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2013-2016

MTV / USAID / AUSAID ALLIANCE



ASIA

AN INNOVATIVE MULTIMEDIA
CAMPAIGN TO INCREASE
AWARENESS AND PREVENTION

OF TRAFFICKING IN PERSONS

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1. Executive Summary

1.1 MTV EXIT ASIA is a large-scale multi-media campaign designed to raise awareness of trafficking in persons (TIP) in the Asia-Pacific Region. It reflects an innovative multi-donor partnership between USAID and AusAID that is designed to contribute to and strengthen the anti-TIP sector within the region. The campaign employs a mix of high profile concerts, roadshows, television programs, national and international TIP-focused websites, public service announcements, as well as features and music videos. MTV EXIT ASIA's television programs are broadcast nationally and regionally through MTV channels, as well as free-to-air terrestrial broadcast networks. In addition to these outputs, MTV EXIT ASIA produces printed material, supports youth sessions and youth media capacity development camps (both designed to help push anti-TIP messages to the local level). It is also active in working with local anti-TIP and media partners to extend its messages and brand to areas that MTV EXIT ASIA would find difficult to target, i.e. vulnerable populations in rural areas. The most recent phase of the program was supported by both AusAID and USAID and was two years in duration (2011-2012). This proposed new phase seeks four years of financial support (2013-2016) in the amount of US\$11 million to enable the program to build on its successes, implement the findings of the recent AusAID Independent Review (2012) and enhance both its relevance and potential to build sustainable local capacity to address the TIP issue.

1.2 The priority recommendations from the AusAID Independent Review (2012) noted that in any future phase MTV EXIT ASIA should aim to:

- a) Continue to narrow its focus by concentrating additional human and financial resources in countries where high supply of trafficking victims exists;
- b) Link more effectively to other regional anti-TIP initiatives;
- c) Recognise the role it plays in strategic communication (i.e. advocacy, knowledge dissemination and influencing);
- d) Strengthen its technical capacity in approaches to Communication for Development (C4D) and Behaviour Change Communication (BCC);
- e) Enhance quality assurance (QA) mechanisms to ensure the relevance and effectiveness of all outputs and activities;

- f) Continue to work to disaggregate and target specific audiences/stakeholders in order to bring additional focus and relevance to its work;
- g) Build internal research, learning, monitoring and evaluation (hereafter R&L) capacity in order to enhance its organisational learning culture and better integrate external impact evaluation findings and understanding of country TIP issues into its practice;
- h) Strengthen its approach to gender, sustainability and risk management.

1.3 This Program Design (PD) sets out how MTV EXIT ASIA will continue to respond to the challenges outlined in the AusAID Independent Review (2012), whilst also continuing to deliver exciting and informative media and communications activities that help to promote awareness of TIP issues and which have been demonstrated to generate significant social and behavioural impacts. In addition, this PD seeks to continue a regional approach to the prevention of trafficking while scaling-up activities in four high priority countries to be selected in consultation with USAID and AusAID from Burma, Cambodia, Indonesia, Philippines, Thailand and Vietnam. With this scale-up, comes new program pressures and considerations, chief amongst them ensuring that the proposed investment of US\$11 million over the four year period, yields effective and impactful outcomes, especially for people who are vulnerable to being trafficked. Consequently, significant attention is paid within this PD to how MTV EXIT ASIA can build its own organisational capacity; strengthen its governance and implementation arrangements, as well as strengthening its own R&L practice. The structure of MTV EXIT ASIA allows for further expansion through an increase in the number of priority countries as well as the production of more activities both regionally and within these priority contexts. MTV EXIT ASIA is committed to identifying and securing additional investment to ensure the maximum impact against TIP in the Asia-Pacific.

1.4 This PD provides a clear 'roadmap' describing MTV EXIT ASIA implementation and sets out four thematic components under which the bulk of program outcomes and activities are gathered. These components reflect the elements of the program that directly contribute to social and behavioural change. They include: (i) Media Content; (ii) Live Events; (iii) Youth Engagement; and (iv) Strategic Communication. Each of these four components is discussed in detail within the main text of this PD. The Strategic Framework set out below in Figure 1 summarises the goal, objective and key outcomes associated with the program's components. In addition to the main 'activity' streams, the framework sets out a number of core areas of program focus that significantly underpins MTV EXIT ASIA program delivery and

implementation. These areas of cross-cutting influence and support include, research and learning, gender strategy, risk management, partnerships, capacity building, quality assurance and public relations and branding. Each of these is addressed in detail within the main text of this PD.

Figure 1: MTV EXIT ASIA Strategic Framework

Program Goal: To contribute to a reduction in human trafficking in the Asia-Pacific Region.			
Program Objective: To raise awareness of human trafficking in the Asia-Pacific Region to promote behaviour change and drive social action.			
Component 1: Media Content	Component 2: Live Events	Component 3: Youth Engagement	Component 4: Strategic Communication
<p>Outcomes:</p> <p>1.1 Audiences are disaggregated and targeted with high quality anti-TIP messages.</p> <p>1.2 High quality anti-TIP mass media outputs are produced and disseminated.</p> <p>1.3 The capacity of local media organisations is built through partnering and the transfer of skills.</p>	<p>Outcomes:</p> <p>2.1 High profile national live events provide a focus for national anti-TIP campaigning.</p> <p>2.2 Local 'roadshows' provide a platform for the dissemination of targeted anti-TIP messages to vulnerable populations in areas underserved by existing mass media.</p> <p>2.3 The capacity of local media organisations, corporate partners and live event coordinators to host complex 'pro-</p>	<p>Outcomes:</p> <p>3.1 Youth are engaged and communication and leadership capacity is built through training.</p> <p>3.2 Youth are mobilised to engage in anti-TIP communication interventions in their own communities.</p> <p>3.3 Anti-TIP youth networks are established and maintained.</p>	<p>Outcomes:</p> <p>4.1 Influential stakeholders are engaged to enhance the delivery of the MTV EXIT ASIA Program.</p> <p>4.2 Influential stakeholders are informed on the contribution and impact of media and communications in the prevention of human trafficking.</p> <p>4.3 The strategic communication capacity of key anti-TIP stakeholders is</p>

	development' live events is strengthened.		strengthened through the provision of guidance, training and materials.
<p>Activities:</p> <ul style="list-style-type: none"> - Co-produced local TV series - Co-produced regional drama series - Artist 'on air' specials - Local live TV programs - TV local and international music videos / PSAs - Digital platforms (build and maintain social networking and MTV EXIT website) - Regional and local digital dissemination (Facebook, Twitter, Vimeo, YouTube) - Video Internet content produced - Re-edited material to support TIP organisations (i.e. ILO, ARTIP, UNIAP) - Mentoring and shadowing for media co-production 	<p>Activities:</p> <ul style="list-style-type: none"> - Roadshows and national concerts - Video content for concerts - Promotional material - Artist briefing - Training of MCs - Training volunteers - Launch events - Press conferences - Co-production of live events (logistics, sound engineering, lighting, etc.) 	<p>Activities:</p> <ul style="list-style-type: none"> - Youth sessions and workshops - TIP awareness raising and media trainings - Youth-generated anti TIP media content - community social mobilization - Online TIP community building (Facebook, MTV EXIT digital platform) - Competitions (photography, battle of bands, etc.) 	<p>Activities:</p> <ul style="list-style-type: none"> - Participation in COMMIT (UNIAP) and other national/regional TIP trainings and workshops - NGO workshops (media content & dissemination, etc.) - Stakeholder meetings to share TIP data/best practice - Production of strategic communication guidance and provision of training - Development and distribution of MTV EXIT ASIA branded advocacy packs and materials to local anti-TIP organisations
<p>Cross-cutting Mechanisms</p> <ol style="list-style-type: none"> 1. Research and Learning: to underpin all components and provide input on TIP issues, message design, material testing, monitoring and impact evaluation. Significant investments will be made in additional research and learning capacity within MTV EXIT ASIA during phase. 2. Gender Strategy: will be developed and organisation-wide training undertaken to ensure that a gender 			

focus is integrated into all aspects of the MTV EXIT ASIA Program, from disaggregation of evaluation data to ensuring that anti-TIP messages and production values are gender sensitive.

3. Risk Management: will ensure that the program is periodically examined, as part of annual planning processes, to see if it is minimising risks to successful implementation. Where risks are identified strategies will be put in place to offset them. Country specific risk assessments will be developed focusing on the 4 priority countries.

4. Partnerships: are fundamental to the success of MTV EXIT ASIA and extend across corporate, media, anti-TIP-sector, government and donors. Investing in partnerships leverages additional financial and human resources and increases the potential for lasting capacity to be built and therein an element of sustainability. Partnerships play an important role in extending and localising MTV EXIT ASIA outputs.

5. Capacity Development: is a key outcome of all four components and represents a core element of MTV EXIT ASIA's sustainability. The capacity of local media organisations, corporate partners and live event coordinators is built through the transfer of skills; communication and leadership capacity of youth is built through training; and the strategic communication capacity of key anti-TIP stakeholders is strengthened through the provision of guidance, training and materials.

6. Quality Assurance: is critical to both the national and regional credibility of MTV EXIT ASIA, as well as to increasing the impact associated with its various communication outputs. Specific management, technical and quality assurance processes aimed at ensuring the consistency of high quality behaviour change-focused messaging will be put in place during the next phase and the governance and oversight of the program will be strengthened through the development of a Project Management Group (PMG) and independent Technical Advisory Group (TAG).

7. Public Relations and Branding: cuts across every component and is critical to the promotion of events and the profile of MTV EXIT ASIA as a recognisable and trusted brand. Links to wider content creation and dissemination, for example press features and radio interviews relating to TIP.

2. Analysis and Strategic Context

Introduction

2.1 MTV Networks' brands are seen globally in 640 million households in 161 countries and 34 languages via 170 locally programmed and operated TV channels and more than 400 digital media properties. It is the world's largest television broadcaster and is a highly influential brand. MTV Asia (MTVA), incorporated in Singapore, is Asia's largest 24-hour music television network, reaching more than 300 million households in over 25 countries and 10 languages across Asia via terrestrial, cable, and satellite. MTV Asia's brands include MTV, VH1, and Nickelodeon. MTVA also operates 16 Asian websites in 10 languages. MTV's parent company, Viacom, Inc., is a U.S.-based leading global media company, with pre-eminent positions in broadcast and cable television, radio, outdoor advertising and the Internet. The company's diverse holdings also include interests in television syndication, digital media, publishing, home video, licensing and merchandising and feature films. MTV is also committed to using this power to effectively educate young people on a variety of social issues. In 2004, MTV launched MTV EXIT, a cutting edge and innovative educational campaign designed to raise awareness and increase prevention of human trafficking and exploitation. Utilizing the power and influence of music, film, and celebrities, the campaign has produced award-winning media content that has been viewed tens of millions of times by audiences across the world. In addition, these components continue to be used as awareness raising tools by many academic institutions, non-government organisations, international organisations, and government institutions committed to combating trafficking in persons (TIP).

2.2 MTV EXIT ASIA is a multi-media campaign designed to raise awareness of trafficking in persons (TIP) in the Asia-Pacific Region. It employs a mix of high profile concerts, youth sessions, roadshows, television programs such as documentaries, drama, public service announcements and music videos, as well as national and international TIP-focused websites. In addition, it places a strong emphasis on working with and through local organisations, on building sustainable anti-TIP communications capacity, on mobilising youth to promote awareness of TIP and on advocating for greater commitment to the anti-TIP agenda. MTV EXIT ASIA's television material is aired nationally and regionally through MTV channels, as well as free-to-air terrestrial broadcasters. In addition to these outputs the program produces printed material, supports youth sessions and media capacity development camps (both designed to

help push anti-TIP messages to the local level), as well as working with local anti-TIP partners to extend its messages and brand to areas that MTV would find difficult to target, i.e. poor rural locations. The most recent phase of the program was supported by both AusAID and USAID and was two years in duration (2010/11-2012/13). This marked the establishment of the MTV EXIT/USAID/AusAID Alliance to promote TIP issues across the Asia-Pacific Region. This proposal seeks 4 years of financial support in the amount of US\$11M (2013-2016) to enable the program to build on this innovative multi-donor alliance and on its ongoing societal impact.

2.3 To date, MTV EXIT ASIA has reached over 750,000 people directly through live events, roadshows and youth sessions. Its television content has been viewed 60 million times on air and reached over 27 million people online, with an active community of over 100,000 users. In addition, MTV EXIT ASIA has leveraged over \$100m of in-kind contributions and investments from existing donor funding, more than a 10:1 match. The use of the MTV brand has been critical in leveraging these additional resources into the campaign and helps to not only ensure that the production of the campaign is highly cost effective and efficient, but also capable of implementing at a scale that could not be realized with donor funds alone. The support levered through the MTV EXIT/USAID/AusAID Alliance includes: (i) additional corporate funding; (ii) additional grant support, i.e. through NGOs and multilaterals; (iii) MTV airtime value and non-MTV airtime value; (iv) in-kind services and reduced fees i.e. flights, hotels, reduced production costs, reduction in service charges; (v) public relations value, i.e. the value of all press coverage for the campaign; and (vi) digital media platforms.

2.4 Both USAID and AusAID are committed to delivering aid as effectively as possible and preferably over longer periods of time. This helps to reduce transaction costs for both donors and implementers and ensures that outcomes have a greater chance of becoming sustainable. For example, USAID have demonstrated a long-term commitment to anti-TIP measures in Asia-Pacific.¹ In addition, the recent AusAID Review of Aid Effectiveness (2011) supports the expansion of Australian aid in the context of doing fewer, more focused interventions of a larger scale. The implications of the Review for MTV EXIT ASIA will result in a strengthening of its efforts in the future. The program will: (i) continue to narrow its focus and concentrate more resources on high priority countries; (ii) 'scale-up' in these priority countries to build lasting skills transference and capacity; (iii) sharpen its focus on addressing vulnerability and reaching

¹ http://www.usaid.gov/our_work/democracy_and_governance/technical_areas/trafficking/

'at risk' groups; and (iv) build organisational learning and research capacity to better link the findings of its monitoring and evaluation efforts with its media and communication outputs.

2.5 In addition, MTV EXIT ASIA will take the lessons learned from previous phases and strengthen its media and communication outputs, its youth engagement activities and capacity building efforts with partners with the aim of raising awareness of TIP issues and shifting intended behaviour in order to make viewers/audiences less vulnerable to trafficking. While creating programming and partnerships across the ASEAN region, in the previous phase MTV EXIT ASIA focused its on-the-ground efforts and youth engagement activities primarily in 5 target countries (Cambodia, Indonesia, Philippines, Thailand and Vietnam). These countries were selected in consultation with its partners (USAID, AusAID, ASEAN and national governments) based on where the campaign could have the greatest impact. In the next phase, MTV EXIT ASIA plans to continue to take a regional approach to the prevention of trafficking while focusing on 4 key contexts to deepen and strengthen its well-established, successful and ongoing national campaigns in those countries. The countries will be selected in consultation with AusAID and USAID. Within each target country a major flagship concert and youth engagement sessions will be developed over the project lifetime, with continuing roadshows to be rolled-out throughout each of the key countries on a yearly basis. These will focus heavily on outreach and engagement activities on a community level in areas in which people are considered to be at 'high-risk'. In addition, capacity building with local partners and strategic communication/advocacy work will be undertaken in each high priority country.

2.6 MTV EXIT ASIA plans to strengthen its media content in its priority countries by producing a local television program every 2 years, which will be developed in partnership with local media, broadcast, government and NGO partners. This might be a local drama series, magazine-style show or reality program highlighting the issue of trafficking in that particular market in a format that will be most appealing to local audiences and partners. Formative evaluation of media uses and preferences within these local contexts will help MTV EXIT ASIA identify the format likely to generate the biggest impact. Further, this work will play a significant role in building local capacity to address TIP issues in innovative ways through mass media. Such skills transference is a major component of MTV EXIT ASIA's sustainability strategy. Additionally, MTV EXIT will continue to produce concert programming around each of its key events as well as local music videos and public service announcements. On a regional level, MTV EXIT ASIA will produce international 'artist specials' from each of its flagship concerts that can be versioned for local audiences.

