

***Question 22:** Has a national/regional/local campaign or program to alert the potential victims of THB to the various forms of exploitation been carried out in your country during the last two years? If so, was it based on research for determining effective prevention methods? Was it addressed to a particular group of potential victims? Which bodies, governmental or non-governmental, were in charge of implementing it? Please describe the material used for the campaign/program and its dissemination. If possible, please provide an assessment of the impact of the campaign/program. If more than one campaign or program was carried out please provide the details for each of them. If there are currently plans for launching a new campaign or program, please provide details.*

### **Continuous implementation of the Red Cross of Serbia Anti Trafficking program**

The Red Cross of Serbia has been actively dedicated to combating Human Trafficking with the administrative and technical support from the Danish Red Cross, financed by the Norwegian Ministry of Foreign Affairs through the Norwegian Red Cross since December 2005 when it became a member of the National Team for Combating Human Trafficking.

Guided by the seriousness of the problem, the mission of the Red Cross to alleviate human suffering and the fact that everyone can contribute to the prevention of this issue, the basic and most important role of the Red Cross of Serbia is prevention through education individuals and groups to recognize the problem and its forms. Program focuses on developing knowledge and skills of target groups to confront this issue, to react properly to it and inform the relevant authorities about the existence of the problem.

Interactive workshops through peer education are confirmed methods for reaching out to children and youth, especially when the goal is to influence their behaviour concerning sensitive and serious issues. Using this method, the Red Cross of Serbia conducts interactive workshops in over 84 local branches through a network of trained volunteers. In the period of 2010-2011, Red Cross volunteers alerted more than 32 000 potentially vulnerable individuals about the problem of Human Trafficking, its various forms of exploitation and preventive means. Red Cross target groups include: children and youth in schools, children with intellectual disabilities, children without parental care, soup kitchen beneficiaries, children in centres for refugees and internally displaced people and in Roma settlements. To improve identification of victims in Serbia the Red Cross of Serbia also targeted medical and social staff, school teachers and parents, as well as RC local branch staff members who can come in contact with victims of trafficking in issues pertinent to human trafficking. In the period 2010-2011 the Red Cross of Serbia informed more than 420 people from the previously mentioned target group.

#### **More on links:**

<http://blogs.ec.europa.eu/malmstrom/visit-to-belgrade/>

<http://euinfo.rs/en/events/2177/Commissioner+Malmstrom+visit+to+Belgrade.html>



### **Infosessions for children and youth**

Within the framework of the Anti Trafficking programme, the Red Cross of Serbia launched a set of materials “Human Trafficking – Prevention Kit” in 2011. This set includes a manual for peer educators containing a wide range of information on statistical information and case studies and standardised presentations with embedded audio visual material and didactic material that enables peer educators to present the serious social issue to target groups through interactive workshops. Didactic material consists of two board games: “1, 2, 3, on the way to school”, which has a goal to advise the youngest ones to act accordingly in a situation that is unknown to them and avoid the risk. It is intended for ages six and older, and “Traffedo” intended to motivate and inspire adolescents to find out more about this issue; puzzles, coloring and picture books for preschool children and children with intellectual disabilities. The materials for children introduce the issues in ways that are appropriate to the age group, providing practical tips on staying safe. The key message is one that is easily understood and taken on board by the children.



**Human trafficking - Prevention Kit of the Red Cross of Serbia**

**More on video: [http://www.youtube.com/watch?v=E-BJyy\\_shHc](http://www.youtube.com/watch?v=E-BJyy_shHc)**

An External Evaluation of the Red Cross of Serbia Anti Trafficking program was conducted by consultant Eleanor Fethley in the period of 21<sup>st</sup> – 28<sup>th</sup> August. An overview of the Red Cross of Serbia documentation was done, including the Action Plan, and an overview of the Republic of Serbia Strategy for Combating Human Trafficking and National Action Plan was also done. All materials developed by the Red Cross of Serbia were presented. Interviews were conducted with all relevant stakeholders: The Agency for Coordination and Protection of Victims of Trafficking, Ministry of Interior, Police Academy, IOM, NGO Astra, NGO Atina, meeting with Program Development Group members, meetings with Red Cross local branch secretaries and staff, field visits, attending info sessions including pre and post interviews with participants.

