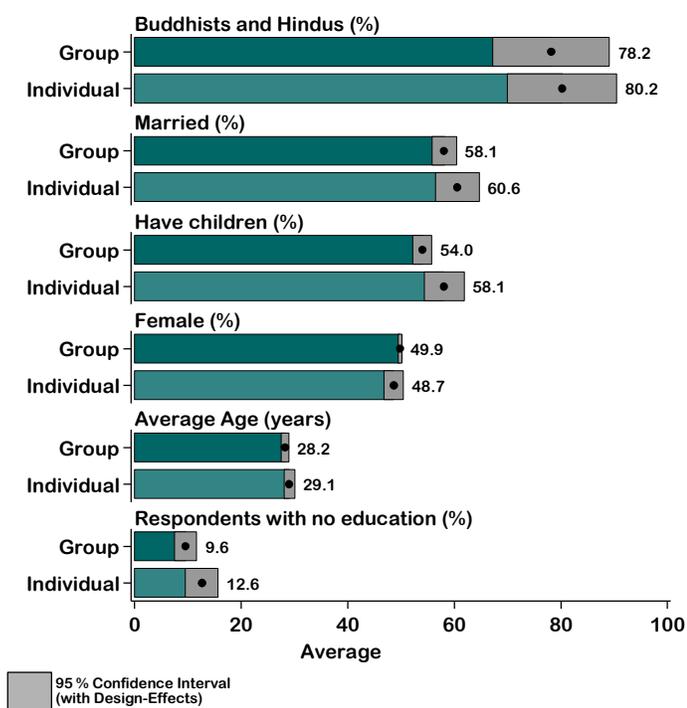
In the context of the DID methodology, the counterfactual represents the trend that an outcome indicator would have followed if individuals were exposed to the awareness campaigns in a group rather than individually. All of the figures visualizing the DID methodology presented in this chapter follow this logic. When we do not have pre- and post-treatment measures, we employ an ANOVA analysis. As in the previous chapter, when possible, we present results of both short-term and long-term effects on shifts in human trafficking KABP based on whether respondents were exposed to information on human trafficking in an individual, as opposed to group, setting. However, there are some measures that were asked only once. As such, we are only able to speak to the treatment effects for one moment in time.⁵³ We again focus

⁵³ In all analyses, we include controls for demographic characteristics and the type of awareness campaign (*e.g.*, format, narrative, and group- or individual-level deliberation). Figures throughout list the demographic controls that

on the following outcome variables: 1) past experiences with human trafficking, 2) urgency and concern about human trafficking, 3) perceptions of frequency of types of human trafficking, 4) knowledge of human trafficking, 5) attitudes toward human trafficking, 6) attitudes toward anti-trafficking policies, and 7) and actions to combat human trafficking.

Since some questions were not asked both pre-treatment *and* post-treatment, we examine whether any statistically significant differences exist between the basic characteristics of individuals exposed to the awareness campaign individually and those exposed in groups. Figure IV-1 shows results of this comparison, and reveals no such differences. We see no meaningful differences in demographic characteristics between those who were exposed to awareness campaigns individually and those exposed in groups.

Figure VI-1: Balance on Baseline Characteristics by Individual versus Group Treatment



Source: Nepal Human Trafficking Vulnerability Study

B. Identifying Past Experiences with Human Trafficking

In this section, we explore the extent to which exposure to the treatment materials individually or in groups has an effect on the ability of respondents to identify themselves, family, or friends as having been victims of human trafficking.

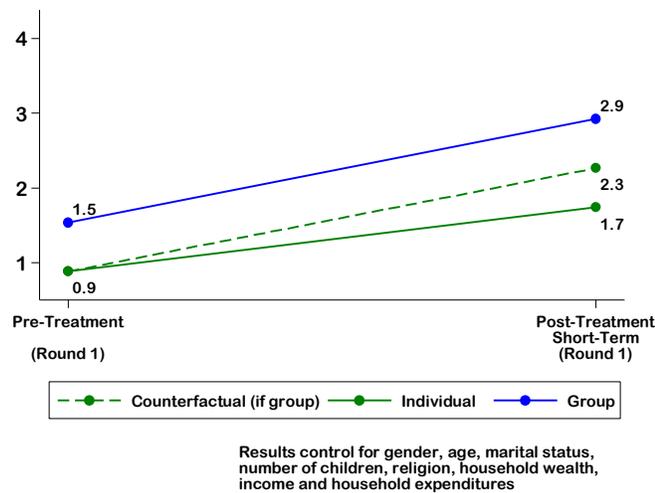
are considered, if any.

i. Have Been Trafficked

Overall, the ability of participants to self-identify as having experienced human trafficking does not change based on whether they were exposed to a group versus an individual treatment.

Figure VI-2 presents the percentage of respondents who self-identified as victims of human trafficking before and after exposure to the treatment. After participating in the awareness campaigns, the percentage of individually treated respondents who reported having been victims of human trafficking increased from 0.9% to 1.7%. If respondents had instead been exposed to a group treatment, that percentage would have been 0.6 percentage points higher (2.3%). However, this difference is not statistically significant, meaning that exposure to the group treatment does not have an impact on awareness of personal experiences of human trafficking.

Figure VI-2: Self-Identification of Trafficking Experience by Individual versus Group Treatment



Source: Nepal Human Trafficking Vulnerability Study

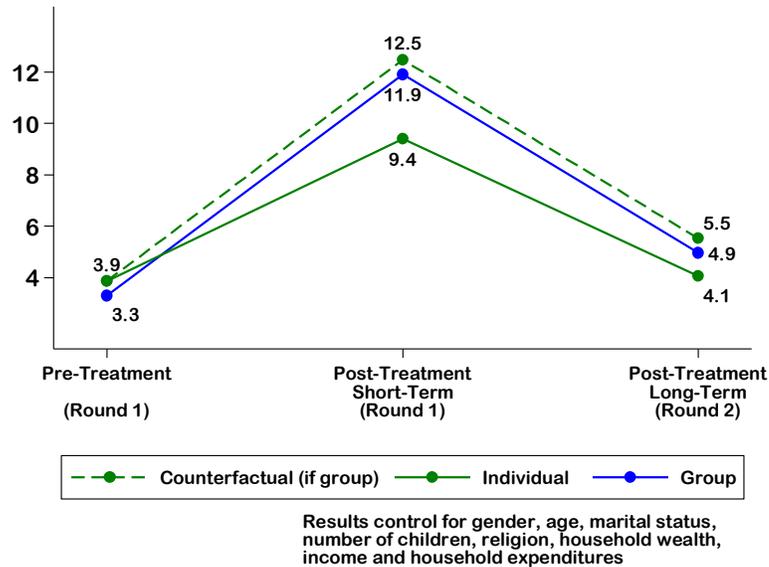
ii. Family Members or Friends Have Been Trafficked

In the short term, the group treatment has a stronger impact on the ability of participants to recognize cases of human trafficking among family and friends than the individual treatment. However, this difference does not persist over the long run.

Figure VI-3 displays the effects of the campaigns on a respondent’s ability to recognize cases of human trafficking amongst friends and family members. Immediately after exposure to the treatments, the percentage of individually treated respondents reporting cases of family members or friends who have been trafficked increased from 3.9% to 9.4%. Had these respondents been exposed to the group treatment, this percentage would have been 3.1 percentage points higher (12.5%). This difference is statistically significant, meaning that we can attribute higher percentages of reported cases of family members and friends who have been human trafficking victims with group exposure. Viewing awareness campaigns with other members of your community and having opportunities to have conversations about the content of the awareness campaigns increases respondent awareness of the experiences of human trafficking of friends and family.

By the end of Round 2, individually treated respondents reporting these cases decreased from 9.4% to 4.1%. This percentage would have been 1.4 percentage points higher if respondents had participated in group treatments instead. That said, the 1.4 percentage-point difference is not statistically significant, meaning that, in the long term, we do not detect differences in respondents' ability and willingness to identify the trafficking experiences of family or friends that may be attributed to whether they viewed information campaigns individually or in a group environment.

Figure VI-3: Identification of Trafficking Experiences of Family/Friends by Individual versus Group Treatment



Source: Nepal Human Trafficking Vulnerability Study

C. Sense of Urgency Around Human Trafficking

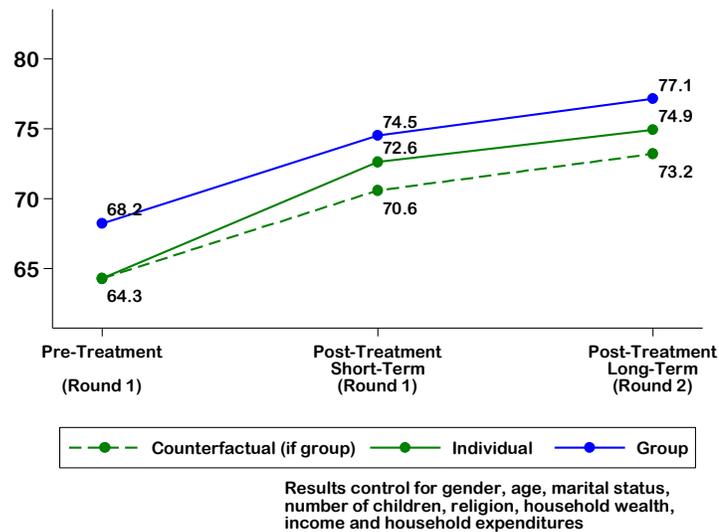
This section examines the effects of the awareness campaign on respondent sense of urgency and concern about human trafficking by measuring changes in their perception of the scope of the problem and the necessity for government prioritization of anti-trafficking action. Throughout this section, individual exposure to treatments appears to have a stronger impact than group treatments. Although we are unable to provide a definitive explanation for this finding that group-level exposure is less helpful, it highlights the differential benefits of these two different types of mass media campaign experiences depending upon the goals of the exposure, and raises a need to assess the conversations that can occur in group settings that may temper one's sense of urgency around human trafficking.

i. Concern about Human Trafficking

Individual exposure to human trafficking awareness campaigns leads to higher levels of concern than those exposed to the campaigns in groups; however, this effect does not persist over time.

Figure VI-4 shows respondent concern for human trafficking expressed as a number on a 0 to 100 scale. For respondents who were exposed to the awareness campaigns individually, these levels of concern increased from 64.3 points to 72.6 points after receipt of the campaign materials. Had these respondents participated in the group treatment instead, their level of concern would have been 2 points lower. This difference is statistically significant, which indicates that the group treatment is less effective than the individual treatment at raising concern around human trafficking. Levels of concern continue to rise in the long term, up to 74.9 points for individually treated respondents, which is 1.7 points higher than we would expect had they been exposed to the treatment in a group setting. That said, this difference is not statistically significant, and thus cannot be attributed to the type of exposure received.

Figure VI-4: Concern about Human Trafficking by Individual versus Group Treatment



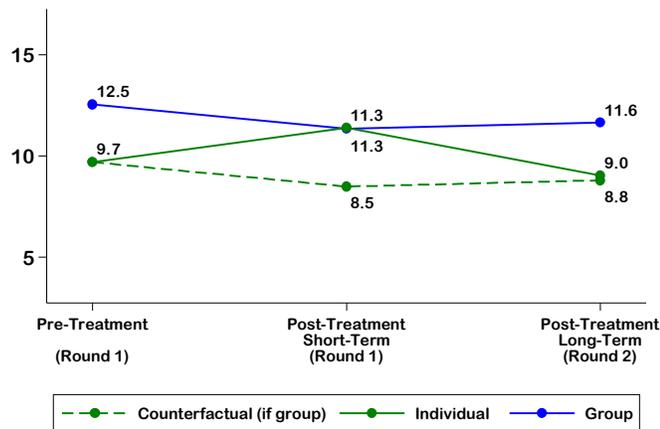
Source: Nepal Human Trafficking Vulnerability Study

ii. Human Trafficking Is a Big Problem in Respondent’s Community

In the short term, group experience of anti-trafficking messages has a weaker effect on respondent identification of human trafficking as a problem in the community than exposure to the messages individually. However, there are no differences in relative effectiveness in the long term.

Figure VI-5 shows changes in respondent perception of the scope of the human trafficking problem in their community on a 0 to 100 point scale. After receipt of the program, this perception increased from 9.7 points to 11.3 points for individually treated respondents, and this was 2.8 points higher than it would have been had the respondents been treated in a group setting. This difference is statistically significant. In the long term, individually treated respondents’ community levels of concern decreased to 9 points. Had these respondents been exposed to the treatment in a group setting, their perception that human trafficking is a big problem in their community would have been 0.2 points lower; however, this difference is not statistically significant.

Figure VI-5: Perceptions About the Scope of Human Trafficking Locally by Individual versus Group Treatment



Results control for gender, age, marital status, number of children, religion, household wealth, income and household expenditures

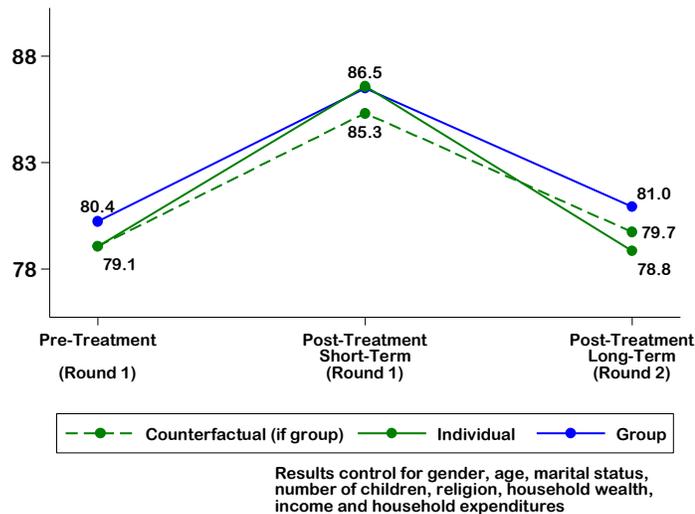
Source: Nepal Human Trafficking Vulnerability Study

iii. Human Trafficking Is a Big Problem in Nepal

In the short term, group exposure to information campaigns is less effective at increasing respondent identification of human trafficking as a significant problem in Nepal in relation to individual exposure. However, there are no long-term differences in relative effectiveness.

We also assess the extent to which respondents see human trafficking as a big problem in Nepal. Figure VI-6 shows significant increases in concern levels upon exposure to the mass media awareness campaigns. For respondents who were treated individually, perception levels increased from 79.1 points (on a 0 to 100 scale) to 86.5 points. This level is 1.2 points higher than it would have been if participants had been assigned to the group treatment. This statistically significant difference in the short term shows that participation in the group treatment is not as effective at raising levels of awareness about the issue as a national problem than the individual treatments. In the long term, perceptions that human trafficking is a big problem in Nepal decreased to the range of their pre-treatment level. For individually treated respondents, these perception levels decreased to 78.8 points, 0.9 points lower than they would have been if respondents had participated in a group treatment. This difference is not statistically significant, and suggests that, in the long run, participation in individual rather than group treatments has no differential impact on the extent to which respondents perceive human trafficking as a big problem in Nepal.

Figure VI-6: Perceptions About the Scope of Human Trafficking Nationally by Individual versus Group Treatment



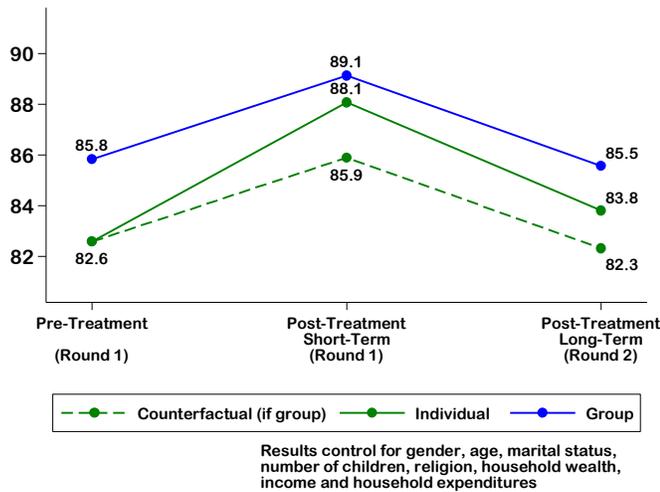
Source: Nepal Human Trafficking Vulnerability Study

iv. Government Should Prioritize Anti-Trafficking Policies and Programs

Group treatments are less effective than individual treatments at increasing an individual’s belief in the importance of government prioritization of anti-trafficking policies. These differences are apparent in the short term and persist in the long term.

We next asked respondents about the role that the government should play in combating human trafficking. As shown in Figure VI-7, the belief that the government should prioritize anti-trafficking policies and programs increased considerably for respondents who were exposed to the awareness campaign materials individually. In the immediate aftermath of exposure to mass media campaigns, individually treated respondents expressed higher levels of support for Nepalese government prioritization of anti-trafficking policies and programs (an increase from 82.6 points to 88.1 points). This support would have been 2.2 points lower had they been exposed to the group treatment. In the long term, support levels for the prioritization of anti-trafficking policies and programs decreased for all respondents to nearly their pre-treatment levels. For individually treated respondents, however, the decrease was not as stark, and prioritization levels were 1.5 points higher than they would have been had they participated in the group treatment. In both the short and long term, these differences are statistically significant, which shows that individual-level treatments are more effective at increasing perceptions about the importance of government anti-trafficking policies than group treatments.

Figure VI-7: Attitudes About Prioritizing Anti-Trafficking Action by Individual versus Group Treatment



Source: Nepal Human Trafficking Vulnerability Study

D. Perceptions of Frequency of Types of Human Trafficking

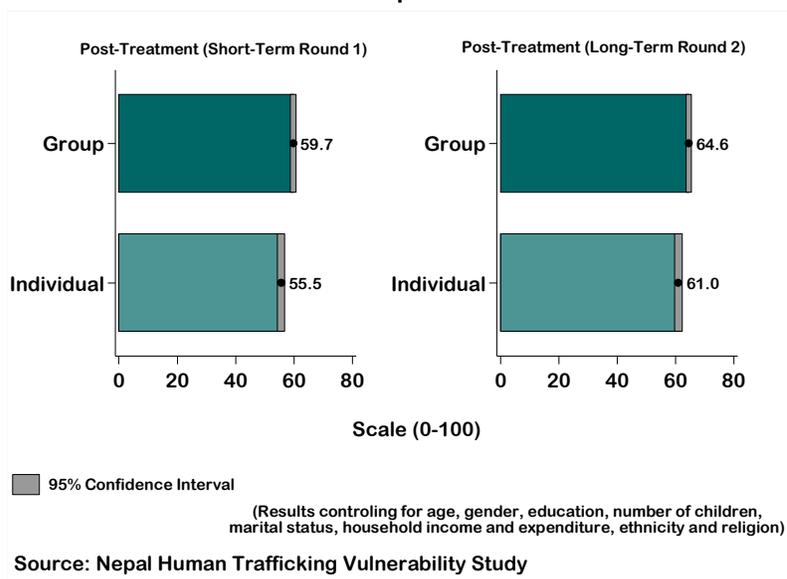
This section examines the differential impact that individual and group exposure to human trafficking awareness campaigns has on respondent perceptions of the prevalence of different types of human trafficking. It shows the extent to which individually- and group-treated respondents perceive that people in Nepal are forced to work for little or no pay or to work to pay off a debt, and also shows respondent perceptions about people being forced to engage in prostitution and Nepalese women being sold into marriage.

i. People Being Forced to Work for Little or No Pay

In both the short and long terms, group treatments have a greater effect than individual treatments on the magnitude of an individual’s belief that people are forced to work for little or no pay.

Figure VI-8 shows that in the short-term post-treatment survey, the average perception of individually treated respondents that people are forced to work for little or no pay was 55.5 points (on a 0 to 100 scale). For respondents assigned to a group treatment, it was 59.7 points. This difference is statistically significant, meaning that exposure to the group treatment has a greater impact on perceptions of the prevalence of non-paid work. In the long term, perception levels increased for both treatment groups—up to 61 points for individually treated respondents, and 64.6 points for group-treated respondents. The difference between perception levels for participants treated individually as opposed to in a group setting is also statistically significant.

Figure VI-8: Belief in the Extent to Which People Are Being Forced to Work for Little or No Pay by Individual versus Group Treatment

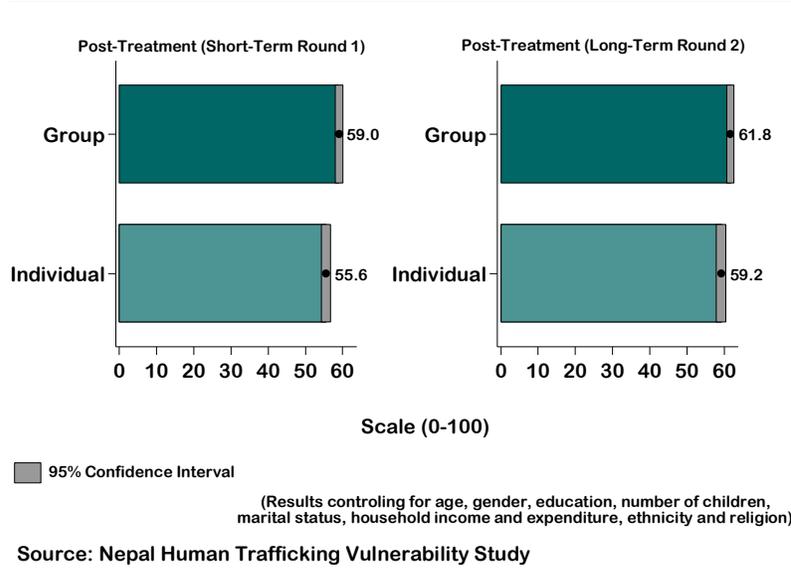


ii. People Being Forced to Work to Pay Off a Debt

In both the short and long terms, group treatments have a greater effect than individual treatments on the magnitude of an individual’s belief that people are forced to work to pay off a debt.

We evaluate the extent to which individual versus group treatments influence respondent beliefs that people are forced to work to pay off a debt. Figure VI-9 shows that, in the short term, the average perception level of individually treated respondents on this question was 55.6 points (on a 0 to 100 scale), in contrast to 59 points for group-treated respondents. In the long term, perception levels increased for both treatment conditions—up to 59.2 points for individually treated participants, and up to 61.8 points for those assigned to the group treatment. The differences between perception levels of individually treated respondents and those treated in group settings are both statistically significant, and can thus be attributed to the value-added of group-level exposure to mass media campaigns.

Figure VI-9: Belief in the Extent to Which People Are Being Forced to Work to Pay Off a Debt by Individual versus Group Treatment

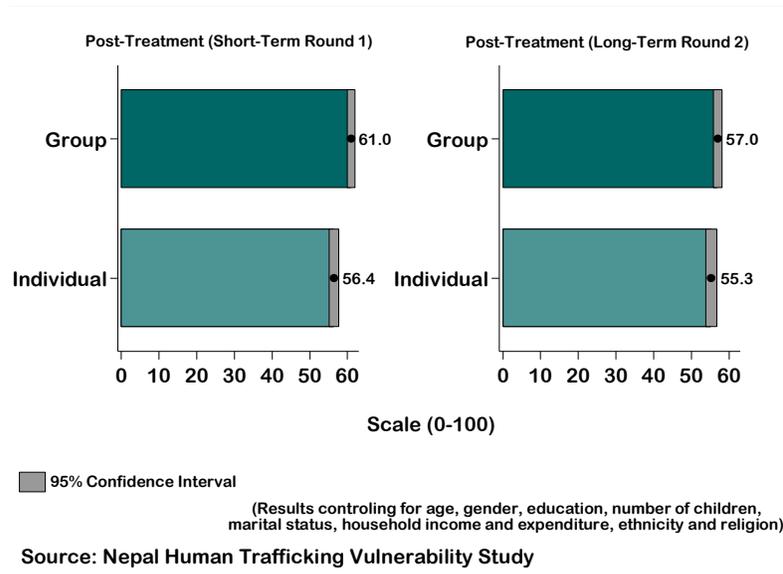


iii. People Being Forced to Engage in Prostitution

In the short and long term, group exposure to anti-trafficking campaigns has a greater impact than individual exposure on an individual's belief that people are forced to engage in prostitution.

Figure VI-10 shows respondent perceptions on the prevalence of forced engagement in prostitution. In the short term, the average perception levels of individually treated respondents was 56.4 points (on a 0 to 100 scale), while perception levels for respondents who participated in the group treatment was 61 points. These perception levels slightly decreased for all respondents over the long term—down to 55.3 points for participants assigned to individual treatments, and down to 57 points for those in the group treatment. The difference in perception levels by whether individuals were exposed to the awareness campaigns individually as opposed to in a group setting is statistically significant in both the short term and the long term. As such, we see that group treatments have a stronger impact on respondent beliefs around the prevalence of forced engagement in prostitution than individual-level treatments.

Figure VI-10: Belief in the Extent to Which People Are Being Forced to Engage in Prostitution by Individual versus Group Treatment

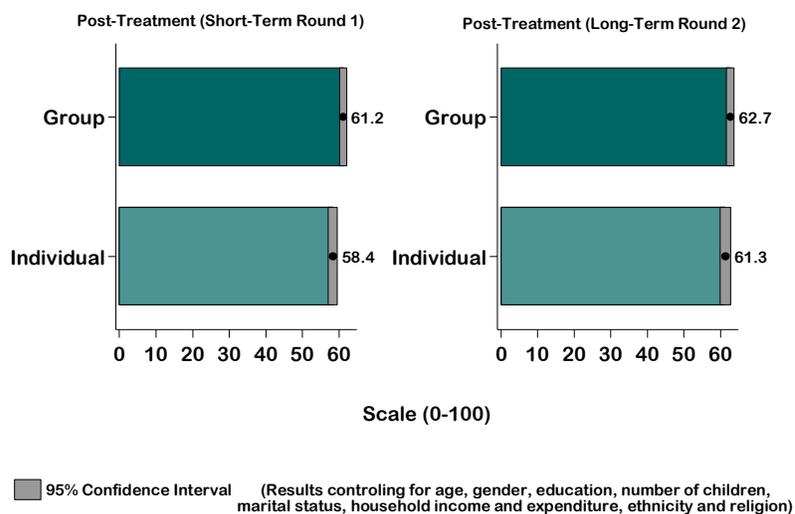


iv. Women Being Sold Into Marriage

In the short term, group exposure to human trafficking campaigns increases the magnitude of respondent belief that women are sold into marriage in relation to individual exposure.

We next evaluate respondent perceptions around the prevalence of women being sold into marriage. Figure VI-11 shows that in the short term, the average perception levels that women in Nepal are frequently being sold into marriage was 58.4 points (on a 0 to 100 scale) for individually treated respondents, and 61.2 points for those who were exposed to the awareness campaign in a group setting. This difference is statistically significant, which means that the group treatment has a greater impact on perceptions of the prevalence of the practice of being sold into marriage than individual treatments. In the long term, perception levels increased slightly for both groups of respondents, up to 61.3 points for participants in the individual treatment, and 62.7 for respondents in the group treatment. That said, the long-term difference by individual versus group treatment (1.4 points) is not statistically significant. We find that adding a group-level deliberation component to the awareness campaign results in only a short-term bump in perceptions of the prevalence of women being sold into marriage.