2.7 MTV EXIT ASIA will organize a variety of local events such as roadshows and continue its youth engagement efforts in all four priority countries to build and maintain youth mobilization for addressing TIP issues. These activities will lead to the production of youth-generated awareness-raising media and communications content and help to foster youth ownership over roadshows and other local anti-TIP events. In order to accomplish these aims, MTV EXIT ASIA will host youth sessions, competitions and provide opportunities to enlist the talents of creative young people in each priority context for localized, culturally relevant and youth-focused content. In this next phase, MTV EXIT ASIA aims to engage more closely with school communities through the creation and piloting of relevant activities that support aspects of schools-based learning. All of these youth engagement activities will be complementary and linked to one another through common creative themes and high quality anti-TIP messages in order to strengthen the larger youth movement nationally and regionally.

2.8 Through all of its Media Content, Live Events, Youth Engagement and Strategic Communication, MTV EXIT ASIA aims to support and strengthen the ongoing local, national and regional efforts to combat human trafficking. MTV EXIT ASIA is able to accomplish this through regular consultations with key stakeholders (government and non-government) and through the inclusion of key representatives (such as high-level government officials and legislators) in events and activities. The MTV EXIT ASIA method of engagement also lends itself to advocacy for promoting awareness of the need to address human trafficking across the region. In the next phase, MTV EXIT ASIA will formalize and prioritize these strategic communication/advocacy activities in order to fully utilize the relationships that it has already established and to lay the groundwork to measure the impact of this work. In addition, MTV EXIT aims to continue to serve as an ASEAN campaign in support of the significance of taking a regional governmental approach to the transnational issue of human trafficking.

2.9 Finally, the following quality processes have informed this design. They include the:

- a) November 2011 Independent Review MTV EXIT ASIA;
- b) February 2012 AusAID, USAID and MTV EXIT Roundtable on Independent Review findings;
- c) April 2012 MTV EXIT ASIA Program Design Workshop 1 (see Annex 17);
- d) April 2012 Development of Concept Note for AusAID/USAID;
- e) May 2012 MTV EXIT ASIA Program Design Workshop 2;

- f) June 2012 Consolidated feedback received from USAID and AusAID on April 2012 Concept Note;
- g) June 2012 Finalisation of Program Design.

Rationale for USAID and AusAID Involvement

2.10 The rationale for investment in innovative media and communications approaches to TIP is well grounded in existing donor policy and strategy. Human trafficking is the criminal and illegal trading of women, men and children for the purpose of exploitation. While estimates of the scale of global human trafficking vary, the United Nations note that 'there are 12.3 million adults and children in forced labour, bonded labour, and commercial sexual exploitation at any given time. Of these victims, according to the ILO, 56 per cent are women and girls, and at least 1.39 million are victims of sex trafficking'.¹ In turn, AusAID note that globally, 'there is a strong demand for cheap or easily exploited labour in many sectors, a vast supply of people seeking an income to meet their most basic needs, and others seeking opportunities to improve their lives or living standards. These conditions create great potential for trafficking and other forms of exploitation'.² Within the Asia-Pacific Region there is a strong tradition of legal intra-regional migration and the parallel illegal practice of human trafficking. Within Southeast Asia, where MTV EXIT ASIA's four priority countries (selected from Burma, Cambodia, Indonesia, Philippines, Thailand and Vietnam) are located, TIP is driven by a regional demand for unpaid domestic, agricultural and factory labourers, as well as sex industry workers.³ UNGIFT note that 56% of all human trafficking occurs within the Asia-Pacific Region, with Southeast Asia representing a key context for the supply of people into illegal, unpaid and exploitative situations.⁴ Such data highlights both a strong rationale for intervening in Asia-Pacific broadly, and within the key supply contexts of Burma, Cambodia, Indonesia, Philippines, Thailand and Vietnam specifically.

2.11 In response to the growing trends in human trafficking, both AusAID and USAID promote holistic anti-trafficking approaches designed to assist governments and communities within Asia-Pacific to counter this insidious human trade. This approach, through partnership, aims to strengthen the capacity of governments and communities to prevent trafficking, punish

² <http://www.ausaid.gov.au/country/peopletraffick.cfm>

³ <http://www.aic.gov.au/documents/D/8/6/7BD868274B-2F97-45DB-BA32-3DBB7290A7C4%7Dtandi401.pdf>

⁴ http://www.unglobalcompact.org/docs/issues_doc/labour/Forced_labour/HUMAN_TRAFFICKING_-_THE_FACTS_-_final.pdf

perpetrators and support/protect victims. The approach, which is endorsed by many bilateral donors and multilateral organisations, is known as the 4Ps paradigm in which Prevention, Protection, Prosecution and Partnership is promoted for anti-TIP action.⁵ While the 4Ps approach has helped to focus energies and resources at the TIP problem, it is widely recognised that targeted communication and broad awareness raising are critical to promoting prevention and protection, as well as to stimulating courses of action associated with prosecution. In turn, effective communication requires the establishment of complex inter-organisational partnerships. The recent USAID (2012) Counter-Trafficking in Persons Policy places a clear and concise emphasis on the need to raise awareness of TIP issues (in both supply and demand contexts) and on reaching 'at risk' populations with specific messages. In addition, innovation in communication and technology are cited as important mechanisms in the fight for the prevention of human trafficking.

2.12 The scale of the TIP problem and whom it most acutely affects adds weight to the need to both innovate in communications and target specific populations. Recent UN GIFT (Global Initiative to Fight Human Trafficking) statistics support this assertion. They note that the 'majority of trafficking victims are between 18-24 years of age' and that 'an estimated 1.2 million children are trafficked every year'.⁶ In addition, it reveals that many of the young people trafficked each year are educated to at least 'middle-level', which suggests that TIP is a problem that cuts across different social, class and educational categories, while raising the potential of communication to promote awareness, knowledge and effect change with regard to the TIP problem. The fact that the vast majority of trafficking victims are young and that many young people are engaged with youth media in the Asia-Pacific Region places added weight on the need to promote youth-focused media and communication that is innovative, entertaining and appealing. Evidence from the field of entertainment-education research highlights that the combination of entertainment with focused messages concerning development issues – such as human trafficking – can result in positive shifts in behaviour and attitudes.⁷

2.13 The various means through which victims of trafficking are recruited points to an increasingly sophisticated and communications based approach. UN GIFT note that newspapers and personal contact are widely used to entice victims into false employment opportunities, while the Council of Europe have recently highlighted the emerging role that the Internet is

⁵ http://www.usaid.gov/our_work/democracy_and_governance/technical_areas/trafficking/pubs/C-TIP_Policy.pdf

⁶ <http://www.ungift.org/docs/ungift/pdf/knowledge/ebook.pdf>

⁷ http://www.unfpa.org/upload/lib_pub_file/160_filename_bccprogbrief1.pdf

playing in terms of new forms of entrapment.⁸ Within the Asia-Pacific Region Internet access is rapidly increasing and this particular technology-driven problem serves to add increased emphasis on the role of mass communication, but also the need to harness digital communication channels to promote TIP awareness. The MTV EXIT ASIA Program, with its multimedia and multi-channel approach, is uniquely placed to make a contribution to the anti-TIP sector and to raising the issue of trafficking across the region. Importantly, as noted in the recent AusAID Independent Review (2012), the TIP sector in the Asia-Pacific Region lacks capacity in mass media and communications expertise and many organisations rely on MTV EXIT ASIA outputs and activities to support their own anti-TIP work. Consequently, the role that MTV EXIT ASIA plays sectorally is critical and adds weight to the rationale for not only continuing, but also expanding the reach and focus of the program.

Problem Analysis and Lessons Learned

2.14 This MTV EXIT ASIA Program Design (PD) aims to build on the efforts and successes of previous phases. In doing so, it seeks to highlight how ongoing MTV EXIT ASIA work in communicating anti-TIP messages will be extended, local partnerships strengthened, quality of media and messaging improved, sustainability built and MTV EXIT ASIA organisational capacity enhanced. Further, this PD provides a description of its approach that centres upon relevance, effectiveness and efficiency. It divides its attention equally between a succinct description of what the program will deliver in terms of components, activities and outcomes, as well as how the program will be implemented in the next phase. The rationale for this approach is driven by the findings of the recent Independent Review of MTV EXIT ASIA (2012), to which the current design is a direct response.

2.15 In February 2012 an Independent Review of MTV EXIT ASIA was concluded and the proposed next phase will seek to address its findings and in the process further enhance its relevance and potential to build sustainable local anti-TIP communications capacity. In doing so, MTV EXIT ASIA will:

- a) Continue to deliver exciting, innovative and influential media content and events across the Asia-Pacific Region;

⁸ http://www.coe.int/t/dghl/monitoring/trafficking/Source/THB_Internetstudy_en.pdf

- b) Enhance the phased approach to implementation in which a number of high priority countries take precedence over others within the region. High priority countries (supply) include: Burma, Cambodia, Indonesia, Philippines, Thailand and Vietnam. A staged approach will allow the next phase to place greater emphasis on building lasting capacity with local partners and therein, enhance sustainability;
- c) Strengthen its approach by adopting clear operational principles derived from current thinking in the field of communication for development (C4D) and behaviour change communication (BCC);
- d) Strengthen the learning culture of MTV EXIT ASIA through enhanced qualitative and participatory research, learning and evaluation capacity to integrate a better understanding of country-by-country TIP issues into media and communication outputs;
- e) Focus on integrating clear behaviour change messages into its outputs, i.e. messages that advocate actions;
- f) Develop a raft of quality assurance measures, i.e. clear message briefs for partners and celebrities, simple checklists to assess outputs, better internal sharing of evaluation data, improved program oversight through establishment of a formal Project Management Group (PMG) and Technical Advisory Group (TAG);
- g) Develop a permanent in-country MTV EXIT ASIA presence in the priority countries to ensure the impact of live events is sustained and the reach of its media and communication materials is extended through effective local partnerships and advocacy;
- h) Enhance its risk assessment, gender analysis and approach to building sustainability through long-term partnership with regional and national anti-TIP organisations.

Theory of Change

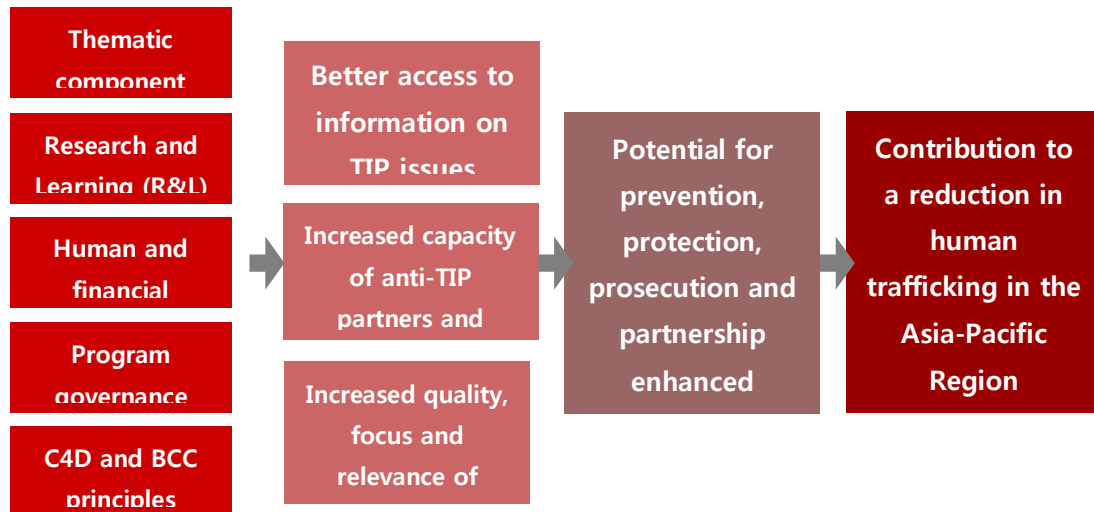
2.16 In response to the findings of the Independent Review (2012) MTV EXIT ASIA's theory of change will increasingly be driven by adherence to a number of clearly defined communication

for development (C4D) and behaviour change communication (BCC) principles, along with an enhanced partnership approach and commitment to capacity building (both internally and with anti-TIP partners). Explicit in C4D and BCC approaches is recognition of the need to invest in strategies and activities that encourage knowledge sharing, dialogue, partnership, participation and empowerment. In addition, a greater commitment to research and learning helps to sharpen the program focus, understanding of TIP issues in high-priority countries and therein the relevance of messaging and outreach activity. The MTV EXIT ASIA theory of change seeks to promote program relevance and effectiveness and in turn help to ensure that key stakeholders are informed and can make decisions about the TIP-issues that most affect them. Figure 2 sets out MTV EXIT ASIA's theory of change with due focus on relevance, effectiveness, quality and capacity development.

2.17 Some of the key C4D and BCC principles that underpin the MTV EXIT ASIA approach include:

- a) The use of research to examine knowledge, attitudes and practices and to understand the information needs of people at risk of being trafficked, as well as evaluation that is learning-centred and feeds back in to media outputs;
- b) Recognising that audiences/stakeholders are diverse and have different needs based on factors including gender, age and ethnicity, occupational category and socio-economic standing;
- c) Understanding that diverse audience/stakeholder groups need information that specifically targets them; using popular media formats and multiple channels to ensure wide exposure to relevant information;
- d) Prioritising behaviour change messages, i.e. messages that advocate an action or access to a resource or service, within all communication;
- e) Linking communication strategies to physical service provision and delivery, (i.e. police, judiciary, social services, employment services, anti-TIP organisations and so on);
- f) Working with and through communities, community structures and local organisations;
- g) Advocating to positively influence key anti-TIP stakeholders.

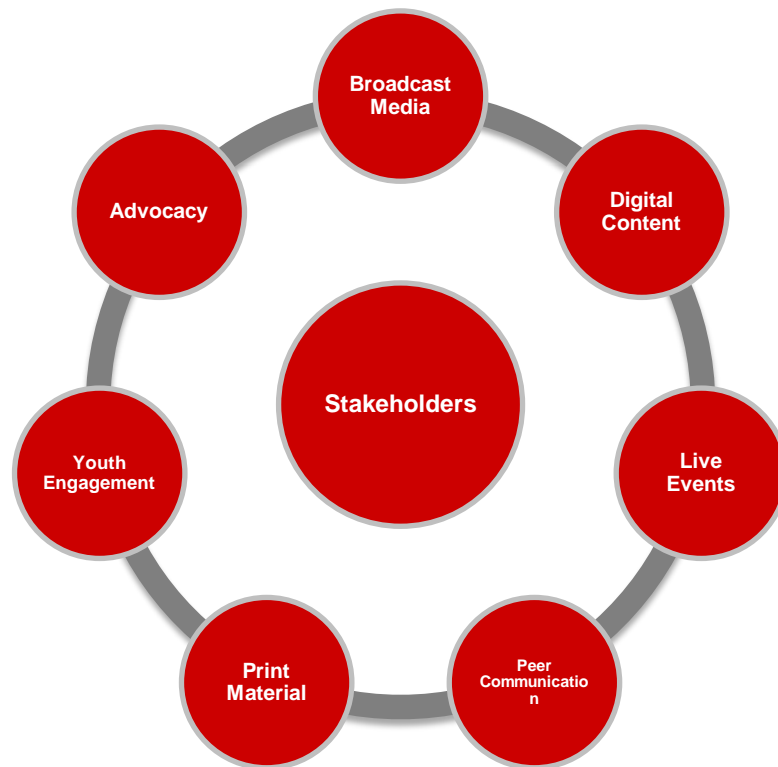
Figure 2: Theory of Change Diagram



2.18 MTV EXIT ASIA’s theory of change aims to put people ‘at risk’ of being trafficked or users of people that have been trafficked, in addition to a number of other key stakeholders (legislators, anti-TIP activists, the police, community leaders, etc.), at the centre of a multi-media/channel approach (see Figure 3 below). Such an approach reflects the use of various mass media channels, including terrestrial television and radio, as well as digital media, including various Internet-based sources. In addition, the approach reflects considerable effort in reaching out and working through regional, national and local organisations with a stake in combating TIP. Evidence from extensive research on entertainment-based C4D and BCC interventions suggests that consistent high quality messaging (informed by effective research and learning structures) delivered across/through a wide range of media and communication channels increases impact exponentially, raises awareness and leads to shifts in knowledge and behaviour.⁹

⁹ <http://www.jstor.org/stable/10.2307/2137953>

Figure 3: 360° Communication and Influence



2.19 Increasingly, C4D and BCC approaches are perceived in terms of generating meaningful dialogues with the key stakeholders required to deliver social change. This move is in response to the failure of earlier approaches to locate individuals within the communities and environments that actively constrain action and behaviour change.¹⁰ MTV EXIT ASIA adopts an approach that recognises that communication with multiple stakeholders will realise the best opportunity to change the TIP situation. This is because TIP is driven by numerous complex and interlocking factors (such as supply, demand, policy, prevention, protection, etc.), with multiple actors and stakeholders affecting the potential for positive outcomes, i.e. a reduction in TIP. The shift to more holistic approaches to C4D, i.e. those that recognise the need for broader communication with a wider range of stakeholders, have heralded significant investments in research and learning capacity within many C4D-oriented organisations. MTV EXIT ASIA will

¹⁰ http://data.unaids.org/publications/IRC-pub02/jc627-km117_en.pdf

make such a capacity investment in the proposed next phase and this investment further drives its theory of change.

