



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

Impact Assessment Report

Prevention Campaign Impact Evaluation

P(revention)I(dentification)P(rotection)

addressing anti-trafficking in Romania

National Agency Against Trafficking in Persons (ANITP)

*Swiss-Romanian Cooperation Programme
to Reduce Economic and Social Disparities within the Enlarged European Union*

*Priority Sector: Security, Stability and Support For Reforms
Security Thematic Fund
Schengen Related Issues*

BUCHAREST
14th October 2014

1

www.swiss-contribution.admin.ch/romania

www.anitp.mai.gov.ro



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

Contents

<i>Executive summary</i>	3
1. Introduction	4
2. Background	5
2.1 Development of the campaign	6
2.2 Targets and target groups of the campaign	7
2.3 Description of campaign materials	8
3. Impact assessment	12
3.1 Youth group	12
3.1.1 Pre-activity	13
3.1.2 Post-activity	15
3.2 Teachers, psychologists' and members of the community	16
3.2.1 Pre-activity	16
3.2.2 Post-activity	17
4. Conclusions and recommendations	19
<i>Annex I – Pre activity questionnaire for young people</i>	21
<i>Annex II – Post activity questionnaire for young people</i>	22
<i>Annex III – Pre activity questionnaire for teachers, psychologists' and members of the community</i>	23
<i>Annex IV – Post-activity questionnaire for teachers, psychologists' and members of the community</i>	24
Tables	
Table 1: Pre activity questionnaire for young people	14
Table 2: Post activity questionnaire results for young people	15
Table 3: Pre activity questionnaire for teachers, psychologists' and members of the community	17
Table 4: Post-activity questionnaire for teachers, psychologists' and members of the community	18



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

Executive summary

The National Agency against Trafficking in Persons is the applicant and beneficiary for the project P(revention)I(dentification)P(rotection) which has been implemented since October 2012, ending October 2014.

The project has an overall goal of decreasing trafficking in human beings in Romania.

One of the main activities featured in the project is the prevention campaign which has been implemented from mid-June until the end of September. During this time numerous meetings with the target group and the relevant stakeholders took place, media promoting activities took place, and a large number of personalised campaign materials were offered to those interested in this initiative.

The purpose of this campaign has been to raise awareness regarding trafficking for sexual exploitation in order to reduce the vulnerability of the main target group, the young people.

Given the objectives, scale and timeframe of the campaign, linked with the large number of campaign materials disseminated, numerous broadcasts of the video spot and the large number of direct beneficiaries participating in the seminars, it is only fair to conclude that the activities were efficiently implemented and the prevention campaign's purpose has been fulfilled.



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

1. Introduction

The National Agency Against Trafficking in Persons (ANITP) was established in 2006, and this was the first step towards an acknowledgement and combat of the phenomenon already present for many years in Romania, which is trafficking in human beings. ANITP is currently the coordinating body for all measures against trafficking in human beings in Romania

In 2010 the number of victims decreased compared to 2005, but were higher than those recorded in 2009. And for the first time, trafficking for labour exploitation exceeded, trafficking for sexual exploitation. The cause of this shift is, according to analysts, on the one hand economically related amid the global economic crisis (unemployment, decreasing living standards) and on the other hand, the impact of the anti-trafficking policies against sexual exploitation, which has increased public awareness.

According to official Romanian Ministry statistics, Romania remains a country of origin for trafficking in human beings, exploited both internally and externally. In 2010, 1154 people were victims of trafficking from Romania (26% internally trafficked), showing a decrease from 2551 trafficked human beings victims in 2005 – but an increase of 32.5% from 2009. The decrease in Romania was influenced by economic and social variables, an increase in prosecution of traffickers, as well as the impact of anti-trafficking policies and campaigns implemented.

Sexual and labour exploitation remain the two main types of trafficking in human beings in Romania, in addition to trafficking children or disabled persons to exploit them for begging or minor offenses (theft, shoplifting, pick pocketing).

Romania, as an EU Member State with high activity in trafficking in persons, together with its Member State partners (Hungary, Bulgaria etc.), is undertaking all possible measures to deal with human trafficking and improve cooperation, by further training for capacity building and enhancing inter-governmental and local partner synergies.