Figure VI-11: Belief in the Extent to Which Women Are Being Sold Into Marriage by Individual versus Group Treatment



Source: Nepal Human Trafficking Vulnerability Study

E. Knowledge of Human Trafficking

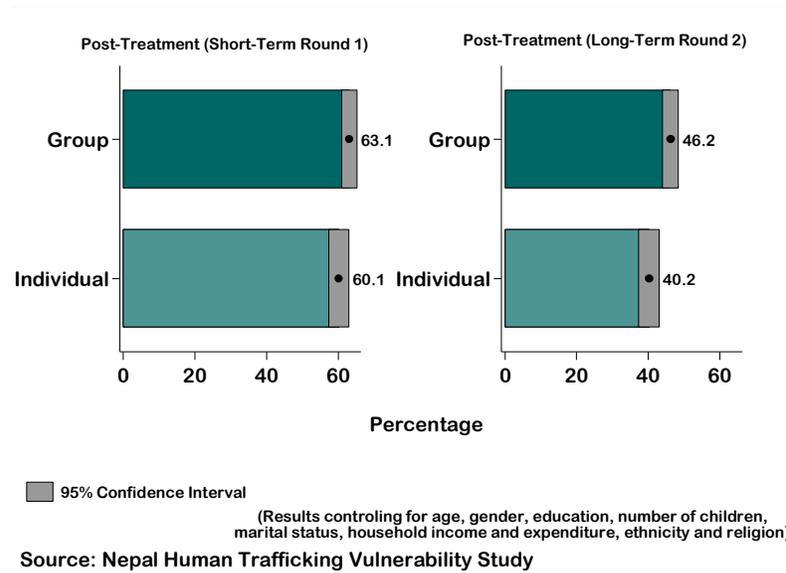
In this section, we assess the relative effectiveness of individual versus group exposure to trafficking awareness campaigns on respondent knowledge of human trafficking.

i. Lack of Information as the Main Reason Why People Become Trafficked

In the short and long term, group versus individual exposure to an anti-trafficking campaign has a differential effect on the share of respondents identifying lack of information as a driving force behind human trafficking.

In the short-term post-treatment survey, 60.1% of individually treated respondents reported lack of information as the main reason people become trafficked, as did 63.1% of group-treated participants (see Figure VI-12). This 3 percentage point difference is statistically significant. Both of these percentages decreased over the long term, down to 40.2% for those assigned to the individual treatment and 46.2% for those in the group treatment. However, there was a larger reduction among the individually treated respondents. As such, the difference in the share of individuals identifying lack of information as a primary reason for people becoming trafficked is statistically meaningful in the long term. Group exposure has a stronger effect on respondent perceptions that increased information or education is important to reducing human trafficking than individual exposure to awareness campaigns, and this effect is enduring.

Figure VI-12: Share of Individuals Specifying Lack of Information as Principal Reason People Become Trafficked by Individual versus Group Treatment



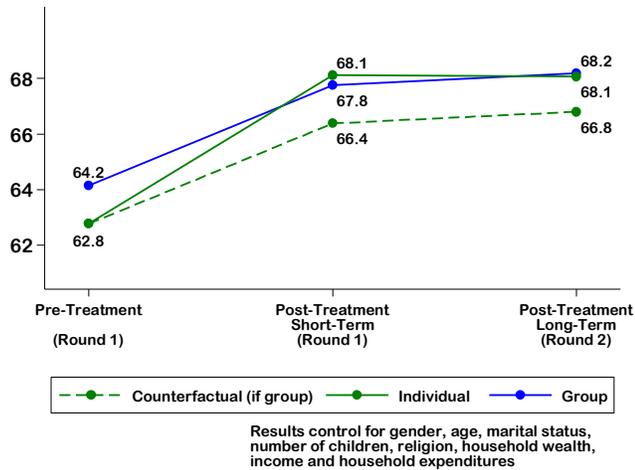
We next turn to an examination of how group versus individual treatments affect respondent perceptions of which population subgroups are at risk of being trafficked.

ii. Women Over 16 Are at High Risk

Individual exposure to anti-trafficking campaigns has a stronger short-term effect on boosting respondent perceptions of women over the age of 16 as vulnerable to human trafficking than group exposure. There is no difference in effect in the long run.

Figure VI-13 shows the average perception levels of respondents regarding the human trafficking vulnerability of women over the age of 16 (measured on a 0 to 100 scale). On average, individually treated respondents noted the vulnerability of this group as 62.8 points in the pre-treatment survey, a number that increased to 68.1 points in the short-term post-treatment survey. These levels would have been 1.7 points lower (66.4 points) had these respondents been assigned to the group treatment. This difference is statistically significant, and thus shows that the individual treatments are more effective at increasing concern around the human trafficking risk of women over the age of 16. In the long term, these perceptions of risk levels remain similarly high for individually treated respondents; however, given that levels of concern around the human trafficking risk of adult women increase between the first and the second post-treatment survey, the difference in concern levels between those treated individually as opposed to in a group setting is no longer statistically significant.

Figure VI-13: Perception that Women Over 16 Years Old Are at High Risk of Being Trafficked by Individual versus Group Treatment



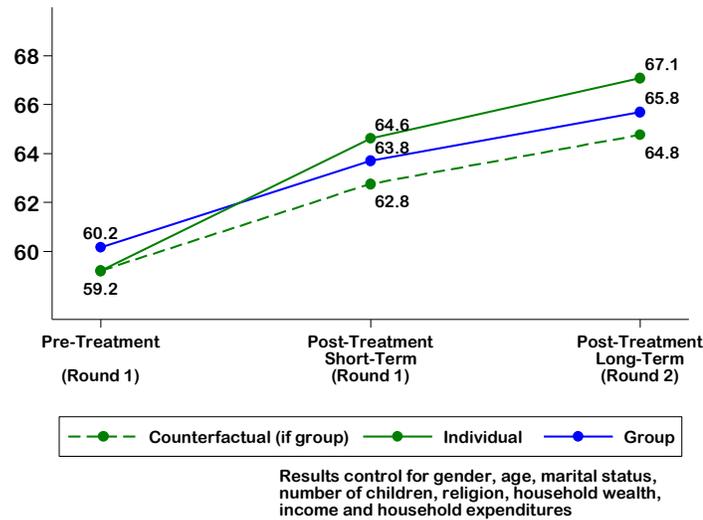
Source: Nepal Human Trafficking Vulnerability Study

iii. Girls Under 16 Years Old Are at High Risk

In comparison to group exposure to anti-trafficking campaigns, individual exposure increases a respondent’s perception that girls under the age of 16 are at risk of being trafficked, in both the short and long term.

Figure VI-14 illustrates the average perceptions of human trafficking vulnerability of girls under the age of 16. For individually treated respondents, these average perception levels increase from 59.2 points (on a 0 to 100 scale) to 64.6 points in the short term. Participation in the group treatment would have resulted in perception levels that were 1.8 points lower. In the long term, these perception levels continue to increase, up to 67.1 points for the individually treated respondents. These average levels would have been 2.3 points lower had these respondents been exposed to the group treatment. In both rounds of data collection, these results are statistically significant, thus showing that the group treatment has less of an impact on perception levels of human trafficking vulnerability of girls under the age of 16 than the individual treatment.

Figure VI-14: Perception that Girls Under 16 Years Old Are at High Risk of Being Trafficked by Individual versus Group Treatment



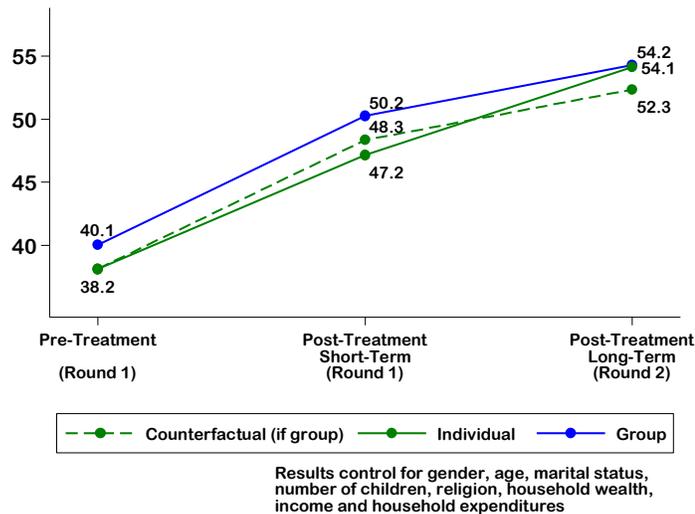
Source: Nepal Human Trafficking Vulnerability Study

iv. Boys Under 16 Are at High Risk

Group exposure and individual exposure to anti-trafficking campaigns have no differential effects on respondent perceptions of the extent to which boys under the age of 16 are at risk of being trafficked.

Pre-treatment, the average perception levels of human trafficking risk for boys under the age of 16 was 38.2 points for individually treated respondents, and 40.1 points for group-treated respondents (see Figure VI-15). Risk perception levels increased for both groups immediately following exposure to the treatments. They increased to 47.2 points for participants in the individual treatment group, and then continued to increase in the long term to 54.1 points. Had these respondents been exposed to the group treatment, their risk-level perceptions would have been 1.1 points higher in the short term, and 1.8 points lower in the long term. Neither of these differences is statistically significant. In other words, there are no differential effects on the perception levels of the human trafficking vulnerability of boys under the age of 16 due to whether individuals are exposed to awareness campaigns individually or in groups.

Figure VI-15: Perception that Boys Under 16 Years Old Are at High Risk of Being Trafficked by Individual versus Group Treatment



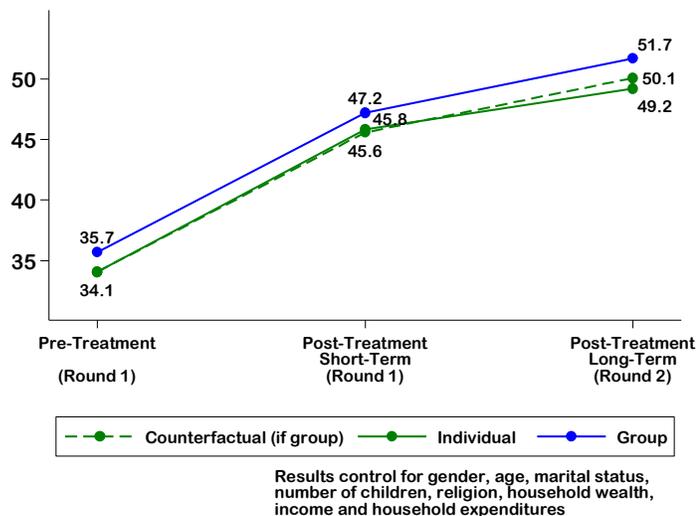
Source: Nepal Human Trafficking Vulnerability Study

v. Men Over 16 Are at High Risk

Similarly, group exposure and individual exposure to anti-trafficking campaigns have no differential effects on respondent perceptions of the human trafficking vulnerability of men over the age of 16.

As shown in Figure VI-16, average perception levels of trafficking risks for men over the age of 16 for individually treated respondents was 34.1 points (on a 0 to 100 scale) prior to treatment exposure. These levels increased to 45.8 points immediately after respondents viewed the awareness campaign materials, and continued to increase up to 49.2 points over the long term. Had these respondents participated in the group treatment, their average perception levels of adult male risk of trafficking would have been 0.2 points lower in the short term, and 0.9 points higher over the long run. However, neither of these differences is statistically significant.

Figure VI-16: Perception that Men Over 16 Years Old Are at High Risk of Being Trafficked by Individual versus Group Treatment



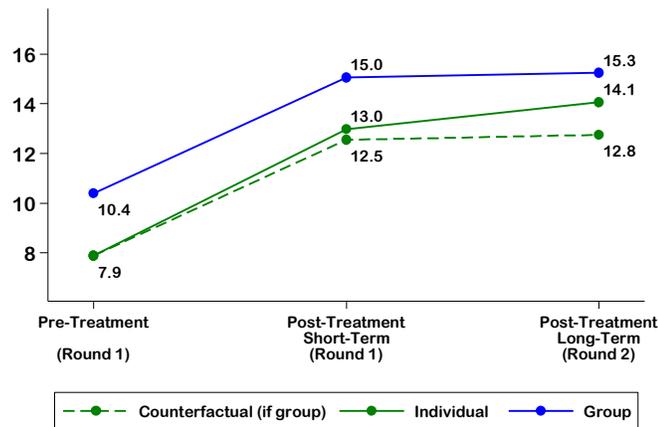
Source: Nepal Human Trafficking Vulnerability Study

vi. **Members of the Ward Are at High Risk**

Group exposure as opposed to individual exposure to anti-trafficking campaigns makes no difference in terms of its effects on respondent perceptions of the human trafficking vulnerability of members of their ward.

On average, respondent perception of human trafficking vulnerability of members of their ward was 7.9 points on a 100-point scale for individually treated respondents in the pre-treatment round of data collection (see Figure IV-17). This level increased to 13 points in the short-term post-treatment round, and then to 14.1 points in the long term. Had these individuals instead been exposed to the group treatment, their levels of risk perception would have been slightly lower—12.5 points in the short term and 12.8 points in the long term. That said, these differences are not statistically significant, and, thus, do not suggest any greater impact of being individually treated when being asked to consider the vulnerability to human trafficking of members of the respondent’s community.

Figure VI-17: Perception that Members of One’s Local Community Are at High Risk of Being Trafficked by Individual versus Group Treatment



Results control for gender, age, marital status, number of children, religion, household wealth, income and household expenditures

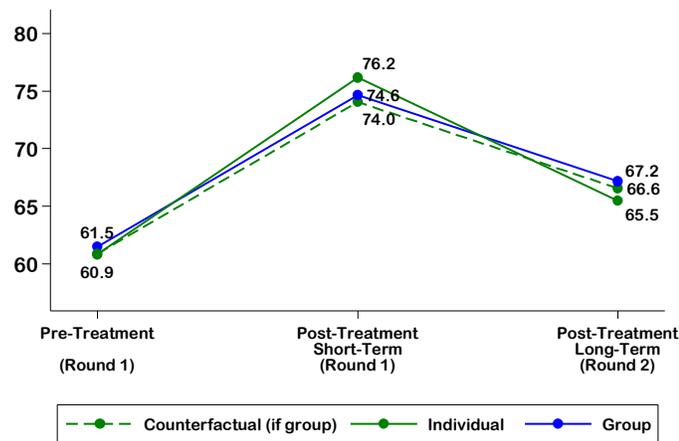
Source: Nepal Human Trafficking Vulnerability Study

vii. Human Trafficking Requires Movement Across State or National Borders

Group and individual exposure to anti-trafficking campaigns have no differential effects on the misconception that transnational movement is a prerequisite of human trafficking. Both methods of awareness campaign exposure reduce the misconception equally.

Figure VI-18 shows the effect that exposure to individual versus group treatment has on the percentage of respondents who correctly reported that human trafficking does *not* require movement across state or national borders. After treatment, the percentage of individually treated respondents who correctly answered this question increased from 60.9% to 76.2%. The correct response rate drops to 65.5% in the long term. Had these respondents instead been exposed to the group treatment, correct responses to this question would have been 2.2 percentage points lower in the short term, and 1.1 percentage points higher in the long term. That said, these differences are not statistically significant.

Figure VI-18: Share of Individuals Who Say Human Trafficking Does Not Require Transnational Movement by Individual versus Group Treatment



Results control for gender, age, marital status, number of children, religion, household wealth, income and household expenditures

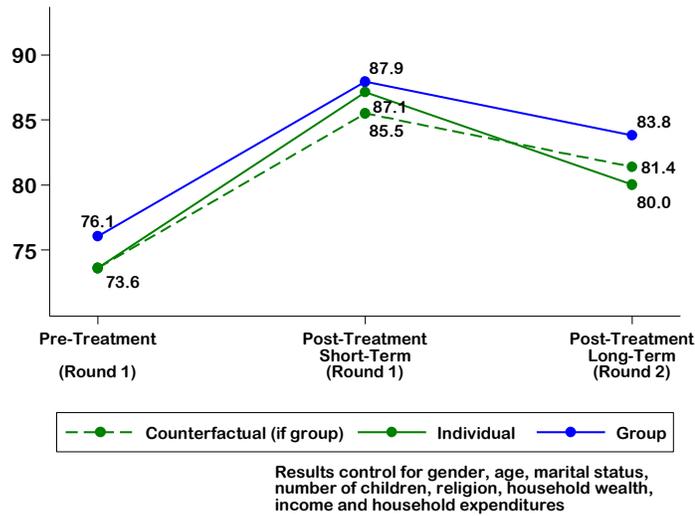
Source: Nepal Human Trafficking Vulnerability Study

viii. The Only Type of Human Trafficking Is Sex Trafficking

Delivering anti-trafficking campaigns individually as opposed to in group settings makes no difference in altering the misconception that sex trafficking is the only type of human trafficking. Both delivery mechanisms are able to reduce this misconception equally.

Figure VI-19 shows the percentage of respondents assigned to individual and group treatments who correctly recognize that sex trafficking is not the only type of human trafficking. Pre-treatment, 73.6% of individually treated respondents note that sex trafficking is not the only type of trafficking. This correct response rate increases to 87.1% in the short-term post-treatment survey, and then decreases to 80.0% in the long term. If these respondents had instead been exposed to the group treatment, the correct response rate would have been 1.6 percentage points lower in the short term, and then 1.4 percentage points higher over the long run. That said, these differences across treatment type are not statistically significant.

Figure VI-19: Share of Individuals Who Say Sex Trafficking is Not the Only Type of Human Trafficking by Individual versus Group Treatment



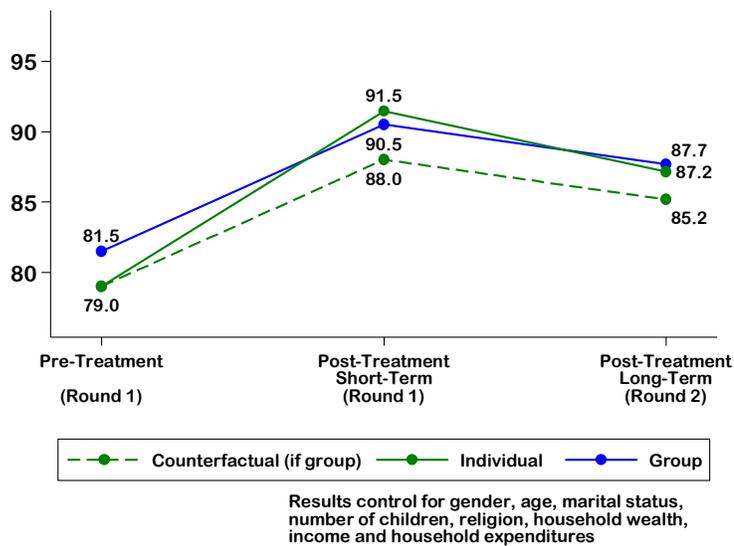
Source: Nepal Human Trafficking Vulnerability Study

ix. Human Trafficking Is a Form of Slavery

In the short term, individual exposure to anti-trafficking campaigns has a stronger effect on an individual's recognition that human trafficking is a form of slavery than group exposure. In the long term, there are no differential effects by the two treatment types.

Pre-treatment, 79% of respondents who received the individual treatment correctly recognized that human trafficking is a form of slavery, as shown in Figure VI-20. Following treatment exposure, correct responses to this question increased to 91.5% in the short term, and then decreased to 87.2% over the long run. Had these respondents instead been exposed to the group treatment, correct responses would have been 3.5 percentage points lower in the short term (88.0%), and 2 percentage points lower in the long term (85.2%). The difference in the share of correct responses by the two treatment types is only statistically significant in the short term, and thus allows us to underscore the greater impact of the individual treatment on correct identification of human trafficking as a form of slavery immediately following treatment exposure. However, this differential effect is not enduring.

Figure VI-20: Share of Individuals Who Say Human Trafficking Is a Form of Slavery by Individual versus Group Treatment



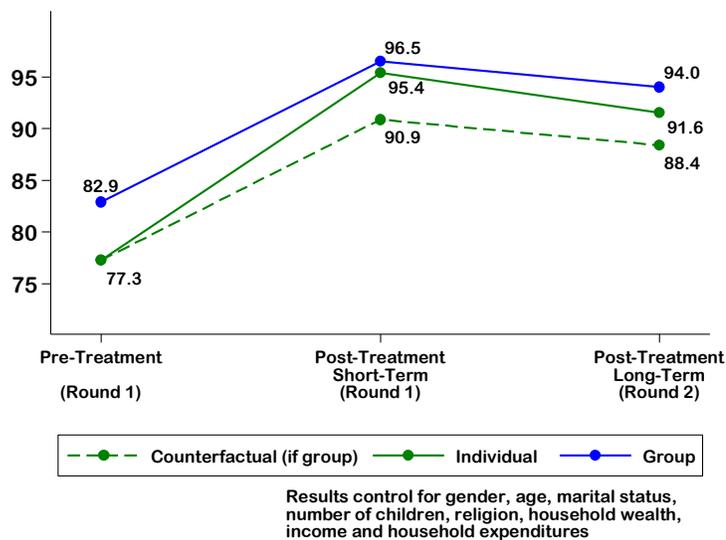
Source: Nepal Human Trafficking Vulnerability Study

x. Men Can Be Trafficked

In both the short term and long term, individual exposure to anti-trafficking campaigns has a stronger effect on an individual's recognition that men can be trafficked than group exposure to the campaigns.

As shown in Figure VI-21, we also asked respondents if they think that men can be trafficked. Pre-treatment, 77.3% of individually treated respondents affirmed that men can be trafficked, a number that increased to 95.4% in the short-term post-treatment round. Correct responses would have been 4.5 percentage points lower (90.9%) if these respondents had been assigned to the group treatment instead. In the long term, correct response rates remained high, with 91.6% of individually treated respondents providing correct answers to this question. Had these respondents been exposed to the group treatment, these rates would have been 3.2 percentage points lower (88.4%). In both the short term and the long term, these differences are statistically significant, which shows that the individual-level treatment is more effective at increasing respondent knowledge around the human trafficking vulnerability of men. It will be important to conduct future research on the types of conversations that frequently occur in group settings to disentangle why group exposure is not as effective at changing perceptions that men can be trafficked.

Figure VI-21: Share of Individuals Who Say Men Can Be Trafficking Victims by Individual versus Group Treatment



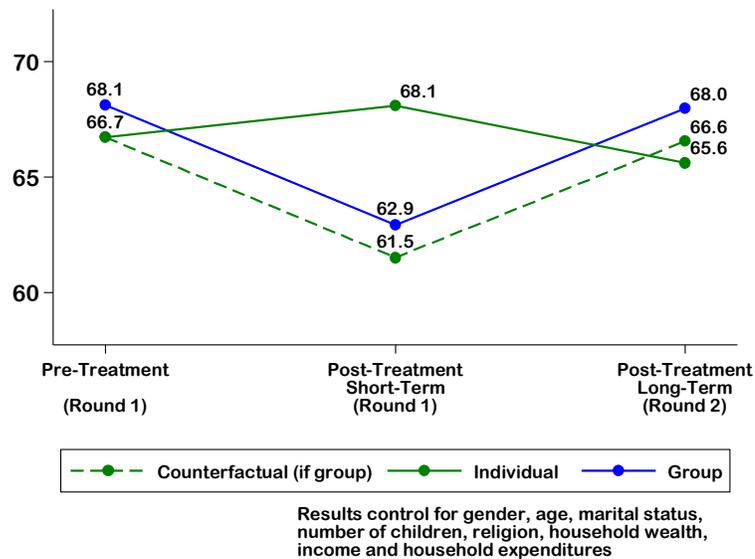
Source: Nepal Human Trafficking Vulnerability Study

xi. A Person Cannot Be Trafficked If Knowingly Entered into Prostitution

In the short term, individual-level exposure to anti-trafficking campaigns has a stronger positive effect on a respondent's understanding that those who knowingly entered into prostitution can be trafficked than individual exposure. This effect is short lived, however.

Finally, we asked respondents if they believe that a person who knowingly enters into prostitution can still be trafficked. Pre-treatment, 66.7% of individually treated respondents held this belief (see Figure VI-22). In the short-term post-treatment survey, this percentage increased to 68.1%. Had these respondents instead participated in the group treatment, correct responses to this question would have been 6.6 percentage points lower. This difference is statistically significant, and can thus be attributed to differences in the individual and group experience of the mass media campaign. In the long-term, 65.6% of individually treated respondents correctly responded to this question. While this response rate would have been 1 percentage point higher had they participated in the group treatment, this difference is not statistically significant.

Figure VI-22: Share of Individuals Who Say Those Who Knowingly Entered into Prostitution Can Still be Trafficking Victims by Individual versus Group Treatment



Source: Nepal Human Trafficking Vulnerability Study

F. Attitudes Toward Human Trafficking Victims

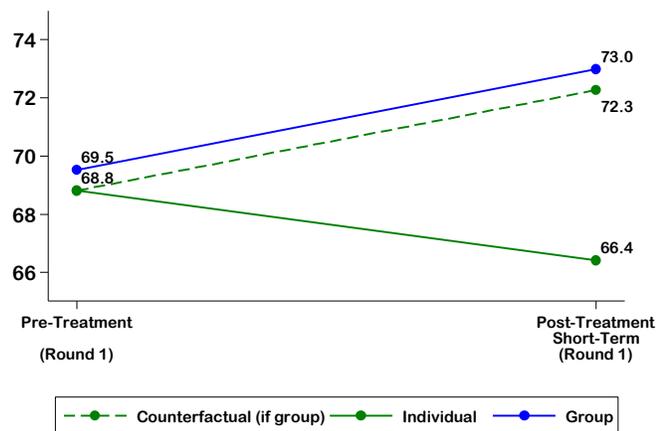
We next examine the effects of individual versus group exposure to anti-trafficking mass media campaigns on attitudes toward human trafficking victims.

i. Would Have a Conversation with a Labor Trafficking Victim

At least in the short term, group exposure to anti-trafficking campaign materials is more effective at increasing respondent willingness to have a conversation with a labor trafficking victim than individual exposure.

Figure VI-23 shows respondent willingness to have a conversation with a labor trafficking victim by the two different exposure types. Pre-treatment, the percentage of individually- and group-treated respondents who expressed a willingness to have a conversation with a victim of labor trafficking was relatively high, at 68.8% and 69.5%, respectively. Post-treatment, this percentage decreased to 66.4% for individually treated respondents. Had these respondents been exposed to the awareness campaigns in a group setting, willingness to have a conversation with a labor trafficking victim would have increased by 5.9 percentage points. This difference is statistically significant, and shows that the group treatment is much more effective at increasing respondent willingness to engage with labor trafficking victims than the individual treatment.