Consistency with Existing AusAID, USAID and Other Donor / Multilateral Programs

2.20 The MTV EXIT ASIA Program is consistent with other AusAID¹¹ and USAID¹²-supported C4D/BCC-focused programs in the Asia-Pacific Region that support development goals such as improving health outcomes, reducing vulnerability and promoting human rights, as well as increasing public accountability and transparency for better governance. Bilateral donors such as USAID and AusAID have long realised the potential of media and communications to play a strategic supporting role in wider processes of social development and humanitarian assistance, and have funded numerous bilateral and regional programs. Since the late-1990s USAID have been instrumental in supporting the development of holistic behaviour change communication approaches to HIV and AIDS¹², while AusAID have channelled extensive support through their 'whole of government' partner ABC International Development.¹¹ More recently, AusAID has developed a draft C4D strategy with a view to ramping up its investment and activity in this area in coming years. In addition, multilaterals such as UNDP (through the UN ICT Task Force), UNESCO and UNICEF have been particularly active in promoting the practical potential of new and existing information and communication technologies (ICTs) to address aspects of poverty reduction and development.¹³

2.21 While the proposed next phase of MTV EXIT ASIA is consistent with a range of bilateral and multilateral programs, initiatives and policies, it will also seek to link more systematically with the activities of other anti-TIP regional programs, especially those that are currently supported by USAID and AusAID. The Independent Review (2012) noted that MTV EXIT ASIA plays a key role in providing media and communication resources to a wide range of regional and national anti-TIP organisations, few of which have the capacity or technical expertise to develop high quality and entertaining anti-TIP communication outputs. In the next phase, cooperation and collaboration will be enhanced through:

¹¹ <http://abcinternationalprojects.net.au/pacific-media-assistance-scheme-pacmas>

¹² http://www.usaid.gov/stories/cambodia/ss_cb_stigma.html

¹³ <http://www.undp.org/content/dam/undp/library/Democratic%20Governance/OGC/c4d-effectiveness%20of%20UN-EN.pdf>

- a) Continued involvement with UNIAP within the region, the United Nations Inter-agency Project on Human Trafficking, provides ongoing opportunity for developing joint initiatives, identifying where MTV EXIT ASIA expertise and capacity can be strategically deployed and helps to reduce the potential for duplication of anti-TIP communication activities within the Asia-Pacific Region;
- b) The Asia Regional Trafficking in Persons Project (ARTIP)¹⁴ was an initiative funded by AusAID and ran for 5 years between 2006-11. It focused on the criminal justice response to trafficking in persons with a view to ending the current high levels of impunity for traffickers and ensuring security and justice for those who have been trafficked. ARTIP has used MTV EXIT ASIA materials extensively in its anti-TIP training work with police officers throughout the region. ARTIP followed on from the previous Asia Regional Cooperation to Prevent People Trafficking (ARCPPT, 2003-2006). A new Australian Government-funded anti-TIP program will be developed later in 2012 and the potential synergy between the MTV EXIT ASIA Program and this new anti-TIP program will be explored as a priority of early implementation;
- c) The International Labour Organization (ILO) five-year project, known as TRIANGLE¹⁵ (Tripartite Action to Protect Migrant Workers from Labour Exploitation), will carry out activities in Cambodia, China, Lao People's Democratic Republic, Malaysia, Thailand and Vietnam. It began implementation in 2011 and will provide direct support to more than 20,000 female and male migrant workers through information services, training and legal assistance. MTV EXIT ASIA has helped TRIANGLE to secure free airtime in Thailand to broadcast its public service announcements and in Cambodia has helped to promote some of the services provided by the TRIANGLE project through its roadshows. MTV EXIT ASIA has the potential to further contribute to this program's awareness raising activities and service provision through deepening its joint-working initiatives;
- d) USAID have supported a significant number of country-focused and regional anti-TIP initiatives over the past ten years, MTV EXIT ASIA included.¹⁶ MTV EXIT ASIA has worked with a number of USAID-supported anti-TIP/civil society initiatives such as SAPAN in Thailand and C-TIP II in Cambodia;
- e) The establishment of a Program Management Group (PMG) to assist with MTV EXIT ASIA oversight will play an important role in also helping the program to link more

¹⁴ <http://www.artipproject.org/>

¹⁵ http://www.ilo.org/asia/info/public/pr/WCMS_150047/lang-en/index.htm

¹⁶ http://www.usaid.gov/our_work/cross-cutting_programs/wid/pubs/Asia_Synthesis_Anti_Trafficking_508.pdf

effectively to other bilateral and multilateral regional and national initiatives (see Annex 2 for more detail).

3. Program Description

MTV EXIT ASIA Goal and Objective

3.1 The broad goal of MTV EXIT ASIA is 'to contribute to a reduction in human trafficking in the Asia-Pacific Region'. The achievement of this goal is only partially within the scope of the program, given that many other factors and activities, such as the work of partner governments, and other donors, non-government and community organisations significantly affect national and regional responses to human trafficking. The objective of the program is 'to raise awareness of human trafficking in the Asia-Pacific Region to promote behaviour change and drive social action'. Evidence from previous MTV EXIT ASIA evaluations (see Annex 10) highlights that the program influences intended-behaviour through raising awareness, by generating knowledge and by affecting attitudes. In turn, this evidence shows that MTV EXIT ASIA can make a valuable contribution to promoting positive change and social action. With the breadth of activity within the TIP sector, it is difficult to ascribe absolute causality to one TIP intervention over another. Because of this, the objective can be said to be only partially within the scope of the program. Nonetheless, previous impact evaluations and the recent AusAID Independent Review (2012) have indicated that MTV EXIT ASIA plays a critical national and regional role in raising awareness of TIP issues. Accordingly, the MTV EXIT ASIA Program places significant emphasis on the evaluation of knowledge, attitude and practice variables in its wider approach to research, learning, monitoring and evaluation. Annex 12 sets out the indicators and means of verification associated with the objective and it is here that the bulk of MTV EXIT ASIA impact evaluation is focused.

3.2 Impact in the MTV EXIT ASIA Program is facilitated through a number of thematic components and their activities. Each of these components has a number of shorter-term outcomes, i.e. those that can realistically be achieved within the program timeframe (2013-2016) associated with them and these, summarised below, are deemed to be directly within the influence of the program.

Figure 4: Abridged MTV EXIT ASIA Strategic Framework



Component 1: Media Content	Component 2: Live Events	Component 3: Youth Engagement	Component 4: Strategic Communication
<p>Outcomes:</p> <p>1.1 Audiences are disaggregated and targeted with high quality anti-TIP messages.</p> <p>1.2 High quality anti-TIP mass media outputs are produced and disseminated.</p> <p>1.3 The capacity of local media organisations is built through partnering and the transfer of skills.</p>	<p>Outcomes:</p> <p>2.1 High profile national live events provide a focus for national anti-TIP campaigning.</p> <p>2.2 Local 'roadshows' provide a platform for the dissemination of targeted anti-TIP messages to vulnerable populations in areas underserved by existing mass media.</p> <p>2.3 The capacity of local media organisations, corporate partners and live event coordinators to host complex 'pro-development' live events is strengthened.</p>	<p>Outcomes:</p> <p>3.1 Youth are engaged and communication and leadership capacity is built through training.</p> <p>3.2 Youth are mobilised to engage in anti-TIP communication interventions in their own communities.</p> <p>3.3 Anti-TIP youth networks are established and maintained.</p>	<p>Outcomes:</p> <p>4.1 Influential stakeholders are engaged to enhance the delivery of the MTV EXIT ASIA Program.</p> <p>4.2 Influential stakeholders are informed on the contribution and impact of media and communications in the prevention of human trafficking.</p> <p>4.3 The strategic communication capacity of key anti-TIP stakeholders is strengthened through the provision of guidance, training and materials.</p>

MTV EXIT ASIA Thematic Components

3.3 The MTV EXIT ASIA Strategic Framework (see Figure 1 for full framework) lays out the key components that contribute to achievement of the program's higher level objective to promote behaviour change and drive social action relating to TIP. In addition, a range of cross-cutting mechanisms (such as research and learning, branding, gender strategy and so on) supports the

delivery of the components and the realisation of the objective. The four thematic components of: (i) Media Content; (ii) Live Events; (iii) Youth Engagement; and (iv) Strategic Communication, have a number of short-term outcomes associated with them that are fully achievable within the program timeframe (2013-2016). The indicators associated with each these outcomes are set out in detail in Annex 12.

Component 1: Media Content

3.4 MTV EXIT ASIA delivers media content and anti-TIP messages through a wide range of media channels (principally cable, television networks and the Internet) and programming formats. Through production of its media content, dissemination through MTV Asia's 300 million household network and through partnership with national free-to-air broadcasters, MTV EXIT ASIA is able to provide wide coverage of TIP issues across both its priority countries and the wider Asia-Pacific Region. Its ability to lever free airtime from partners brings significant 'added value' to the program and helps to ensure that a wide range of key stakeholders is reached. Diversity of channel and format, and consistency and quality of message is critical to surrounding key stakeholders and target audiences with the information necessary to inform awareness, generate knowledge, shift attitudes and ultimately change behaviour. In addition, building local media production capacity through effective partnering is a critical component of MTV EXIT ASIA's sustainability approach. The three core outcomes associated with the Media Content component are outlined below. See Annex 17, Figure 20 for a diagrammatic overview of the work involved in producing MTV EXIT ASIA media content.

Outcome 1.1 - Audiences are disaggregated and targeted with high quality anti-TIP messages.

3.5 The effective targeting of specific audiences/stakeholders requires the development of specific high quality messages. While MTV EXIT ASIA seeks to communicate with a diverse audience across a diverse region, it is also cognisant of the need to further sharpen its focus with regard to the development of messages that promote action. In this respect, a raft of tools and measures will help to ensure the quality of MTV EXIT ASIA messaging and enhanced targeting of vulnerable, as well as influential, target groups. These include:

- a) Enhanced R&L capacity - to undertake pre-testing of outputs, fully assess the TIP situation in the priority countries, disaggregate data and feed back R&L findings to influence and inform production;
- b) Message briefs - will be better informed, more rigorous and better disaggregated according to target/risk groups as a result of enhanced R&L capacity;
- c) Behaviour change messages - that prompt audiences/target groups to take action will be promoted through all MTV EXIT ASIA outputs and ensured through the creation of simple output checklists and guides (see Annex 8 which contains an outline of initial quality assurance issues and an example of a country specific 'call to action').

3.6 MTV EXIT ASIA aims to influence a variety of key stakeholders/audiences through its media and communication outputs. In the next phase, the annual planning, enhanced human resource capacity (in-country and regionally) and adherence to C4D principles will help the program to further target stakeholders/audiences. Key stakeholder and audience groups include (but are not limited to):

- a) General Public - it is important to create a general level of awareness amongst all audiences. In particular, in countries where there is a high prevalence of human trafficking, myths and prejudices must be debunked to provide a basis upon which to further develop and target specific anti-TIP messaging. For lasting change to occur (policy, legislative, behavioural) broad public support is essential, without it protection, prevention, prosecution and meaningful partnerships are hard to achieve;
- b) Opinion Leaders - are a key group with respect to creating longer-term societal and attitudinal change and awareness. Opinion leaders generally come from higher socio-economic groups with tertiary education and represent the present and future leaders within a society. Engaging with celebrities, political and NGO leaders is an important element of MTV EXIT ASIA's approach since their involvement as role models within a society can have a strong impact on attitudes towards human trafficking. MTV EXIT

ASIA's targeting of opinion leaders and influential members of society links closely with its Strategic Communication Component (see below);

- c) People 'at risk' of being trafficked - are typically women and men aged between 18-24 who share demographic and attitudinal characteristics with the victims of trafficking. They may have the desire to improve their lives or the lives of their families through economic migration, or they may feel pushed to relocate as a consequence of local poverty or political and social instability. In targeting 'at risk' populations MTV EXIT ASIA will continue to work with local anti-TIP organisations to further identify relevant groupings so that they can be targeted with specific messaging and distribution. Proposed improvements to MTV EXIT ASIA Research and Learning (R&L) capacity (see Annex 4 and 5) and greater investment in in-country human resource capacity to build more effective partnerships (see Annex 6) will significantly improve its ability to identify and communicate effectively with key 'at risk' groups;
- d) People in trafficking situations - MTV EXIT ASIA messaging seeks to promote behaviour change by directly advocating action, i.e. by providing clear and concise behaviour change messages that people in vulnerable situations (such as those that have been trafficked) can act upon. In response to the AusAID Independent Review (2012) findings, all MTV EXIT ASIA outputs now have a specific emphasis placed on communicating behaviour change messages and link closely to national responses (in the areas of prevention, protection, and prosecution);
- e) Survivors of trafficking - MTV EXIT ASIA media outputs play a critical role in promoting stigma reduction for the survivors of trafficking. People that have been trafficked, especially women (regardless of whether they have been trafficked into commercial sex work), often face acute social stigma and may be ostracized from society because of their status as a trafficking victim. MTV EXIT ASIA media outputs (where possible) promote 'survivor stories' that detail not only the trafficking experience, but also issues associated with reintegration. In the next phase, an added emphasis will be placed on promoting stigma reduction through all MTV EXIT ASIA activities;
- f) Groups that contribute towards trafficking by creating the demand for trafficked people or facilitating the trafficking process are important to communicate with as they also have the ability to moderate their attitudes and practices and therein help reduce TIP. This group represents a large sector of society, particular in the Asia-Pacific Region where there is high prevalence of TIP and a seemingly insatiable demand. Working

with regional and national partners to identify the key demand issues and to promote awareness of prosecution measures is critical to stemming that demand;

- g) Occupational groups - can play a key role in combating TIP and in promoting prevention, protection and prosecution. Law enforcement agencies, the judiciary, social workers, lawyers and so on have specific roles and responsibilities that have been promoted by MTV EXIT ASIA. Through partnership and the enhanced MTV EXIT ASIA human resource capacity outlined above such groups will be increasingly targeted in the next phase.

Outcome 1.2 - High quality anti-TIP mass media outputs are produced and disseminated.