This project has addressed the most relevant aspects (prevention, identification and protection) which were aim at: prioritizing and streamlining the anti-trafficking activities; real-time data collection and research on the phenomenon, including methods for more dynamic and international institutional cooperation; raising awareness about the negative effects of trafficking; and an evaluation on the needs for improving the quality of assistance services.



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

2. Background

In order to maximize the efforts done to reduce trafficking in human beings, and its negative implications on society, action needs to be approached from all angles, implicating all stakeholders: ministries' and inter-ministerial teams, inter-governmental partners, NGOs, public and regional centres.

According to the Swiss Coordination Unit Against the Trafficking in Persons and Smuggling of Migrants (KSMM), Switzerland is a target and transit country for human trafficking. Most victims are sexually exploited in prostitution circles. The exploitation of labour is thought to occur mainly in the domestic, agricultural, catering and construction sectors. Cases of human trafficking for the purpose of removing human organs are not known to have occurred to date.

Victims of sexual exploitation are usually female and between 17 – 25 years old and mainly originate from the following regions: Hungary, Romania and Bulgaria (Eastern Europe); Brazil and the Dominican Republic (Latin America); Thailand (Asia); Nigeria and Cameroon (Africa).

Victims are frequently recruited by family members or friends, by faking a relationship/love affair, through job advertisements, by travel, marriage or job agencies, or even through violent abduction. Prompted by precarious economic and social living conditions in their country of origin, women succumb to the temptation of false promises of high earnings and better living conditions in Switzerland. Many travel to Switzerland in the knowledge and with the intention of prostituting themselves. However, they are deceived beforehand about the true circumstances and the exploitive working conditions.

Traffickers use various means to exercise control over their victims during the period of exploitation; they threaten to use violence towards the victims or their families, they confiscate the victims' travel documents or wages, or threaten punishment if the victims do not abide by the conditions laid down by the traffickers.

The majority of identified trafficking victims that were forced into nude dancing and prostitution originated from Eastern Europe, including Hungary, Romania, and Bulgaria.

One of the most common methods for reaching the victims and potential victims of trafficking in human beings is through awareness campaigns. According to an impact evaluation of campaigns, a message broadcast on TV is the most efficient way to send a message and to reach the target group. Secondly, radio features, followed by posters and flyers also are effective in reaching potential victims. The results of

5



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

previous campaigns emphasize the fact that media plays a very important role in disseminating a message towards the target group.

This project thus has an overall goal to improve the capacities of Romanian authorities and cooperation amongst actors in the fight against trafficking in human beings to contribute to decreasing trafficking in human beings in Romania.

Following the report drafted by prevention experts participating to the study-visits and prevention workshops proceedings, a national campaign for preventing sexual exploitation has been developed in Romania. Romania is still an origin country for sexual exploitation and Switzerland a destination. In order to address adequately this issue, measures have to be taken in both countries, for reducing demand and supply as well.

Various analyses performed by ANITP revealed that in sexual exploitation, the main vulnerable group is that of young women aged 14-25, having more than half of the exploits within the country borders. Victims are being tempted as they are promised a job with high and easy earnings, and the recruiter is, in most cases a person who knew the victim previously.

The project aimed to reduce the number of victims for sexual exploitations, and the prevention campaign was one of the main activities. This was initiated in mid-June and finished at the end of September 2014.



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

2.1 Development of the campaign

The following steps for the development of the campaign have been planned and conducted:

- Assessment of the information needs and the identification of the target group on national level
- Creation of campaign message and communication strategy
- Design of the campaign materials
- Creation of TV spot
- Production of campaign materials
- Implementation of campaign
 - Organizing campaign teams and workshop with teams
 - Broadcasting the TV spot
 - Publishing the campaign message in newspapers
 - Implementing the campaign on local level

During the assessment of the information needs, identification of target group and creation of the campaign message a working group was installed in order to ensure the involvement of all relevant stakeholders.

For the TV spot in order to reach the target group a public personality needed to be chosen. The profile was that of a person young people can trust, a role model for public, with exemplary moral behaviour.