Figure VI-23: Share of Individuals Willing to Have a Conversation with a Labor Trafficking Victim by Individual versus Group Treatment⁵⁴



Results control for gender, age, marital status, number of children, religion, household wealth, income and household expenditures

Source: Nepal Human Trafficking Vulnerability Study

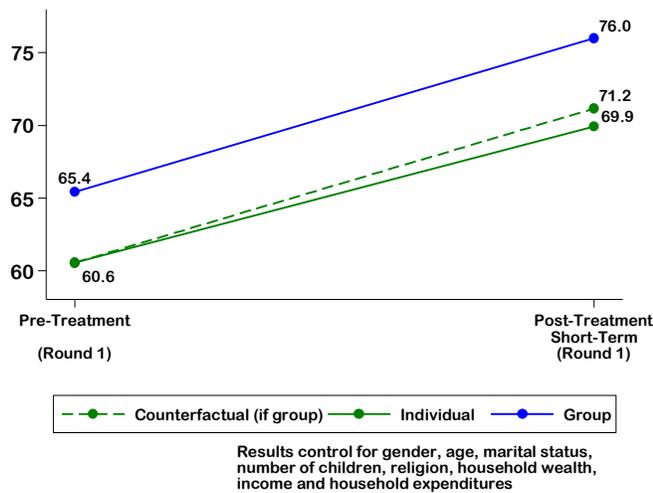
⁵⁴ We did not ask this question in Round 2 of data collection, so there are only two data points for this figure.

ii. **Would Have a Conversation with a Sex Trafficking Victim**

There is no differential effect on a respondent's willingness to have a conversation with a victim of sex trafficking by whether a respondent processes information campaign information individually or in a group.

As shown in Figure VI-24, a different pattern emerges with respect to attitudes about conversing with a victim of sex trafficking as opposed to a victim of labor trafficking. Pre-treatment, the percentage of individually and group-treated respondents who would have a conversation with a sex trafficking victim was relatively high, at 60.6% and 65.4%, respectively. Post-treatment, percentages increased for both groups of respondents, to 69.9% and 76.0%, respectively. If individually treated respondents had participated in a group treatment instead, the percentage of respondents willing to have a conversation with a sex trafficking victim would have been only marginally higher (1.3 percentage points). This difference is not statistically significant.

Figure VI-24: Share of Individuals Willing to Have a Conversation with a Sex Trafficking Victim by Individual versus Group Treatment⁵⁵



Source: Nepal Human Trafficking Vulnerability Study

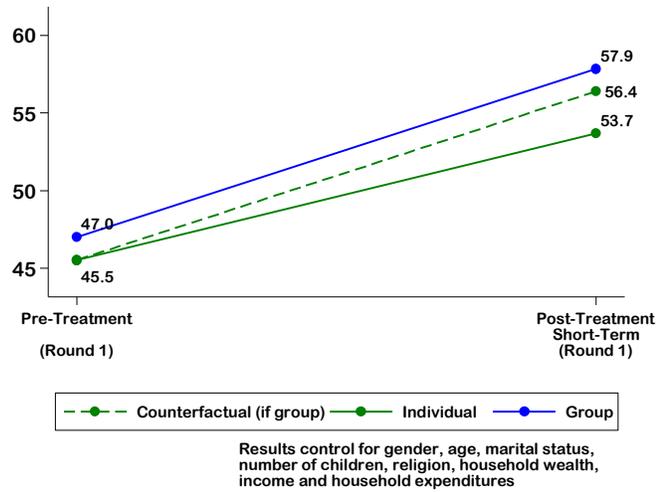
⁵⁵ We did not ask this question in Round 2 of data collection, so there are only two data points for this figure.

iii. Would Share a Meal with a Labor Trafficking Victim

There is no differential effect on a respondent's willingness to share a meal with a victim of labor trafficking by whether a respondent is exposed to an information campaign individually or in a group.

Figure VI-25 shows respondent willingness to share a meal with a labor trafficking victim. Pre-treatment, the percentage of individually and group-treated respondents who would share a meal with a victim of labor trafficking was 45.5% and 47.0%, respectively. Post-treatment, percentages increased for both groups of respondents to 53.7% for individually treated respondents and 57.9% for those assigned to group exposure to mass media campaigns. If individually treated respondents had instead participated in a group treatment, the percentage reporting their willingness to share a meal with a labor trafficking victim would have been 2.7 percentage points higher; however, this difference is not statistically significant.

Figure VI-25: Share of Individuals Willing to Share a Meal with a Labor Trafficking Victim by Individual versus Group Treatment⁵⁶



Source: Nepal Human Trafficking Vulnerability Study

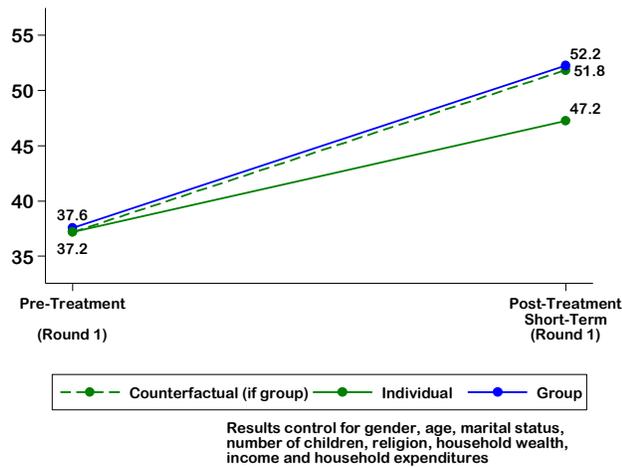
⁵⁶ We did not ask this question in Round 2 of data collection, so there are only two data points for this figure.

iv. Would Share a Meal with a Sex Trafficking Victim

Anti-trafficking campaigns have no differential effect by type of exposure (individual versus group) on a respondent’s willingness share a meal with a victim of sex trafficking.

Figure VI-26 shows respondent willingness to share a meal with a sex trafficking victim, a pattern that also differs from attitudes toward labor trafficking victims. Pre-treatment, the percentage of individually and group-treated respondents who would share a meal with a victim of sex trafficking was 37.2% and 37.6%, respectively. Post-treatment, percentages increased for both groups of respondents to 47.2% for respondents exposed to the individual treatment, and 52.2% for those exposed to the group treatment. Had respondents in the individual treatment instead participated in exposure to the mass media campaign in a group, their willingness to share a meal with a sex trafficking victim would have been 4.6 percentage points higher. However, this difference is not statistically significant.

Figure VI-26: Share of Individuals Willing to Share a Meal with a Sex Trafficking Victim by Individual versus Group Treatment⁵⁷



Source: Nepal Human Trafficking Vulnerability Study

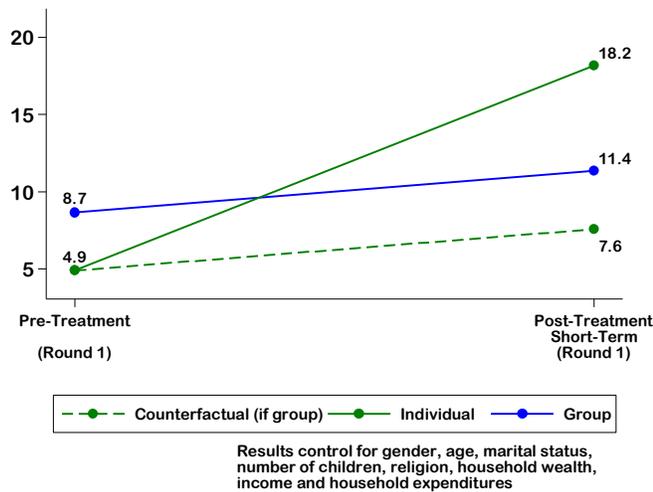
⁵⁷ We did not ask this question in Round 2 of data collection, so there are only two data points for this figure.

v. Blame Labor Trafficking Victims for What Happened to Them

At least in the short term, group exposure to anti-trafficking mass media campaigns decreases respondent blame toward victims of labor trafficking in comparison to individual exposure.

Figure VI-27 shows that pre-treatment, only 4.9% of the individually treated respondents and 8.7% of group-treated respondents blamed labor trafficking victims for what happened to them. After exposure to the treatment, these percentages increased for both groups, up to 18.2% for individually treated respondents, and up to 11.4% for those exposed to the group treatment. Had those that were treated individually participated in the group treatment instead, levels of blame of those exposed to the individual treatment would instead have been 10.6 percentage points lower (7.6%). This difference is statistically significant, which shows that an individual-level treatment leads to increased blame following exposure to the treatment relative to a group-level treatment. Group level deliberation may lead some communities to converge on a belief that labor trafficking victims should take greater ownership over the decisions they made to get themselves into a compromised position. Future research of the type of deliberation that can take place is necessary to see if there are systematic patterns in conversations that place greater responsibility and agency on potential victims.

Figure VI-27: Share of Individuals Blaming Labor Trafficking Victim by Individual versus Group Treatment⁵⁸



Source: Nepal Human Trafficking Vulnerability Study

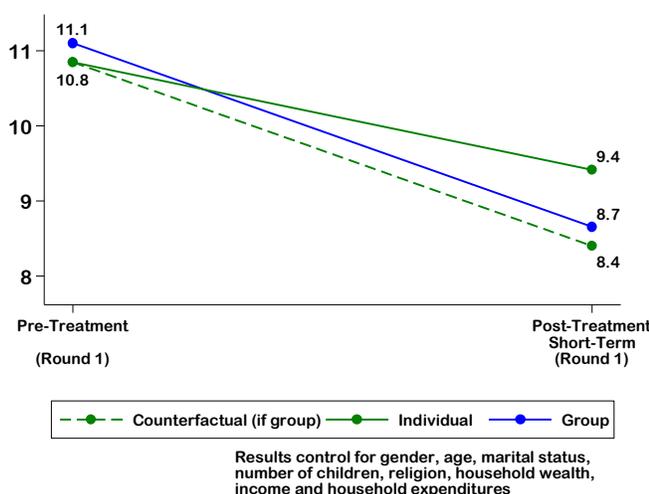
⁵⁸ We did not ask this question in Round 2 of data collection, so there are only two data points for this figure.

vi. Blame Sex Trafficking Victims for What Happened to Them

At least in the short term, there are no differential effects by exposure type (individual versus group) on a respondent’s willingness to blame sex trafficking victims for their experience.

In contrast to labor trafficking, the percentage of respondents who blame sex trafficking victims for what happened to them decreased following exposure to the treatment, from 10.8% to 9.4% for respondents who were individually treated, and from 11.1% to 8.7% for those treated in groups (see Figure VI-28). Had individually treated respondents instead participated in a group treatment, the percentage of respondents blaming sex trafficking victims for what happened to them would have been 1 percentage point lower. This modest difference is not statistically significant, and hence, we can conclude there are no differential effects by type of exposure (individual versus group).

Figure VI-28: Share of Individuals Blaming Sex Trafficking Victim by Individual versus Group Treatment⁵⁹



Source: Nepal Human Trafficking Vulnerability Study

vii. Human Trafficking Victims Empowered and Responsible for What Happened to Them

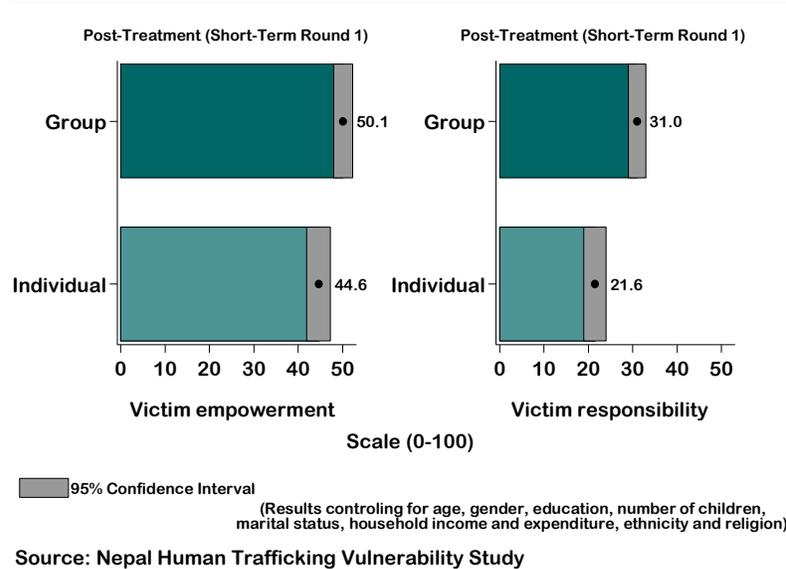
At least in the short term, relative to individual exposure to awareness campaigns, group exposure to awareness campaigns increases perceptions that victims are empowered and that they bear some responsibility for what happened to them.

We now focus on respondent perceptions of victim empowerment and responsibility. The graph on the left-hand side of Figure VI-29 shows that the average perception level that victims of human trafficking are empowered to change their circumstances, among individually treated respondents versus group-treated respondents, is 44.6 points and 50.1 points (on a 0 to 100 scale), respectively. This 3.5-point difference is statistically significant, meaning that the group treatment is more effective at increasing perceptions of victim empowerment than the individual treatment.

⁵⁹ We did not ask this question in Round 2 of data collection, so there are only two data points for this figure.

When asked about the extent to which human trafficking victims are responsible for the bad things that happen to them, on average, individually treated respondents rated victim responsibility at 21.6 points (on a 0 to 100 scale), and group-treated respondents rated this responsibility at 31 points (on a 0 to 100 scale). This difference is also statistically significant, which indicates that exposure to the group treatment actually increases the sense that victims are responsible for being trafficked. Enhanced levels of victim responsibility and empowerment among group-treated respondents may help explain why blame for labor trafficking victims was higher for those exposed to group treatments. Why blame for sex trafficking victims is not higher is worth exploring, as the type of trafficking appears to matter in blame attribution.

Figure VI-29: Perceptions of Victim Empowerment and Responsibility by Individual versus Group Treatment

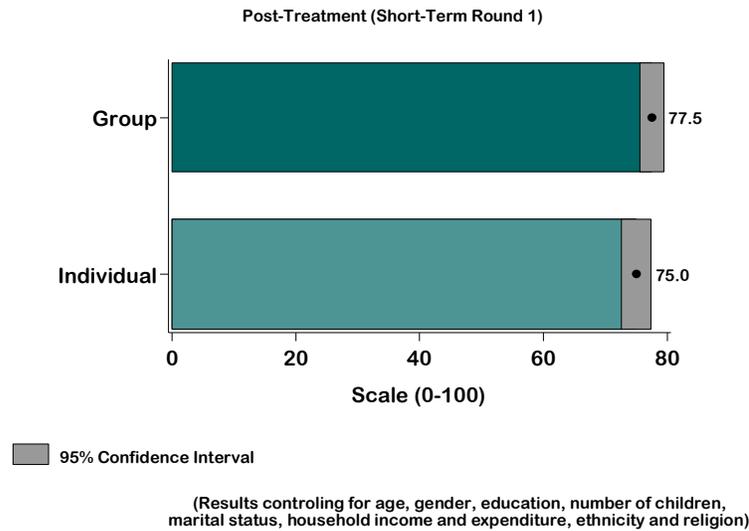


viii. Police Are Helpful in Assisting Human Trafficking Victims

At least in the short term, there are no differential effects by exposure type (individual versus group) on a respondent’s assessment of the helpfulness of the police in assisting victims of human trafficking.

Figure VI-30 shows the effects of individual versus group treatments on respondent perceptions of police helpfulness in assisting victims of human trafficking. On average, respondents assigned to the individual treatment rated police helpfulness as 75.0 points on a 0 to 100 scale, while those in the group treatment rated their helpfulness as 77.5 points. This 2.5-point difference is just shy of being statistically significant.

Figure VI-30: Perceptions of Police Helpfulness in Assisting Human Trafficking Victims by Individual versus Group Treatment



Source: Nepal Human Trafficking Vulnerability Study

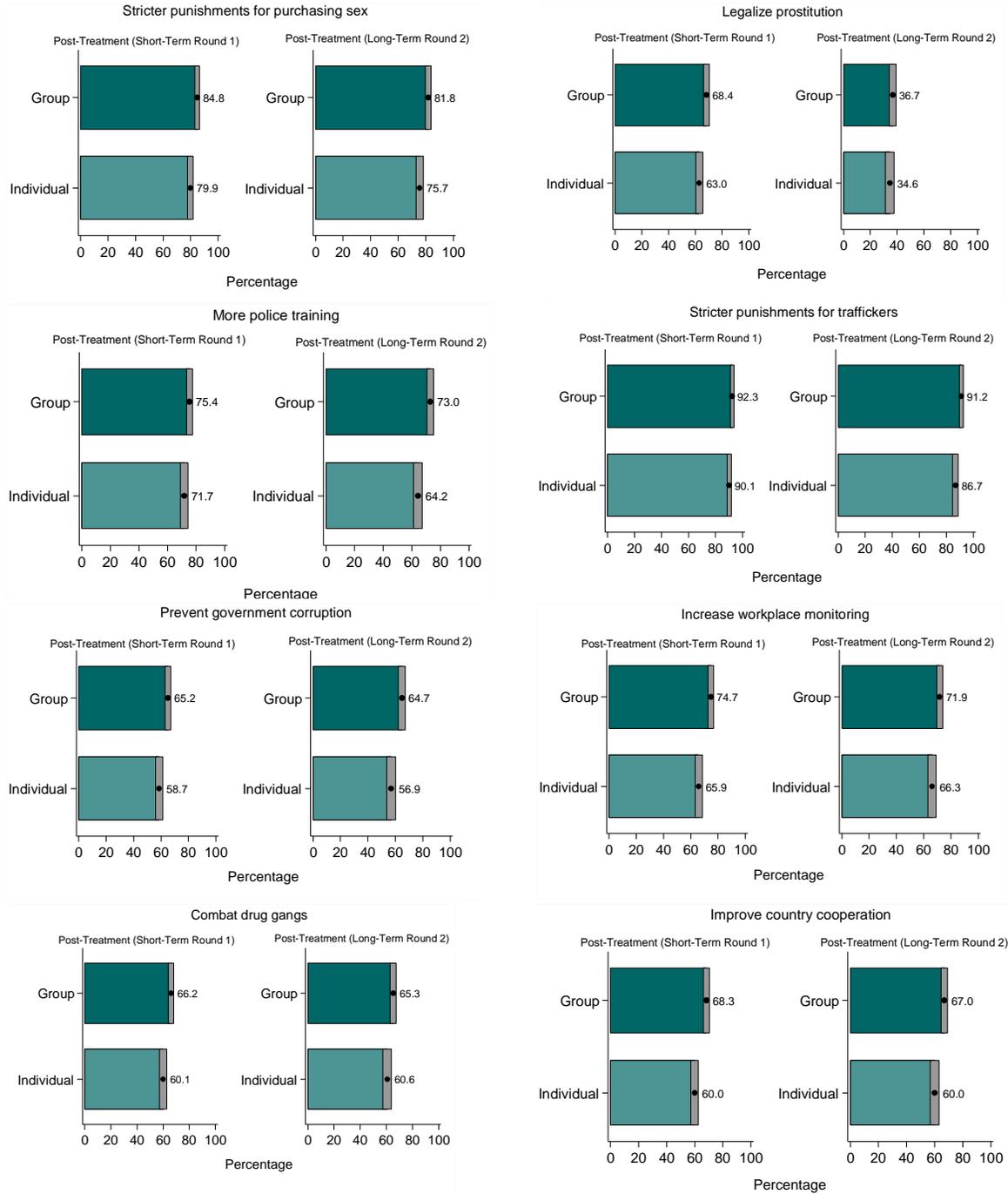
G. Attitudes Toward Anti-Trafficking Policies

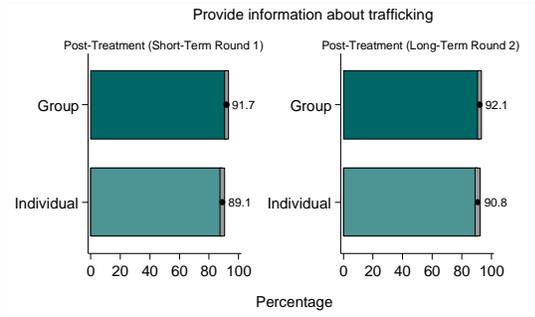
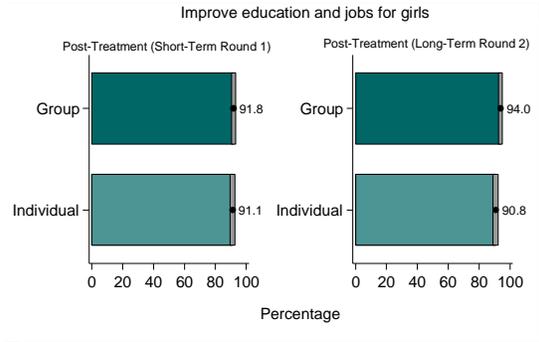
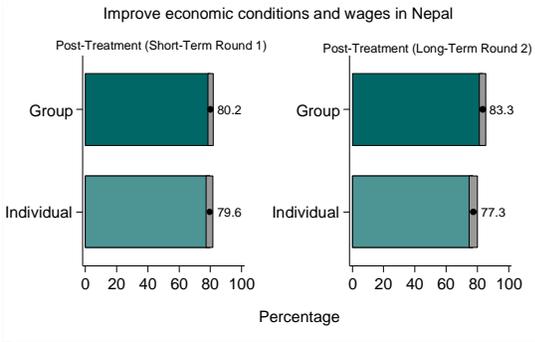
Overall, group exposure to anti-trafficking campaigns elicits greater support than individual exposure for a range of anti-trafficking policies. However, each of these policies is not necessarily helpful from the perspective of human trafficking. It is quite possible that many people do not necessarily know what policies are the most effective, that they generally support policies in the name of fighting human trafficking, and that what we are capturing are general increases by exposure type (individual versus group) due to information campaigns.

We next explore the effects of individual versus group treatments on respondent perceptions of anti-trafficking policies. Figure VI-31 shows a breakdown of individually and group-treated respondent support for a range of policy measures, in both the short-term and long-term post-treatment surveys. In general, we can conclude that support for these recommendations is high, and that exposure to the group treatment has a statistically significant greater impact on respondent support for all of these policies. In both the short term and long term, group treatments have a statistically significant greater impact on policies tied to support for adopting stricter penalties for purchasing sex, providing more police training, preventing government corruption, increasing workplace monitoring and supervision, combatting drug gangs, and improving collaboration between countries. Group treatments elicit greater support than

individual treatments for legalizing prostitution and providing people with more information about trafficking in the short term, but not the long term. Interestingly, we detect greater support among group-treated respondents compared to individually treated respondents for provisions to educate and create more work options for girls in the long term only.

Figure VI-31: Policy Preferences to Combat Human Trafficking by Individual versus Group Treatment





95% Confidence Interval

(Results controlling for age, gender, education, number of children, marital status, household income and expenditure, ethnicity and religion)

Source: Nepal Human Trafficking Vulnerability Study

H. Actions to Combat Human Trafficking

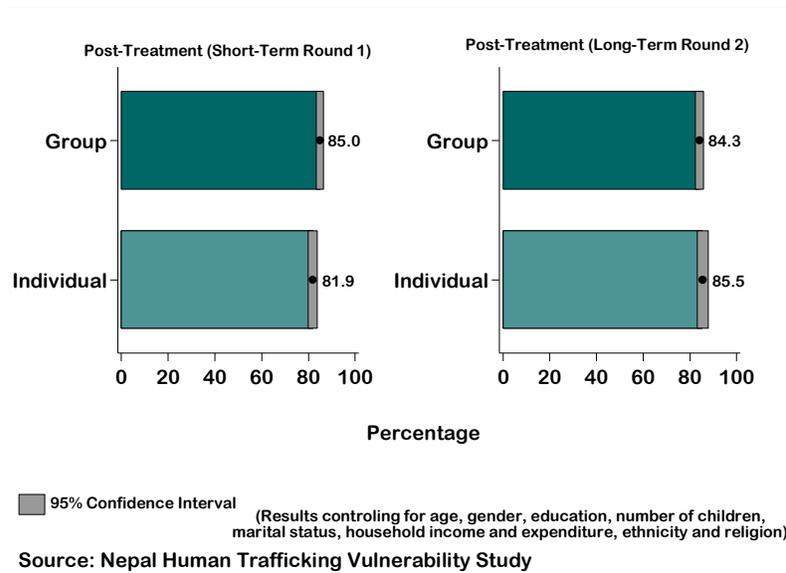
In the final section of this chapter, we explore the effects of individual versus group experiences of mass media campaigns on respondent actions to fight human trafficking.

i. Would Call the Police about a Situation of Human Trafficking

In the short term, group exposure to awareness campaigns elicits a greater willingness to call the police about a situation of human trafficking than individual exposure. Interestingly, this difference is not enduring.

In the short-term post-treatment survey, 81.9% of individually treated respondents and 85% of group-treated respondents said that they would alert the police about a situation that they perceived as trafficking (see Figure VI-32). In the long term, these percentages increased for respondents treated individually to 85.5%, and slightly decreased for those who participated in the group treatment to 84.3%. The difference in respondent willingness to report situations of human trafficking by exposure type (individual versus group) is statistically significant in the short term only.

Figure VI-32: Share of Individuals Willing to Call the Police about a Situation of Human Trafficking by Individual versus Group Treatment

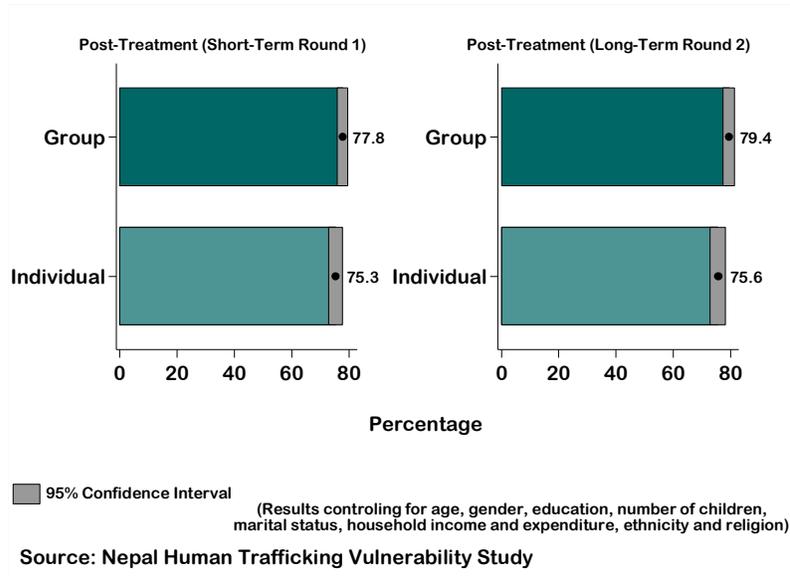


ii. Would Vote for a Law to Restrict the Ability of Young Girls to Move Outside of Nepal

Group-treated individuals are more willing to support a law to restrict the ability of young girls to move outside of Nepal than individually treated individuals.

