

Preventing Human Trafficking through Awareness-Raising of Clients of Prostitution

Tereza Herdová

International Organization for Migration (IOM) in Prague

Plzen, 3 June 2009



Outline

- Czech research targeting clients of prostitution (2005)
- Awareness-raising campaign in the Czech Republic (2 phases in 2006 and 2007)
- Outcomes and recommendations



Pilot Research – Aims and Strategies

- Project implemented by IOM in 2005;
- Assessment of the target group and its awareness of human trafficking before the planned campaign aimed at clients of prostitution;
- Piloted in two border regions of the Czech Republic: West-Bohemia, South-Moravia (bordering Germany and Austria);
- Methodology: semi-structured interviews with clients of prostitutions (40), grass-root NGOs and regional branches of Unit Combating Organised Crime, and other relevant persons related to prostitution (prostitutes, barmen, taxi-drivers, managers of clubs);
- Direct contact and snowball technique.



Profile of Clients of Prostitution

- A hardly accessible group, many refuse the interview because of the sensitive character of the issues of prostitution and trafficking – some of them rather talk about somebody else's experience;
- Men from all the social and age groups, Czechs and foreigners – more specific in some localities (foreigners, minorities, lorry-drivers), different motivations;
- Some of them considered more problematic - violence or health risks, untrustworthy clients associated to clubs' managers;
- Some of them more inclined to be sensitive towards trafficked women and to act (involved, build a relationship with a victim, meet her regularly, more trusted).



Awareness of Trafficking among Clients

- Contradictory statements about a voluntary character of prostitution, coercive means (from physical violence to retention of money and passports, obligation to purchase for inflated prices);
- Clients do not know much about coercion and involuntariness in prostitution, while NGOs and police report such cases in the same locality;
- Many clients claim to be well informed about what trafficking is, but can not distinguish its indicators;
- Prostitutes do not often speak about coercion (fear, language barriers);
- Clients willing to help often do not know how (risky, language barriers, the signs are not obvious).



Recommendations for a Campaign

The campaign's message should incorporate information and motivation.

It should inform that:

- Trafficking exists even if its signs are not obvious;
- The victims can be helped effectively;
- Every information is valuable, even an anonymously reported suspicion.

It should motivate the addressee to act:

- Be the one who helps a coerced person;
- He should not put in danger himself or the victim by launching risky activities.

Beyond: guidelines how to distinguish less obvious manifestations of trafficking.



Recommendations for a Campaign

- The message have to be attractive enough and speak the target groups' language, it must correspond to their real experience;
- It should not work with concepts as police (distrust) or severe physical violence (disbelief) – extreme cases should not be emphasized;
- It has to try to address mainly those who are able to establish a contact with the victim, or even mutual communication and trust;
- It has to be formulated in a positive way, moralizing attitude is ineffective – clients have to be addressed as a source of information;
- The representation of trafficked persons cannot be degrading!



Czech Campaign Targeting Clients of Prostitution

- Pilot phase in 2006, second phase in 2007;
- Piloted in two border regions (bordering on Germany and Austria); second phase – larger territory, Prague, big towns and borders;
- Implemented by IOM, NGOs Caritas and La Strada; funded by Czech MoI and British Embassy in Prague;
- Tools: printed material (posters, postcards, stickers), advertisements in magazines and on internet, website (<http://www.say-it.cz>), NGOs' hotlines;
- Pilot phase: direct dissemination (border crossings, bars, gas stations, markets, parking places, public toilets);
- Larger-scale dissemination: posters in public transport (trams, metro), train station, airport, adverts on planes, on tourist maps; campaign's website, erotic magazines and websites, postcards in clubs and restaurants, 12 border-crossing points etc.
- Campaign materials in Czech, German and English.





Don't be afraid to say it for her!

Your courage is her hope. If you believe she is being hurt or kept against her will, please call us and we'll help. All calls and emails are anonymous.

Tel: +420 605 988 566
+420 222 717 171

www.say-it.cz **mail@say-it.cz**

TOGETHER AGAINST
HUMAN
TRAFFICKING

Don't be afraid to say it for her!

Your courage is her hope. If you believe she is being hurt or kept against her will, please call us and we'll help. All calls and emails are anonymous.

Together Against Human Trafficking



IOM International Organization for Migration

Results and Recommendations

- The website visit rate is high;
- Fewer phone calls, e-mail responses and direct feedback; some cases investigated by the Police;
- Targeting the clients of prostitution requires a longer, more visible and massive campaign using the media and other visible, far-reaching tools (billboards in locations of higher occurrences of prostitution, TV, radio and cinema spots, internet advertising and advertising in erotic magazines);
- Necessary to consider other long-term methods of influencing the demand for commercial sex services: education of youth about the reality of forced prostitution and trafficking in human beings;
- Campaigns should target in the future the public as consumers of services of cheap labor force with preventive activities countering trafficking for the purpose of forced labor.



Downloads in English

Campaign materials and other information: <http://www.say-it.cz>

Reports from the research and campaigns:

<http://www.mvcr.cz/clanek/obchod-s-lidmi-dokumenty-982041.aspx>