3.7 MTV EXIT ASIA outputs are broadcast on MTV Asia's network of channels (regionally and nationally), on over 30 national free-to-air terrestrial broadcasters and are used extensively at local events and training by national anti-TIP stakeholders. This helps to extend the reach of MTV EXIT ASIA Media Content significantly, including to hard-to-reach groups. MTV EXIT ASIA Media Content includes:

- a) Co-produced local television series - previously MTV EXIT ASIA's flagship programming has included a range of critically acclaimed documentaries. Traffic, Enslaved, Sold and Inhuman Traffic have helped raise the issue of human trafficking in Asia-Pacific, South Asia, and Europe respectively. In the next phase, MTV EXIT ASIA will co-produce up to 8 local television series (biannually in the priority countries) with local production partners. The style and content of these productions will be determined in conjunction with the local partners, local anti-TIP organisations, as well as with MTV EXIT ASIA R&L and media production staff. Co-production can entail work with media organisations and/or freelance media professionals such as scriptwriters, editors, producers and so on;
- b) Drama – MTV EXIT ASIA's innovative approach to drama has included a Manga-style animation series called Intersection, produced in Korea for the Asia-Pacific region and voiced by local celebrities in each market. In the current phase, MTV EXIT ASIA is producing a Korean live action drama mini-series, i.e. non-animated, that will also be broadcast regionally;

- c) Event-based programming - is an important part of the MTV EXIT ASIA Program strategy, as it expands the reach of live events from the thousands of concert attendees to millions of television viewers. Two forms of event programming will be produced. Firstly, 1 localized long-form 'live concert special' program of between 60-90 minutes will be produced in each of the four priority countries. These will feature performances from local artists and contain country specific targeted anti-TIP messages developed in conjunction with MTV EXIT ASIA R&L capacity. A second form of programming is produced where an international or regional artist has performed at a concert or been involved in an associated activity, such as a shelter visit. This allows for 'artist special' programs to be produced for broadcast by MTV and non-MTV channels across the Asia-Pacific region and beyond. Examples of these shows include the bands Placebo live at Angkor Wat, Cambodia, Super Junior live in Hanoi and Jason Mraz live in Manila. Over the course of the next phase 1 'artist special' will be produced in each of the four priority countries;
- d) Public Service Announcements (PSAs) - a creative series of 8 PSAs will be produced biannually in the priority countries using innovative concepts to educate audiences about key aspects of the human trafficking issue. Because of their brief format (30-60 seconds duration), PSAs allow for many more airings than longer-form programming (typically each PSA has the potential to be screened over a 1000 times). In addition, MTV EXIT ASIA has expanded the format to include message integration within artist music videos. This has led to a series of award-winning collaborations with international and regional artists including Radiohead, Muse and Simple Plan. PSAs in the next phase will be used to promote awareness of local TIP issues through very direct and precise prevention and protection messaging;
- e) Online digital platforms and dissemination - www.mtvexit.org is a multi-language anti-trafficking awareness and prevention website that includes streaming and downloads of programming, safe migration advice, information on trafficking and links to local anti-trafficking organisations and helplines. In addition, social networking and video sharing is pursued. MTV EXIT ASIA has profiles on the most popular social networking and video sharing sites internationally, including Facebook, Twitter, YouTube and Vimeo. Through these sites MTV EXIT ASIA is disseminating anti-trafficking information, unique video Internet content (short-form material that is not broadcast through mainstream cable/terrestrial television outlets) featuring anti-TIP messages, as well as building a network of people committed to ending exploitation and trafficking currently totalling over 100,000 people.

Outcome 1.3 - The capacity of local media professionals is strengthened through partnering and the transfer of skills.

3.8 A key aspect of all MTV EXIT ASIA output and activities is the extent to which it is driven by and through regional and local partnerships (see Annex 1). Through media co-production MTV EXIT ASIA raises awareness of TIP issues nationally and regionally with its media partners and builds production skills at the same time. The production of youth-focused media capable of simultaneously appealing to, entertaining and informing young people is challenging and especially so in contexts where there is a weak tradition of youth-focused programming. Aspects of mentoring, skills transfer and capacity building through the MTV EXIT ASIA Program and the partnerships that it pursues include:

- a) Strengthening of pre-production capacity, i.e. scripting, planning, exposure to new genres;
- b) Technical aspects of production, such as lighting design, using auto-cue, audio quality or camera skills;
- c) Exposure to post-production techniques such as media management (i.e. cataloguing the of raw content) and editing;
- d) Using a message brief and integrating messages into entertainment content;
- e) Learning about TIP and the diversity of issues associated with it.

Component 2: Live Events

3.9 Free live events represent a key communication channel within the MTV EXIT ASIA Program. They provide a high profile, inclusive, exciting and entertaining focal point for the anti-TIP agenda, targeted prevention and protection messages, as well as promotion of associated services, such as national helplines. Live events occur at both the national and local levels and target a wide range of priority audiences and stakeholders. National live events (typically stadium-type concerts) are designed to have broad appeal and influence public debate around TIP issues. Local events, 'roadshows', target high priority regions and audiences

who may be at significant risk of being trafficked. Live events link closely to MTV EXIT ASIA media outputs and significant quantities of programming are produced as a consequence of each live event (see Component 1: Media Content summary above). See Annex 17, Figure 21 for a diagrammatic overview of the work involved in producing an MTV EXIT ASIA live event.

Outcome 2.1 - High profile national live events provide a focus and platform for national anti-TIP campaigning.

3.10 Under the next phase, national-level live events will be concentrated in MTV EXIT's four priority countries to be selected from Burma, Cambodia, Indonesia, Philippines, Thailand and Vietnam. Over the duration of the four-year program 4 concerts will be developed and undertaken. National-level live events:

- a) Generate national interest/attention to TIP issues and when paired with 'national days' such as National Anti-Trafficking Days (Cambodia) can support a wider agenda;
- b) Draw influential stakeholder such as Vice-Presidents, ambassadors, celebrities, artists and national anti-TIP activists together to advocate for action;
- c) Help MTV EXIT ASIA forge partnerships with key national ministries involved in the TIP fight;
- d) Provide a significant resource for the production of MTV EXIT ASIA media content in a variety of long and short formats for subsequent broadcast and dissemination by partner broadcasters and anti-TIP partners;
- e) Provide an opportunity to disseminate anti-TIP print materials. These materials can take the form of leaflets, info-cards, posters and advertisements and help to extend critical anti-TIP messages;
- f) Generate significant interest within national media sectors and provide a stimulus for national non-MTV EXIT ASIA anti-TIP coverage;
- g) Gather large audiences (up to 80,000 per event) where the event can directly influence the knowledge, attitudes and practices of those that attend (see Annex 10);

- h) Generate social dialogue between those that attend or are exposed to related media outputs and those that have not been exposed to an event or media output, as well as a national and international dialogue that is stimulated through digital online platforms;
- i) Encourage performers to become anti-TIP ambassadors and advocates and provide opportunities (i.e. through press conferences and launch events) for performers, as well as MTV EXIT ASIA spokespeople, to promote anti-TIP messages.

Outcome 2.2 - Local 'roadshows' provide a platform for the dissemination of targeted anti-TIP messages to vulnerable populations in areas underserved by existing mass media.

3.11 In order to extend its anti-TIP messaging MTV EXIT ASIA will also produce a number of more localized events, called 'roadshows'. Roadshows, as the name suggests, are mobile and enable the program to target 'at-risk' populations in specific contexts. These contexts may be underserved by traditional mass media. In each of the priority countries areas of high prevalence vis-à-vis human trafficking will be identified. This identification will occur in tandem with local organisations and bi-lateral USAID and AusAID missions. In these high profile and priority areas, a month-long roving roadshow will:

- a) Provide the opportunity to hold daily screenings of MTV EXIT ASIA's media content;
- b) Provide a platform for local bands and artists to perform;
- c) Provide a platform for local grassroots organisations, and community, political, and religious leaders to support the fight against TIP;
- d) Open a space for discussion on the topics covered in the media programming/live components of the roadshows;
- e) Provide the opportunity to engage with migrant populations in destination countries with localized content (e.g. Burmese populations in Thailand);
- f) Help to build the skills of local partners to host similar roadshow events (see below);

Outcome 2.3 - The capacity of local media organisations, corporate partners and live event coordinators to host complex 'pro-development' live events is strengthened.

3.12 Through Live Events production MTV EXIT ASIA raises awareness of TIP issues nationally and regionally and builds event management and production skills at the same time. Planning, designing and hosting complex lives events is challenging and requires a wide skill-set. Some of the priority countries that will be the focus for live events, such as Vietnam and Cambodia, have relatively weak traditions of promoting such events and stand to learn considerably from exposure to the way in which MTV EXIT ASIA puts together its live shows. Aspects of mentoring, skills transfer and capacity building through Live Events production include:

- a) Exposure to managing and hosting complex large-scale concert events;
- b) Staging, lighting and sound design;
- c) Promotion and marketing;
- d) Risk assessment and security;
- e) Artist/talent management;
- f) Provide opportunities for artists, MCs and other event volunteers to be trained;

Component 3: Youth Engagement

3.13 MTV EXIT ASIA Youth Engagement seeks to empower young people with the information and practical skills that enable them to join the national and global fight against human trafficking. With support, youth are more likely to become advocates for the cause; no matter what future they pursue, and make more informed decisions that will decrease their own risk of becoming victims of human trafficking, while helping them to promote prevention and protection for others. Ultimately, Youth Engagement aims to: (i) build leadership and communication capacity through training; (ii) inspire and encourage young people to become advocates and take action through various social mobilization and innovative communication/creative activities at the local level; and (iii) create a sustainable network of young anti-TIP advocates. The potential for sustainability will be greatly enhanced under the next program phase due to the presence of long-term in-country MTV EXIT ASIA (priority countries) staff to help maintain the momentum around national level-work, such as that associated with Youth Engagement and Live Events. Work undertaken in the area of Youth Engagement, like other components, is developed in partnership with local anti-TIP organisations and will be informed by the enhanced R&L capacity in the next phase. Since Youth Engagement is an evolving process within the program it will be subject to periodic

qualitative evaluation by R&L staff designed to ensure both its relevance and effectiveness.

Outcome 3.1 - The communication and leadership capacity of youth is built through training.

3.14 Youth Sessions are a key MTV EXIT ASIA mechanism for the engagement of young people with an interest in promoting anti-TIP activities. Youth Sessions is a broad term that applies to the various workshop/training events that can occur around the periphery of Live Events, such as national concerts and local roadshows. Sessions occur at a number of levels (local and national) and draw in small cohorts of youth activists that are selected in consultation with local anti-TIP partners. For example, the Khmer Young Association have been helpful in selecting young people from across Cambodia to enable representative coverage of the local regions in the Youth Sessions process. Typically, these young people are between 18 and 28 years of age and have a background in community development, social mobilization and in creative/media sectors. Youth Sessions will occur once in each priority country and the key goals of the sessions are to: (i) convey the complexity of human trafficking to a wider public through a diverse, creative, and localized approach to messaging; (ii) inspire artistically-inclined youth to use their skill to promote human trafficking awareness; and (iii) promote the next generation of local creative artists to take a stand against human trafficking. Youth Sessions comprise a number of discrete activities that can occur at both national and local levels (in parallel to live events such as concerts and roadshows). They are delivered in partnership with local anti-TIP and media/creative arts organisations. The Youth Sessions process includes:

- a) TIP awareness workshops - that provide insight for the young participants into the local TIP situation and the various prevention and protection strategies and mechanisms that are employed by government and ant-TIP sector organisations. The TIP awareness workshops are driven by participatory learning principles and allow time for question and answer sessions. The outcomes associated with these sessions is measured through knowledge, attitude and practice (KAP) surveys conducted before and after the workshops that gauge the level of KAP change amongst participants;
- b) Media workshops - are also held within the context of the wider Youth Sessions for local creative artists (i.e. photography, film, interactive drama, visual art, music, soundscape, etc.). They are designed to help educate participants about human trafficking, as well as to inspire them to use their creative skills to produce work that relays key human trafficking prevention and protection messages. These workshops are

conducted with local partner organisations and help to showcase the role that media and communications can play in promoting anti-TIP messages and where possible, provide opportunities for media outputs to be developed by participants with the facilitators;

- c) Communications workshops - help to build the wider communications capacity of youth advocates through training in: (i) building online capabilities to maintain social networks and extend anti-TIP messaging, i.e. Internet based social media and networking sites, e-mail accounts and so on; (ii) peer communication and social mobilization approaches, i.e. street-level mobilization and event promotion; and (iii) aspects of risk mitigation in the context of such activities.

Outcome 3.2 - Youth are mobilized to engage in anti-TIP communication interventions in their own communities.

3.15 The MTV EXIT ASIA Program promotes a number of opportunities for youth advocates to employ the media and communication skills that they have developed through the Youth Sessions process. These include opportunities to re-engage with MTV EXIT through local roadshows; through the provision of MTV EXIT ASIA digital toolkits designed to support local communications and social mobilization activities and through competitions (submissions of media and communications programs/activities) designed to stimulate youth advocates into using their new communications skills at the local level. Each of these areas is outlined in detail below:

- a) Youth engagement at local roadshows - is designed as an opportunity for MTV EXIT ASIA to re-engage with the sessions participants from specific areas that have attended national level events and/or to build a larger network of youth advocates to promote TIP awareness at the local level. They similarly expose young people to the anti-TIP issue and promote communicative action through the development of social mobilization strategies and communications activities. The roadshow concerts and local Youth Sessions are opportunities for youth advocates and volunteers to contribute in a number of areas such as the content production or through implementation of the events. Exposure to these local events helps further build capacity, and provides a platform for the range of media and communications outputs that youth advocates and volunteers develop;

- b) MTV EXIT ASIA digital toolkits - are developed from the Youth Session process. These toolkits support youth advocates with anti-TIP media and communications material (some developed in the context of the Youth Sessions by youth advocates) and guidance that contains information about how to run a diverse array of human trafficking awareness and social mobilization activities, i.e. in the areas of media content, live events and through online platforms. The social mobilization work that is undertaken by youth advocates using the digital toolkits is monitored via the MTV EXIT website and is an interactive process, i.e. advocates submit details of the events held and obtain feedback;
- c) Competitions - help youth to re-engage with MTV EXIT ASIA to utilize their skills developed during the Youth Sessions, (at various levels) and to engage with digital toolkit material. These competitions are incentivized and reward the most active members and their work is promoted via MTV EXIT ASIA's multimedia platforms.

Outcome 3.3 - Anti-TIP youth networks are established and maintained.

3.16 The Youth Sessions, social mobilization and content production activities outlined above all support the emergence of potentially important youth networks. While these activities provide the initial impetus to the creation of youth networks there is a key role to be played in proactively maintaining these networks through various communications means. In addition, by investing in and maintaining such networks, opportunities for further youth engagement arise. The role that youth plays within the MTV EXIT ASIA Program and the rationale for creating and maintaining such networks in the program's priority countries is particularly strong. MTV EXIT ASIA and MTV more widely, are youth focused. Further, human trafficking is a problem that disproportionately affects young people aged 18-24. Harnessing the enthusiasm, creative power and voice of young people is a priority for the MTV EXIT ASIA Program. In the next phase, MTV EXIT ASIA will:

- a) Develop a dedicated Facebook site for Youth Advocates in each of the program's priority countries. These sites will help to network the young people that attended the various Youth Sessions and will be maintained and facilitated by local MTV EXIT ASIA capacity;

- b) Use the networks to provide technical support, answer questions and be reactive to the youth advocates' fledgling local communications and social mobilization activities;
- c) Encourage youth advocates to draw on each other's skills and undertake collaborative initiatives through networking channels;
- d) Establish the networking options early on in implementation of the next phase.

Component 4: Strategic Communication

3.17 During the next phase of MTV EXIT ASIA a new emphasis will be placed on the role of Strategic Communication. This component covers the program work that involves advocating with influential stakeholders to stimulate awareness of TIP issues and appropriate policy and resource responses. It involves workshops and trainings, a range of engagement activities, the provision of advocacy materials for anti-TIP sector partners and the dissemination of MTV EXIT ASIA Research and Learning (R&L) materials and the lessons learned.

Outcome 4.1 - Influential stakeholders are engaged to enhance the delivery of the MTV EXIT ASIA Program.

3.18 Strategic Communication within the MTV EXIT ASIA Program plays a critical role in influencing important stakeholders in order to gain things such as permissions to host events or travel to certain regions, as well as in forging partnerships at a number of levels. Engaging governments and the anti-TIP sector is critical to ensuring the quality, relevance, effectiveness and focus of the MTV EXIT ASIA Program. MTV EXIT ASIA Strategic Communication will not be limited to the four key countries of focus, but rather will continue on a regional level in line with a transnational approach to the prevention of human trafficking. Engaging influential stakeholders typically involves:

- a) Participation in national and regional TIP bodies - is critical to ensuring that the MTV EXIT ASIA Program is both relevant and responsive to TIP issues, as well as to the needs of partners at regional and national levels. Existing partnerships span a wide range of anti-TIP stakeholders such as UNIAP (COMMIT), ASEAN, inter-agency government bodies or focal ministries, for example IACAT (Philippines). Participation in formal anti-TIP bodies helps to ensure the best possible opportunity to link MTV EXIT ASIA's work to regional initiatives, as well as to national anti-TIP plans/strategies;

- b) Building ongoing consultative relationships - over the long term through ad hoc meetings and contact helps to garner government buy-in and ownership over MTV EXIT ASIA activities and the wider anti-TIP agenda. These relationships enable MTV EXIT ASIA to draw upon influential legislators to lend their support to a wide range of events/media content and to further integrate MTV EXIT ASIA activities and outputs into national anti-TIP strategies.

Outcome 4.2 - Influential stakeholders are informed on the contribution and impact of media and communications in the prevention of human trafficking.