In order to reach the target group (young people vulnerable to trafficking in persons) a public figure, a well-known actor, Dragos Bucur, was hired in order to promote the campaign message. The increased popularity of this young figure, is a notable factor for the campaign's popularity, adding visibility from those following the actor.

High quality and high impact campaign materials were produced in order to draw attention and increase awareness. The campaign logo, slogan and main image were added to all materials in order to create an unique image in the mind of the direct beneficiaries.

The implementation of the campaign faced several organisational challenges. These challenges led on the one hand to time delays in implementing the campaign, on the other hand had impact on the content and strategy of the campaign. The timeframe of the campaign began at the end of the school year and ended after the first two weeks of the new school year. This brought challenges as the main target group was harder to get in touch with.

7



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

Some Regional Centres, like the one in Constanta had a higher advantage as a result of the timeframe, as during summer numerous people come to enjoy the sea-side, and all types of target groups are accessible more easily. At the same time other institutions are trying to take advantage of the same period, and other campaigns are being implemented at the same time, which could led to decreased interest on the side of the tourists.

Other Regional Centres, although having tourist attractions in the area, faced infrastructural challenges as the locations were not easily accessible, out-of-city transportation being required.

2.2 Targets and target groups of the campaign

The focus of the campaign is on prevention and on transmitting an educational message to potential victims. There are three specific purposes of the national awareness raising campaign:

- Raising awareness in young people about the risk posed by the trafficking in human beings
- Informing Romanian women and girls about trafficking in persons for the purpose of sexual exploitation, which can take place in EU countries as well as in Romania;
- Informing the environment of Romanian young people (teachers, psychologists, relatives, close friends) about the risk posed by sexual exploitation.

The promotional material aims at combining a rational (informative) element with an emotional one. The rational elements include the presentation of risks of being trafficked, the identification of trafficking patterns and an invitation to take action by popularising the number of the info-line.

The fact that trafficking in human beings happens in a well-known environment is shown by the familiarity of the situation encountered, by the recruiter being a person known and trusted as well as by a context implying no dangers. In this way potential victims are focused on the moment when they can still do something in order to avoid being trapped. Information has to be linked to emotions which can lead to a change in attitudes.

The primary target group are the young people aged 14-25 and the secondary one is the general audience, as the people who interact with the young, professors, psychologists, parents.



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

2.3 Description of campaign materials

The message of the campaign is short, reflective and emotional. The content pursues the campaign objectives; is relevant and easily accessible for the target group that it's addressed to; and takes into account its claims as premises.

The materials that were disseminated within the campaign, as give-aways are:

➤ **Poster**

20.000 large full-colour posters were distributed as part of the project to all the partners involved. They were used to promote the project and its campaign against human trafficking and sexual exploitation.

Campaign posters were displayed in public places like underground and train stations, airports and border crossings. In terms of institutions, posters were displayed in high schools, city halls, Victim Support and Legal Assistance Offices, police offices, labour offices, and even at high profile events like festivals, road shows, conferences, seminars, and roundtables.

➤ **Paper gift-bag**

Following the graphic design of the poster, the bag contains program's logo, slogan, message and campaign image and the toll-free Helpline number. 60 pieces were created and disseminated.

➤ **T-shirts**

As short sleeved, classic cut, yellow coloured, available in medium and large, the t-shirts have the poster image printed on the front. 1.000 t-shirts were used as give-aways during presentations and public gatherings.

➤ **Leaflet**

These were created in A5 versions, with appealing coloured covers, containing general information on the risks and implications of sexual exploitation. 20.000 leaflets were disseminated along with posters and USB memory sticks in high profile areas and events.

➤ **USB Flash drive**

1.000 items have been customized with the logo of the financing programme, campaign slogan and the helpline toll-free number. These were distributed throughout the campaign, during conferences, seminars, meetings, roundtables and festivals and they were also distributed to passers-by for promotional purposes and awareness increase.



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

➤ **Flyer**

These 2 faced ads were designed to contain the campaign image on one side and the motivational text on the other side. All 20.000 items were handed-out during the campaign.