Figure VI-33 shows that in the short-term post-treatment survey, 75.3% of individually treated respondents and 77.8% of group-treated respondents reported a commitment to vote for a law to restrict the ability of young girls to move outside Nepal. This 2.5 percentage point difference is just shy of being statistically significant. In the long term, both of these percentages increased slightly, to 75.6% and 79.4%, respectively. This corresponding difference of 3.8 percentage points is statistically significant in the long term.

Figure VI-33: Share of Individuals Willing to Vote for a Law to Restrict the Ability of Young Girls to Move Outside Nepal by Individual versus Group Treatment

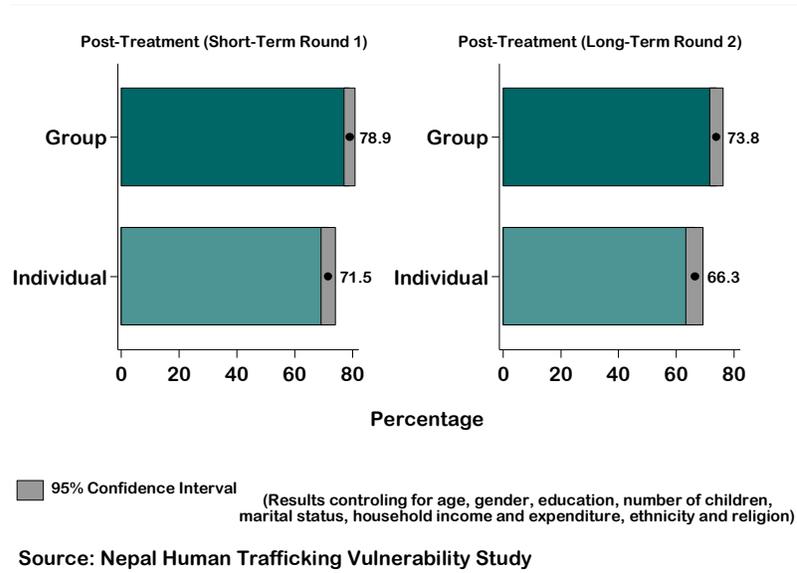


iii. Would Talk with Family and Friends about Trafficking

In both the short term and the long term, group exposure to anti-trafficking campaigns is more effective than individual exposure at increasing respondent willingness to talk with family and friends about human trafficking.

Figure VI-34 presents respondent willingness to talk with family and friends about trafficking. In the short-term post-treatment round, 71.5% of individually treated and 78.9% of group-treated respondents were willing to talk to family and friends about human trafficking. In the long term, respondent willingness to talk with family members and friends about human trafficking decreased to 66.3% for respondents who were individually treated and to 73.8% for group-treated respondents. Despite these changes over time, in both the short term and the long term, the differences in the share of individuals reporting a willingness to participate in conversations about human trafficking with family and friends by exposure type (individual versus group) are statistically significant. In other words, group treatments are more effective at increasing respondent's beliefs of the importance of sharing knowledge and information about human trafficking in their community than the individual treatments.

Figure VI-34: Share of Individuals Willing to Talk with Family and Friends about Human Trafficking by Individual versus Group Treatment



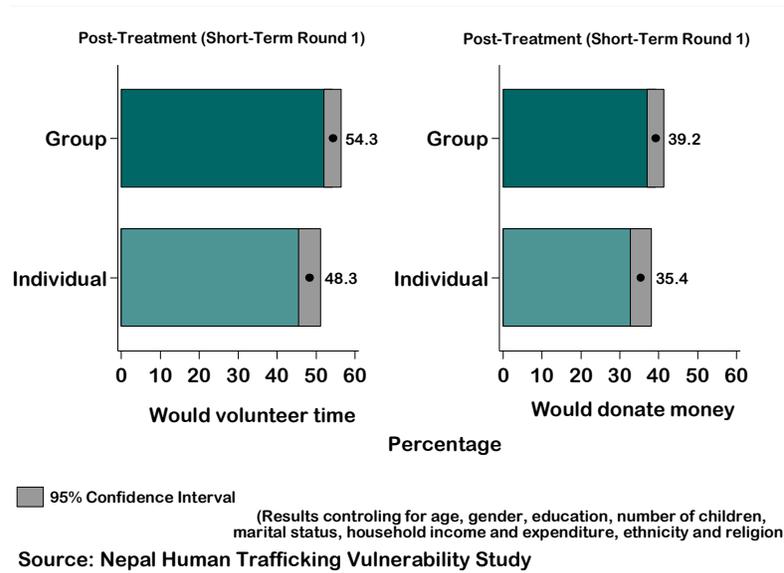
iv. Would Volunteer Time and Donate Money to an Anti-Trafficking Organization

At least in the short term, group exposure to anti-trafficking materials is more effective than individual exposure at increasing both a person’s willingness to commit to volunteering for an anti-trafficking organization and a person’s willingness to commit to donating money to an anti-trafficking organization.

We also asked respondents about willingness to volunteer with an anti-trafficking organization. As shown on the left-hand side of Figure VI-35, 48.3% of individually treated respondents and 54.3% of group-treated respondents reported that they would volunteer time to an anti-trafficking organization. This 6 percentage point difference is statistically significant, which suggests that exposure to the mass media group treatment has a greater impact on respondent willingness to volunteer than the individual treatment.

Similarly, when asked about donating money to an anti-trafficking organization, 35.4% of individually treated respondents and 39.2% of group-treated respondents reported a willingness to donate money. This 3.8 percentage point difference is again statistically significant.

Figure VI-35: Share of Individuals Willing to Donate Money or Volunteer at an Anti-Trafficking Organization by Individual versus Group Treatment

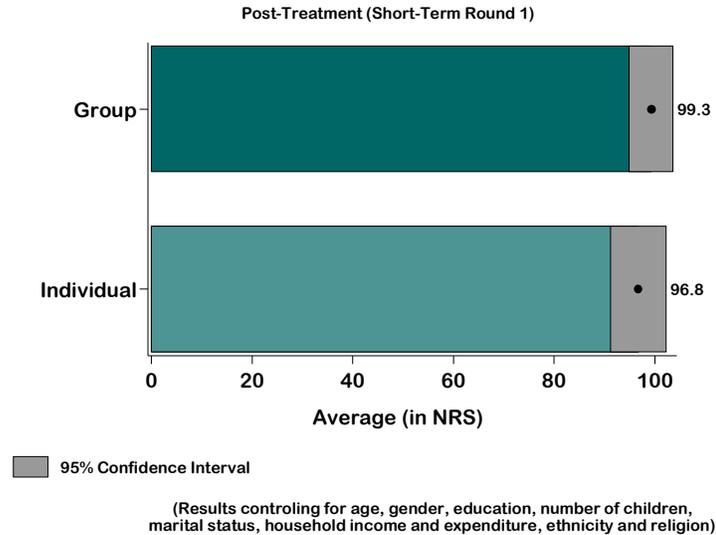


v. Average Amount Donated to an Anti-Trafficking Organization

At least in the short term, there is no differential effect on the actual amount of money a person donates to an anti-trafficking organization by exposure type (individual versus group).

As shown in Figure VI-36, when asked to actually donate money to an anti-trafficking organization, respondents treated individually donated, on average, 96.8 NRS. Those in the group treatment donated an average of 99.3 NRS. This 2.5 NRS difference is not statistically significant, which suggests that both types of treatments have comparable effects on respondent willingness to donate to this cause.

Figure VI-36: Average Amount Donated to an Anti-Trafficking Organization by Individual versus Group Treatment



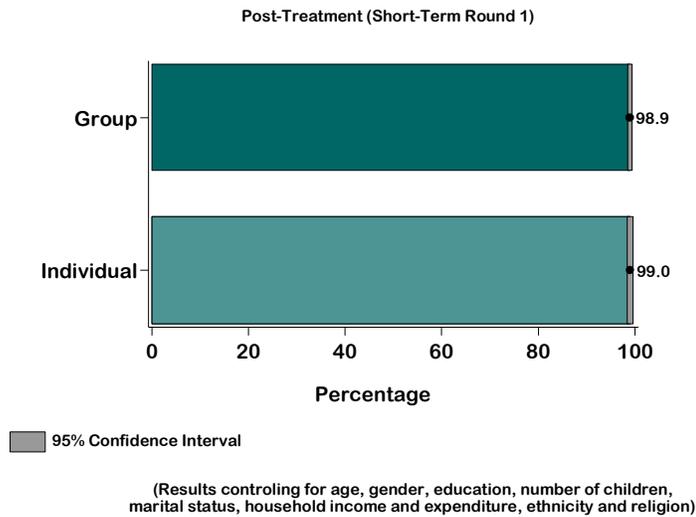
Source: Nepal Human Trafficking Vulnerability Study

vi. Has Signed a Petition

At least in the short term, there is no differential effect by exposure type (individual versus group) on a respondent's willingness to sign an anti-trafficking petition.

As described in Part I of this report, respondents were invited to sign a petition demanding that the government increase efforts to fight human trafficking in Nepal. Figure VI-37 shows that 99.0% of individually treated respondents and 98.9% of group-treated respondents signed the petition. The 0.1% difference is neither substantively nor statistically significant. Regardless of exposure type, there was a near 100% participation rate.

Figure VI-37: Percentage of Respondents Who Signed a Petition by Individual versus Group Treatment



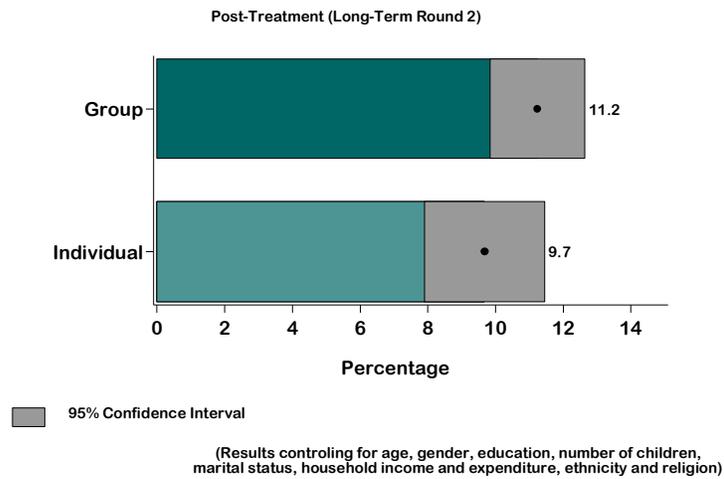
Source: Nepal Human Trafficking Vulnerability Study

vii. Sent a Postcard

At least in the short term, there is no differential effect by awareness campaign exposure type (individual versus group) on a respondent's willingness to send in a postcard to lobby the government of Nepal to take greater action against human trafficking.

As described in Part I, respondents were provided with the opportunity to mail a pre-stamped postcard calling for the Nepalese government to take action to combat human trafficking. Figure VI-38 shows that 9.7% of individually treated respondents and 11.2% of group-treated respondents mailed the postcard. This difference is not statistically significant.

Figure VI-38: Postcard Participation by Individual versus Group Treatment



Source: Nepal Human Trafficking Vulnerability Study

I. Conclusion

Table VI-1 below provides an overall summary of the impact evaluation results for Chapter VI. As explained previously, these results are presented in terms of percentage points.

The table reports the magnitude and direction of the changes⁶⁰ in outcomes variables for which we found a statistically significant change between respondents who were exposed to the human trafficking awareness campaigns individually or in groups.⁶¹ In other words, we report the magnitude and the direction of statistically significant changes of outcome variables for which group treatment leads to a higher or lower level of response on the outcome variable of interest relative to the individual treatment.

Table VI-1: Summary of the Impact of Human Trafficking intervention by Individual versus Group Treatment

Variable name	Short-Term Post-Treatment	Long-Term Post-Treatment
Identifying Past Experiences with Human Trafficking		
Have been trafficked	NOT statistically significant	-
Family members or friends have been trafficked	↑ 3.1 percentage points	NOT statistically significant
Sense of Urgency Around Human Trafficking		
Concern about human trafficking	↓ 2.0 points	NOT statistically significant
Human trafficking is a big problem in respondent's community	↓ 2.8 points	NOT statistically significant
Human trafficking is a big problem in Nepal	↓ 1.2 points	NOT statistically significant
Government should prioritize anti-trafficking policies and programs	↓ 2.2 points	↓ 1.5 points
Perceptions of Frequency of Types of Human Trafficking		
People being forced to work for little or no pay	↑ 4.2 points	↑ 3.6 points
People being forced to work to pay off a debt	↑ 3.4 points	↑ 2.6 points
People being forced to engage in prostitution	↑ 4.6 points	↑ 1.7 points
Women being sold into marriage	↑ 2.8 points	NOT statistically significant

⁶⁰ Numbers in Table VI-1 indicate the magnitude of the change, while the arrow indicates the direction of the change. Arrows pointing up indicates an increase in the outcome variable as a result of the treatment, while arrows pointing down indicate a decrease in the outcome variable as a result of the treatment.

⁶¹ Throughout this chapter, we report that effects are statistically significant if the p-value is less than 0.10 (e.g., there is only a 10% chance that we observe the effect we did if the effect is actually really zero).

Variable name	Short-Term Post-Treatment	Long-Term Post-Treatment
Knowledge on Human Trafficking		
Lack of information as a main reason of why people become trafficked	↑ 3.0 percentage points	↑ 6.0 percentage points
Women over 16 are at high risk	↓ 1.7 points	NOT statistically significant
Girls under 16 are at high risk	↓ 1.8 points	↓ 2.3 points
Boys under 16 are at high risk	NOT statistically significant	NOT statistically significant
Men over 16 are at high risk	NOT statistically significant	NOT statistically significant
Members of the ward are more at risk	NOT statistically significant	NOT statistically significant
Human trafficking requires movement across state or national borders	NOT statistically significant	NOT statistically significant
The only type of human trafficking is sex trafficking	NOT statistically significant	NOT statistically significant
Variable name	Short-Term Post-Treatment	Long-Term Post-Treatment
Human trafficking is a form of slavery	↓ 3.5 percentage points	NOT statistically significant
Men can be trafficked	↓ 4.5 percentage points	↓ 3.2 percentage points
Cannot be trafficked if knowingly entered into prostitution	↓ 6.6 percentage points	NOT statistically significant
Attitudes Toward Human Trafficking Victims		
Would have a conversation with a labor trafficking victim	↑ 5.9 percentage points	-
Would have a conversation with a sex trafficking victim	NOT statistically significant	-
Would share a meal with a with a labor trafficking victim	NOT statistically significant	-
Would share a meal with a with a sex trafficking victim	NOT statistically significant	-
Blame labor trafficking victims for what happened to them	↓ 10.6 percentage points	-
Blame sex trafficking victims for what happened to them	NOT statistically significant	-
Level of empowerment of human trafficking victims	↑ 5.5 points	-
Level of personal responsibility of human trafficking victims	↑ 9.4 points	-
Police are helpful in assisting human trafficking victims	NOT statistically significant	-

Variable name	Short-Term Post-Treatment	Long-Term Post-Treatment
Attitudes Toward Anti-Trafficking Policies		
Adopt stricter penalties for purchasing sex	↑4.9 percentage points	↑1.6 percentage points
Legalize prostitution	↑5.4 percentage points	↑ NOT statistically significant
Provide more police training	↑3.7 percentage points	↑8.8 percentage points
Adopt stronger penalties for traffickers	↑2.2 percentage points	↑4.5 percentage points
Prevent government corruption	↑6.5 percentage points	↑7.8 percentage points
Increase workplace monitoring and supervision	↑8.8 percentage points	↑5.6 percentage points
Combat drug gangs	↑6.1 percentage points	↑4.7 percentage points
Improving how countries work together	↑8.3 percentage points	↑7.0 percentage points
Improve economic conditions and wages in Nepal	NOT statistically significant	↑6.0 percentage points
Provide people with more information about trafficking	↑2.6 percentage points	NOT statistically significant
Educate girls and provide them with more work options	NOT statistically significant	↑3.2 percentage points
Self-Reported Actions to Combat Human Trafficking		
Would call the police about a situation of human trafficking	↑ 3.1 percentage points	NOT statistically significant
Would vote a law to restrict the ability of young girls to move outside of Nepal	NOT statistically significant	↑ 3.8 percentage points
Would talk with family and friends about trafficking	↑ 7.4 percentage points	↑ 7.5 percentage points
Would volunteer time to an anti-trafficking organization	↑ 6.0 percentage points	-
Would donate money to an anti-trafficking organization	↑ 3.8 percentage points	-
Average amount to an anti-trafficking organization	NOT statistically significant	-
Has signed a petition	NOT statistically significant	-
Sent a postcard	-	NOT statistically significant

CHAPTER VII. MEASURING THE DIFFERENTIAL IMPACT OF AWARENESS CAMPAIGNS BY MESSAGE FORMAT AND TYPE

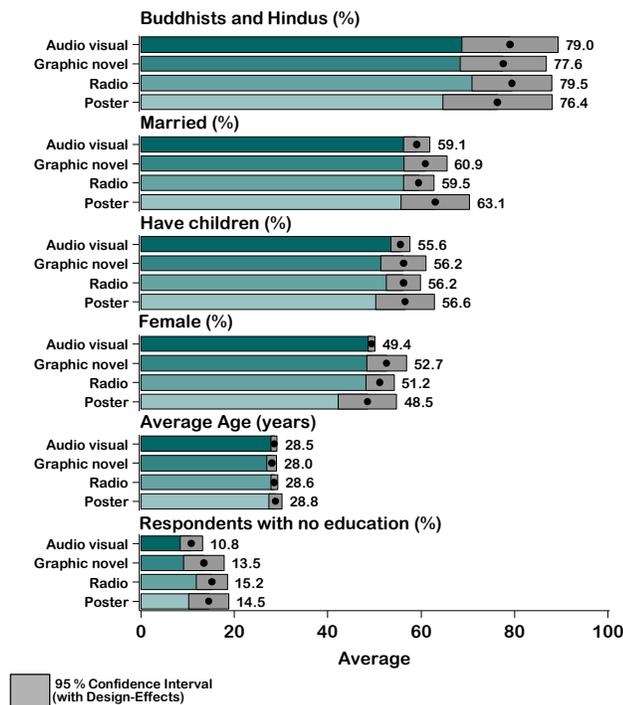
A. Introduction

As discussed in Chapter I, this research study consists of four different formats of media campaigns: posters, which are fact-based; and graphic novels, radio dramatizations, and an audio-visual treatment, all three of which are narrative mass media interventions, as they include anti-trafficking messages enfolded in stories with characters who become victims of human trafficking.

The intervention also involves two different types of messages around human trafficking: an empowerment-based narrative, where the characters have agency and take control over their lives; and a danger-based narrative, where these same characters are much more powerless, and do not take initiative in the process of making decisions about accepting jobs and migrating for work when they encounter circumstances that place them at high risk of becoming victims of human trafficking.

In this chapter, we analyze the effectiveness of different anti-trafficking formats and message types (empowerment or danger) on respondents' attitudes and beliefs toward human trafficking. Given that everyone who was assigned to group-based campaigns received an audio-visual treatment, we restrict this analysis to those assigned to individual-based awareness campaigns only.

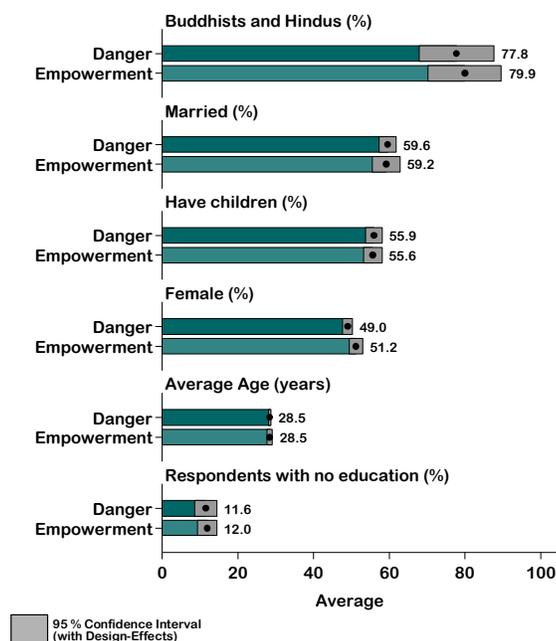
Figure VII-1: Balance on Baseline Characteristics by Treatment Format



Source: Nepal Human Trafficking Vulnerability Study

Before proceeding with the analysis, we first assess that basic characteristics of individuals exposed to each of the awareness campaign formats and message types are the same (or that differences between them are not statistically significant). Since some questions were not asked both pre-treatment *and* post-treatment, this analysis acts as verification that pre-treatment averages are approximately the same across treatment formats and message types when we do not actually have pre-treatment measures. Figure VII-1 and Figure VII-2 show that individuals exposed to each of the awareness campaign formats and message types are on average similar in their socio-demographic composition.

Figure VII-2: Balance on Baseline Characteristics by Narrative Message Type



Source: Nepal Human Trafficking Vulnerability Study

B. Identifying Past Experiences with Human Trafficking

For an individual to seek assistance when they become trafficked, or when they encounter another individual who has been trafficked, they first must be able to recognize what human trafficking is. One of the crucial roles that information campaigns can thus play is to increase an individual’s ability to identify a specific situation as human trafficking.

i. Have Been Trafficked

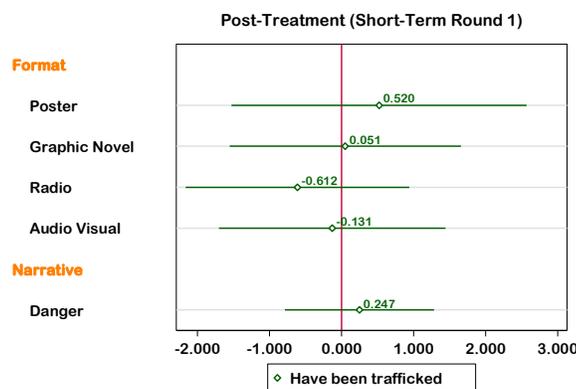
There are no observable differential effects of awareness campaigns on the ability and willingness of individuals to self-identify as having experienced human trafficking by message format or type.

As seen in Chapter V, awareness campaign materials have strong short-term effects on the ability and willingness of participants to self-identify as having experienced human trafficking. However, when we examine the number of self-reported cases of trafficking by awareness campaign format and type, we

observe minimal differences (see Figure VII-3).⁶² Poster and graphic novel treatments had a positive effect on respondents' self-reporting of past human trafficking experiences, while radio and audio-visual treatments had a negative effect. However, these effects are not statistically meaningful, indicating no detectable short-term effects in respondents' self-reporting of past human trafficking experiences when assessing each format separately. This analysis, in conjunction with the DID analysis in Chapter V, suggests that there is a small positive effect of awareness campaigns on a participant's ability and willingness to self-identify as having personally experienced human trafficking. The effect, however, is small enough that it is not statistically detectable when we disaggregate the data to look at each awareness campaign type separately.

The danger narrative was slightly more effective than the empowerment narrative in eliciting self-identification; however, again, this result is not statistically significant.

Figure VII-3: Self-Identification of Trafficking Experience by Treatment Format and Narrative Message Type



ii. Family Members or Friends Have Been Trafficked

There are no observable short-term or long-term differences by awareness campaign format or message type with respect to the effect of awareness campaigns on the ability and willingness of participants to recognize cases of human trafficking amongst family and friends.

Figure VII-4 shows the effect of information campaigns on the identification of human trafficking experiences of friends and family by each message format and type. In general, compared to the control condition, we observed that, in the short and long term, the poster treatments had a slight negative effect on respondents' reporting that family and friends have been victims of human trafficking, while graphic

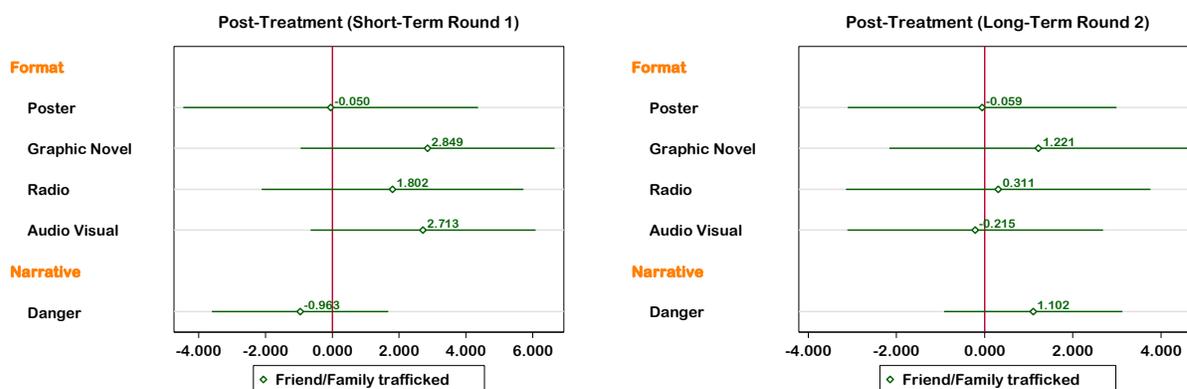
⁶² Recall that these regression graphs include a vertical line at "0." For the "Format" component, the vertical line is the effect of receiving no information (the control group). When a given variable's estimated effect falls to the left of this line, this indicates that the variable has a negative relationship with the given outcome variable relative to the control group. When the coefficient falls to the right, it has a positive relationship with the outcome variable of interest relative to the control group. These graphs also allow us to measure the relative impact of each format by comparing the magnitude and sign of each type of format in relation to each other. For the "Narrative" component, the vertical line is the effect of receiving an empowerment narrative. When the estimated effect falls to the left (right) of the line, the danger narrative has a negative (positive) effect relative to the empowerment narrative on the outcome variable of interest.

novels, radio, and audio-visual treatments had a positive effect. However, these effects are not statistically significant.

This is in contrast to the short- and long-term effects we detected in Chapter V. As with the self-reporting of human trafficking, our analyses suggest that there is a small positive effect of awareness campaigns on identifying whether family members or friends have been trafficked. However, these effects are sufficiently small that they are not statistically detectable when we disaggregate the data to look at the effects by each awareness campaign format separately.

When comparing the effects of the danger narrative and the empowerment narrative, the difference between the two narrative types is negligible in both the short term and long term.

Figure VII-4: Identification of Family/Friends Trafficking Experience by Treatment Format and Narrative Message Type



C. Sense of Urgency Around Human Trafficking

This next section examines treatment effects on respondents' sense of urgency around the issue of human trafficking in Nepal. Study participants were asked their degree of concern around human trafficking, and how much the government should prioritize policies and programs to address the issue. They were also asked to identify how much of a problem human trafficking is, both in Nepal generally and more specifically in their community.