3.19 While influential stakeholders are engaged through formal bodies (such as ASEAN and COMMIT) and ongoing contact (in the context of the delivery of activities and outputs), a wide range of anti-TIP stakeholders will also be targeted through a number of specific advocacy mechanisms in this phase of the program. The role of MTV EXIT ASIA advocacy is to raise awareness of the program, its activities, its impacts and the potential for partnership. Advocacy events will occur as the opportunities arise and the new in-country Development and Partnerships Coordinators (see Annex 6) will play an active role in pursuing these opportunities. Key advocacy mechanisms in the next phase will include:

- a) Stakeholder meetings and engagement events - will be held on a regular basis, especially in the context of large-scale national events such as concerts, in order to share MTV EXIT ASIA R&L data, lessons learned and best practice in communicating TIP awareness through multiple media formats and channels. These events will be organised on an opportunistic basis and can be deployed to build bridges and connections with influential government ministries and TIP bodies, as well as to ensure the relevance and focus of the MTV EXIT ASIA Program is enhanced;
- b) Advocacy through the provision of print materials and media - will be enhanced under the next phase of the program and will draw on the extensive media production outputs, as well as on the findings from ongoing MTV EXIT ASIA R&L work. This particular strategic advocacy mechanism will help to communicate the role of MTV EXIT ASIA, its impact and activities to a wider range of influential stakeholders than face-to-face meetings allow, while also providing regular 'content' to the wide range of stakeholders with which MTV EXIT ASIA is in routine contact. These stakeholders include bilateral donors, multilateral agencies, INGOs, NGOs and community-based organisations with a stake in the anti-TIP movement. Advocacy materials will be

disseminated via a wide range of formats, including: (i) formal long-format reports of between 5-10 pages; (ii) formal research briefs or 'key sheets' of 1-2 pages; (iii) lessons learned notes; (iv) case studies; and (v) best practice briefs.

Outcome 4.3 - The strategic communication capacity of key anti-TIP stakeholders is strengthened through the provision of guidance, training and materials.

3.20 While MTV EXIT ASIA is active in its advocacy and wider strategic communication work with a wide range of stakeholders it also recognises that effective national advocacy is critical to maintaining financial and human resource support across a wide number of important organisations and institutions, i.e. governments, anti-TIP organisations and so on. In this respect, during the next phase it will promote advocacy and strategic communication training opportunities and further disseminate MTV EXIT ASIA media outputs for use by its partners. Key activities in the next phase include:

- a) NGO workshops - will be undertaken biannually (in parallel with national concert events) in the four priority countries to draw in key anti-TIP actors and organisations to help raise the profile and extend the use of MTV EXIT ASIA's outputs, as well as to help strengthen their own strategic communication work through the provision of discrete training. These workshops will provide an important opportunity to forge new partnerships that will facilitate the further dissemination of materials and outputs to key stakeholders, while also building the strategic communication capacity and an awareness of the role of communications for development in the fight against TIP;
- b) Re-edited media for anti-trafficking organisations - MTV EXIT ASIA programming is distributed to hundreds of anti-trafficking organisations fighting modern day slavery in context. This re-edited programming is used to educate 'at-risk' communities, as well as in the training of a wide range of influential stakeholders such as police officers, border guards and the judiciary. In the next phase this activity will become more focused and actively cater to the strategic communication and wider awareness raising activities of partners. Accordingly, a wide range of re-edited media outputs will be tailored towards specific partners such as UNIAP, the replacement for the ARTIP Program and for national organisations such as IACAT (Philippines) or MAPO (Malaysia).

Cross-cutting Areas of Program Support

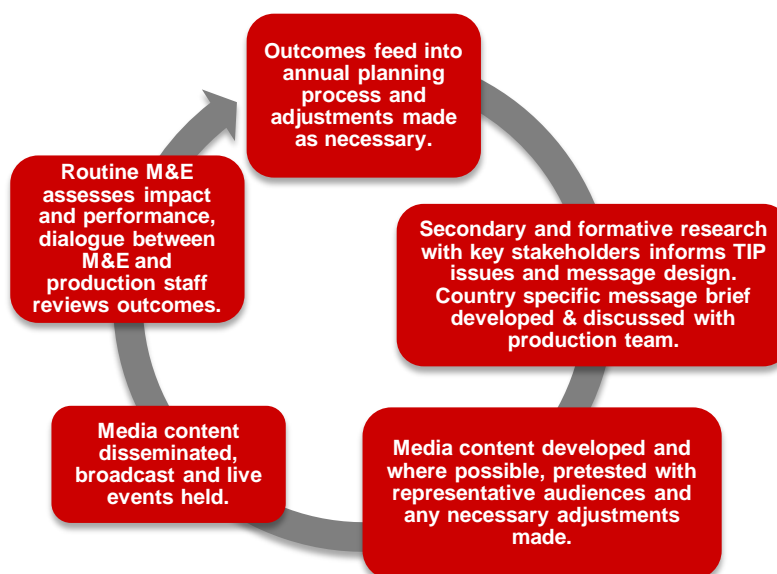
3.21 While the MTV EXIT ASIA Program is delivered through the thematic components outlined in the previous sections; the activities undertaken in support of these components are significantly underpinned by a number of cross-cutting areas of program support. These areas include: (i) research and learning; (ii) gender strategy; (iii) risk management; (iv) partnerships; (v) capacity building; (vi) quality assurance; and (vii) public relations and branding. Work in these areas helps to ensure the relevance of the MTV EXIT ASIA Program, its effectiveness and quality. Each of these cross-cutting areas is summarised below, while some issues such as R&L are further developed in Section 4, which details aspects of program implementation.

Research and Learning

3.22 In the next phase of the MTV EXIT ASIA Program an enhanced approach to monitoring, evaluation, research and learning (R&L) will help to underpin all components and activities, in addition to providing critical inputs on TIP issues, message design, material testing, monitoring and impact evaluation. Significant investments will be made in additional internal research and learning capacity (see Annexes 4 and 5 for additional detail on the role of R&L) during the next phase. MTV EXIT ASIA will:

- a) Strengthen its research and learning capacity through the creation of two new positions;
- b) Use this capacity to increase its use of TIP sector research and analysis that is of relevance to the program;
- c) Use research to address a number of relevant sectoral evaluation issues, i.e. by undertaking country-by-country analysis of TIP issues;
- d) Build its research relationships throughout the region;
- e) Use R&L to enhance stakeholder involvement in the program, i.e. through giving voice to people that have been trafficked or forging a link between 'at risk' populations and MTV EXIT ASIA media producers. Figure 5 below details the manner in which R&L work will feed in to future program outputs and activities;
- f) Maintaining a strong focus on gender and gender disaggregation of data throughout its research.

Figure 5: The Role of Research and Learning in Production



Gender Strategy

3.23 In the next phase of MTV EXIT ASIA, increased emphasis will be placed on addressing gender issues both organisationally and programmatically (in terms of design and activities). MTV EXIT ASIA supports the Beijing Platform for Action (1995) that was endorsed during the 4th World Congress on Women and which has played a critical role in promoting the empowerment of women and gender equality on a global basis. Within the Platform notable mention is made of the role of women in the media sector, their representation and of women's access to information, communication technologies (Section J: Women and the Media).¹⁷ The Platform, amongst many recommendations, advocates for:

- a) Leadership by women in the media sector;
- b) Partnerships to overcome gender stereotyping and degrading images of women in print, electronic, visual and audio communications;
- c) Balance in media coverage of women's diverse lives and contributions to society;

¹⁷ <http://www.un.org/womenwatch/daw/beijing/platform/media.htm>

- d) Empowerment of women with skills, knowledge and information and communication technology (ICT) access.

3.24 While the Beijing Platform has provided recognition of both the potential of ICT access and the negative role that media can play in generating harmful stereotypes of women, it is UN WOMEN who have taken this broad Platform for Action and applied it most closely to the issue of gender in human trafficking. UN WOMEN note that many interventions in the field of human trafficking while often focused on women and girls tend to be 'gender unresponsive', i.e. they tend not to integrate a rigorous analysis of gender and its implications for program delivery.¹⁸

3.25 A gender perspective promotes an analysis and understanding of the different roles that men and women play in society and the different values and status that is ascribed to them. Typically, the value and status of women in society is socially constructed as less than that of men and consequently women are more likely to face a wider range of inequalities, marginalisation and vulnerability (including access to ICTs).¹⁸ UN WOMEN note that often stereotypes will represent men as 'powerful and in control and women as passive and mostly relegated to private or domestic roles' and this tends to bolster the notion that men migrate and women are trafficked. While many hundreds of thousands of women are trafficked annually, it must also be recognised that women successfully migrate and men are also trafficked in their hundreds of thousands too, on an annual basis.

3.26 UN WOMEN suggest that a gender perspective on trafficking recognises: (i) that it affects both men and women; (ii) the similarities and differences that men and women experience as a result of being trafficked and the different vulnerabilities and social consequences that result from it; and (iii) that policy and legislation (i.e. on prevention and protection) may impact differentially on men and women.¹⁸ In addition, women face greater stigmatisation as a result of being trafficked than men and tend to face greater social pressure reintegrating into society because of their status as having been someone who was trafficked. In addressing the vulnerabilities and inequality that women face as a result of human trafficking, UN WOMEN advocate for a rights-based perspective within gender frameworks/strategies.

3.27 Raising the potential of vulnerable people (women and men) to realise their human rights is critical to reducing TIP and for UN WOMEN implies broad interventions in the following areas: (i) prevention measures, focusing on increased awareness, access to information, shifting community attitudes, incorporating gender sensitivity and rights concerns into program activities and so on; (ii) legal strategies, including monitoring of legal mechanisms, legislative

¹⁸ http://www.unifem.org/attachments/products/traffikit_eng.pdf

and policy interventions and so on; (iii) protection, including legal counsel, health care and shelter and so on; (iv) repatriation, return and re-integration, including rehabilitation support, stigma reduction and so on; and (v) data collection, research and advocacy, including gender disaggregated formative and summative data.¹⁸

3.28 MTV EXIT ASIA seeks to promote a gender perspective on trafficking that endorses and adapts the work of UN WOMEN and heralds the Beijing Platform, but which, also recognises that the sector in which it works, i.e. mass entertainment media and communications, presents unique challenges that warrant further research, strategy development and investment in capacity development before a tailored gender perspective can be mainstreamed on an organisation-wide basis. Accordingly, MTV EXIT ASIA will, as part of the initial implementation process:

- a) Engage specialists, through the Technical Advisory Group (TAG) mechanism, to conduct a review of the implications of the UN WOMEN report *Trafficking in Persons: A Gender and Rights Perspective on MTV EXIT ASIA practice and program delivery*;
- b) This work will assess the implications for MTV EXIT ASIA, including assessment: (i) of the extent to which gender is analysed, data is disaggregated and then used to inform production; (ii) of gender representations in MTV EXIT ASIA outputs; (iii) of training needs in gender sensitivity; (iv) of any special conditions associated with the portrayal of trafficking victims through entertainment media, i.e. the portrayal of sex workers in media outputs could be perceived as both pandering to stereotypes and also providing a realistic representation of actual trafficking practice;
- c) Following this assessment MTV EXIT ASIA will further draw on TAG support to: (i) develop a brief gender strategy document that sets out an MTV EXIT ASIA position on how a gender focus will be integrated into all aspects of program planning, design and delivery; and (ii) provide any required capacity development through in-house training.

Risk Management

3.29 The next phase of MTV EXIT ASIA proposes additional financial and human resource commitments, as well as new governance structures designed to ensure that there are adequate resources to respond to the scale of the communication challenge involved in promoting awareness of TIP issues and in raising the potential for positive change. In a context in which resource commitments are increasing, the role of risk assessment becomes more critical. Accordingly, risk assessment and mitigation strategies to ensure achievement of the

desired program outcomes is of primary concern to MTV EXIT ASIA and will be formally monitored and updated every 12 months, as part of the regular annual planning process. Any emerging risks may also be identified and raised at routine Project Management Group meetings and discussion of their implications for the program will occur. Country specific risk assessments will also be developed focusing on the 4 priority countries prior to any work being undertaken within these contexts. A full risk assessment matrix can be found at Annex 13.

Partnerships

3.30 The establishment and development of effective partnerships is of crucial importance to the success of the wider program because they help to ensure that MTV EXIT ASIA:

- a) Is a constructive part of the fight against TIP;
- b) Does not conflict or work at cross purposes or contradict national plans of action with respect to TIP;
- c) Develops materials which have longevity beyond their broadcast;
- d) Uses messages that are accurate and culturally sensitive for the local environment;
- e) Creates materials that are effectively distributed to all sectors;
- f) Can lever additional material and in-kind resources from other partnerships;
- g) Is reactive to the TIP situation in each country;
- h) Can help build capacity and a sustainable anti-trafficking movement within key contexts through anti-TIP partnership, youth engagement and grassroots level campaigning;
- i) Can offset risks associated with program implementation and delivery.

3.31 In the next phase of MTV EXIT ASIA special attention will be paid to enhancing program capacity within the four priority countries selected from Burma, Cambodia, Indonesia, Philippines, Thailand and Vietnam. Deepening the range of partners from its fairly narrow current base (see Annex 1 for a list of current and potential future anti-TIP partners) will help to extend the use of MTV EXIT ASIA communications materials and raise the potential for

increasingly sustainable outcomes (especially in areas associated with skills transference through co-production of media outputs and strategic communication/advocacy work). In order to extend the MTV EXIT ASIA presence and promote 'year-round' activity four Development and Partnerships Country Coordinators will be recruited to work in MTV EXIT ASIA's priority countries (see Annex 6). These Coordinators will liaise closely with the anti-TIP sector and will be hosted by partner organisations (who have yet to be determined). The Country Coordinators will help to develop and nurture mutually beneficial relationships with multiple stakeholders and to facilitate distribution of MTV EXIT ASIA programming across all non-MTV platforms. In addition, the Country Coordinators will play a key role (in partnership with other roles outlined above) in ensuring that campaign messaging is coherent and relevant to the key stakeholder groups that the campaign seeks to target.

3.32 More broadly, partnerships are fundamental to the success of MTV EXIT ASIA and extend across corporate, media, anti-TIP-sector, government and donors. Investing in partnerships helps to leverage additional financial and human resources and increases the potential for lasting capacity to be built. Partnerships play an important role in extending and localising MTV EXIT ASIA outputs through engagement with local media/broadcast and anti-TIP partners. MTV EXIT ASIA will build on existing successes to develop partnerships to deliver activities of scale and relevance. To ensure aid effectiveness and efficiency, MTV EXIT ASIA will pursue specific relationships to deliver activities that are of strategic importance to the anti-TIP sector, i.e. providing critical media and communications support to the anti-TIP sector across the region. MTV EXIT ASIA is committed to working with:

- a) Local NGOs working to combat trafficking - whether focused towards victim assistance or advocacy and education (see Annex 1 for a list of current and potential future partners in the region);
- b) Multilaterals, the United Nations in particular ASEAN, ILO, UNIAP and UNODC;
- c) Government Ministries and Institutions fighting trafficking;
- d) National Task Forces or Coalitions fighting trafficking;
- e) USAID Missions and US Embassies; AusAID Missions and Australian Embassies;
- f) Other donors committed to combating TIP;
- g) Creative agencies that help develop on-air, print, and digital assets;

- h) Digital agencies that help with content development, technical development and marketing for MTV EXIT ASIA's online platform;
- i) PR agencies that help promote awareness of MTV EXIT ASIA outputs across all platforms;
- j) Broadcast partners that help to extend the reach of MTV EXIT ASIA outputs to a wider range of stakeholders and audiences;
- k) Youth groups, including unions, associations and other networks.

3.33 The MTV EXIT ASIA partnership approach drives the program's theory of change in terms of capacity development and sustainability. Accordingly, all partnership dialogue and capacity building efforts will include a focus on: (i) building long-term relationships with partners; and (ii) building the capacity and sustainability of national and local partner organisations (where applicable).

Capacity Development

3.34 The provision of training for youth advocates, governments and anti-TIP organisations and the capacity development for media/event professionals provides the most important element of the MTV EXIT ASIA approach to sustainability.

- a) Media Content: Working in close partnership with local media producers to deliver exciting and innovative media outputs helps to expose them to new ways of working (new production techniques, new media genres, a TIP focus and so on) that can generate lasting impact and change in their own organisations
- b) Live Events: Through event production, MTV EXIT ASIA builds event management and production skills. Planning, designing and hosting complex live events is challenging and requires a wide skill-set and local partners stand to learn considerably from exposure to the way in which MTV EXIT ASIA puts together its live shows.
- c) Youth Engagement: Through the production of Youth Sessions, MTV EXIT ASIA provides a mechanism for the training of young people to: (i) convey the complexity of human trafficking to a wider public through a diverse, creative, and localized approach to messaging; (ii) inspire artistically-inclined youth to use their skill to promote human

trafficking awareness; and (iii) promote the next generation of local creative artists to take a stand against human trafficking.