➤ **TV Spots**

The TV spot was designed as a high quality short movie depicting a well-known young Romanian actor, Dragos Bucur, who is thought to have a positive influence on the behaviour of the young target group watching the video. The initial 90 second video is translated in English by a native speaker in order to increase its quality and accuracy, and a shorter version, lasting only 30 seconds has been produced, following the same quality standards as the main video in order to facilitate its dissemination.

In total the spots were broadcasted over 40,000 times.

These were also shown in areas with numerous target audiences, including shopping malls, department stores, airports, and public transportation.

These videos were also published on the website of numerous public institutions, including schools and high-schools from across the country. It is expected that this led to an even higher impact for the campaign. School and High-school websites are accessed more at the beginning of the school year as students seek relevant information. And it is likely that the campaign videos drew attention on those websites and was watched by the fresh pupils. Unfortunately this happening was not monitored and no official and accurate statistical information is available.

Along with these materials, other tools were used during the campaign, as follows:

➤ **Press conference**

The press conference on 11 June 2014 marked the official launch of the campaign. The TV spots have been presented. The press conference was attended by numerous media representatives, which led to newspaper articles about the campaign. A press release was issued.

➤ **Facebook**

As Facebook is one of the main social media sites and its usage guarantees contact with numerous stakeholders and potential victims it is very important in terms of awareness that this promotional method has been used. On the Facebook page visitors had access to information about the project and the prevention campaign undertaken, can watch TV spots, and are in touch with continuous updates regarding the campaign activities.



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

Almost 4.400 people accessed the post regarding the English version of the video spot; almost 7.200 found the Romanian version and 3.200 Facebook users saw the campaign poster. Information and photographs from the launch press conference was viewed by almost 3.400 users. The high interest could be a result of Dragos Bucur's participation.

➤ **Pre and post activity questionnaires**

Two sets of questionnaires (for the general public and for the young people who are considered the main target group) have been applied; These surveys are used for measurement of how the target group meetings had achieved their purpose. Their results will be analysed in the following chapter.

➤ **Direct meetings with representatives of the target group**

To support the campaign, the specialists from ANITP, and the partner institutions participated in direct meetings with the general public, aged between 14 and 25 years, and with psychologists, teachers, and other community members in areas with high risk of trafficking.

The purpose of these meetings was to raise awareness, directly for the participants and indirectly throughout dissemination via press, television, radio and Internet.

All in all 509 meetings took place during the campaign, with over 80% targeting the young target group. Over 27000 stakeholders were present during these meetings.

➤ **Press Releases and articles**

The media is the main dissemination instrument of the campaign. Throughout articles published in paper and online newspapers, press releases, interviews, the TV and radio spots which have been broadcasted, as well as guest appearances on television and radio shows, the message of the campaign reached a large number of additional stakeholders.

In terms of dissemination the campaign message was broadcasted over 40000 times, on local, regional and national television, and in public places, e.g. city centre large screens, malls, shopping arcades, and all Romanian international airports.

The campaign was featured in 100 articles in paper and online newspapers and in 30 radio and television interviews.

The total number of promotional items used exceeds 62.000 pieces, but the overall campaign message is estimated to have reached as much as 7 million people, including the main target group and the community.



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

3. Impact assessment

The impact assessment of the awareness raising campaign on prevention of human trafficking for sexual exploitation is based on surveys among two different target groups: young people aged between 14 and 25 years, as well a second group consisting mainly of psychologists, teachers and other community members in close contact with young people.

Both target groups were presented with the awareness raising campaign and the pre- and post-activity questionnaires (see Annex I-IV) in a specific setting. This specific setting included the handing out of pre-activity questionnaires, the prevention activity and afterwards the distribution of the post-activity questionnaires.

The specific prevention activities took place throughout the whole country and reached 27,350 individual target audiences. In each of the locations a few students, teachers and professionals were selected to answer the pre- and post-activity questionnaires.

The information was surveyed and the following statistic was extracted. The percentage represents the number of affirmative (“yes”) answers out of the total valid number.

3.1 Youth group

Each of the two questionnaires for young people was filled in by 555 respondents. In terms of age, most of them, 44.72%, were aged 14 to 16, and 39.45% were aged 16-18. Only 15.83% were aged 18-25 years.