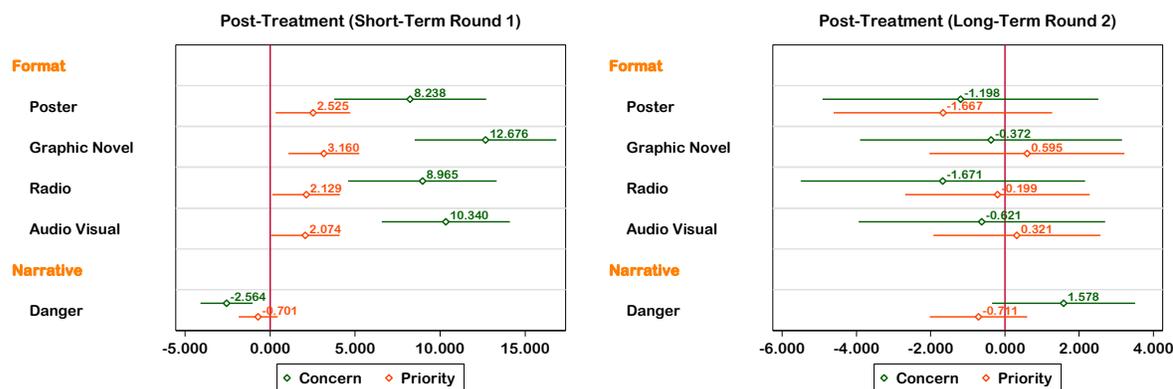
i. Concern About Human Trafficking and Prioritization of Anti-Trafficking Policies and Programs

Exposure to awareness campaigns, regardless of the format, increases concern for human trafficking and the belief that the government should prioritize anti-trafficking action in the short term. Graphic novels have an especially great impact on eliciting concern. Additionally, the empowerment narrative is more effective than the danger narrative in triggering concern for human trafficking. However, all of these effects are short-lived.

As shown in the left panel of Figure VII-5, in the short term, each of the awareness campaign formats increased a respondent's overall expressions of concern around human trafficking (by 8.2 to 12.7 percentage points) relative to not being exposed to an information format. They also increased beliefs that human trafficking is an issue requiring government prioritization (by 2.1 to 3.2 percentage points). When

comparing each of the formats, there are no distinguishable differences by format in eliciting shifts in beliefs on prioritizing human trafficking. In other words, each format is equally effective. That said, with respect to levels of concern, the graphic novel treatment can be considered the most successful. It produced the largest change in levels of concern relative to each of the other information campaign formats. Each of these differences is statistically meaningful. However, the right panel of Figure VII-5 illustrates that the positive effects of each awareness campaign, even the graphic novel, dissipated with time. In the long term, being exposed to any treatment format has no statistically distinguishable effect, relative to the control group, on concern for or prioritization of human trafficking.

Figure VII-5: Concern about Human Trafficking and Attitudes About Prioritizing Anti-Trafficking Actions by Treatment Format and Narrative Message Type



The effect of narrative message types on concern and beliefs about prioritizing human trafficking is more mixed. In the short-term post-treatment survey, respondents who were exposed to a danger narrative experienced a 2.6 percentage point decrease in their levels of concern relative to the empowerment narrative. With respect to respondents' levels of prioritization of human trafficking policies and programs, the exposure to a danger type of narrative had no effect on respondents' opinions. In the long term, there are no distinguishable differences by narrative message type on either outcome.

ii. Human Trafficking Is a Big Problem in Respondent's Community and Nepal

In the short term, each format is equally effective at increasing a person's perception that human trafficking is a big problem nationally, compared to the receipt of no information. Additionally, in the short term, the empowerment narrative is more effective than the danger narrative at increasing perceptions about the magnitude of the human trafficking problem in Nepal. However, there are no observable short-term or long-term differences by awareness campaign format or message type on the effect of awareness campaigns on a person's perception that human trafficking is a big problem locally.

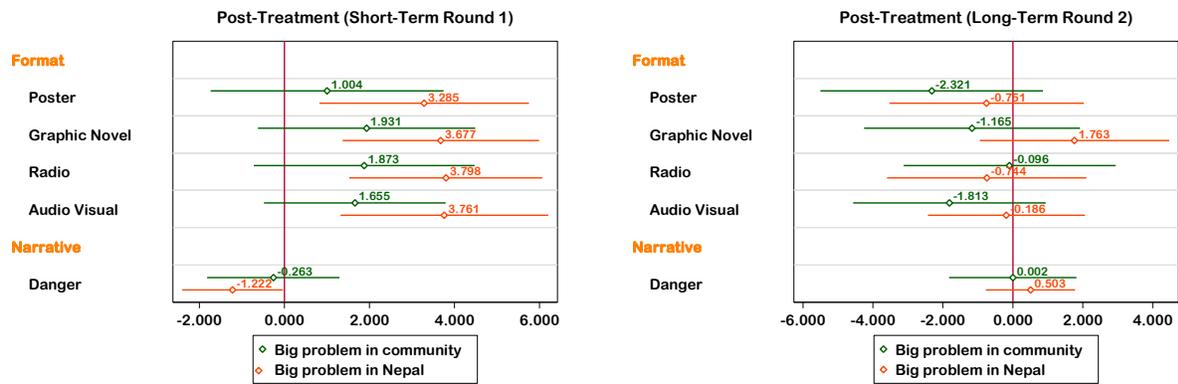
Figure VII-6 presents a visual analysis of how each format and message type affects perceptions of the scope of the human trafficking problem in an individual's community and in the country overall. As shown in the left panel of Figure VII-6, each of the treatment formats encouraged at least a three percentage point increase (actual values range from 3.3 to 3.8) in identifying trafficking as a problem in Nepal. The estimates for each of the treatment formats are relatively similar, and statistical analyses of their differential effects

elucidate that no one format is more effective than another at encouraging a greater likelihood of indicating trafficking as a problem.

When examining whether individuals are more or less likely to believe that human trafficking is a problem in one’s own community, we can conclude that awareness campaign formats do not differ in their ability to change perceptions about the scope of the human trafficking problem locally, regardless of the medium used. We also do not see a statistically significant effect of any of these formats relative to the control condition.

The right panel of Figure VII-6 visually demonstrates that the treatment formats do not differ in their effects in the long term. Moreover, in the long term, each of these formats had no distinguishable effect, relative to the control condition, on the reporting of trafficking as a problem in either Nepal or an individual’s community. That said, when the treatment conditions are aggregated, we do see a long-term effect of information campaigns in triggering the perception that human trafficking is a big problem nationally (see Chapter V).

Figure VII-6: Perceptions About the Scope of Human Trafficking Locally and Nationally by Treatment Format and Narrative Message Type



The danger narrative had a negative effect relative to the empowerment narrative. The left panel of Figure VII-6 shows that relative to exposure to the empowerment narrative, receipt of the danger narrative decreased the likelihood of reporting trafficking as a problem in Nepal by 1.2 percentage points. This negative effect is statistically meaningful. There are no distinguishable differences between the two narrative types when we consider whether respondents think that trafficking is a problem in their own community, however. Moreover, there are no long-term effects on either of these measures. Compared to the empowerment narrative, the danger narrative is no more or less likely in the long term to encourage respondents to identify trafficking as a problem nationally or locally.

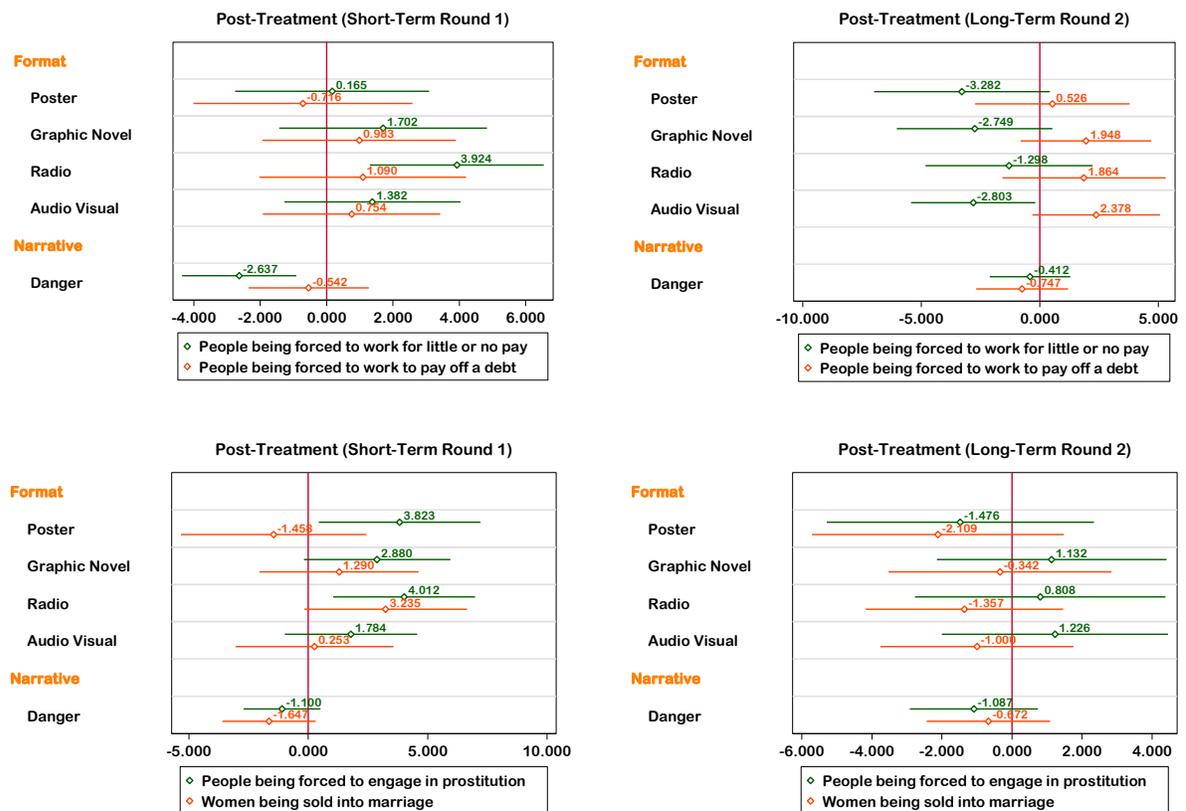
iii. Perceptions of Frequency of Types of Human Trafficking

In the short term, radio is a more effective medium than others at increasing perceptions that various forms of human trafficking occur in Nepal. The radio campaign is more effective than the poster and the audio-visual treatment in increasing perceptions that women are frequently sold into forced marriages. Additionally, radio campaigns have the strongest effect on perceptions that people in Nepal are frequently

being forced to engage in prostitution. However, these effects are not enduring. The danger narrative is consistently less likely than the empowerment narrative to trigger a belief that human trafficking activities are common in Nepal. However, only the short-term effect on perceptions that people are frequently being forced to work for little or no pay is significant.

This section examines the differential effects of awareness campaigns by awareness campaign medium and message type on the perceptions that respondents have about human trafficking prevalence. In Figure VII-7, we examine how exposure to various treatment formats and message types affects the extent to which respondents perceive that women in Nepal are being sold into marriage or that people in Nepal are being forced to work for little or no pay, forced to work to pay off a debt, or forced to engage in prostitution. In the short term, compared to the receipt of no information, none of the formats had a statistically significant effect on respondent perceptions that people are frequently being forced to work to pay off debt. While there were no long-term effects of any of the awareness campaign formats on the perception that people in Nepal are forced to engage in prostitution or sold into marriage, we observed a negative long-term impact on the respondents who were exposed to the poster, graphic novel, and audio-visual materials on their perception that people in Nepal are being forced to work for little or no pay. Given that there is not a consistent pattern with other prevalence outcomes, it is not clear if this is a substantive result and further exploration is necessary to determine the definitiveness of this finding.

Figure VII-7: Respondents Perception of Types of Human Trafficking by Treatment Format and Narrative Message Type



Compared to receiving no information, there was a positive short-term effect of the radio on respondents' perception that people in Nepal are frequently forced to work for little or no pay (3.9 percentage points), and that women are frequently sold into marriage (3.2 percentage points). There was also a short-lived bump (4.0 percentage points) of the radio treatment on perceptions of being forced to engage in prostitution relative to those who received no information materials. The poster elicited a similar-sized effect (3.8 percentage points) compared to respondents who were not treated. However, none of these short-term effects hold in the long term.

The danger narrative was consistently less effective than the empowerment narrative at increasing perceptions about how common these four types of trafficking are in Nepal. However, only the effect on perceptions that people are frequently being forced to work for little or no pay is statistically significant. This result, however, does not persist over the long run.

D. Knowledge of Human Trafficking

As discussed in Part I, the campaigns were designed to increase respondent knowledge of human trafficking. This section assesses the effects that each message format and type has on respondent knowledge of human trafficking.

i. Lack of Information as the Main Reason of Why People Become Trafficked

Exposure to awareness campaigns, regardless of format, has no meaningful effect on the likelihood of identifying lack of information as the main reason for people being trafficked. Interestingly, however, each of the treatment formats appears to decrease the long-term likelihood of viewing lack of information as a main driver of why someone would be trafficked. Only the effect of the graphic novel is not statistically significant. And in both the short term and long term, there is no observable differential effect of awareness campaigns on this outcome by message format. Finally, compared to the empowerment narrative, the danger narrative elicits a greater belief that information gaps are an important reason for people being vulnerable to being trafficked; however, this effect is short-lived and is not statistically significant.

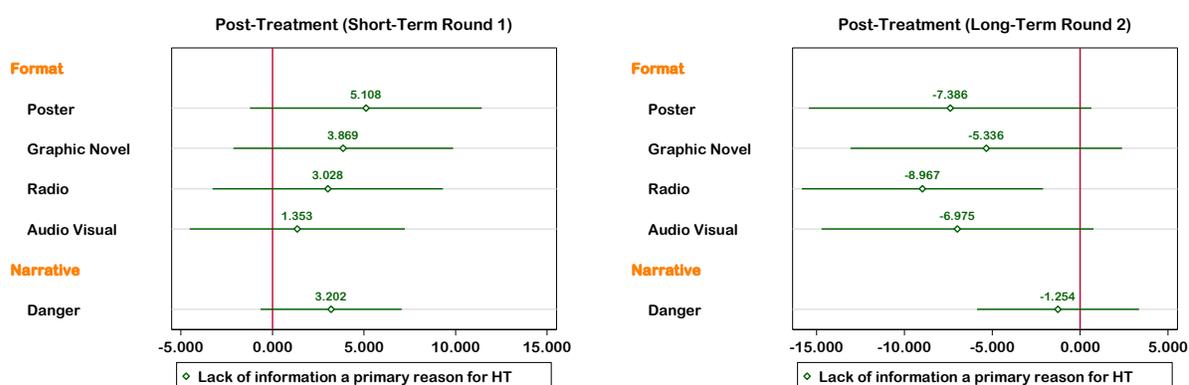
Figure VII-8 shows the extent to which each awareness campaign format and message type affects the likelihood of citing lack of information as a main reason why people are trafficked. In the short term, these information effects are generally positive. Compared to receiving no information at all, the poster treatment increased the probability that an individual will see lack of information as a main reason for trafficking by 5.1 percentage points. The graphic novels, radio, and audio-visual treatments increased the likelihood of this response by 3.9 percentage points, 3.0 percentage points, and 1.4 percentage points, respectively. However, none of these results are statistically significant. Moreover, there are no significant differences between each of the format types (e.g., a poster is not more effective than any of the other formats in a statistically meaningful way).

The long-term effects of these treatment formats differ from the short-term effects. For each treatment format, individuals receiving a treatment were less likely than individuals who were not exposed to any treatment format to cite lack of information as a reason why people are trafficked. Compared to the control condition in which no information was provided, individuals who were exposed to the poster, graphic novel, radio, and audio-visual treatment were 7.4, 5.3, 9.0, and 7.0 percentage points, respectively, less likely to cite lack of information as a main reason for trafficking. The effects for the poster, radio, and the audio-visual treatments are statistically meaningful. However, when we compare each of the formats

to each other, there are no statistically distinguishable differences. Overall, the treatment formats appear to decrease the long-term likelihood of viewing lack of information as a main driver of why someone would be trafficked.

Findings are similar when we compare the danger narrative to the empowerment frame. For those individuals who were given the danger narrative, we saw a 3.2 percentage point increase in citing lack of information as a reason why people become trafficked. This effect is just shy of being statistically significant. That said, it dissipated with time, as indicated by the estimate in the right panel of Figure VII-8. People exposed to the danger narrative are no more or less likely to see lack of information as a reason why people become trafficked in the long run than those exposed to the empowerment narrative.

Figure VII-8: Share of Individuals Specifying Lack of Information as Principal Reason People Become Trafficked by Treatment Format and Narrative Message Type



ii. Women Over 16 and Girls Under 16 Are at High Risk

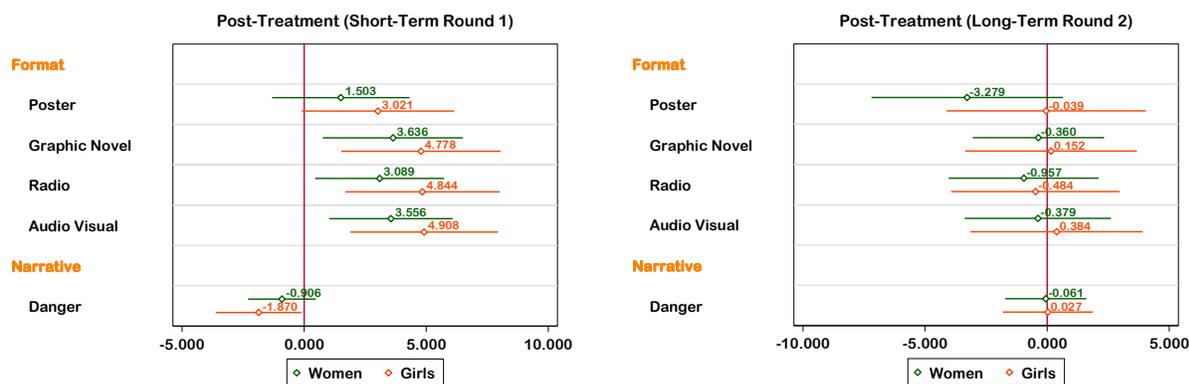
Relative to receiving no information, the graphic novel, radio, and audio-visual treatments similarly increase the likelihood of viewing women as being at high risk of trafficking (3.1 to 3.6 percentage points) in the short term only. All four message formats increase perceptions of the vulnerability of girls to human trafficking (3.0 to 4.9 percentage points). Compared to the danger narrative, those exposed to the empowerment narrative are more likely to view girls as being at high-risk of trafficking. However, none of these effects is enduring.

As discussed throughout this report, women and girls are generally understood as being at greater risk of human trafficking than men and boys. Figure VII-9 shows that treatment formats increased respondent assessment of female vulnerability to human trafficking. Graphic novels generated the largest increase in probability of seeing adult women as at risk of human trafficking (3.6 percentage points), while the audio-visual treatment generated the largest increase in seeing girls as at risk of being trafficked (4.9 percentage points). The other treatment formats resulted in a similar assessment, with each format increasing the likelihood of seeing women and girls as at risk of being trafficked; however, the poster did not generate a statistically meaningful effect on viewing women as at risk of being trafficked. When we consider long-term effects, however, there are no real discernible positive treatment effects on seeing females as being more at risk of trafficking. In fact, being exposed to the poster treatment was associated with a decrease of 3.3 percentage points in seeing women as at risk of being trafficked, and this estimate is just shy of statistical

significance. For each of the other treatments for both groups, there is no long-term relationship between treatment formats and either of these outcome variables.

As shown in Figure VII-9, relative to the empowerment narrative, the danger narrative decreased the likelihood of seeing girls as at risk of being trafficked by 1.9 percentage points in the short term, a statistically meaningful decrease. However, for both groups in the long run, the danger narrative does not meaningfully differ from the empowerment narrative in its effect on whether individuals view women and girls as being at high risk of trafficking.

Figure VII-9: Perception that Women and Girls Are at High Risk of Being Trafficked by Treatment Format and Narrative Message Type



iii. Men Over 16 and Boys Under 16 Are at High Risk

As with what we saw when evaluating whether women and girls are viewed as vulnerable to human trafficking, relative to receiving no information, the graphic novel, radio, and audio-visual treatments similarly increase the likelihood of viewing men and boys as being high-risk populations for being trafficked (5.0-5.7 percentage points for men and 5.3-7.0 percentage points for boys) in the short term only. Posters are the notably weaker format in eliciting the perspective that boys are vulnerable to being trafficked in both the long term and short term. When looking at perspectives on the vulnerability of adult males, the poster is the weakest in the short term only, and there are no observable differences by format in the long term. Those exposed to the empowerment narrative are nearly 2 percentage points more likely to view both men and boys as being at high risk of human trafficking than those exposed to the danger narrative. However, this statistically significant effect is not enduring.

Figure VII-10 provides a visualization of the analysis of whether each of the treatment formats affects the likelihood of seeing men and boys as vulnerable to human trafficking. The left graph in Figure VII-10 shows that in the short term, relative to the receipt of no information, exposure to the graphic novel, radio, and audio-visual treatment formats all resulted in an increase in the likelihood of seeing these groups as at risk of being trafficked. The radio treatment was most effective at increasing the likelihood of seeing boys as an at-risk population (7 percentage points). The audio-visual treatment, on the other hand, was most effective at increasing the perception that men are at risk of being trafficked (a 5.7 percentage point increase). The poster treatment had no effect on either outcome variable. In other words, the effect of viewing the poster

is comparable to receiving no information on human trafficking in eliciting the viewpoint that males are also vulnerable to being trafficked. When we assess the long-term effects of these information formats, the significant effects found in the short term largely disappear. The only meaningful effect that remains is that the poster and radio are less effective than the other formats, especially the audio-visual treatment, in increasing the belief that boys are at risk.

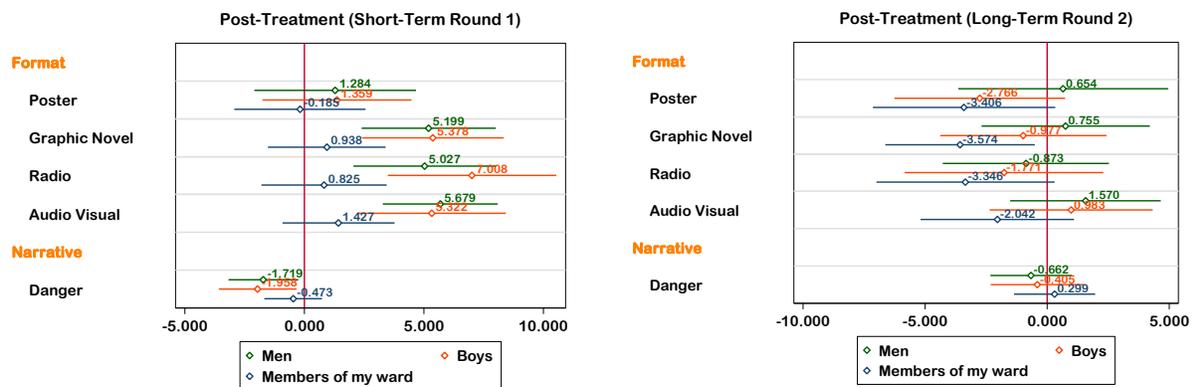
Compared to the empowerment narrative, the danger narrative meaningfully affects short-term perceptions that men and boys are at risk of being trafficked. Being exposed to the danger narrative led to a 1.7 percentage point decrease in the likelihood of seeing men as at risk of being trafficked, while it resulted in an almost 2 percentage point decrease in identifying boys as at risk. However, these effects disappeared with time.

iv. Members of the Ward Are at High Risk

Each of the information campaign formats corresponds to negligible effects on a person’s belief that members of their own community are vulnerable to human trafficking; however, long-term effects are strong and negative. In other words, in the long term, awareness campaign materials lead to a perspective that human trafficking is not an issue at the local level. Danger and empowerment narratives have no distinguishable differences in either the short or long terms.

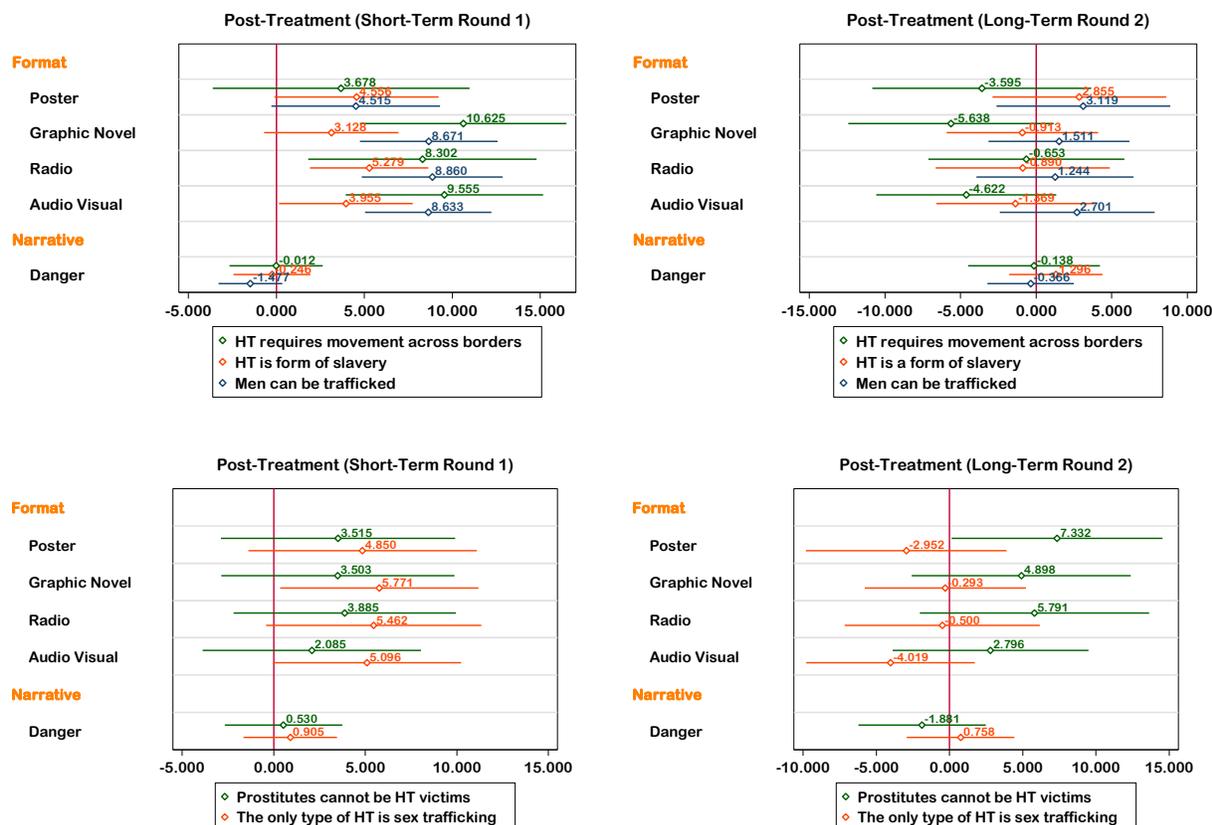
Figure VII-10 shows that none of the treatment formats has a meaningful short-term effect on the likelihood of perceiving members of one’s ward as being vulnerable to trafficking. The effects ranged from 0.2 to 1.4 percentage points, and none is statistically significant. Moreover, there is no differential effect by format (e.g., each format results in comparable effects). However, in the long term, compared to individuals who received no information, the poster, graphic novel, and the radio led to a view that members of the respondent’s own community are less vulnerable to human trafficking. The audio-visual treatment also had a negative effect, but this effect is not statistically meaningful. However, the audio-visual treatment is statistically not distinguishable from the other treatments, allowing us to conclude that each treatment format has a negative long-term impact on viewing members of one’s own community as vulnerable to trafficking. Danger and empowerment narratives had no differential effect in either the short or long term.