- d) Strategic Communication: While MTV EXIT ASIA is active in its advocacy and wider strategic communication work with a wide range of stakeholders it also recognises that effective national advocacy is critical to maintaining financial and human resource support across a wide number of important organisations and institutions, i.e. governments, anti-TIP organisations and so on. In this respect, during the next phase it will promote advocacy and strategic communication training opportunities and further disseminate MTV EXIT ASIA media outputs for use by its partners.

Quality Assurance

3.35 Quality Assurance (QA) of outputs and activities is critical to both the national and regional credibility of MTV EXIT ASIA, as well as to increasing the program's impact. Specific technical and quality assurance processes aimed at ensuring the consistency of high quality behaviour change-focused messaging will be put in place during the next phase and the management, governance and oversight of the program will also be strengthened. Key quality assurance initiatives and measures under the next phase include:

- a) The establishment of a Project Management Group (PMG) to provide effective program oversight and ensure that it remains relevant to the needs of the anti-TIP sector and responds appropriately to emerging issues;
- b) The establishment of an independent Technical Advisory Group (TAG) to provide a range of discrete technical inputs around areas such gender strategy development, QA mechanisms such as media content checklists, message briefs, celebrity briefs, C4D training and so on;
- c) The enhancing of R&L capacity within MTV EXIT ASIA will play a critical role in QA and allows for an enhanced focus on the pre-testing of outputs (see Annex 8);
- d) In addition this enhanced R&L capacity will play a key role in ensuring that TIP issues and the findings of impact evaluation are integrated effectively into ongoing MTV EXIT ASIA practice, especially as it relates to media production, i.e. through the development of Position Papers on high priority countries.

Public Relations and Branding

3.36 Public Relations (PR) and branding cuts across every thematic component and is critical to the promotion of events and the wider profile of MTV EXIT ASIA as a recognisable and trusted entity. Public Relations (PR) is the practice of managing the flow of information between an organisation and its public. PR aims to gain an organisation positive exposure to its key stakeholders. Marketing is the process of creating or directing an organisation to be successful in selling a product, service, or idea. In terms of the MTV EXIT ASIA Program, PR and branding are two important areas since they have several key objectives that relate to the success of the campaign. PR and branding links to wider (non-program) media content creation and dissemination, for example, the press features and radio interviews that may be generated around a specific event.

3.37 The main goals of PR and branding for the MTV EXIT ASIA Program include:

- a) Leverage of MTV's brand - MTV is the world's largest television broadcaster. Its name is synonymous with music and youth entertainment and it is one of the most recognisable brands in the world. This is especially significant given that MTV has wide appeal amongst young people and it is young people aged 18-24 who are at greatest risk of being trafficked. Associating the MTV brand with the anti-TIP messages that are promoted through the MTV EXIT ASIA Program plays a key role in underpinning the popularity of the program's various media and communications outputs. In addition, the MTV brand helps to lever celebrity involvement in the MTV EXIT ASIA Program as their participation has the potential to both increase the audience for anti-TIP messages as well as increase positive impact through their status as influencers;
- b) Campaign/Program Existence - the primary goal of any PR and branding for MTV EXIT is to ensure that stakeholders know of its existence, tune in to MTV EXIT ASIA programming and attend the various live events that it produces. This is the basic tenet of any product distribution; if the audience is unaware that it exists then that product cannot have an impact. In its broadest form, this is simply the recognition of the MTV EXIT brand and logo and the issue for which it stands. At its most detailed, it helps to ensure that MTV EXIT ASIA outputs and activities have the potential to create an impact with its stakeholders;
- c) Broadening Message Dissemination - effective PR can help broaden the number of media outlets and localise the messages associated with the MTV EXIT ASIA Program. Press conferences with celebrities, shelter visits, in-depth press interviews, local radio

interviews and so on, help to promote the MTV EXIT brand, promote media content and events and convey specific anti-TIP messages to local audiences;

- d) Anti-TIP sector engagement - MTV EXIT ASIA is active in promoting its role to the anti-TIP sector. Program recognition within the sector plays an important role in building partnerships and in maximizing the dissemination of MTV EXIT ASIA media outputs amongst key target groups/stakeholders.

4. Implementation Arrangements

Management and Governance

4.1 This section sets out the management and governance arrangements for the MTV EXIT ASIA Program, focusing on how MTV EXIT, as an organisation, will respond to the Independent Review (2012) findings and how the relationship between MTV EXIT, AusAID, USAID and key anti-TIP stakeholders will be deepened. In keeping with the increased investment proposed in this phase, program oversight and quality assurance take on added importance. Accordingly, the additional structures outlined in this section can be perceived as the key means through which organisational capacity and local partnerships will be built, as well as sustainability and quality assured. Brief descriptions of new MTV EXIT governance structures, position statements and wider policy and compliance issues are addressed below. These descriptions are complemented by a number of annexes that detail Position Descriptions and Terms of Reference for the proposed organisational, technical and management strengthening that will occur in the proposed next phase.

AusAID and USAID

4.2 The roles and responsibilities of AusAID and USAID are to periodically review progress of the MTV EXIT ASIA Program (via mid-term and endline independent evaluations) and ensure that the program coordinates effectively with other anti-TIP focused bilateral programs. USAID and AusAID will facilitate this coordination via their representation on the Program Management Group, which will help provide strategic oversight for the program. The relevant officers will also ensure that MTV EXIT ASIA is kept up to date with relevant policy initiatives that may affect program delivery. Finally, USAID and AusAID will ensure MTV EXIT ASIA complies with any necessary policies relating to financial and environmental management, as well as child protection.

MTV EXIT ASIA

4.3 MTV EXIT ASIA has overall responsibility for the program's management and delivery (see Annex 11 for its organisational structure). MTV EXIT ASIA's broad management role will be to:

- a) Prepare annual work plans including costing in consultation with PMG and key anti-TIP partners;
- b) Report on activity implementation to the PMG;
- c) Acquit funds annually to USAID and AusAID (or more frequently if required);
- d) Provide six-monthly summary reports to USAID and AusAID on the ongoing implementation of the program and its activities;
- e) Report annually against the M&E framework to PMG, USAID and AusAID;
- f) Ensure that quality assurance measures associated with the new phase of activity are in place.

4.4 During the initial implementation of the MTV EXIT ASIA Program, a number of strategic resources will be developed (for approval by the Program Management Group) that will address some of the weaknesses associated with earlier phases and which were identified in the AusAID Independent Review (2012). Priority tasks during the initial period of implementation in the new phase will include:

- a) The development of a resource guide and simple checklists designed to ensure quality and relevance of MTV EXIT ASIA outputs, including a focus on BCC and message provision (see Annex 8 for an initial summary of some key QA issues that are associated with C4D/BCC interventions);
- b) Agreement for the Program Management Group and Technical Advisory Group outlining how they will interact with each other (see Annex 2 and 3 for draft descriptions of how these bodies will work and interact);
- c) A strategy for gender and how a gender focus will be integrated into program delivery from planning, to design, to delivery and evaluation (in addition statements on child protection and environmental protection may be required and this requirement will be discussed with AusAID and USAID during initial implementation);

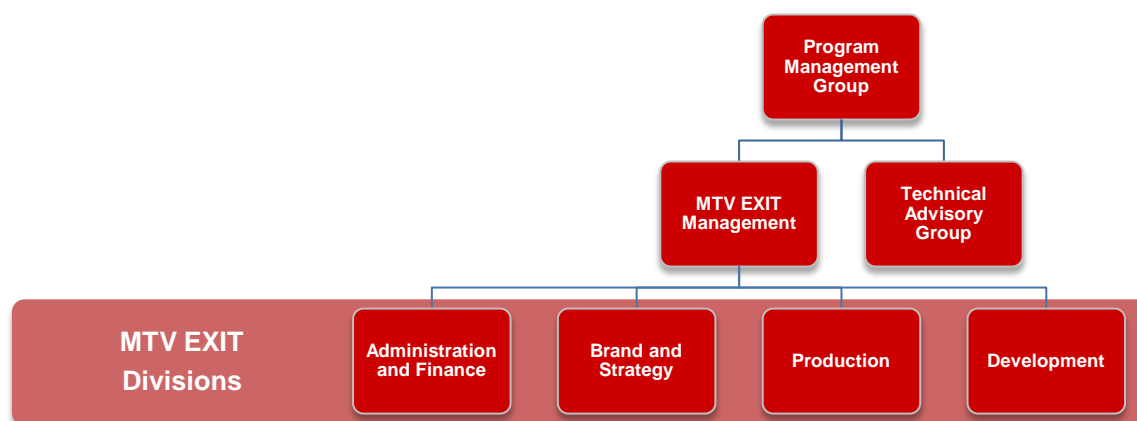
- d) A brief C4D/BCC guide that sets out the key principles to which MTV EXIT ASIA will expect both itself and its communications and anti-TIP partners to adhere.

Project Management Group (PMG)

4.5 In the proposed next phase, MTV EXIT ASIA will seek to strengthen its program governance arrangements to ensure effective oversight, quality assurance and adequate technical advisory inputs. A key governance mechanism will include the establishment of a dedicated Program Management Group (PMG) who will provide high-level strategic guidance and oversight for the program. Its membership will comprise one AusAID representative, one USAID representative, one MTV EXIT ASIA representative (the Campaign Director) and two representatives from the anti-TIP sector within the region. The two anti-TIP representatives will be highly respected and experienced, with a strategic understanding of the role that media and communications can play in promoting awareness of TIP issues and behaviour change. Ideally, women will hold at least two of the five positions on the PMG and at least two of the representatives will be nationals from the priority countries.

4.6 USAID, AusAID and MTV EXIT ASIA will collectively define the process to select anti-TIP sector members to sit on the PMG. MTV EXIT ASIA will ensure that all PMG members have a good understanding of the program design, its objectives, desired outcomes and activities. It is anticipated that the PMG will meet on a six-monthly basis and will be organised to meet after the regular six-monthly reporting to AusAID and USAID is completed, so that it is fully informed of progress, any constraints and emerging issues. The PMG members will work with the MTV EXIT ASIA Program for the duration of next phase (2013-2016). Draft terms of reference for the PMG are provided at Annex 2 outlining how this strategic oversight group will function.

Figure 6: Proposed Program Governance Structure



Technical Advisory Group (TAG)

4.7 An independent Technical Advisory Group (TAG) will be identified and contracted by MTV EXIT ASIA to support program oversight and provide regular advice on a range of technical issues to both MTV EXIT ASIA and the PMG as they arise. The broad role of the TAG will centre on issues associated with research and learning, monitoring and evaluation, sectoral TIP issues, quality assurance and effectiveness in C4D/BCC practice, as well as providing inputs around the development of gender strategy, C4D guidelines and organisational training needs. The TAG will be a strategic resource that will work closely with the PMG and respond to its requests (in addition to direct requests from MTV EXIT ASIA) to address specific problems or issues associated with implementation as they arise.

4.8 MTV EXIT ASIA will carry out the selection of TAG members and these members will be approved by the PMG. The TAG will comprise a number of experts, including: (i) a communication for development specialist who will have long-term oversight of the program over the duration of the phase; (ii) a gender specialist who will advise on gender strategy development and mainstreaming; and (iii) a TIP sector specialist who will advise on regional TIP issues. Other specialists will be drawn upon as required. The TAG will provide independent and

impartial advice on program delivery and will be assigned specific tasks that are supported by the development of distinct terms of reference. Annex 3 outlines the role of the TAG in more detail.

Research and Learning Capacity

4.9 A key finding of the Independent Review (2012) identified an underinvestment in in-house research, learning and M&E capacity and some associated challenges with integrating the findings of M&E conducted by the external provider (Rapid Asia - see M&E sections below for more details) into program design and activities. In response, MTV EXIT ASIA will seek to considerably strengthen its capacity in these areas in the next phase. This strengthening will involve the recruitment of a dedicated Research Officer and Monitoring and Evaluation Officer. Each of these positions is briefly explained here, with more detail of their responsibilities being elaborated in the Annexes.

4.10 The role of the Research Officer will be to keep up to date with the latest statistics and trends of human trafficking across the globe, with a particular focus on MTV EXIT ASIA's key markets and its four priority countries. In addition, the Research Officer will perform discrete qualitative research tasks using various participatory methodologies to elicit answers to implementation issues as they arise, i.e. around the relevance of TIP messages to various stakeholders or investigation of media uses and preferences in certain locations. The Research Officer will play a key role in helping MTV EXIT ASIA to ensure that its activities remain relevant to key stakeholder groups and in disseminating research findings. In addition, the Research Officer will develop detailed country position papers for MTV EXIT ASIA's priority countries that outline the state of TIP, provide detail on media coverage and access, as well as the types of message that are most critical to communicate and with which stakeholder groups. See Annex 4 for a detailed role statement.

4.11 The Monitoring and Evaluation (M&E) Officer will work closely with the external M&E provider Rapid Asia (see sections on M&E below for more detail on their role) to create better inter-organisational communication and a stronger understanding of how their work helps to inform the MTV EXIT ASIA Program. The M&E Officer will help to influence program outputs and close the gap between audiences and stakeholders and the MTV EXIT ASIA producers,

therein enhancing the relevance and quality of outputs. The M&E Officer will collate and summarise broader M&E findings for dissemination both internally and externally (wider TIP sector). In addition, the M&E Officer will work closely with the Research Officer to help conduct discrete qualitative research tasks associated with program delivery. See Annex 5 for a detailed role statement.

Development and Partnerships Country Coordinator

4.12 In addition to capacity enhancement around the areas of R&L, the next phase of the program will seek to invest additional resources 'in-country' through the establishment of ongoing Development and Partnerships Country Coordinator positions in the priority countries of Cambodia, Indonesia, Philippines Thailand and Vietnam. These positions will:

- a) Help to take local partnerships with the ant-TIP sector, media production and live event partners to a far deeper level to ensure that relevant target groups/audiences are appropriately targeted and sustainability is promoted;
- b) Ensure that the reach of MTV EXIT ASIA materials and outputs are extended to the widest possible audiences, and also help to ensure that vulnerable groups are actively targeted through materials, media outputs and the partnerships forged at the national local levels;
- c) Help to ensure that gender equity and a focus on the vulnerable is maintained throughout the delivery of MTV EXIT ASIA activities;
- d) Ensure that Youth Engagement work is followed up in a more systematic way and that youth advocates are supported in an effective way;
- e) Help to ensure that there is more direct national input into MTV EXIT ASIA annual planning processes in order to enhance the relevance of program activities.

Monitoring, Evaluation, Research and Learning (R&L)

4.13 The MTV EXIT ASIA approach to program monitoring, evaluation, research and learning (hereafter R&L) is to undergo significant capacity development and strengthening in the proposed next phase as part of the response to the findings of the recent Independent Review (2012). These findings suggested that organisational strengthening around M&E, but also a greater investment in research and organisational learning would help to enhance the relevance and effectiveness of MTV EXIT ASIA outputs. Understanding TIP issues, especially in the priority countries and linking key stakeholders and target groups to Media Content, Live Events, Youth Engagement and Strategic Communication work through the R&L processes also constitutes a critical step in enhancing quality assurance. While the approach to R&L will seek to build internal capacity, as well as draw upon TAG resources, it will also draw upon a rigorous tradition of impact research that has been developed through previous phases by the specialist provider Rapid Asia.¹⁹ A full monitoring and evaluation framework (MEF), that sets out the objectives, outcomes, indicators, means of verification and assumptions associated with the program's key thematic components can be found at Annex 12.