In terms of campaign sustainability there is a major advantage regarding the young age, as the earlier they are exposed to this kind of material, triggers more knowledge and less chances of vulnerability due to lack of information. For this young age group the informative sessions could be regarded as a form of preventive education.

The two backgrounds, rural and urban are almost equally distributed within the answers received; as 43.27% come from a rural background, and the rest, 57.27% have an urban one. This distribution is similar to the country average of 46% of the population living in rural areas.

In regards to the campaign objectives this age and background distribution is relevant in terms of socio-demographics, as it offers a balanced opinion for the main target group.



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

3.1.1 Pre-activity

The majority of young people have heard, previous to the campaign, about trafficking in human beings for sexual exploitation and they are aware that it's also happening in their own country (see table 1), as 92.4% were aware of what this activity is about, and 91.7% recognised its occurrence inside the country. But because Romania is a top origin country for trafficking victims, the awareness percentage among young people needs to improve and become closer to 100%, and for this to happen more campaigns and dissemination are needed.

As human trafficking for sexual exploitation is a relatively new activity, only 33% of the young people surveyed have heard of such cases in their communities. This percentage is above the criminal rate of trafficking, but the high positive answer rate is justified by the fact that actions were predominantly implemented in communities which are most likely fostering or favouring the phenomenon. Still it is expected that numerous cases might be unknown to society, as victims might have experienced trauma, prefer privacy and are not willing to discuss this matter.

Unemployment was recognized as one of the main factors leading to trafficking and exploitation.

Gender has been confirmed as a favouring factor, as almost 88% of the young people respondents consider that young females are more likely to be affected by this phenomenon.

Less than half of the answers confirmed that a friend or an acquaintance could be a person trafficking others. This might be because young people are more trustful in others, which makes them even more vulnerable, or because due to their young age and limited experiences part of the information presented in the prevention campaign is not fully understood in order to be aware that those who appear to 'care' and have the best intentions could be the ones who are actually leading you to a vulnerable situation.

In most cases information regarding trafficking for sexual exploitation was not considered sufficient in order to prevent this activity from occurring, with about 55% sufficiency in Romania. But as only around half of the answers confirmed they have heard about a campaign on this matter, there is still a need to implement more campaigns, preferably those with similar nation-wide activities, so that the awareness regarding trafficking in human beings for sexual exploitation becomes widespread.

Around two thirds of the young people who answered the questionnaires had previously seen campaign materials regarding human trafficking for sexual exploitation

13



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

and this can be considered an indication of the fact that TV broadcast can be more efficient than other types of promotional activities. Those who came across the campaign materials on this matter were particularly impressed with the campaign message, and it's likely a strong impact has resulted.

Only 47% of the responders acknowledge themselves among the target individuals for traffickers. This being a young age group, it is possible that some of them may be more optimistic about their future employment opportunities, and consider that they will not need to seek jobs in another environment, or result in vulnerable situations. Also this might be an early result of the campaign, because after having understood the activity and the risks associated with it, it may seem improbable that they will become victims of this activity.

Table 1: Pre activity questionnaire for young people

Question	Affirmative answers
1 Do you know what human trafficking is?	92.14%
2 Do you think there is human trafficking for sexual exploitation in Romania?	91.74%
3 Have you heard of cases of human trafficking for sexual exploitation in the area where you live?	33.45%
4 Do you think people who are looking for a job can become victims of human trafficking?	80.89%
5 Do you think that young women are more vulnerable?	97.92%
6 Do you think you have enough information to be protected from human trafficking for sexual exploitation?	55.25%
7 Do you think an acquaintance (friend, neighbour) could be a trafficker of human beings?	48.21%
8 Do you think that a sexual exploited person is free to walk away at any time?	14.44%
9 Have you heard of a trafficking in human beings for sexual exploitation prevention campaign?	59.49%
10 Have you seen/heard any spot TV/radio in the fight against human trafficking?	61.49%
11 Have you seen materials (leaflets, posters etc.) on human trafficking for sexual exploitation?	67.79%
12 If so, have you been impressed by its message?	95.20%
13 Do you think you can be in the situation of the characters in the radio/TV spots of the campaign?	46.97%



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

3.1.2 Post-activity

Following the instructional activities, the teens were asked to answer a new set of questionnaires. In terms of better understanding the specific phenomenon of human trafficking for sexual exploitation, 85% of all the respondents agreed that their understanding has increased. Also 96% agree that the campaign has brought useful information on the prevention of human trafficking for sexual exploitation. And 93% of the respondents agree that the materials used will raise awareness for potential victims.