Figure VII-10: Perception that Men, Boys and Members of the Ward Are at High Risk of Being Trafficked by Treatment Format and Narrative Message Type



We can also assess whether certain media formats are particularly useful at informing individuals about what constitutes human trafficking. This is done by examining how each of the treatments affects responses to questions about whether trafficking requires movement across borders, whether trafficking is a form of slavery, whether men can be trafficked, whether prostitutes can be trafficking victims, and whether sex trafficking is the only type of trafficking. Figure VII-11 presents a visual of treatment effect analyses by format and message type on each of these outcome variables. In general, we find that treatment formats increase knowledge of human trafficking.

Figure VII-11: Respondents Knowledge About Human Trafficking by Treatment Format and Narrative Message Type



v. Human Trafficking Requires Movement Across State or National Borders

Each of the information campaign formats corresponds to greater knowledge that transnational movement is not required for human trafficking, and the narrative awareness campaigns (the graphic novel, radio, and the audio-visual treatments) are more effective than the fact-based poster treatment. However, these effects are short-lived. Danger and empowerment narratives have no differential impact in either the short or long term.

Relative to receiving no awareness campaign information, in the short term, exposure to all of the treatment formats positively increased knowledge of human trafficking in regards to movement across borders. Only the poster campaign did not have a statistically significant effect on respondents. In the short term, graphic novels were the most effective at correcting this misconception (10.6 percentage points),

followed by the audio-visual presentation (9.6 percentage points), radio (8.3 percentage points), and finally the poster treatment (3.7 percentage points). Moreover, the graphic novel and audio-visual campaigns are statistically more effective than the poster treatment at increasing knowledge that transnational movement is not a criterion for human trafficking. However, these effects are not enduring. In the long term, we did not see strong positive effects in accuracy on this knowledge question. In fact, those assigned to receive the graphic novel treatment were slightly more likely to respond to this question incorrectly. The danger and empowerment narratives had no distinguishable difference in their effects on this outcome in either the short or long term.

vi. Human Trafficking Is a Form of Slavery

In the short term, each of the information campaign formats is equally effective at increasing knowledge that human trafficking is a form of slavery. Effects are not enduring. Danger and empowerment narratives do not have differential effects in either the short or long term.

All of the treatment formats are effective at informing individuals that human trafficking is in fact a form of slavery. Here, radio messages produced the largest increase (5.3 percentage points), followed by the poster (4.6 percentage points), audio visual (4.0 percentage points), and graphic novel treatment formats (3.1 percentage points). The graphic novel treatment is just shy of statistical significance, and its effects are not statistically distinguishable from the formats that did elicit a significant effect. These effects did not persist over the long run. The danger and empowerment narratives did not have distinguishable effects in either the short or the long term.

vii. Men Can Be Trafficked

In the short term, each of the story-based information campaign formats corresponds to about an 8.7 percentage point impact on knowledge that men can in fact be trafficked. Effects are not enduring, however. Danger and empowerment narrative effects do not differ in either the short or long term.

In the short term, the story-based treatment formats are effective at informing people that men can be trafficked. Compared to the control group, the graphic novel, radio, and audio-visual treatments each led to an approximate 8.7 percentage point increase on this outcome variable, while the poster treatment resulted in a 4.5 percentage point increase. The poster treatment did produce a statistically significant effect, however the narrative-based awareness campaigns were significantly more effective than this fact-based poster treatment. However, none of these effects withstood the test of time. When comparing danger and empowerment narratives, danger was slightly less effective than empowerment narratives. That said, this effect is just shy of statistical significance in the short term and is far from being statistically significant in the long term.

viii. Cannot Be Trafficked If Knowingly Entered into Prostitution

None of the information campaign formats has any impact on knowledge that those who willingly enter into prostitution can still be human trafficking victims. There are also no distinguishable differences between treatment conditions when we test pairwise differences. Danger and empowerment narratives also do not differ in either the short or long term.

Exposure to each of the treatment formats positively increases respondent knowledge that a person who knowingly entered into prostitution can still be a human trafficking victim. Interestingly, however, only the

poster treatment had a significant effect, and it is only in the long term. Further exploration is necessary to see if this is a real effect or simply a statistical anomaly. There were no distinguishable differences between the danger and the empowerment narratives.

ix. The Only Type of Human Trafficking Is Sex Trafficking

Each of the story-based information campaign formats is equally effective at increasing knowledge that sex trafficking is not the only type of human trafficking; however, these effects are short-lived. Danger and empowerment narratives do not differ in either the short or long term.

Relative to those who received no information at all, those who were exposed to any awareness campaign treatment were more likely to recognize that sex trafficking is not the only form of trafficking. Effect sizes ranged from 4.9 to 5.8 percentage points. The poster condition did not elicit an increase in accuracy on this knowledge question that is statistically distinguishable from the control condition. Nevertheless, the effect on the poster was also not statistically distinguishable from the other treatment conditions, and hence, we can conclude that awareness campaigns can increase knowledge that human trafficking is broader than sex trafficking. However, these effects were only temporary. Finally, accuracy on this question did not differ by narrative type (empowerment versus danger) in the short or long term.

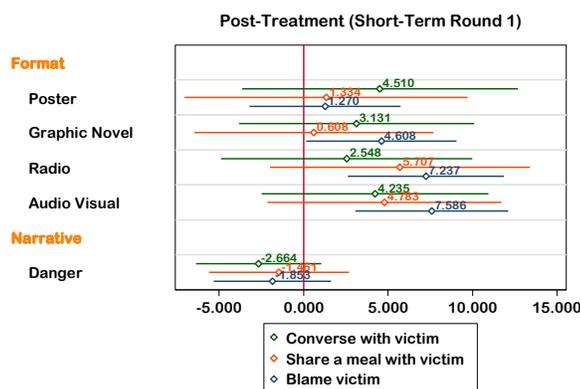
E. Attitudes Toward Human Trafficking Victims

i. Would Have a Conversation with, Have a Meal with, and Blame a Human Trafficking Victim

As a whole, awareness campaigns elicit greater short-term sympathies for sex trafficking victims than labor trafficking victims. More specifically, narrative-based treatments, especially the radio and audio-visual campaigns, cause an increase in the likelihood of blaming labor trafficking victims, but not sex trafficking victims. However, awareness campaigns, regardless of format, encourage respondents to indicate that they are willing to share a meal or conversation with sex trafficking victims, but not labor trafficking victims. The danger and empowerment narratives do not have distinguishable effects on a person's willingness to engage with a labor victim or blame them for what happened to them. However, the empowerment narrative is better than the danger narrative in eliciting a greater willingness to converse and share a meal with a sex trafficking victim.

Figures VII-12 and VII-13 provide a visualization of our analysis of the short-term effects of message formats and types on questions about stigmatizing victims of labor and sex trafficking. Story-based treatments, especially the radio campaigns (7.2 percentage points) and the audio-visual campaigns (7.6 percentage points), caused an increase in the likelihood of blaming labor trafficking victims for what happened to them. Both the radio and audio-visual campaigns elicited significantly greater blaming than either the poster campaign or the receipt of no information at all. As seen in Figure VII-13, whether or not one blames a sex trafficking victim, however, was unaffected by the treatment formats. The danger and empowerment narratives did not differ in their effects on blaming of either sex trafficking or labor trafficking victims.

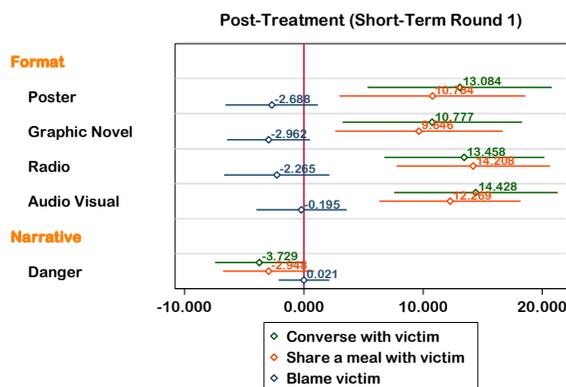
Figure VII-12: Respondents' Attitudes Toward Labor Trafficking Victims by Treatment Format and Narrative Message Type



Conversely, awareness campaigns, regardless of format, encouraged respondents to express a willingness to share a meal or conversation with human trafficking victims. However, the positive effects were only statistically meaningful when considering questions on victims of sex trafficking. Specifically, compared to the control condition, each of the four campaign awareness treatments was associated with somewhere between a 9.6 to 14.4 percentage point increase in expressed willingness to eat or talk with a sex trafficking victim. When conducting pairwise comparisons of each treatment format (radio versus graphic novels, graphic novels versus audio-visual, and radio versus audio-visual treatments), there were meaningful differences between the radio and the graphic novel campaigns. Compared to those who received the graphic novel campaign, those who received the radio treatment indicated a greater willingness to share a meal with either a labor or sex trafficking victim.

Figure VII-13 also shows that compared to the empowerment narrative, the danger narrative reduced respondent willingness to talk and eat with victims of sex trafficking (by 3.7 percentage points and 2.9 percentage points, respectively). The effect on willingness to share a meal with a sex trafficking victim falls just short of statistical significance, and the effect on willingness to converse with a sex trafficking victim is significant. The danger narratives had a similar negative effect on respondent willingness to converse and share a meal with victims of labor trafficking (by 2.7 percentage points and 1.5 percentage points, respectively), as seen in Figure VII-12. However, neither of these two effects is statistically meaningful.

Figure VII-13: Respondents’ Attitudes Toward Sex Trafficking Victims by Treatment Format and Narrative Message Type



ii. Level of Empowerment, Personal Responsibility, and Police Helpfulness

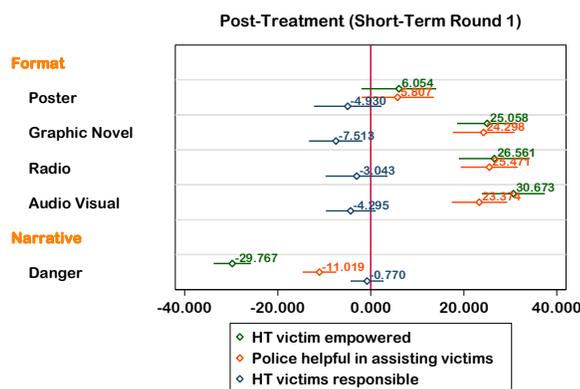
As a whole, awareness campaigns elicit an increase in perceptions that victims are empowered, police can help victims, and that victims should not be held responsible for what happened to them. Narrative-based treatments are particularly effective at moving the needle on perceptions of empowerment and police helpfulness. Graphic novels had a particularly great impact on reducing perceptions that victims should be held responsible. The empowerment narrative, as expected, elicits a greater belief that victims are empowered to change their situation and that the police can be helpful than the danger narrative. There is no difference between the two message types with respect to their effects on the extent to which victims should be held responsible for their situation.

To understand the specific effects of each of the different types of awareness campaign treatments on a person’s assessment of victim empowerment, personal responsibility, and the role that law enforcement can play in addressing the issue of human trafficking, respondents were asked how empowered trafficked individuals are to change their situation, how responsible they are for being trafficked, and how helpful the police are in assisting victims of human trafficking.

As illustrated in Figure VII-14, the awareness campaigns were more effective at conveying to respondents that individuals have agency in situations of human trafficking, that they are responsible for the events that befall them, and that the police can assist individuals who are trafficked. Compared to the control condition, each of the three story-based treatment conditions—the graphic novel, radio, and audio-visual treatments—increased respondent support for the statements about a victim’s level of empowerment to change his or her situation (values range from 25.1 to 30.7 percentage points) and the ability of police to provide victims with assistance (values range from 23.4 to 25.5 percentage points for empowerment). For

both of these statements, the poster treatment was least effective, only increasing perceptions of victim empowerment and police helpfulness by 6.1 and 5.8 percentage points, respectively. Both of these increases are statistically insignificant. Moreover, each of the story-based formats is more effective than the poster campaign in eliciting a positive response on victim empowerment and police helpfulness. When evaluating the effect of the treatments on victim responsibility, we saw a weak negative relationship ranging from a decrease of 3.0 to 7.5 percentage points. The graphic novel elicited the greatest reduction in perceptions that victims should be held responsible, and, when we conducted pairwise comparisons, the graphic novel had stronger negative effects than the radio and audio-treatment campaigns.

Figure VII-14: Perceptions of Victim Empowerment and Responsibility by Treatment Format and Narrative Message Type



The danger narrative reduced agreement with all three of these claims relative to the empowerment treatment. It decreased respondent agreement with the idea that victims are empowered by nearly 30 percentage points. Such a strong negative effect provides clear evidence of how successfully the danger signs narratives actually conveyed a sense of fear to respondents. Compared to the empowerment narrative, the danger signs narrative also significantly decreased respondent sense of police ability to help victims of trafficking, by 11.0 percentage points, and had a negligible effect on an individual’s sense that victims are responsible for finding themselves in a situation of trafficking (less than 1 percentage point).

F. Attitudes Toward Anti-Trafficking Policies

This section assesses differential treatment effects on a range of policies that respondents may think could be effective for reducing the incidence of human trafficking, including adopting stricter punishments for the purchase of sex; legalizing prostitution; providing more training to the police; adopting stricter punishments for traffickers; preventing government corruption; increasing workplace monitoring and supervision; combatting drug gangs; improving cooperation among countries; improving economic conditions and wages in Nepal; providing people with more information about trafficking; and educating girls and providing them with more employment opportunities. Note that some of these policy aims are controversial, and the awareness campaigns did not contain content that would push an individual to support a particular policy.

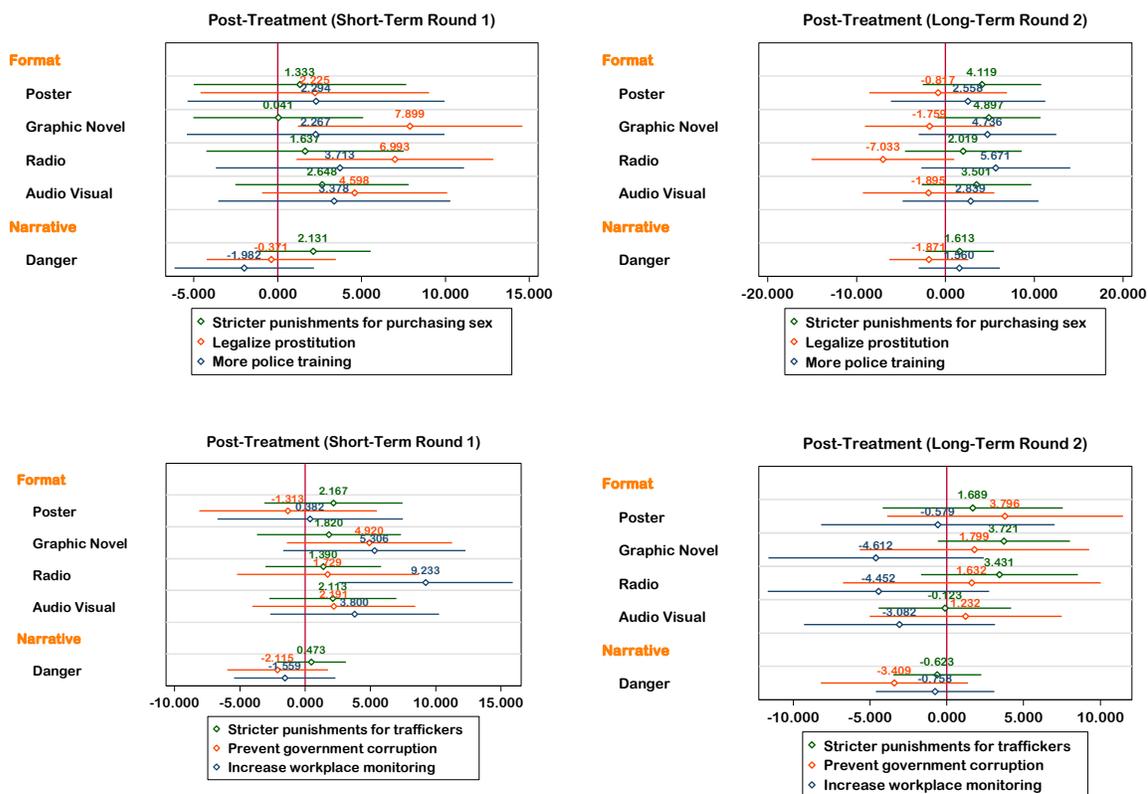
The panels on the left of Figures VII-15 and VII-16 display short-term results, and panels on the right of Figures VII-15 and VII-16 display long-term effects.

i. Adopt Stricter Penalties for Purchasing Sex

Awareness campaigns do not elicit greater support for stricter penalties for purchasing sex in the short term. However, in the long term, awareness campaigns trigger a small increase in support. In particular, the graphic novel results in a statistically significant difference. There are no differential effects by message format and message type in either the short or long term.

As seen in Figure VII-15, in the short term, levels of support, among those exposed to each of the awareness campaign formats, for adopting stricter penalties for purchasing sex were slightly higher than levels of support among those who did not receive any information. However, none of these effects is statistically meaningful. Moreover, there were no differences by treatment condition (e.g., there is no one format that is particularly more effective than another). In the long term, effects were again slightly positive, and those who were exposed to the graphic novel were more supportive of harsher penalties than those who were exposed to no information (an increase of 5.0 percentage points). However, one cannot rule out that there is no difference between each of the formats after conducting a series of pairwise comparisons. Finally, there were no differences in the effects of the danger and empowerment messages on attitudes toward adopting stricter penalties for those who purchase sex in either the short or long term.

Figure VII-15: Anti-Trafficking Policy Preferences by Treatment Format and Narrative Message Type (Part I)



ii. Legalize Prostitution

Awareness campaigns, especially the radio and audio-visual treatments, elicit greater support for the legalization of prostitution in the short term only. In the long term, those who receive the radio treatment are significantly less likely to support legal prostitution. There is no differential effect by message type in either the short or long term.

Compared to those who received no awareness campaign materials, those who received the radio or graphic novel campaigns displayed higher support for legalizing prostitution as a method of addressing the issue of human trafficking. Support increased by 7 and 7.9 percentage points, respectively, and both of these increases are statistically meaningful (see Figure VII-15). However, this effect was short-lived. In the long term, those who received the radio treatment were less supportive of such a policy than those who received any of the other three treatments. There were no distinguishable differences in the effect of the danger and empowerment narratives on attitudes toward legalizing prostitution.

iii. Provide More Police Training, Stricter Punishment for Traffickers, and Prevent Government Corruption

Awareness campaigns do not increase support for more police training, stricter punishment for traffickers, or prevention of government corruption in the short term. However, in the long term, the graphic novel triggers greater support for stricter punishments of traffickers. There are no differential effects by message type for any of these three measures, in either the short or long term.

As visualized in Figure VII-15, support for providing more police trainings, stricter punishments for traffickers, or preventing government corruption do not differ by format or message type in the short term. However, graphic novels are more effective than posters at raising support for preventing government corruption.

In the long term, those who received the graphic novel campaign expressed greater support for creating stricter punishments of traffickers than those who received no awareness campaigns. There were no distinguishable differences in the effect of the danger and empowerment narratives on support for these three policies in both the short and long term.

iv. Increase Workplace Monitoring

Awareness campaigns, particularly the radio, elicit greater support in the short term for increasing workplace monitoring. However, these effects are not enduring. There are no differential effects by message type in either the short or long term.

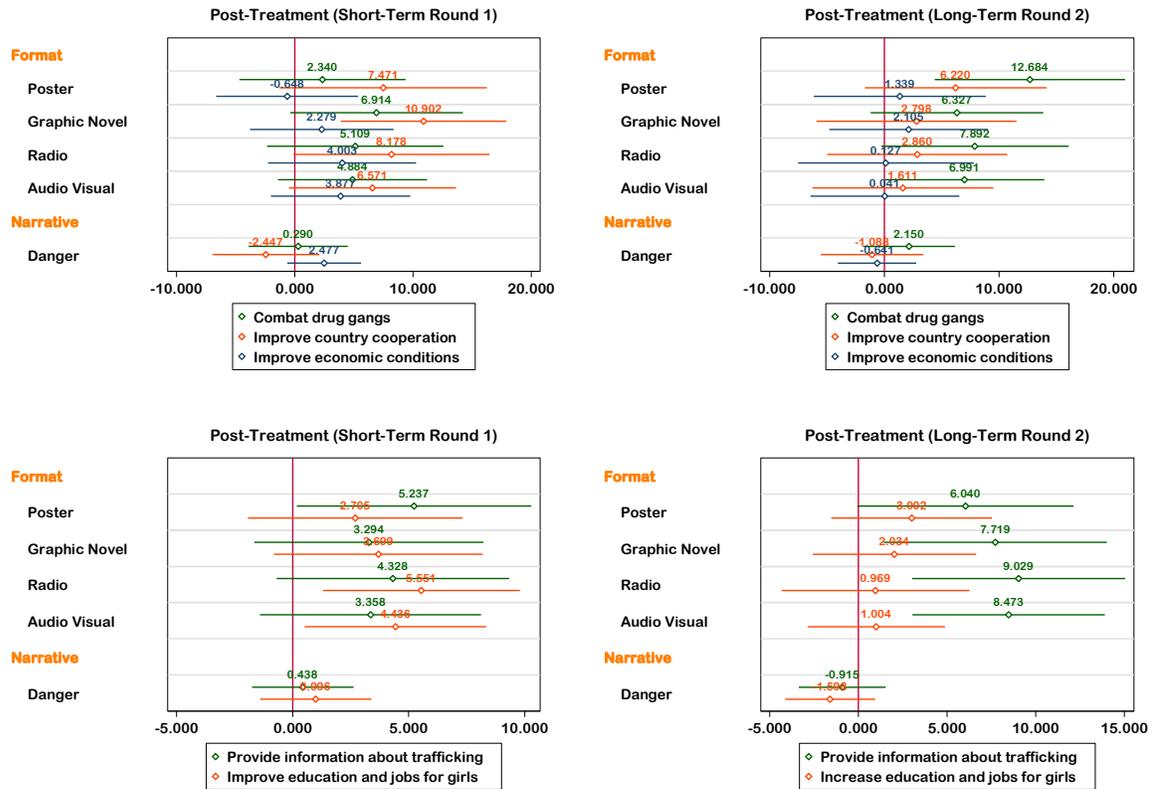
In the short term, compared to those who were not exposed to any information, respondent support for increased workplace monitoring increased by 9.2 percentage points when exposed to the radio treatment format, 5.3 percentage points when exposed to the graphic novel, 3.8 percentage points when exposed to the audio-visual treatment, and 0.38 percentage points when exposed to the poster (see Figure VII-15). While effects were consistently positive, only the radio treatment effect is statistically significant. Exposure to radio campaigns had a statistically stronger effect than exposure to the each of the other three campaigns. However, the difference in treatment effects between exposure to the radio and graphic novel campaigns is just shy of being statistically significant. Moreover, there were no differences between the effects of the danger narrative versus the empowerment narrative in either the short or long term.

v. Combat Drug Gangs

Awareness campaigns, regardless of format, elicit greater support for combatting drug gangs in both the short and long term. In the long term, the poster is particularly effective relative to the narrative-based formats. There is no difference in treatment effect by message type in either the short or long term.

As shown in Figure VII-16, support for policies that combat drug gangs increased with awareness campaign materials, and this effect endured the test of time. In fact, effect sizes increased over time; in the short term, effect sizes ranged from 2.3 to 6.9 percentage points, and in the long term, effect sizes ranged from 6.3 to 12.7 percentage points. In the short term, only the graphic novel triggered an increase in levels of support that was statistically significant. However, there were no meaningful differences in treatment effects when we conduct pairwise comparisons between each of the four formats. In the long term, the poster had stronger effects than both the graphic novel and the audio-visual treatments, with these pairwise comparisons either statistically significant (the graphic novel) or just shy of statistical significance (the audio-visual). There is no difference between the danger and empowerment narratives in either the short or long term.

Figure VII-16: Anti-Trafficking Policy Preferences by Treatment Format and Narrative Message Type (Part II)



vi. Improve How Countries Work Together

There is a short-term uptick in support for efforts that enhance country coordination to address human trafficking. There are no differences by narrative type in either the short or long term.

Compared to the control condition, each awareness campaign format resulted in an increase in support for policies that improve country cooperation to address human trafficking that ranged from 6.6 to 10.9 percentage points (see Figure VII-16). These effects are not enduring. Moreover, there is no difference between the danger and empowerment narratives in the short or long term.

vii. Improve Economic Conditions and Wages in Nepal

Overall, awareness campaigns do not elicit greater support for a policy to improve economic conditions as a means of addressing human trafficking, in either the short or long term. Moreover, there are no differences in effects between each of the format types. The different message types also do not produce any statistically significant differences in support levels.

Regardless of time, message format, or message type, levels of support for improving economic conditions and wages in Nepal did not differ (see Figure VII-16). However, in the short term, the audio-visual treatment engendered greater support for implementing an economic tool to address human trafficking than the poster. This difference was not enduring, however.

viii. Provide People with More Information About Trafficking

Awareness campaigns elicit greater support in both the short and long term for the provision of more information about human trafficking. There are no differential effects by message format or message type in either the short or long term.

The awareness campaigns encouraged short-term and long-term support for efforts that provide more information about human trafficking as a means of addressing the problem of human trafficking. Compared to those who received no awareness campaign materials, those who were exposed to awareness campaigns were 3.3 to 5.2 percentage points more supportive of policies that increase information in the short term, though only the poster and the radio elicited effects that were statistically meaningful. In the long term, these effect sizes in fact increased, ranging from 6.0 to 9.0 percentage points, and are statistically significant for each format. A series of pairwise comparisons showed that the treatment effects do not differ by format in either the short term or the long term, allowing us to conclude that each of the formats similarly increased support for more information. Support for policies that increase information did not differ by message type in either the short or long term.

ix. Educate Girls and Provide Them with More Work Options

Awareness campaigns elicit greater support in the short term for the economic and educational empowerment of young women. There are no differential effects of message format and message type in the short or long term.