4.14 The MTV EXIT approach to R&L draws on a number of critical core principles, including:

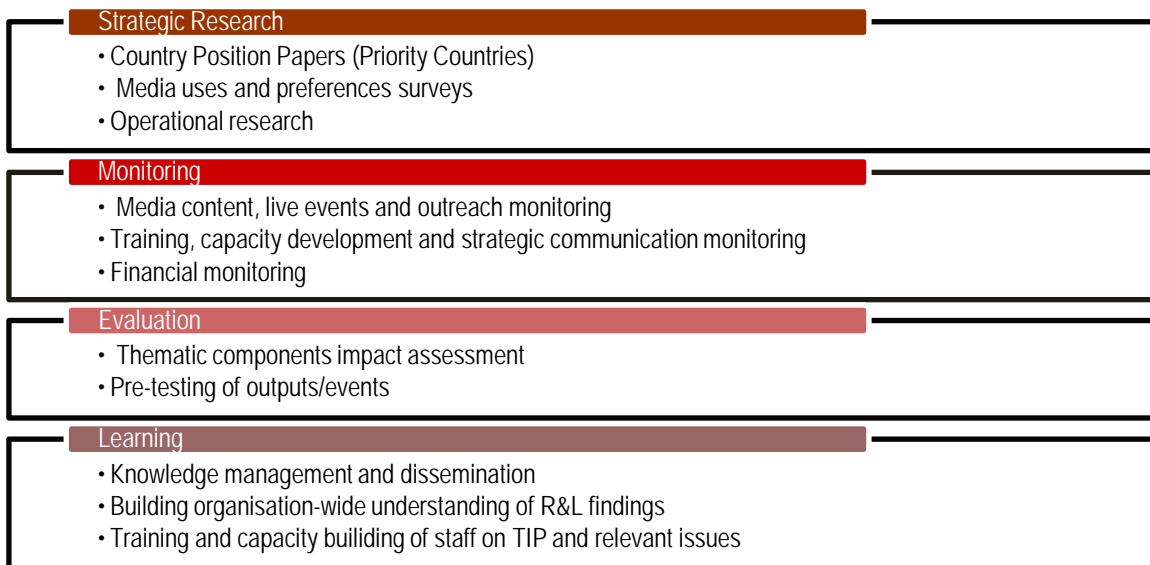
- a) The need for accountability and learning for continuous improvement;
- b) Promoting statistically rigorous and fully independent impact evaluation;
- c) Working to gather routine performance data, adjust performance where necessary and regularly report on it;
- d) Building on existing analyses, i.e. around country-specific TIP issues, to avoid replicating primary research;
- e) Engaging in primary research to answer implementation questions not addressed in existing analyses;
- f) Targeting appropriate audiences for and channels through which, findings can be disseminated;
- g) Disaggregating all data by gender;

¹⁹ <http://www.rapid-asia.com/>

- h) Prioritising gender in analysis.

The main areas of activity associated with each area of the R&L framework is outlined in Figure 7 below.

Figure 7: MTV EXIT Research and Learning Framework



4.15 MTV EXIT ASIA's approach to R&L operates on a number of levels. These include (i) strategic research; (ii) monitoring; (iii) evaluation; and (iv) learning. Each of these critical areas is outlined in detail below:

- a) Strategic Research - will address a number of operational needs, especially around integrating a more substantial understanding of TIP issues in the four priority countries in ongoing practice. There will be three main outputs associated with MTV EXIT ASIA's strategic research. These include:
- Country Position Papers for the four priority countries (Burma, Thailand, Vietnam, Indonesia, Philippines and Cambodia) that set out the scope of the anti-TIP challenge, examines media uses and preferences data, identifies priority messages and communication channels/genres, as well as existing TIP literature (see Annex 7

for an example of an existing Country Data Sheet upon which this output will expand). The purpose of developing these resources is to help clearly steer MTV EXIT ASIA production towards priority TIP issues, media channels and genres.

- Regional Media Uses and Preference Survey will not only inform the development of the Country Position Papers but also provide data and analysis for all of the countries within the region in which MTV EXIT ASIA programming is broadcast/communicated. This output will draw primarily on existing data drawn from a wide range of sources, though limited primary research undertaken in MTV EXIT ASIA priority countries may also be used.
 - Operational Research (OR) to address specific implementation issues and problems will be undertaken on an ad hoc basis. The need for undertaking discrete pieces of operational research and its scope may be proposed by MTV EXIT ASIA Management, the PMG or TAG. Each piece of OR will have a separate terms of reference associated with it.
- b) Monitoring - is designed to capture data on the day-to-day activities of the program to gain insights about the efficiency of program implementation, its effectiveness and make necessary changes, if required. Within C4D-oriented initiatives, such as the MTV EXIT ASIA Program, monitoring extends to a wide range of activities, from broadcast to training activities to monitoring of budgets. The main areas of monitoring include:
- Media content, live events and outreach monitoring provides an ongoing means of assessing the reach and scale of MTV EXIT ASIA activities. A wide range of quantitative indicators are used in monitoring including: (i) numbers reached (audiences for media, live events and/or outreach activities); (ii) number of MTV broadcasts; (iii) number of non-MTV broadcasts; (iv) number of channels (MTV and non-MTV) airing broadcasts; (v) number of anti-TIP materials distributed; and (vi) number of anti-TIP organisations partnered with.
 - Training, capacity development and strategic communication monitoring allows for ongoing assessment of the skills built, people trained and strategic communication (advocacy) activities undertaken. Indicators associated with these areas include: (i) number of people trained; (ii) number of training/capacity development workshops held; (iii) range of topics covered; (iv) number and type of advocacy activities undertaken; (v) number of influential stakeholders (legislators, police chiefs, judges)

who take part in MTV EXIT ASIA organized events; and (vi) number of research/information materials disseminated to influential stakeholders.

- Financial monitoring allows for periodic assessment of the budget, as well as specific budgetary areas. Close financial monitoring is essential to ensure that under-spends or overspends do not affect the wider viability of the program.
- c) Evaluation - is designed to capture the various impacts associated with the MTV EXIT Asia Program activities and whether they are contributing to the achievement of its higher-level objective and outcomes.
- Thematic components' impact assessment will be undertaken via an agreement with Rapid Asia, a specialist social research company based in Bangkok. This component of the MTV EXIT ASIA R&L process is perhaps the most critical as it is the area in which knowledge, attitude and practice (KAP) are assessed. The work of Rapid Asia, which is methodologically rigorous, produces data that helps to demonstrate what target audiences/stakeholders understand as a result of being exposed to either an MTV EXIT ASIA media output (such as the previous anti-TIP documentary series), attending a live event (such as a national concert), or via a capacity development event (such as youth sessions). Typically, Rapid Asia evaluation demonstrates impact through assessment of a range of KAP variables (see Annex 9 for a detailed account of the methodology). Rapid Asia has developed a model for programme evaluation called the 'KAP Score'. It has been applied to a broad number of areas and issues, including trafficking, education, migration, policy development, avian influenza, disaster relief, and capacity development. The KAP Score is designed to enable aid and donor organisations to independently monitor and evaluate the impact of its programs over time and across different regions or countries.
 - The KAP Score itself is an indicator in which knowledge, attitudinal and behavioural measures have been incorporated to form a weighted one-number composite indicator or measure that can be used to measure change over time. The KAP Score (a variable from 1-200 in which lower scores leave informants more vulnerable to being trafficked than those with higher scores) is based on the premise that for behavioural change to occur it must be supported by knowledge, as well as supportive attitudes and practices. The KAP Score helps MTV EXIT ASIA to make an initial audience assessment against which program impact can be

monitored and evaluated. It provides a measure of a target group's mind-set and this measure in turn stands as a reasonable predictor for future or intended behavioural changes and outcomes.

- Importantly, behavioural change tends to occur over the long-term and is typically beyond the scope of time-bound programs such as MTV EXIT ASIA. However, within the field of C4D it has been long recognised that interim social and behavioural change indicators can act as useful 'predictors' of longer-term change.²⁰ Such work identifies interim indicators built on the promotion of dialogue, provision of knowledge, positive attitudes, constructive practices, evidence of social inclusion, and stigma reduction and so on as valuable 'impact'. The KAP Score takes a similar approach through detailed questioning concerning knowledge, attitudes and practices (see Annex 9 for a list of typical survey questions).
- Surveying occurs over a number of phases in order to highlight the pre-exposure KAP Score and the post-exposure surveys (conducted 1 day and 1 month after exposure respectively). In addition the KAP Score assessment process includes a control group who have had no exposure to MTV EXIT ASIA activities for additional rigour. MTV EXIT ASIA strives to reduce risk by shifting the knowledge, attitudes, practices and ultimately behaviours of 'at risk' populations, populations that drive demand for trafficked people and stakeholders that can influence the policy and legislative environment associated with trafficking prevention and protection. Annex 9 details the full scope of the MTV EXIT ASIA impact evaluation approach, as well as the application of other impact assessment tools such as the Program Performance Index (PPI) that build on the KAP Score data and the Super Belief Matrix. Annex 10 provides an example of the impact evaluation reporting provided by Rapid Asia, which will continue to play an important role in communicating the effectiveness of the MTV EXIT ASIA Program in the next phase. In order to ensure quality, over the initial two years of implementation MTV EXIT ASIA will draw upon TAG resources to further evaluate the Rapid Asia methodology and examine the potential to bring more aspects of the M&E process 'in-house'.
- Pre-testing of outputs/events will occur through a combination of the work undertaken by Rapid Asia and the new R&L capacity that will be developed internally within MTV EXIT ASIA over the course of the next phase. The pre-testing of various media outputs and events has helped MTV EXIT ASIA to bring focus to

²⁰ <http://www.danidadevforum.um.dk/NR/rdonlyres/EC4B438C-071E-4971-B1B9-A0F9A0C235D6/0/Monitoringandindicatorsofcommuniaton.pdf>

its work over the previous phases. This pre-testing process will be further enhanced over the course of the next phase in order to build a meaningful link between the audiences/target groups and MTV EXIT ASIA producers, charged with making informative, yet entertaining, programs. Pre-testing helps to enhance its relevance, test its messaging, identify errors and any aspects of miscommunication, and correct them. Annex 8 sets out an initial summary of quality assurance and pre-testing measures and these will be further developed during initial implementation.

- d) Learning - at an organisational level is an outcome that will be actively pursued in the next phase. The operational research, monitoring and evaluation conducted by MTV EXIT ASIA will yield considerable data and analyses, while much of this data and analyses will contribute to impact reporting, a significant amount of R&L work is also designed to inform ongoing program implementation or serve as advocacy materials. This places a particular emphasis on how knowledge is managed and disseminated, both internally and externally.
- Building organisation-wide understanding of R&L findings requires that consideration is given to the manner in which information and learning is shared within the MTV EXIT ASIA organisation. Ensuring that appropriate written outputs (see section below) are produced and opportunities for face-to-face meetings are set in place provides the best opportunity to link the findings of R&L gathered at the local level, with producers charged with developing impactful yet entertaining media outputs. In the next phase R&L briefings will become a routine feature of MTV EXIT ASIA organisational practice and production.
 - Knowledge management and dissemination will play an increasingly important role in the next phase. Knowledge gained through operational research, monitoring and evaluation needs to be of use to the program itself and beyond. By reformatting data and lessons learned for specific target audiences and needs, MTV EXIT ASIA R&L can help facilitate an impact among a wide range of actors. For example, succinct findings associated with TIP issues and the impact of the MTV EXIT ASIA Program can help to influence a country's decision makers, while the format of a press release would be most appropriate for local (or international) journalists and so on. During initial implementation MTV EXIT ASIA will explore a range of dissemination outputs that may include: (i) formal long-format reports of between 5-10 pages; (ii) formal research briefs or 'key sheets' of 1-2 pages; (iii) lessons

learned notes; (iv) case studies; and (v) best practice briefs. The new Research and M&E Officer positions proposed under the next phase will drive this work (see Annex 4 and 5 for position descriptions).

- Increasing opportunities for MTV EXIT ASIA staff to participate in trainings and workshops conducted by invited experts on TIP and related issues. Examples of related topics may include, but not be limited to, child safety, victim protection, and media ethics.

MTV EXIT ASIA Reporting

4.16 MTV EXIT ASIA will provide program implementation and progress reports on a six monthly basis and timed to inform PMG meetings (see Annex 15 for more detail on the MTV EXIT ASIA reporting schedule). MTV EXIT ASIA reporting will:

- a) Assess progress against annual plans and provide new annual plans when appropriate;
- b) Identify the strengths and weakness of existing activities;
- c) Identify progress made in each component area;
- d) Provide a summary of expenditure;
- e) Provide assessment of the capacity built with partners and the extent to which it is sustainable;
- f) Provide analysis of the cross-cutting policy implications for the program, i.e. gender, child protection and so on;
- g) Update the MEF to account for any changes.

Annual Planning

4.17 The focus of the program and its activities will be developed through an annual planning process to cover each calendar year (1 January to 31 December). The MTV EXIT ASIA team will develop the annual plan in consultation with their key regional and national partners. It will also report on progress towards achieving the program's objective and component outcomes and detail the work that will be undertaken in the coming year. The plan will be reviewed and approved by the MTV EXIT ASIA Project Management Group (PMG), who will be supported with impartial advice from the Technical Advisory Group (TAG). The annual planning and ongoing partner dialogue will enable the MTV EXIT ASIA Program to respond to the shifting needs of the anti-TIP sector. Annual planning will also allow for a degree of flexibility to be incorporated into the design and delivery of activities. If it is identified that a particular activity is not having the desired impact the planning process may result in the activity being modified or abandoned and its associated resources being redeployed. The planning process is also an opportunity to revisit the monitoring and evaluation framework (MEF), risk assessment and gender strategy to ensure that: (i) the MEF (activities and indicators) is modified in line with the annual planning; (ii) existing and new activities are assessed for risk; and (iii) a gender focus is maintained throughout the planning process and into the delivery of activities.

Timing and Budget

4.18 MTV EXIT ASIA will begin to deliver activities under the new program from 1st January 2013. To facilitate effective planning and increase the potential for the program to build meaningful capacity and sustainability, MTV EXIT ASIA is seeking a four-year (2013-2016) investment of US\$11 million. The amounts are subject to financial approval and periodic review. Any reallocation of funds across components will be determined based on insights gained through research; partnership engagement and guidance offered by the Project Management Group (PMG) and advice from the Technical Assistance Group (TAG). A project budget can be found at Annex 14.

Sustainability

4.19 The main thrust of MTV EXIT ASIA's sustainability strategy rests with the work it will undertake with its implementing and media production partners, with influential stakeholders and in the program areas of Research and Learning (R&L) and Quality Assurance (QA). The following program factors will help to promote sustainability under the next phase of the MTV EXIT ASIA Program:

- a) The establishment of a PMG will help to ensure that the MTV EXIT ASIA Program stays focused and responsive to current TIP issues, prioritises sustainability and links effectively to the anti-TIP sector;
- b) Both the PMG and MTV EXIT ASIA participation in regional anti-TIP bodies (i.e. UNIAP, ARTIP) will help to reduce any potential waste through duplication and overlap of communication and awareness raising activities, raise the potential for regional partnerships and will result in a more targeted approach by all partners;
- c) The TAG will also be a resource that will help to improve the effectiveness and sustainability of the program, and will be deployed to look at how capacity development strategies can be enhanced;
- d) The increased focus on R&L will provide an ongoing assessment of the effectiveness of activities that involve partnerships, especially in the four priority countries;
- e) The human resource strengthening at national level and the presence of country-based program coordination staff (see Annex 6) will provide an additional focus for sustainability and the building of more effective local and national partnerships in which genuine skills transfer and capacity can be built;
- f) The provision of training for youth advocates and capacity development for media/event professionals provides the most important element of the MTV EXIT ASIA approach to sustainability. Working in close partnership with local media producers, to deliver exciting and innovative media outputs and events helps to expose them to new ways of working (new production techniques, new media genres, a TIP focus and so on) that can generate lasting impact and change in their own organisations. An additional evaluation focus will be brought to bear on local capacity development through the enhanced MTV EXIT ASIA R&L capacity to ensure that the impact of co-working in the

area of media production and event design and management is captured. Similarly, the youth engagement and capacity development events provide MTV EXIT ASIA with a platform for building skills and building long term capacity to address TIP issues at the local level;

- g) The strategic communication work undertaken with influential stakeholders at national level (i.e. advocacy and knowledge dissemination) can also contribute to the development of policy, prevention and protection measures. The new MTV EXIT ASIA R&L human resource capacity will play a key role in determining the impact and contribution to sustainability of such activities.

Overarching Policy Issues: Financial Management, Environmental Protection and Child Protection

4.20 A number of overarching policies, protection and compliance issues are of relevance to MTV EXIT ASIA in the next phase. These include: (i) the financial management compliance required by AusAID and USAID; (ii) compliance with USAID and AusAID environmental protection measures; as well as (iii) relevant child protection measures. The proposed annual planning process will help to ensure these, as well as other key implementation factors such as risk assessment, remain in critical focus. Each policy issue is addressed below.