Almost 90% consider that the chosen actor, Dragos Bucur, was a good choice in terms of sending young people the right message.

When discussing data sources, answers to whether respondents know where to get more information on this matter, 81% agree they know where to obtain it. In part the high percentages of positive answers can be another early result of the campaign.

In terms of continuing the campaign, over 90% of respondents from Romania agree that more similar campaigns for preventing human trafficking for sexual exploitation should be implemented.

Table 2: Post activity questionnaire results for young people

Question	Affirmative answers
1 Do you think you have a better understanding of the phenomenon of human trafficking for sexual exploitation?	85.20%
2 Do you think this campaign will bring useful information about the prevention of human trafficking for sexual exploitation?	96.25%
3 Do you think that the materials used in this campaign raise the awareness of the potential victims about the danger of trafficking for sexual exploitation?	93.04%
4 Do you think actor Dragos Bucur, who featured in the video sends the right message to young people?	89.81%
5 Do you know where to get the information on how to prevent human trafficking for sexual exploitation?	81.42%
6 Do you think it should be more campaigns to prevent human trafficking for sexual exploitation?	94.83%



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

3.2 Teachers, psychologists' and members of the community

Within this target group, questionnaires were filled in mainly by police officers 19.17%, teachers 23.25% and psychologists 22.67%. These, by the nature of their activity, are also the functions which are most likely to come across cases of sexual exploitation, and are the closest in contact with the main target group, young people aged 14-25.

The fact that over three quarters of the questionnaires belong to this group of three functions (teachers, psychologists and police) is highly valuable for this campaign.

As far as gender goes, less than one third, 32,5% are men, and 67.5% are women.

The vast majority of participants in this second target group, 92.77%, is post-graduate and all others have high-school diplomas.

In terms of age distribution, 15% are in their twenties, 34,44% are in their forties, and 39.44% in their thirties, the other two age groups are unrepresentative as their representation is less than 10% of the total answers.

3.2.1 Pre-activity

Questionnaires applied to this group reveal that trafficking in human beings for sexual exploitation and the risks associated with this activity are not known to the general public, or that only a small number of people are expected to know what this is about. Knowledge expectancy is less than 15%.

In terms of campaign visibility, 78% of the respondents have noticed it previous to the activity. Similar answers were registered for seeing one of the campaign's spots on TV. For those who watched one of the campaign's spots up to 93% found it of interest and 87% useful.

When being asked about the campaign materials, 82% agree they have seen them beforehand. These materials caught the attention of 94% of the ones seeing them before and 87% consider that the information was useful.

Over 93% of the answers agree that lack of information is one of the main factors that increase vulnerability for human trafficking for sexual exploitation.

Overall, the slight majority of respondents have been previously involved in other meetings on the prevention of trafficking for sexual exploitation.



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

Table 3: Pre activity questionnaire results for teachers, psychologists' and members of the community

Question	Affirmative answers
1. Do you think that trafficking in human beings for sexual exploitation and the risks are sufficiently known to the public?	14.08%
2 Have you noticed any campaign against human trafficking for sexual exploitation?	78.05%
3 Have you seen/heard any spot TV/radio on trafficking in human beings for sexual exploitation?	83.7%
4 If so, did they draw your attention?	92.71%
5 Do you think the information was useful?	87.25%
6 Have you seen any materials (leaflets, posters etc.) on human trafficking for sexual exploitation?	81.89%
7 If so, did they draw your attention?	94.15%
8 Do you think the information was useful?	86.88%
9 Do you think that the lack of information is one of the main factors that increase the vulnerability to trafficking?	93.09%
10 Have you ever participated in any meeting/working group/seminar on the prevention of trafficking for sexual exploitation?	59.94%

3.2.2 Post-activity

After having participated in the specific campaign activities for teachers, psychologists' and other members of the community, most of them agreed that their understanding of the phenomenon has increased. Positive answers ranking over 93%. Even higher percentages were recorded on accounts that this campaign will bring useful information regarding the prevention of human trafficking for sexual exploitation.