When examining attitudes toward policies that would improve education and jobs for girls, each of the awareness campaigns triggered a 2.7 to 5.6 percentage point increase in support in the short term, and both the radio and audio-visual effects were statistically significant. The increase did not persist over time. There were no differences in treatment effects by format when we conducted pairwise comparison tests.

There were also no statistically significant differences in the effect of danger and empowerment narratives on support for policies that increase education and work opportunities for young women.

G. Actions to Combat Human Trafficking

This final section explores the impact of different message formats and types on reported and actual behavioral changes that respondents can make to reduce the risk of human trafficking and support anti-trafficking efforts in their communities.

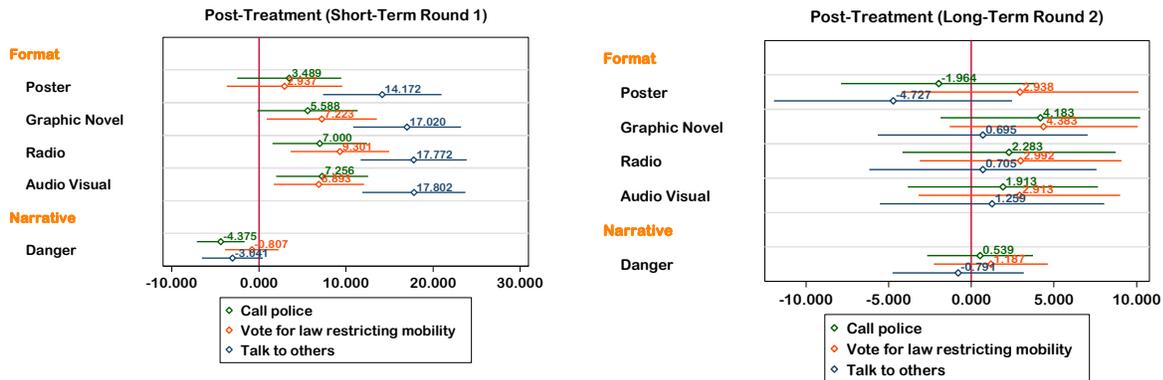
i. Would Call the Police, Vote for a Restrictive Migration Law, and Talk to Family and Friends about Trafficking

Overall, narrative-based awareness campaigns are more effective than fact-based awareness campaigns in triggering a desire to take action to call the police, vote for a restrictive migration law, or talk to family and friends about human trafficking. In the short term, narrative-based awareness campaigns are more powerful than fact-based poster campaigns in triggering support for a restrictive migration law and a commitment to call the police to report human trafficking cases. In the long term, the graphic novel is much more effective than the poster in eliciting greater willingness to call the police, and the audio-visual treatment is more effective than the poster in increasing a person's long-term willingness to talk to others about human trafficking. The danger narrative engenders less willingness to report human trafficking to the police and have conversations about human trafficking than empowerment narratives; however, this is a short-lived effect.

This section sheds light on the types of treatments that are most likely to increase respondent commitment to perform specific actions that can reduce the incidence of human trafficking, namely calling the police to report suspicions of human trafficking; voting for laws restricting mobility; and talking to friends and family about trafficking.

Overall, Figure VII-17 shows that in the short term, relative to providing no information, each of the awareness campaign formats increased respondent self-reported commitment to act for all proposed anti-trafficking actions. The awareness campaign treatments increased the likelihood of a respondent's committing to talk to friends and family about human trafficking by 14.2 to 17.8 percentage points. All formats resulted in effects that are statistically significant, and do not meaningfully differ from one another. Each of the information treatments increased respondent commitment to vote for laws restricting mobility by 2.9 to 9.3 percentage points. With the exception of the poster condition (2.9 percentage points), these effects are statistically significant. Moreover, radio was meaningfully more powerful than the poster at increasing support for a restrictive migration law. Awareness campaigns also increased respondent commitment to contact the police upon encountering a situation that might be human trafficking by 3.5 to 7.3 percentage points. Again, the poster is the only format that did not have a statistically meaningful effect; however, the poster effect is not statistically different from the other three formats when we conduct pairwise comparisons.

Figure VII-17: Respondents Self-reported Actions to Combat Human Trafficking by Treatment Format and Narrative Message Type



The right panel of Figure VII-17 shows how the awareness campaigns affect these three actions in the long term. Similar to earlier discussions on other outcomes, the effects of the treatments appear to dissipate as time passes, as none of the treatment formats, in the long term, encouraged different responses to these questions relative to the control group who received no information. However, the graphic novel was much more effective in the long term than the poster in eliciting greater willingness to call the police (a difference of over 6 percentage points). Moreover, the audio-visual treatment was more effective than the poster in increasing a person’s willingness to talk to others about human trafficking (a difference of nearly 6.0 percentage points).

In the short term, danger narrative recipients were 4.4 percentage points less likely to call the police to report a possible trafficking situation and 3.0 percentage points less likely to talk to others about human trafficking than empowerment narrative recipients. Both effects are statistically meaningful. There was no distinguishable difference by message type when considering support for a law that restricts migration mobility in the short term. Significant effects that we see in the short term, however, do not persist in the long term.

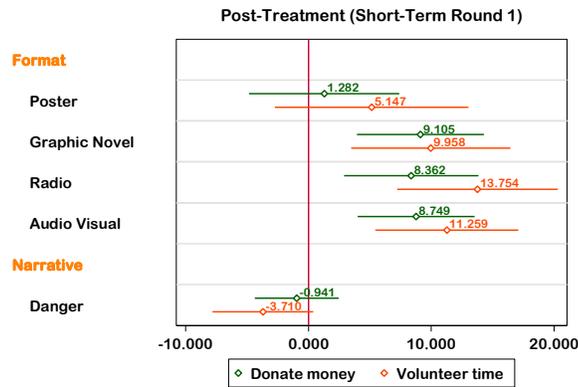
ii. Would Volunteer Time and Donate Money to an Anti-Trafficking Organization

Narrative-based awareness campaigns are more effective than fact-based poster campaigns at triggering greater commitment to donate time and money to anti-trafficking organizations, at least in the short-term. The danger narrative engenders less willingness to volunteer time than the empowerment narrative does; however, the danger narrative is just as effective as the empowerment narrative at eliciting a willingness to donate money.

The awareness campaigns help to increase a participant’s self-reported willingness to donate money and volunteer time for human trafficking causes. Figure VII-18 shows that, when compared to the absence of any awareness campaign materials, the radio (13.8 percentage points), audio-visual treatment (11.3 percentage points), graphic novel (10.0 percentage points), and poster (5.1 percentage points) all had a positive effect on encouraging individuals to commit to volunteer their time in response to human trafficking problems. However, the poster campaign effect is not statistically meaningful, which signifies that we cannot rule out the possibility that the poster effect is non-existent. Additionally, these campaigns

also increased respondent commitment to donate money to causes that address human trafficking. The graphic novel was the most effective at this, producing an increase of 9.1 percentage points, followed by the audio-visual (8.7), radio (8.4), and poster (1.3) treatments. Again, the poster effect is not statistically meaningful. Moreover, the three narrative-based treatments have a stronger effect than the fact-based poster treatment on willingness to donate money to anti-trafficking organizations.

Figure VII-18: Share of Individuals Willing to Donate Money or Volunteer in an Anti-Trafficking Organization by Treatment Format and Narrative Message Type



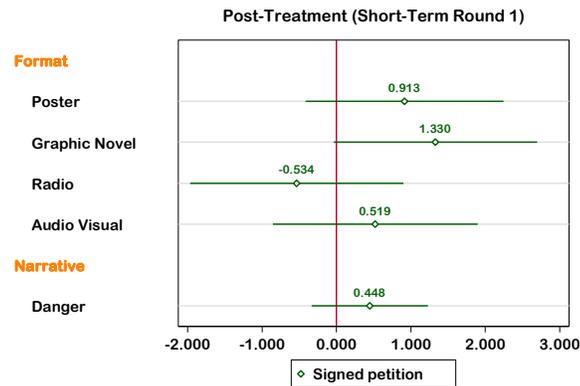
Compared to being exposed to an empowerment narrative, being exposed to the danger narrative decreased respondent willingness to donate time or money against human trafficking. Participants treated with the danger narrative were 0.9 percentage points less likely to donate money to combat human trafficking and 3.7 percentage points less likely to volunteer their time for anti-trafficking efforts; however, only the effect on volunteering time is statistically meaningful.

iii. Has Signed a Petition

Awareness campaigns, especially the graphic novel campaign, elicit a small increase in the likelihood of a person participating in a petition campaign. The graphic novel is more effective than the radio and audio-visual formats. There is no difference in petition participation by message narrative type.

Figure VII-19 displays a respondent's willingness to sign a petition. Compared to the control condition of receiving no information, the graphic novel treatment format was the most effective at increasing willingness to sign a petition (by 1.3 percentage points), which is a statistically meaningful effect. This particular format is statistically more effective than the radio format and the audio-visual format; however, it is not more effective than the poster format. Further exploration of why the radio treatment resulted in a negative effect of -0.5 percentage points, and is statistically less effective than each of the other formats, is necessary to determine if radio is particularly ineffective at eliciting this type of action, or if this is a statistical anomaly. There was no difference in the effect of the danger narrative as opposed to the empowerment narrative on willingness to sign a petition.

Figure VII-19: Percentage of Respondents Who Signed a Petition by Treatment Format and Narrative Message Type

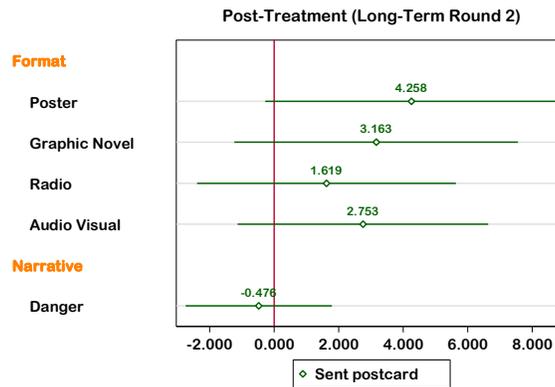


iv. Sent a Postcard

Awareness campaigns elicit a small increase in the likelihood of a person participating in a postcard campaign, and there are no differences in treatment effects by campaign format. There is no distinguishable difference in the mailing rate of the advocacy postcard by message type.

As explained in Part I, at the end of the second round of the survey, respondents were given a postcard that they could send by mail to express their opposition to human trafficking and desire for the government of Nepal to take action. Figure VII-20 displays the analysis of treatment effects by message format and type on this particular behavior. Compared to the control condition, the poster treatment was associated with the greatest increase in likelihood of mailing the postcard, with a statistically significant 4.3 percentage point increase. The graphic novel, audio-visual, and radio treatments followed with 3.2, 2.8, and 1.6 percentage point increases, respectively. However, these latter three effects are not statistically significant. When conducting pairwise comparisons, comparing the effect of the treatment formats (*e.g.*, radio versus graphic novels, graphic novels versus audio-visual, radio versus audio-visual treatments) among treated respondents, we do not detect any meaningful differences. In other words, there are no differences between treatment formats on respondent postcard participation. As such, we can conclude that awareness campaigns elicit a modest increase in this particular advocacy action step. There are no distinguishable differences in the mailing rate of those assigned to the danger as opposed to the empowerment condition.

Figure VII-20: Postcard Participation by Treatment Format and Narrative Message Type



H. Conclusion

An overall summary of the results of the analyses of danger versus empowerment narratives is in Table VII-1. Tables VII-2 and VII-3 summarize the results of the analyses of the treatment effects by format type in the short term and long term, respectively. As mentioned before, these results are expressed in percentage point terms. In the latter two tables, we provide results of every pairwise comparison between format types (*e.g.*, graphic novel versus radio treatment, radio versus audio-visual treatments, *etc.*) All three summary tables report the magnitude and direction of the changes⁶³ in outcome variables for which we

⁶³ Numbers in all three tables indicate the magnitude of the change, while the arrow indicates the direction of the change. Arrows pointing up indicate an increase in the outcome variable as a result of the treatment, while arrows pointing down indicate a decrease in the outcome variable as a result of the treatment.

found a statistically significant difference as a result of message format or message type.⁶⁴ However, in Tables VII-2 and VII-3, we do not report the magnitude and direction even when differences are significant in the pairwise comparisons of each of the four formats to each other. We only report whether differences are significant.

Table VII-1: Summary of the Impact of Human Trafficking Intervention by Narrative⁶⁵

Variable name	Short-Term Post-Treatment Danger vs Control	Long-Term Post-Treatment Danger vs Control
<i>Identifying Past Experiences with Human Trafficking</i>		
Have been trafficked	<i>NOT statistically significant</i>	-
Family members or friends have been trafficked	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>
<i>Sense of Urgency Around Human Trafficking</i>		
Concern about human trafficking	↓ 2.564	<i>NOT statistically significant</i>
Human trafficking is a big problem in respondent's community	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>
Human trafficking is a big problem in Nepal	↓ 1.222	<i>NOT statistically significant</i>
Government should prioritize anti-trafficking policies and programs	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>
<i>Perceptions of Frequency of Types of Human Trafficking</i>		
People being forced to work for little or no pay	↓ 2.637	<i>NOT statistically significant</i>
People being forced to work to pay off a debt	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>
People being forced to engage in prostitution	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>
Women being sold into marriage	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>
<i>Knowledge on Human Trafficking</i>		
Lack of information as a main reason of why people become trafficked	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>
Women over 16 are at high risk	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>
Girls under 16 are at high risk	↓ 1.870	<i>NOT statistically significant</i>
Boys under 16 are at high risk	↓ 1.958	<i>NOT statistically significant</i>

⁶⁴ Throughout this chapter, we report that effects are statistically significant if the p-value is less than 0.10 (e.g., there is only a 10% chance that we observe the effect we did if the effect is actually really zero).

⁶⁵ The direction of the effects reflect whether the danger narrative leads to a higher or lower level of response on the outcome variable of interest relative to the empowerment narrative.

Variable name	Short-Term Post-Treatment Danger vs Control	Long-Term Post-Treatment Danger vs Control
Men over 16 are at high risk	↓ 1.719	NOT statistically significant
Members of the ward are more at risk	NOT statistically significant	NOT statistically significant
Human trafficking requires movement across state or national borders	NOT statistically significant	NOT statistically significant
The only type of human trafficking is sex trafficking	NOT statistically significant	NOT statistically significant
Human trafficking is a form of slavery	NOT statistically significant	NOT statistically significant
Men can be trafficked	NOT statistically significant	NOT statistically significant
Cannot be trafficked if knowingly entered into prostitution	NOT statistically significant	NOT statistically significant
Attitudes Toward Human Trafficking Victims		
Would have a conversation with a labor trafficking victim	NOT statistically significant	-
Would have a conversation with a sex trafficking victim	↓ 3.729	-
Would share a meal with a with a labor trafficking victim	NOT statistically significant	-
Would share a meal with a with a sex trafficking victim	NOT statistically significant	-
Blame labor trafficking victims for what happened to them	NOT statistically significant	-
Blame sex trafficking victims for what happened to them	NOT statistically significant	-
Level of empowerment of human trafficking victims	↓ 29.767	-
Level of personal responsibility of human trafficking victims	NOT statistically significant	-
Police are helpful in assisting human trafficking victims	↓ 11.019	-
Attitudes Toward Anti-Trafficking Policies		
Legalize prostitution	NOT statistically significant	NOT statistically significant
Provide more police training	NOT statistically significant	NOT statistically significant
Adopt stronger penalties for traffickers	NOT statistically significant	NOT statistically significant
Prevent government corruption	NOT statistically significant	NOT statistically significant
Increase workplace monitoring and supervision	NOT statistically significant	NOT statistically significant
Combat drug gangs	NOT statistically significant	NOT statistically significant

Variable name	Short-Term Post-Treatment Danger vs Control	Long-Term Post-Treatment Danger vs Control
Improve how countries work together	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>
Improve economic conditions and wages in Nepal	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>
Provide people with more information about trafficking	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>
Educate girls and provide them with more work options	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>
<i>Actions to Combat Human Trafficking</i>		
Would call the police about a situation of human trafficking	↓ 4.375	<i>NOT statistically significant</i>
Would vote for a law to restrict the ability of young girls to move outside of Nepal	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>
Would talk with family and friends about trafficking	↓ 3.041	<i>NOT statistically significant</i>
Would volunteer time to an anti-trafficking organization	↓ 3.710	-
Would donate money to an anti-trafficking organization	<i>NOT statistically significant</i>	-
Average amount donated to an anti-trafficking organization	<i>NOT statistically significant</i>	-
Has signed a petition	<i>NOT statistically significant</i>	-
Sent a postcard	-	<i>NOT statistically significant</i>

Table VII-2: Summary of the Impact of Human Trafficking Intervention by Treatment Format (Short-term Results)⁶⁶

Variable Name	Short-term Post-treatment									
	Poster vs Control	GN vs Control	Radio vs Control	AV vs Control	GN vs Poster	GN vs Radio	GN vs AV	Radio vs AV	AV vs Poster	Radio vs Poster
Identifying Past Experiences with Human Trafficking										
Have been trafficked	NOT statistically significant	NOT statistically significant	NOT statistically significant	VOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	VOT statistically significant	VOT statistically significant	NOT statistically significant
Family members or friends have been trafficked	NOT statistically significant	NOT statistically significant	NOT statistically significant	VOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	VOT statistically significant	VOT statistically significant	NOT statistically significant
Sense of Urgency Around Human Trafficking										
Concern about human trafficking	↑8.238	↑12.676	↑8.965	↑10.340	Statistically significant	Statistically significant	Statistically significant	VOT statistically significant	VOT statistically significant	NOT statistically significant
Human trafficking is a big problem in respondent's community	NOT statistically significant	NOT statistically significant	NOT statistically significant	VOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	VOT statistically significant	VOT statistically significant	NOT statistically significant
Human trafficking is a big problem in Nepal	↑3.285	↑3.677	↑3.798	↑3.761	NOT statistically significant	NOT statistically significant	NOT statistically significant	VOT statistically significant	VOT statistically significant	NOT statistically significant
Government should prioritize anti-trafficking policies and programs	↑2.525	↑3.160	↑2.129	↑2.074	NOT statistically significant	NOT statistically significant	NOT statistically significant	VOT statistically significant	VOT statistically significant	NOT statistically significant
Perceptions of Frequency of Types of Human Trafficking										
People being forced to work for little or no pay	NOT statistically significant	NOT statistically significant	↑3.924	VOT statistically significant	NOT statistically significant	Statistically significant	NOT statistically significant	Statistically significant	VOT statistically significant	Statistically significant
People being forced to work to pay off a debt	NOT statistically significant	NOT statistically significant	NOT statistically significant	VOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	VOT statistically significant	VOT statistically significant	NOT statistically significant
People being forced to engage in prostitution	↑3.823	↑2.880	↑4.012	VOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	VOT statistically significant	NOT statistically significant
Women being sold into marriage	NOT statistically significant	NOT statistically significant	↑3.235	VOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	VOT statistically significant	Statistically significant
Knowledge on Human Trafficking										
Lack of information as a main reason of why people become trafficked	NOT statistically significant	NOT statistically significant	NOT statistically significant	VOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	VOT statistically significant	VOT statistically significant	NOT statistically significant

⁶⁶ The direction of the effects in the first four columns reflects whether the information campaign resulted in an increase or decrease in the outcome variable of interest relative to the control (no information) condition. The remaining columns simply report whether the differences in treatment effects between two formats are statistically meaningful.

Variable Name	Short-term Post-treatment									
	Poster vs Control	GN vs Control	Radio vs Control	AV vs Control	GN vs Poster	GN vs Radio	GN vs AV	Radio vs AV	AV vs Poster	Radio vs Poster
Women over 16 are at high risk	NOT statistically significant	↑3.636	↑3.089	↑3.556	statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	NOT statistically significant
Girls under 16 are at high risk	↑3.021072	↑4.778	↑4.844	↑4.908	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	NOT statistically significant
Boys under 16 are at high risk	NOT statistically significant	↑5.378	↑7.008	↑5.322	Statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	Statistically significant
Men over 16 are at high risk	NOT statistically significant	↑5.199	↑5.027	↑5.679	Statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	Statistically significant
Members of the ward are more at risk	NOT statistically significant									
Human trafficking requires movement across state or national borders	NOT statistically significant	↑10.625	↑8.302	↑9.555	Statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	NOT statistically significant
The only type of human trafficking is sex trafficking	NOT statistically significant	↑5.771	↑5.462	↑5.096	NOT statistically significant					
Human trafficking is a form of slavery	↑4.556	NOT statistically significant	↑5.279	↑3.955	NOT statistically significant					
Men can be trafficked	↑4.515	↑8.671	↑8.860	↑8.633	Statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	Statistically significant
Cannot be trafficked if knowingly entered into prostitution	NOT statistically significant									
Attitudes Toward Human Trafficking Victims										
Would have a conversation with a labor trafficking victim	NOT statistically significant									
Would have a conversation with a sex trafficking victim	↑13.084	↑10.777	↑13.458	↑14.428	NOT statistically significant					
Would share a meal with a with a labor trafficking victim	NOT statistically significant	Statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant				
Would share a meal with a with a sex trafficking victim	↑10.784	↑9.646	↑14.208	↑12.269	NOT statistically significant	Statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant
Blame labor trafficking victims for what happened to them	NOT statistically significant	↑4.608	↑7.237	↑7.586	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	Statistically significant
Blame sex trafficking victims for what happened to them	NOT statistically significant	↓2.962	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant

Variable Name	Short-term Post-treatment									
	Poster vs Control	GN vs Control	Radio vs Control	AV vs Control	GN vs Poster	GN vs Radio	GN vs AV	Radio vs AV	AV vs Poster	Radio vs Poster
Level of empowerment of human trafficking victims	NOT statistically significant	↑25.058	↑26.561	↑30.673	Statistically significant	NOT statistically significant	Statistically significant	Statistically significant	Statistically significant	Statistically significant
Level of personal responsibility of human trafficking victims	NOT statistically significant	↓7.513	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	Statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant
Police are helpful in assisting human trafficking victims	NOT statistically significant	↑24.298	↑25.471	↑23.374	Statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	Statistically significant
Attitudes Toward Anti-Trafficking Policies										
Adopt stricter penalties for purchasing sex	NOT statistically significant	VOT statistically significant	NOT statistically significant	NOT statistically significant						
Legalize prostitution	NOT statistically significant	↑7.899	↑6.993	NOT statistically significant	Statistically significant	NOT statistically significant	NOT statistically significant	VOT statistically significant	NOT statistically significant	NOT statistically significant
Provide more police training	NOT statistically significant	VOT statistically significant	NOT statistically significant	NOT statistically significant						
Adopt stronger penalties for traffickers	NOT statistically significant	VOT statistically significant	NOT statistically significant	NOT statistically significant						
Prevent government corruption	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	NOT statistically significant	NOT statistically significant	VOT statistically significant	NOT statistically significant	NOT statistically significant
Increase workplace monitoring and supervision	NOT statistically significant	NOT statistically significant	↑9.233	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	NOT statistically significant	Statistically significant
Combat drug gangs	NOT statistically significant	↑6.913	NOT statistically significant	VOT statistically significant	NOT statistically significant	NOT statistically significant				
Improve how countries work together	↑7.471	↑10.902	↑8.177	↑6.571	NOT statistically significant	NOT statistically significant	Statistically significant	VOT statistically significant	NOT statistically significant	NOT statistically significant
Improve economic conditions and wages in Nepal	NOT statistically significant	VOT statistically significant	Statistically significant	NOT statistically significant						
Provide people with more information about trafficking	↑5.237	NOT statistically significant	↑4.327	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	VOT statistically significant	NOT statistically significant	NOT statistically significant
Educate girls and provide them with more work options	NOT statistically significant	NOT statistically significant	↑5.551	↑4.436	NOT statistically significant	NOT statistically significant	NOT statistically significant	VOT statistically significant	NOT statistically significant	NOT statistically significant
Actions to Combat Human Trafficking										
Would call the police about a situation of human trafficking	NOT statistically significant	↑5.587	↑7.000	↑7.256	NOT statistically significant	NOT statistically significant	NOT statistically significant	VOT statistically significant	NOT statistically significant	NOT statistically significant

Variable Name	Short-term Post-treatment									
	Poster vs Control	GN vs Control	Radio vs Control	AV vs Control	GN vs Poster	GN vs Radio	GN vs AV	Radio vs AV	AV vs Poster	Radio vs Poster
Would vote for a law to restrict the ability of young girls to move outside of Nepal	<i>NOT statistically significant</i>	↑7.223	↑9.301	↑6.893	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>	<i>VOT statistically significant</i>	<i>VOT statistically significant</i>	Statistically significant
Would talk with family and friends about trafficking	↑14.172	↑17.020	↑17.772	↑17.802	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>	<i>VOT statistically significant</i>	<i>VOT statistically significant</i>	<i>NOT statistically significant</i>
Would volunteer time to an anti-trafficking organization	<i>NOT statistically significant</i>	↑9.958	↑13.754	↑11.259	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>	<i>VOT statistically significant</i>	Statistically significant	Statistically significant
Would donate money to an anti-trafficking organization	<i>NOT statistically significant</i>	↑9.105	↑8.362	↑8.749	Statistically significant	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>	<i>VOT statistically significant</i>	Statistically significant	Statistically significant
Has signed a petition	<i>NOT statistically significant</i>	↑1.330	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>	<i>NOT statistically significant</i>	Statistically significant	Statistically significant	Statistically significant	<i>VOT statistically significant</i>	Statistically significant
Sent a postcard	-	-	-	-	-	-	-	-	-	-

Table VII-3: Summary of the Impact of Human Trafficking Intervention by Treatment Format (Long-term Results)⁶⁷

Variable Name	Long-Term Post-Treatment									
	Poster vs Control	GN vs Control	Radio vs Control	AV vs Control	GN vs Poster	GN vs Radio	GN vs AV	Radio vs AV	AV vs Poster	Radio vs Poster
Identifying Past Experiences with Human Trafficking										
Have been trafficked	-	-	-	-	-	-	-	-	-	-
Family members or friends have been trafficked	NOT statistically significant									
Sense of Urgency Around Human Trafficking										
Concern about human trafficking	NOT statistically significant									
Human trafficking is a big problem in respondent's community	NOT statistically significant									
Human trafficking is a big problem in Nepal	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	Statistically significant	Statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant
Government should prioritize anti-trafficking policies and programs	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant
Perceptions of Frequency of Types of Human Trafficking										
People being forced to work for little or no pay	↓ 3.281	↓ 2.749	NOT statistically significant	↓ 2.803	NOT statistically significant					
People being forced to work to pay off a debt	NOT statistically significant	NOT statistically significant	NOT statistically significant	↑ 2.3778	NOT statistically significant					
People being forced to engage in prostitution	NOT statistically significant	Statistically significant	Statistically significant							
Women being sold into marriage	NOT statistically significant									

⁶⁷ The direction of the effects in the first four columns reflects whether the information campaign resulted in an increase or decrease in the outcome variable of interest relative to the control (no information) condition. The remaining columns simply report whether the differences in treatment effects between two formats are statistically meaningful.