Please see Annex Lessons Learnt for a complete review.

The Red Cross of Serbia plans to continue the implementation of the Anti Trafficking program through continuous interactive information workshops throughout Serbia.

### **Specific campaigns implemented**

- **October (2010 and 2011)** is marked as the month of Combating Human Trafficking in Serbia by the Government of the Republic of Serbia. As a consequence an increased number of activities were implemented during this month. In most of the cases Red Cross local organisations took the opportunity and worked together with representatives of Ministry of Interior in implementation of info-sessions. Numerous articles in the local news papers were published as well as series of radio and TV features related to these particular activities.

#### **More on links:**

<http://euinfo.rs/en/events/1882/Human+trafficking+%E2%80%93+modern+slavery.html>

- **18<sup>th</sup> October 2011 - European day of Anti-trafficking**, cross-border event jointly organised by Red Cross National Societies in Serbia, Montenegro and Croatia. The main event was based on the visual concept of the “Anti-Trafficking Prevention Kit” developed by the Red Cross of Serbia, using mannequins as the key symbol. Most activities took place in shopping malls, pedestrian areas and other busy public areas. These activities were organised simultaneously in approximately 100 municipalities throughout Serbia, Croatia and Montenegro and more than 1000 Red Cross volunteers, staff and beneficiaries participated in the awareness raising activities. Please see Annex "Cross border Anti-trafficking event in the Balkans" for a complete review of the event.



**More on video 1:** <http://youtu.be/NZuJXca4Ni4>

**More on video 2:** <http://www.youtube.com/watch?v=SQ6I3SHyXZs&feature=related>

- For the purpose of increasing awareness raising and emphasising the role of the RC in prevention of human trafficking, a promotional short film has been produced based on the RC network activities during the 18<sup>th</sup> of October. The film accents the capability of youth volunteers and their eagerness to create an impact in their communities. This video material is played on video walls and information displays in shopping malls, public transport and airport, as well as during info sessions with potential partners.

**More on video: <http://www.youtube.com/watch?v=-Z0G7d56xOI>**

- 8 (eight) shifts of educational sessions in duration of 10 days each were held as a part of Red Cross of Serbia Summer School in the RC resort “Krista Djordjevic” in Baosici at the sea coast in Montenegro from the 7<sup>th</sup> of June until 29<sup>th</sup> of August 2011. Summer School of the Red Cross in Baošići lasts from June to September, in order to provide rest and recovery of children and youth who belong to the vulnerable / marginalized categories, soup kitchen beneficiaries, children without parental care, children with disabilities, children - victims of domestic violence, Roma children who are involved in RCS programs (learning support / preparation for school). All mentioned categories are under high risk of exposure to human trafficking and therefore our target group. Workshops and lectures with the subject of human trafficking and preventive measures were held for children aged 5 to 14 years. The RC experienced A-T trainers implemented workshops for approximately 250 participants of different backgrounds and ages. The workshop participants themselves presented their knowledge to whole group in the resort, meaning that information about the problem of human trafficking was disseminated to approximately 2000 children.



**Baosici Summer School**

- **International AT youth camp, 10<sup>th</sup> – 17<sup>th</sup> July 2011** the first international camp with the topic of anti-trafficking / prevention of human trafficking, organized by the Red Cross of Serbia took place in Cardak, near Kovin. Camp had an international character; therefore participants were volunteers from 7 countries: Croatia, Macedonia, Montenegro, Bosnia and Herzegovina, Denmark, Belarus and the host, Serbia.



**More on video:** <http://www.youtube.com/watch?v=AZWJY7NZMFs>

- Cooperation with UNHCR, IOM, UNODC joint office has been established through a mini project focused on working with mentally disabled children and children in orphanages as well as reprinting of adequate didactical material that enabled Red Cross volunteers to implement the planned information sessions in the best possible way.



**Workshops for specific target groups**

- Cooperation with Spanish Red Cross has been established through a mini project focused on working with children with intellectual disabilities in school „Sava Jovanovic Sirogojno“ in Belgrade. The School acts as a training center where Red Cross volunteers from different Red Cross local branches come to practice implementing workshops with this particular target group. Specific didactical material has been designed including posters, puzzles, coloring books and leaflets for children and their parents



**Workshops in Sava Jovanovic Sirogojno school**