Most respondents agree that the materials used in the campaign will raise the awareness of the potential victims about the danger of trafficking for sexual exploitation, with more than 99% of answers in favor.

Over 95% consider that the chosen actor, Dragos Bucur, was a good choice in terms of sending young people the right message.

Also, as in the younger age group , the members of the community and the psychologists and teachers answering the questionnaire agree that more similar



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

campaigns should be implemented in order to prevent trafficking for sexual exploitation.

Table 4: Post - activity questionnaire results for teachers, psychologists' and members of the community

Question	Affirmative answers
1 Do you think you have a better understanding of the phenomenon of human trafficking for sexual exploitation?	93.39%
2 Do you think this campaign will bring useful information about the prevention of human trafficking for sexual exploitation?	99.10%
3 Do you think that the materials used in this campaign raise the awareness of the potential victims about the danger of trafficking for sexual exploitation?	99.09%
4 Do you think actor Dragos Bucur, who featured in the video sends the right message to young people?	95.08%
5 Do you know where to get the information on how to prevent human trafficking for sexual exploitation?	96.70%
6 Do you think it should be more campaigns to prevent human trafficking for sexual exploitation?	97.90%



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

4. Conclusions and recommendations

The development of the awareness raising campaign on the risks of trafficking for sexual exploitation involved many different actors – representing all partners in the project. The campaign materials encompassed a TV spot, posters, brochures and USB sticks, and other promotional materials as giveaways.

The primary target group of the awareness raising campaign was the main potentially vulnerable group, the young people aged between 14 and 25. The secondary target group were the people working with the first group, teachers, psychologists, and other members of the community, who could be responsible for preventing and combating trafficking for sexual exploitation.

In terms of accessibility, the spot has also been translated into English using a native speaker. And because the posters and the spots were displayed not only on TV and within various Institutions, but also in airports, train stations, and public transportation, it is expected that the campaign message has reached an extensive number of people, including those outside the educational system, and those who do not pose or use a TV set.

In light of this evaluation, the following recommendations for further campaigns are suggested:

- Campaigns' and media implementation strategy: Conducting analysis of the media consumption pattern of the primary and secondary target groups in order to achieve a target group oriented media mix;
- Increasing the budget available for TV broadcast as this proved to be the most effective means of communication with the target group.
- Creating extensive nation-wide campaigns is required in order to increase the number of people who are positively influenced by the impact of those campaigns.
- Romania as a country of destination: The trend that Romania is to a certain extent a country of destination for trafficking and sexual exploitation needs to be acknowledged and addressed in the design of future prevention campaigns.
- Addressing the human rights violations as reasons for trafficking in human beings such as gender discrimination or discrimination of minorities in prevention campaigns;
- Where possible, if the campaign is addressing children who are still in school it is advised to choose a timeframe during the school year and to avoid vacations as much as possible, as then children are less accessible;



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

- More information regarding the undergoing campaigns should be available on ANITP's website
- Smaller size posters are recommended, as the large ones are harder to display, as they need more room
- Additional expenses should be considered for those willing to use personal cars in order to disseminate and contact the target audience located outside the main cities.
- An audio spot is to be considered as some media partners cannot display video formats, and an even shorter TV version is advisable in order to increase the number of broadcasts at peak times.

One of the key findings of this campaign is the fact that further similar campaigns need to be implemented, as lack of knowledge is one of the main factors for increasing vulnerability. Before implementing the preventive activity, most respondents agreed that there is not enough information on this matter. So in terms of sustainability it is imperative that similar campaigns should take place. Funding sources could include European grants, and public money spent on prevention activities.

After the preventive activities have been implemented, most respondents agree that they know from where to obtain more information on this matter.