Variable Name	Long-Term Post-Treatment									
	Poster vs Control	GN vs Control	Radio vs Control	AV vs Control	GN vs Poster	GN vs Radio	GN vs AV	Radio vs AV	AV vs Poster	Radio vs Poster
Knowledge on Human Trafficking										
Lack of information as a main reason of why people become trafficked	↓ 7.386	NOT statistically significant	↓ 8.967	↓ 6.974	NOT statistically significant					
Women over 16 are at high risk	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant
Girls under 16 are at high risk	NOT statistically significant									
Boys under 16 are at high risk	NOT statistically significant	Statistically significant	Statistically significant	NOT statistically significant						
Men over 16 are at high risk	NOT statistically significant	Statistically significant	Statistically significant	NOT statistically significant						
Members of the ward are more at risk	↓ 3.406	↓ 3.574	↓ 3.346	NOT statistically significant						
Human trafficking requires movement across state or national borders	NOT statistically significant	Statistically significant	NOT statistically significant	Statistically significant	NOT statistically significant	NOT statistically significant				
The only type of human trafficking is sex trafficking	NOT statistically significant	Statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant					
Human trafficking is a form of slavery	NOT statistically significant	Statistically significant	Statistically significant							
Men can be trafficked	NOT statistically significant									
Cannot be trafficked if knowingly entered into prostitution	↑ 7.332	NOT statistically significant								
Attitudes Toward Human Trafficking Victims										
Would have a conversation with a labor trafficking victim	-	-	-	-	-	-	-	-	-	-
Would have a conversation with a sex trafficking victim	-	-	-	-	-	-	-	-	-	-

Variable Name	Long-Term Post-Treatment									
	Poster vs Control	GN vs Control	Radio vs Control	AV vs Control	GN vs Poster	GN vs Radio	GN vs AV	Radio vs AV	AV vs Poster	Radio vs Poster
Would share a meal with a with a labor trafficking victim	-	-	-	-	-	-	-	-	-	-
Would share a meal with a with a sex trafficking victim	-	-	-	-	-	-	-	-	-	-
Blame labor trafficking victims for what happened to them	-	-	-	-	-	-	-	-	-	-
Blame sex trafficking victims for what happened to them	-	-	-	-	-	-	-	-	-	-
Level of empowerment of human trafficking victims	-	-	-	-	-	-	-	-	-	-
Level of personal responsibility of human trafficking victims	-	-	-	-	-	-	-	-	-	-
Police are helpful in assisting human trafficking victims	-	-	-	-	-	-	-	-	-	-
Attitudes Toward Anti-Trafficking Policies										
Adopt stricter penalties for purchasing sex	NOT statistically significant	↑4.897	NOT statistically significant							
Legalize prostitution	NOT statistically significant	NOT statistically significant	↓7.033	NOT statistically significant	NOT statistically significant	Statistically significant	NOT statistically significant	Statistically significant	NOT statistically significant	NOT statistically significant
Provide more police training	NOT statistically significant									
Adopt stronger penalties for traffickers	NOT statistically significant	↑3.721	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	Statistically significant	NOT statistically significant	NOT statistically significant
Prevent government corruption	NOT statistically significant									
Increase workplace monitoring and supervision	NOT statistically significant	OT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant
Combat drug gangs	↑12.684	↑6.326	↑7.891	↑6.991	Statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant
Improve how countries work together	NOT statistically significant									

Variable Name	Long-Term Post-Treatment									
	Poster vs Control	GN vs Control	Radio vs Control	AV vs Control	GN vs Poster	GN vs Radio	GN vs AV	Radio vs AV	AV vs Poster	Radio vs Poster
Improve economic conditions and wages in Nepal	NOT statistically significant									
Provide people with more information about trafficking	↑6.040	↑7.719	↑9.029	↑8.473	NOT statistically significant					
Educate girls and provide them with more work options	NOT statistically significant									
Actions to Combat Human Trafficking										
Would call the police about a situation of human trafficking	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	Statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant	NOT statistically significant
Would vote for a law to restrict the ability of young girls to move outside of Nepal	NOT statistically significant									
Would talk with family and friends about trafficking	NOT statistically significant	Statistically significant	Statistically significant							
Would volunteer time to an anti-trafficking organization	-	-	-	-	-	-	-	-	-	-
Would donate money to an anti-trafficking organization	-	-	-	-	-	-	-	-	-	-
Has signed a petition	-	-	-	-	-	-	-	-	-	-
Sent a postcard	↑4.257	NOT statistically significant								

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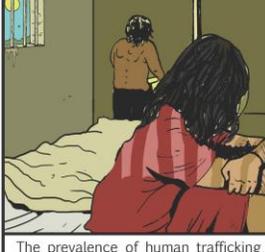
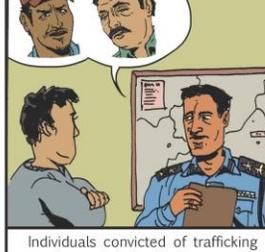
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APPENDIX A: POSTER

CHARACTERISTICS OF HUMAN TRAFFICKING IN NEPAL

<p>Human trafficking is a form of modern-day slavery where people profit from the control and exploitation of others.</p>	<p>Anyone can be a victim of sex, labor, or organ trafficking: men, women, and children.</p>	<p>Over 250,000 Nepalis are currently trafficked domestically or internationally.</p>	<p>The majority of trafficking cases are not reported to the police.</p>
			
<p>Exploitation includes:</p> <ul style="list-style-type: none"> - Forced labor or servitude - Forced prostitution or other forms of sexual exploitation - Slavery or practices similar to slavery - Removal of organs 	<p>More than 1 out of 3 Nepali trafficking survivors are children.</p>	<p>The prevalence of human trafficking in Nepal is amongst the highest in the world.</p>	<p>Individuals convicted of trafficking may be punished with fines and up to 20 years of imprisonment.</p>

RECOGNIZING THE SIGNS OF HUMAN TRAFFICKING

<p>Poor Recruitment Practices</p> <ul style="list-style-type: none"> - Rushed into making a decision - Enticed with a large advance payment - Given limited information about the job or destination - Recruited through false promises concerning the nature and conditions of the work - Required to use fake documentation or false information when traveling - Has no contract 			<p>Poor Working and Living Conditions</p> <ul style="list-style-type: none"> - Asked to lie about their work and living conditions - Not free to leave or come and go as they wish - Unpaid or paid less than what was promised - Owes a large debt and is unable to pay it off - Works excessively long and/or unusual hours - Is not allowed breaks or suffers under unusual restrictions at work - Threatened with violence and/or non-payment of wages
<p>Poor Health</p> <ul style="list-style-type: none"> - Shows signs of mental abuse - Show signs of helplessness - Shows signs of malnourishment - Shows signs of physical and/or sexual abuse, physical restraint, confinement, or torture 			<p>Lack of Control</p> <ul style="list-style-type: none"> - Is not in control of their own money - Is not in control of their own identification documents (ID or passport) - Is not allowed or able to speak for themselves

HOW CAN YOU STAY SAFE?

<ul style="list-style-type: none"> - Ask a lot of questions: gather information about your wages, work conditions, and type of work, even if the job opportunity is coming from a friend or family member - Talk to people you trust before making big decisions - If you leave home for work, establish a way to communicate with people you trust, and call often - Require a contract 			<ul style="list-style-type: none"> - Ensure family and friends know how to contact you - Report missing people to police or VDC - Call someone for help: your family, friends, police, local NGOs, and the Nepali embassy can help - Report exploitation to the local police - When going abroad, register with the Nepali embassy
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REPORT IT IMMEDIATELY



If you or someone you know might be in danger of human trafficking, send a free SMS to the human trafficking hotline at this number for help:

6040

For help, type 1 as your message. For information, type 2.



नेपालमा मानव बेचबिखन

मानव बेचबिखन आयुक्त समूहको दासत्व हो जसमा केहि मानिसहरु आफ्नो फाईदाको लागि अरु मानिसहरुलाई दबाव र शोषण गर्न पुग्छन् ।



त्यसता शोषण अन्तर्गतका क्रियाहरु :

जबरजस्तीको श्रम कार्य वा मजदुरी
जबरजस्तीको बेध्यावृत्ति वा अन्य प्रकारको यौन शोषण
दासता वा क्रमैया सरहको दुर्व्यवहार
प्रत्यारोपणका लागि अंग फिर्ने

महिला, पुरुष एवं बालबालिका : जो कोहि पनि श्रम शोषण, शारीरिक शोषण वा अंग प्रत्यारोपणका निम्ती बेचबिखनका शिकार हुन सक्छन् ।



नेपालमा एक तिहाई भन्दा बढी बालबालिकाहरु बेचबिखनका शिकार हुने गरेका छन् ।

केही समय यता २२०,००० भन्दा बढी नेपालीहरु स्वदेश एवं विदेशमा बेचिएको अनुमान छ ।



नेपाल विरवमा अत्यधिक मानव बेचबिखन हुने देशहरुमा पर्दछ ।

अधिकांश बेचबिखनका घटनाहरु प्रहरीमा रिपोर्ट गरिएका हुदैनन् ।



मानव बेचबिखनमा संलग्न व्यक्तिकरलाई जर्जिवा सावै २० वर्षसम्मको जेल सजाय हुन सक्छ ।

मानव बेचबिखनका संकेतहरु :

- शंकास्पद श्रम भर्ना प्रक्रिया**
- हतारमा कामबारे निर्णय लिन लगाइएको ।
 - ठुलो अग्रिम रकमको लोभ देखाइएको ।
 - काम र गन्तव्य बारे विस्तृत जानकारी नदिइएको ।
 - भुटो उमेर बताउन लगाइएको ।
 - कामको किसिम र अवस्थाबारे गलत जानकारी दिएर भर्ती गराइएको ।
 - यात्राको लागि नक्कली कागजपत्र र आफुबारे भुटो जानकारी प्रयोग गर्न लगाइएको ।
- खराब स्वास्थ्य स्थिति**
- मानसिक शोषणको संकेत देखिएको ।
 - असहाय स्थितीको संकेत देखिएको ।
 - कुपोषणको लक्षण देखिएको ।
 - शारीरिक वा यौन शोषण एवं यातना र बन्धक अवस्थाको संकेत देखिएको ।



- कामको सम्भौतापत्र नभएको ।**
- काम र बसाईको खराब स्थिती
 - काम वा बसाईको बारे भुटो बोल्न लगाइएको ।
 - ईच्छानुसार आवत-जावत गर्न रोक लगाइएको ।
 - ज्याला नदिइएको वा सम्भौता भन्दा कम ज्याला दिने गरिएको ।
 - निकै ठुलो श्रम र तिर्ने नसक्ने अवस्था भएको ।
 - असाभ्य वा अत्यधिक समयसम्म काम गर्नु परेको ।
 - बिना विश्राम वा विभिन्न किसिमका प्रतिबन्धमा रहि काम गर्न बाध्य भएको ।
 - हिंसाको तथा तलब नदिने डर-बास देखाएको ।
- अरुको नियन्त्रणमा**
- आफ्नो तलब माथि पूर्ण अधिकार नभएको ।
 - राहदानी जस्तो पहिचान सम्बन्धित कागजात आफ्नो नियन्त्रणमा नरहेको ।
 - आफ्नो लागि बोल्न नदिइएको वा नसकेको ।

कसरी सुरक्षित रहने ?

- धेरै प्रश्नहरु सोध्ने : आफ्नू वा इन्टिमिजहरु मार्फत काम पाएको खण्डमा पनि, कामको किसिम र तलबबारे पूर्ण जानकारी लिने ।
- काम र बसाईसराईका दुता निर्णयहरु लिनु अघि भरपर्दो व्यक्तिसंग छलफल गर्ने ।
- कामको सिलसिलामा बसाईसदा, भरपर्दो व्यक्तिसंग कुरा गर्न सक्ने माध्यम तय गर्ने र बेला बेलामा फोन गर्ने ।
- कार्य सम्भौतापत्र लिने ।



- घरपरिवार र इन्टिमिजले आफुलाई सम्पर्क गर्ने तरीका जानेको कुरा सुनिश्चित गर्ने ।
- फोन गरी सहयोग माग्न नहिक्किचाउने : घरपरिवार, इन्टिमिज, प्रहरी, ग्रामिण संघ- संस्था र नेपाली दुतावास, यी सबै सहयोगी निकाय हुन् ।
- कुनै पनि शोषणबारे ईलाका प्रहरीमा उजुरी हाल्ने ।
- बिदेश जाँदा, नेपाली दुतावासमा दर्ता गर्ने ।

तुरुन्त उजुरी गरौं



यदी तपाईं वा तपाईंले चिन्नु भएको कोही व्यक्ति मानव बेचबिखनको खतरामा हुनहन्छ भने, मानव बेचबिखन हेटलाइन ६०४० मा, सहयोगको लागि नि:शुल्क एसएमएस (SMS) पठाउनुहोस् ।

६०४०

सहयोगको लागि १ थिच्नुहोस् र जानकारीको लागि २ थिच्नुहोस् ।



APPENDIX B: GRAPHIC NOVEL

A. Forced Male Labor: Empowerment

The Cheated Migrant

Suraj is a 24 year old farmer. His family is struggling financially, and he decides to migrate to the Middle East to work as a manual laborer.





Suraj arrives in Qatar



2 months later...



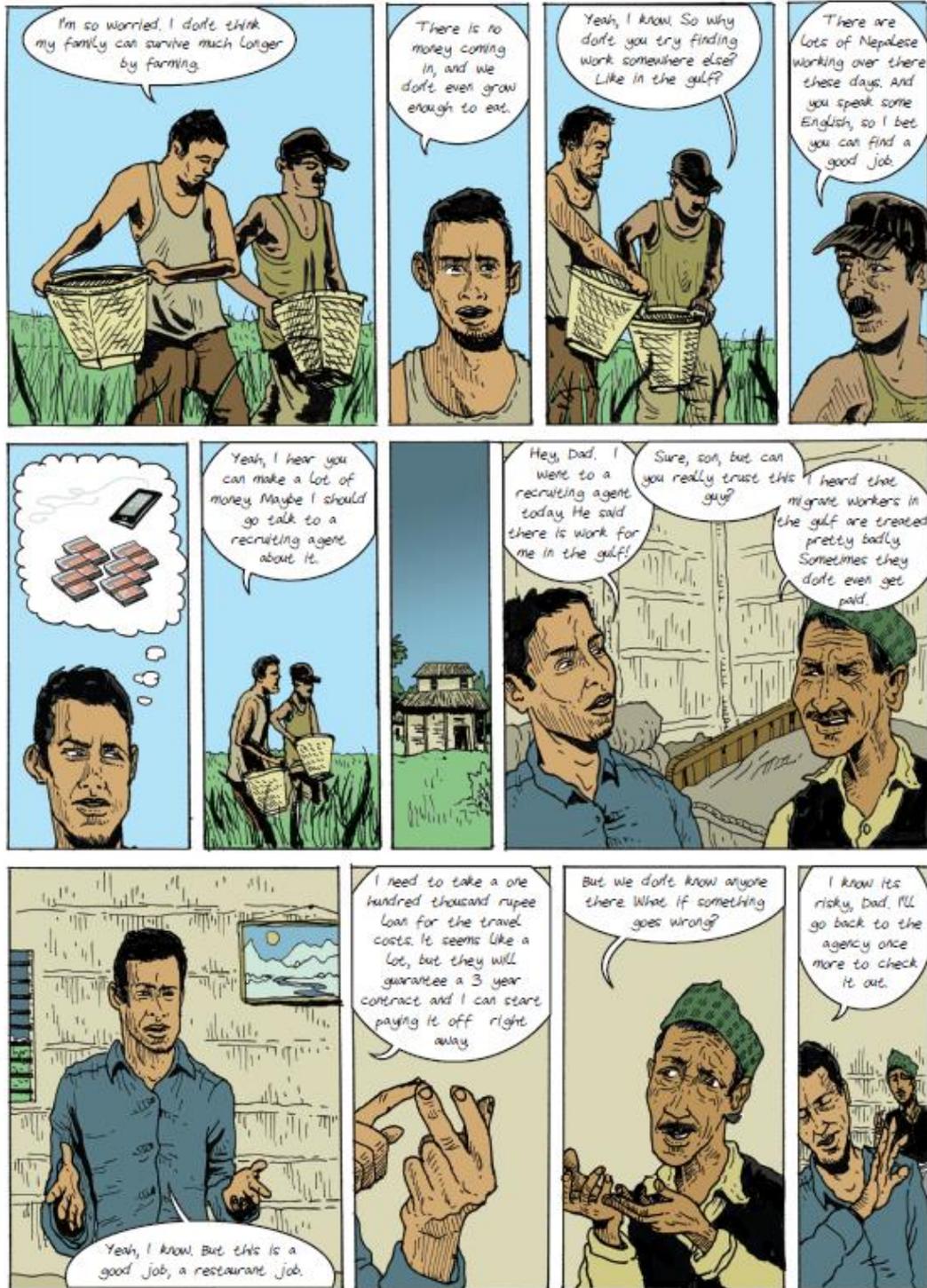
A few weeks later...



B. Forced Male Labor: Danger

The Cheated Migrant

Suraaj is a 24 year old farmer. His family is struggling financially, and he decides to migrate to the Middle East to work as a manual laborer.





Suraj arrives in Qatar



2 months later.



8 months later.



6 months later.



APPENDIX C: INTERVIEW QUESTIONS

Background

- How old are you?
- How many members are in your family?
- What is your ethnicity? (Tamang, Sherpa, Newar, etc)
- Where are you from (district, VDC, village)?
- What is your level of education?
- Can you read and write?
- What was your livelihood before you were trafficked?

Background to being trafficked

- When did this happen?
- How did you know the trafficker?
- When did you first meet them?
- How many times did you meet them?
- How did they first present the job offer to you?
- How much money/what did they offer you?
- Had you heard of human trafficking before?
- Had NGOs visited your village before, or had you seen NGO-produced materials (brochures, posters, etc)?
- Did anyone from your family, friends discourage you from taking the job?
- Did you know anyone who had taken a similar job before?
- Did you leave any way for your family/friends to contact you while you were gone?

After leaving your community

- Where was your final destination?
- How long did it take to get there?
- Were you on your own when you got there?
- How did you travel?
- Did it raise any suspicions among the people you met along the way (restaurant owners, bus drivers, officials)?
- Who paid for the trip?
- How did the behavior of the dalal change during the journey?
- Were other traffickers involved in transporting you to your final destination?
- When did you realize that things were not as you had been promised?
- How long did you stay there?
- Did you try to escape?
- Did you try to communicate with your family/friends/emergency services?
- Were you kept locked up?

The exit from captivity

- How did you leave?
- How long did it take to escape?

- How did the NGO intervene?
- Did you see the trafficker again?
- Did you press charges/Was the trafficker brought to justice?
- Have you returned to your village since the incident?
- What was the reaction of people to what had happened?
- What is your current role at the NGO?
- Do you currently support your family? How?
- What advice would you give your younger self if you had the chance?

APPENDIX D: CALENDAR

वि.सं. २०७१ बैशाख April-May 2014 अक्षर SUN MON TUE WED THU FRI SAT १ २ ३ ४ ५ ६ ७ ८ ९ १० ११ १२ १३ १४ १५ १६ १७ १८ १९ २० २१ २२ २३ २४ २५ २६ २७ २८ २९ ३० ३१							वि.सं. २०७१ आषाढ July-Aug. 2014 अक्षर SUN MON TUE WED THU FRI SAT १ २ ३ ४ ५ ६ ७ ८ ९ १० ११ १२ १३ १४ १५ १६ १७ १८ १९ २० २१ २२ २३ २४ २५ २६ २७ २८ २९ ३० ३१							वि.सं. २०७१ कार्तिक Oct.-Nov. 2014 अक्षर SUN MON TUE WED THU FRI SAT ३० १ २ ३ ४ ५ ६ ७ ८ ९ १० ११ १२ १३ १४ १५ १६ १७ १८ १९ २० २१ २२ २३ २४ २५ २६ २७ २८ २९ ३० ३१							वि.सं. २०७१ माघ Jan.-Feb. 2015 अक्षर SUN MON TUE WED THU FRI SAT १ २ ३ ४ ५ ६ ७ ८ ९ १० ११ १२ १३ १४ १५ १६ १७ १८ १९ २० २१ २२ २३ २४ २५ २६ २७ २८ २९ ३० ३१						
वि.सं. २०७१ ज्येष्ठ May-June 2014 अक्षर SUN MON TUE WED THU FRI SAT १ २ ३ ४ ५ ६ ७ ८ ९ १० ११ १२ १३ १४ १५ १६ १७ १८ १९ २० २१ २२ २३ २४ २५ २६ २७ २८ २९ ३० ३१							वि.सं. २०७१ भाद्र Aug.-Sept. 2014 अक्षर SUN MON TUE WED THU FRI SAT १ २ ३ ४ ५ ६ ७ ८ ९ १० ११ १२ १३ १४ १५ १६ १७ १८ १९ २० २१ २२ २३ २४ २५ २६ २७ २८ २९ ३० ३१							वि.सं. २०७१ मंसिर Nov.-Dec. 2014 अक्षर SUN MON TUE WED THU FRI SAT १ २ ३ ४ ५ ६ ७ ८ ९ १० ११ १२ १३ १४ १५ १६ १७ १८ १९ २० २१ २२ २३ २४ २५ २६ २७ २८ २९ ३० ३१							वि.सं. २०७१ फाल्गुन Feb.-March 2015 अक्षर SUN MON TUE WED THU FRI SAT १ २ ३ ४ ५ ६ ७ ८ ९ १० ११ १२ १३ १४ १५ १६ १७ १८ १९ २० २१ २२ २३ २४ २५ २६ २७ २८ २९ ३० ३१						
वि.सं. २०७१ आषाढ June-July 2014 अक्षर SUN MON TUE WED THU FRI SAT १ २ ३ ४ ५ ६ ७ ८ ९ १० ११ १२ १३ १४ १५ १६ १७ १८ १९ २० २१ २२ २३ २४ २५ २६ २७ २८ २९ ३० ३१							वि.सं. २०७१ आश्विन Sept.-Oct. 2014 अक्षर SUN MON TUE WED THU FRI SAT १ २ ३ ४ ५ ६ ७ ८ ९ १० ११ १२ १३ १४ १५ १६ १७ १८ १९ २० २१ २२ २३ २४ २५ २६ २७ २८ २९ ३० ३१							वि.सं. २०७१ पौष Dec. 2014-Jan. 2015 अक्षर SUN MON TUE WED THU FRI SAT १ २ ३ ४ ५ ६ ७ ८ ९ १० ११ १२ १३ १४ १५ १६ १७ १८ १९ २० २१ २२ २३ २४ २५ २६ २७ २८ २९ ३० ३१							वि.सं. २०७१ चैत्र March-April 2015 अक्षर SUN MON TUE WED THU FRI SAT १ २ ३ ४ ५ ६ ७ ८ ९ १० ११ १२ १३ १४ १५ १६ १७ १८ १९ २० २१ २२ २३ २४ २५ २६ २७ २८ २९ ३० ३१						

महिला, पुरुष एवं बालबालिका : जो कोहि पनि श्रम शोषण, शारीरिक शोषण वा अंग प्रत्यारोपणका निम्नी बेचबिखनका शिकार हुन सक्छन् ।

नेपालमा बेचबिखनका एक तिहाई भन्दा बढी शिकार बालबालिका हुने गरेका छन् ।

अधिकार बेचबिखनका घटनाहरु प्रहरीमा रिपोर्ट गरिएका हुँदैनन् ।

मानव बेचबिखनमा संलग्न व्यक्तिहरुलाई जरिवाना साथै २० वर्षसम्मको जेल सजाय हुन सक्छ ।

मानव बेचबिखन आधुनिक समयको दान्तव हो जसमा केहि मानिसहरु आफ्नो फाइदाको लागि अरु मानिसहरुलाई दबाव र शोषण गर्न पुग्छन् ।

त्यसता शोषण अन्तर्गतका क्रियाहरु :

- जबरजस्तीको श्रम कार्य वा मजदुरी
- जबरजस्तीको बेध्यावृत्ति वा अन्य प्रकारको यौन शोषण
- दासता वा कर्मचा सरहको दुर्व्यवहार
- प्रत्यारोपणका लागि अंग फिकने

यदी तपाईं वा तपाईंले चिन्नु भएको कोही व्यक्ति मानव बेचबिखनको खतरामा हुनहुन्छ भने, स्पारो एस.एम.एस. को मानव बेचबिखन हटलाइन ६०४० मा, नि:शुल्क एस.एम.एस. पठाउनुहोस् ।

सहयोगको लागि १ थिच्नुहास् र

जानकारीको लागि २ थिच्नुहास्



APPENDIX E: PETITION

Petition to the Government of Nepal to Fight Against Human Trafficking

By signing this petition, I demand heightened attention from the government of Nepal in regards to the issue of human trafficking. I thereby urge the government to take the following actions against human trafficking in Nepal that are check-marked below:

- Sign and ratify the internationally accepted United Nations Protocol on Trafficking in Persons (2000) so as to explicitly recognize the following actions as human trafficking, which is lacking in the current legal definition of human trafficking in Nepal: labor exploitation, forced labor or servitude, practices similar to slavery, and forms of sexual exploitation beyond sex trafficking.
- Repeal the governmental policy that prevents women under 30 from working abroad in the Gulf countries and introduce new laws and bilateral agreements with foreign nations like Dubai, Malaysia, and Qatar to ensure safety of the migrant workers abroad.
- Amend The Child Labor Prohibition and Regulation Act of 2000 to establish the minimum age of hazardous work at 18 rather than 16 and expand the domain of child labor consumption to include domestic labor, home-based enterprises, and unregistered establishments in the informal and agricultural sectors.
- Establish a government-run hotline for the reporting of any suspected cases or suspicious activity in relation to human trafficking; ensure its thorough outreach and publicity all over the country; and take active governmental initiative to establish a centralized network of governmental and non-governmental organizations to provide immediate as well as sustained responses to the reported cases.

Date

Name of the Petitioner

Address

Signature/ Thumb-print

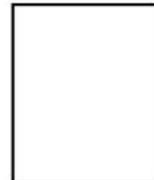
APPENDIX F: POSTCARD



If you would like to ask the government of Nepal to invest more resources in educating citizens and state officials (e.g. political leaders, civil servants, the police) about the dangers of human trafficking and developing more public awareness campaigns around it, please mail this postcard.

It is being sent to New Era (the Nepali organization that is carrying out this study) and the promoters of this research project, who will deliver it to a representative of the Government of Nepal.

Respondent ID:
Respondent name:



New Era
P.O.Box 722
Rudramati Marga,
Kalopul, Kathmandu
Nepal.