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

Annex I

Pre activity questionnaire for young people

	YES	NO
1. Do you know what human trafficking is?		
2. Do you think there is human trafficking for sexual exploitation in Romania?		
3. Have you heard of cases of human trafficking for sexual exploitation in the area where you live?		
4. Do you think people who are looking for a job can become victims of human trafficking?		
5. Do you think that young women are more vulnerable?		
6. Do you think you have enough information to be protected from human trafficking for sexual exploitation?		
7. Do you think an acquaintance (friend, neighbour) could be a trafficker of human beings?		
8. Do you think that a sexual exploited person is free to walk away at any time?		
9. Have you heard of a trafficking in human beings for sexual exploitation prevention campaign?		
10. Have you seen/heard any spot TV/radio in the fight against human trafficking?		
11. Have you seen materials (leaflets, posters etc.) on human trafficking for sexual exploitation?		
12. If so, have you been impressed by its message?		
13. Do you think you can be in the situation of the characters in the radio/TV spots of the campaign?		

Age (in years reached):

1. 14 – 16 years
2. 16 – 18 years
3. 18 – 25 years

Background:

- rural
- urban



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

Annex II

Post activity questionnaire results for young people

	YES	NO
14. Do you think you have a better understanding of the phenomenon of human trafficking for sexual exploitation?		
15. Do you think this campaign will bring useful information about the prevention of human trafficking for sexual exploitation?		
16. Do you think that the materials used in this campaign raise the awareness of the potential victims about the danger of trafficking for sexual exploitation?		
17. Do you think actor Dragos Bucur, who featured in the video sends the right message to young people?		
18. Do you know where to get the information on how to prevent human trafficking for sexual exploitation?		
19. Do you think it should be more campaigns to prevent human trafficking for sexual exploitation?		

Age (in years reached):

1. 14 – 16 years
2. 16 – 18 years
3. 18 – 25 years

Background:

- rural
- urban



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

Annex III –

Pre activity questionnaire for teachers, psychologists' and members of the community

	YES	NO
1. Do you think that trafficking in human beings for sexual exploitation and the risks are sufficiently known to the public?		
2. Have you noticed any campaign against human trafficking for sexual exploitation?		
3. Have you seen/heard any spot TV/radio on trafficking in human beings for sexual exploitation?		
4. If so, did they draw your attention?		
5. Do you think the information was useful?		
6. Have you seen any materials (leaflets, posters etc.) on human trafficking for sexual exploitation?		
7. If so, did they draw your attention?		
8. Do you think the information was useful?		
9. Do you think that the lack of information is one of the main factors that increase the vulnerability to trafficking?		
10. Have you ever participated in any meeting/working group/seminar on the prevention of trafficking for sexual exploitation?		

Socio-demographic data:

Sex:

1. Male
2. Female

Education:

1. at most secondary
2. secondary
3. high

Age (in years reached):

1. 18 – 29 years
2. 30 – 39 years
3. 40 – 49 years
4. 50 - 59 years
5. over 60 years

Participants in this meeting as:

1. parent of a child
2. representative of the Police
3. representative of the Directorate General of Social Assistance and Child Protection
4. representative of the School Inspectorate
5. teacher
6. psychologist
7. representative of an NGO
8. other situation (priest, Roma community leader)



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

Annex IV

Post - activity questionnaire for teachers, psychologists' and members of the community

	YES	NO
1. Do you think you have a better understanding of the phenomenon of human trafficking for sexual exploitation?		
2. Do you think this campaign will bring useful information about the prevention of human trafficking for sexual exploitation?		
3. Do you think that the materials used in this campaign raise the awareness of the potential victims about the danger of trafficking for sexual exploitation?		
4. Do you think actor Dragos Bucur, who featured in the video sends the right message to young people?		
5. Do you know where to get the information on how to prevent human trafficking for sexual exploitation?		
6. Do you think it should be more campaigns to prevent human trafficking for sexual exploitation?		

Socio-demographic data:

Sex:

1. Male
2. Female

Education:

1. at most secondary
2. secondary
3. high

Age (in years reached):

1. 18 – 29 years
2. 30 – 39 years
3. 40 – 49 years
4. 50 - 59 years
5. over 60 years

Participants in this meeting as:

1. parent of a child
2. representative of the Police
3. representative of the Directorate General of Social Assistance and Child Protection
4. representative of the School Inspectorate
5. teacher
6. psychologist
7. representative of an NGO
8. other situation (priest, Roma community leader)