Financial Management

4.21 MTV EXIT ASIA will be responsible for ensuring that all funds are managed in line with the Australian Government's Financial Management Act.²¹ MTV EXIT ASIA will monitor and report to AusAID on how the program activities demonstrate value for money, as well as efficient and effective use of program funds. Any necessary financial management and accountability requirements required by USAID will be followed up during initial implementation.

²¹ <http://www.usaid.gov/au/anrep/rep09/downloads/pdf/anrep08-09section3v2.pdf>

Environmental Protection

4.22 The MTV EXIT ASIA Program and its media and communication related activities have minimal impact on the environment and biodiversity and because of this no compliance issues are likely to arise as a result of program activities. Nonetheless, as part of the initial implementation work that will occur under the new phase, the Australian Government Environment Protection and Biodiversity Conservation Act²² and its implications for AusAID-funded programs will be reviewed, as will USAID Environment Compliance Procedures.²³

Child Protection

4.23 The MTV EXIT ASIA Program generally does not involve direct work with children. However, in circumstances where MTV EXIT ASIA does engage with children it undertakes to ensure that its work is compliant with the AusAID Child Protection Policy²⁴ or US Whole-of-Government Child Welfare and Protection Policy.²⁵

²² http://www.usaid.gov/au/Publications/Documents/Environmental_Management_Guide.pdf

²³ http://www.usaid.gov/our_work/environment/compliance/reg216.pdf

²⁴ http://www.usaid.gov/au/Publications/Documents/child_protection.pdf

²⁵ http://pdf.usaid.gov/pdf_docs/PDACQ777.pdf

Draft Implementation Plan for 2013

4.24 The draft implementation plan detailed below addresses the initial period of activity to be conducted in 2013. It addresses the aspects of program/organisational strengthening raised by the AusAID Independent Review (2012) and media-related/engagement activities to lesser extent. A full and detailed long-term implementation plan can be found at Annex 16 that outlines all media and communication activities.

Figure 8: MTV EXIT ASIA Draft Implementation Plan 2013

Quarter/Year	Indicative Activities
Q1 2013	<ul style="list-style-type: none"> a) Launch of new phase of MTV EXIT ASIA; b) Establishment of PMG; c) Establishment of TAG; d) Recruitment of new Research, M&E and in-country positions; e) Development and finalisation of 2013 Annual Plan and Risk Assessment; f) Mix method research of preferred television formats in priority countries; g) Ongoing media content production and dissemination; h) Ongoing consultations with key stakeholders.
Q2 2013	<ul style="list-style-type: none"> a) Development of Gender Strategy and provision of training (if required); b) C4D/BCC guidance developed and training conducted (if required); c) QA guidance and mechanisms developed; d) First PMG meeting; e) Submission of 6-monthly report to PMG and donors; f) Live event (Philippines); i) Ongoing youth engagement, roadshows and media content

	<p>production and dissemination;</p> <p>j) Ongoing consultations with key stakeholders;</p> <p>k) Development of PR/communications strategy;</p> <p>l) Development of Country Position Paper for selected priority countries.</p>
Q3 2013	<p>a) Ongoing youth engagement, roadshows and media content production and dissemination;</p> <p>b) Ongoing consultations with key stakeholders;</p> <p>c) Finalisation of Country Position Paper for priority countries;</p> <p>d) R&L-lead training on TIP issues and dialogue with relevant staff;</p> <p>e) Identification of operational research areas and development of terms of reference;</p> <p>f) Quality assurance training sessions;</p> <p>g) Strategic communication meetings held.</p>
Q4 2013	<p>a) Second PMG meeting;</p> <p>b) Submission of 6-monthly report to PMG and donors;</p> <p>c) Submission of annual report to PMG and donors;</p> <p>d) Ongoing youth engagement, roadshows and media content production and dissemination;</p> <p>e) Operational research conducted;</p> <p>f) Ongoing consultations with key stakeholders;</p> <p>g) Dissemination of strategic communication outputs, i.e. lessons learned, briefs, etc.</p>

Annex 1: Organisational Stakeholders and Existing Partners

1. The list of regional and national anti-TIP organisations outlined below highlights a wide range of current and potential partners with which MTV EXIT ASIA may engage. The organisations that are highlighted with bold text are those that MTV EXIT ASIA has worked with closely, to date. In the next phase of implementation additional MTV EXIT ASIA human resource capacity, in the form of the Development and Partnership Country Coordinators, within the four priority countries (Burma, Cambodia, Indonesia, Philippines, Thailand, Vietnam) will help to extend the breadth and depth of national and local partnerships in order to extend the influence and impact of the MTV EXIT ASIA Program further.

REGIONAL	
1	ILO
2	IOM
3	UNIAP
4	UNICEF
5	World Vision
6	Save the Children
BURMA	
1	FXB
2	Grassroots HRE
3	IOM
4	Karen Teachers Working Group
5	Merlin
6	Myanmar Maternal and Child Welfare Association (MMCWA)
7	Myanmar Medial Association
8	Myanmar Red Cross Society (MRCS)
9	PSI
10	Save the Children
11	Shan Women's Action Network
12	Swiss Confederation
13	UNAIDS
14	UNIAP
15	UNICEF
16	Union of Myanmar Wushu Federation

17	Women's League of Burma
CAMBODIA	
1	Action Pour Les Enfants
2	AFESIP
3	Asia Foundation
4	Cambodian Defenders Project
5	Cambodian Women's Development Association
6	Care International - Cambodia
7	CGF Cambodge - Construire les Générations Futures du Cambodge
8	Chab Dai
9	Child Help Line
10	CIST
11	Community Legal Education Centre (Cambodia) CLEC
12	Cooperation Committee for Cambodia (CCC)
13	COSECAM
14	ECPAT Cambodia
15	Family Health International
16	Friends - International
17	Gender and Development of Cambodia – GAD/C
18	Goutte D'eau
19	Hagar International
20	ILO
21	IOM
22	Khmer Youth Association
23	Legal Support for Children and Women (LSCW)
24	LICADHO (Cambodian League for the Promotion and Defense of Human Rights)
25	Lotus Outreach
26	MARVELOUS WORLD
27	M'Lop Tapang
28	National Taskforce on Human Trafficking
29	OUR HOME
30	PSI
31	Resources Chab Dai Coalition
32	SABORAS
33	SILAKA
34	SISHA

35	Solaris International
36	The Adventist Development and Relief Agency (ADRA)
37	The Somaly Mam Foundation
38	Transitions Cambodia, Inc.
39	UNIAP Cambodia
40	Winrock International
41	Women's Media Centre for Cambodia (WMC)
42	World Vision Cambodia
CHINA	
1	ILO - Beijing
2	IOM
3	Save the Children
4	UNIAP CHINA
INDONESIA	
1	ACILS
2	ARTIP
3	BMS Sejati
4	CARE
5	Center for Study and Child Protection/ Pusat Kajian dan Perlindungan Anak (PKPA)
6	Derap Warapsari
7	Dompot Umat
8	ECPAT
9	Forum Perlindungan Perempuan dan Anak (FPMP)
10	Hotline Surabaya
11	ICITAP
12	ILO - Jakarta
13	Indonesia Against Child Trafficking (Indonesia ACTs)
14	INFID International NGO Forum on Indonesian Development
15	IOM
16	JARAK
17	Kapal Jala
18	Kepompong for a Better Future
19	KOALISI NASIONAL
20	Koalisi Perempuan
21	KPPD

22	LBH-APIK
23	Lembaga Anak
24	LPA Jawa Timur
25	LPA Sulawesi Selatan
26	Madanika
27	National Coalition for the Elimination of Commercial Sexual Exploitation of Children
28	National Commission for Child Protection (NCCP) (Komisi Nasional Perlindungan Anak)
29	PEKA
30	PIC
31	PKPA
32	Plan
33	PPSW
34	PUSAKA
35	Save the Children
36	SEBAYA
37	UNFPA
38	UNICEF
39	World Vision
40	WWF
41	YAPIM
42	Yayasa Alang Alang
43	Yayasan Genta
44	YAYASAN KANAIVASU
45	Yayasan Kaseh Puan, Tanjung Balai Karimun Kepulauan Riau.
46	Yayasan Setara kita
47	YAYSAN LAYAK
48	YLBH
49	YPRK
50	YSIK
LAOS	
1	AFESIP
2	IOM
3	UNIAP
4	Village Focus International
5	World Vision Laos

PHILIPPINES	
1	Amnesty International Pilipinas - AI-Pilipinas
2	Ateneo Human Rights Center - AHRC
3	BATIS Centre for Women
4	Centre for Oversears Workers (COW)
5	CHILD FUND formerly Christian Children's Fund, Inc. (CCF)
6	CHILDHOPE ASIA PHILIPPINES
7	Coalition Against Trafficking in Women - Asia Pacific (CATW-AP)
8	ECPAT Philippines
9	GABRIELA
10	ILO - Manila
11	IOM
12	KAIBIGAN - Friends of Filipino Migrant Workers, Inc.
13	Kanlungan Centre Foundation
14	Migrant Forum in Asia
15	National Council of Women of the Philippines - NCWP
16	Network Opposed to Violence Against Women Migrants (NOVA)
17	Overseas Workers Welfare Administration (OWWA)
18	PACT
19	Philippine Migrants Rights Watch
20	Philippines Asian Women's Human Rights Council
21	SABAKAN - CAFOD (Catholic Agency for Overseas Development)
22	Scalabrini Migration Center, SMC
23	Solidarity Center
24	STEER (made possible by USAID/Solidarity Center)
25	Stop Trafficking of Pilipinos Foundation Inc. (STOP)
26	Third World Movement Against the Exploitation of Women
27	Visayan Forum Foundation
28	Women and Youth Development Centre, Foundation, Inc.
29	Youth Development Centre Foundation, Inc.
THAILAND	
1	Action Aid International
2	ADRA
3	AFESIP Thailand
4	ARTIP
5	Asia Pacific Forum for Women Law and Development - APWLD

6	Asia Partnership for Human Development (APHD)
7	Asian Cultural Forum on Development (ACFOD)
8	Asian Forum for Human Rights and Development
9	Asian Research Centre for Migration
10	Asylum Access
11	Catholic Commission on Migration Women's Desk
12	Development Agriculture and Education Project for Akha (DAPA)
13	Development and Education Programme for Daughters and Communities (DEPDC)
14	ECPAT - Thailand
15	ECPAT International
16	Education for Life Foundation
17	FORUM-ASIA Asian Forum for Human Rights and Development
18	Foundation for Women - FFW
19	Friends International
20	Gabfai
21	Global Alliance Against Traffic In Women
22	Human Rights Watch - HRW
23	ILO
24	Institute of Future Studies for Development
25	International Organization for Migration (IOM)
26	International Rescue Committee
27	IUCN
28	Karen Human Rights Group
29	Migrant Assistance Programme, MAP
30	National Catholic Commission for Tourism
31	National Catholic Commission on Migration
32	New Life Center
33	Nightlight
34	PATH Thailand
35	PDA - Population and Development Association
36	Plan International
37	Save the Children Sweden
38	Save the Children UK
39	Southeast Asia Regional Cooperation in Human Development
40	Thai Burma Border consortium - TBBC
41	The Asia Foundation
42	The Coordination Center for the Protection of Children's Rights Foundation Chiang

	Mai (TRAFCORD)
43	UN Office for the Coordination of Humanitarian Affairs Integrated Regional Information Networks
44	UNESCO
45	UNHR
46	UNIAP - Thailand
47	United Nations Children's Fund, UNICEF Thailand Country Office
48	UNODC - East Asia and the Pacific
49	USCRI
50	World Vision (Asia Pacific Regional Office)
VIETNAM	
1	ADAPT
2	AFESIP
3	Alliance Anti Traffic
4	ARTIP
5	Asia Foundation
6	CARE INTERNATIONAL
7	CDG
8	CSAGA
9	Duan Tuong Lai
10	East Meets West
11	FHI
12	Hagar International
13	Hoa Hong Nho
14	Hoa Sen University
15	ILO
16	IOM
17	JICA
18	LIN Foundation
19	Mai am Ba Chieu
20	NGO Resource Centre
21	Oxfam Quebec
22	Pacific Links Foundation
23	Paz y Desarrollo
24	PSI
25	Save the Children - UK

26	SNV- The Netherlands Development Organization
27	Supporting Center for Women and Children
28	UNIAP
29	UNODC
30	VNAT
31	Youth International cooperate development center

Annex 2: Draft Terms of Reference for a Program Management Group (PMG)

Introduction

1. Oversight of the MTV EXIT ASIA Program will be provided through the establishment of a Project Management Group (PMG). This draft TOR defines its potential responsibilities. They will need to be refined and agreed at the PMG's first meeting. MTV EXIT ASIA will manage the program under the direction of the PMG.
2. The functions of the PMG are to:
 - a) Provide guidance on the strategic direction of MTV EXIT ASIA;
 - b) Assess the quality of MTV EXIT ASIA implementation (with assistance from the Technical Advisory Group);
 - c) Approve annual plans and ensure that they are clearly targeted and contribute to the achievement of the MTV EXIT ASIA goals and objectives;
 - d) Monitor overall expenditure against the annual plan;
 - e) Identify links, synergies and potential overlaps between MTV EXIT ASIA and other regional programs and projects;
 - f) Ensure that a range of stakeholders in civil society, the media and government have an opportunity to participate in and contribute to MTV EXIT ASIA either as partners or as stakeholders;
 - g) Maximise accountability to stakeholders and the public.
3. The PMG will consist of up to five (5) members as follows:
 - a) Two independent regional members selected by MTV EXIT ASIA, AusAID and USAID and these members will be respected and experienced people who have a strategic understanding of anti-TIP;
 - b) AusAID and USAID will be represented from their Bangkok posts;
 - c) The Campaign Director will represent MTV EXIT ASIA.
4. In making appointments to the PMG, AusAID and USAID will have regard to the need to appoint:

- a) Both men and women;
- b) Representatives from the region;
- c) Members who can represent both urban and rural stakeholders;
- d) Qualified and experienced persons who have the capacity to provide sound technical, professional and management advice, work collaboratively and act in the interests of trafficked people in the region; and
- e) Persons who will act honestly, exercise reasonable care and diligence, not make any improper use of information acquired as a board member, and disclose any conflict of interest or duties.

Chairperson

5. One of the independent members will be invited by MTV EXIT ASIA to be the Chair. S/he will have a demonstrated commitment to good governance and will have the experience, stature, reputation and personal qualities needed to lead a strategically focused PMG and ensure the integrity of its processes. Specifically, the Chairperson will chair meetings to ensure fairness, diverse input, teamwork and due process. The Chairperson will ensure meetings achieve their required outputs. In the event of the absence of the Chairperson from a meeting, the members present shall nominate a member as acting Chair for the meeting.

Terms and Conditions of PMG Members

6. Members of the inaugural PMG will be appointed for 12 months in the first instance, pending a review by USAID and AusAID at the end of its first year of operation. Following this review, members will be appointed for a term not exceeding three years and will be eligible for re-appointment at that time. There is no provision for alternate PMG members. PMG members will be modestly remunerated for attendance at Board meetings and related activities, at a rate to be determined by USAID and AusAID. Allowances for travelling and personal expenses will be paid at the rates and on the conditions applicable to officers of the Australian and US Public Service.

Conduct of PMG Members

7. All PMG members will conform to ethical standards of behaviour in all aspects of their role with MTV EXIT ASIA including:

- a) Personal and professional behaviour;
- b) Accountability;
- c) Use of public resources;
- d) Use of official information;
- e) Gifts and benefits;
- f) Disclosure of interests;
- g) Recognising and managing conflicts of interest; and
- h) Reporting suspected corrupt conduct.

Roles and Responsibilities of Members

8. PMG members will contribute to the efficient and effective operations of the PMG through diligent preparation for meetings, active participation in meetings and the provision of expertise and experience in the areas of leadership, strategic focus, business focus, and management skills. Members will work collaboratively and collegially with each other.

PMG Meetings

9. Meetings will be held six monthly, arranged by MTV EXIT ASIA, who will provide secretarial services. Additional meetings may be convened if required to conduct specific business or to discuss specific issues. Recommendations and decisions of the PMG will be determined on the basis of voices and/or a show of hands. The Chairperson will manage and control the voting process and will have the right of a casting vote in the event of an equal vote for and against a motion. Guidelines and a code of conduct outlining how the PMG will function will be produced for discussion and approval (at the first PMG meeting). Where there is considerable disagreement within the PMG a mediator may be used. Minutes for all will be circulated to members for approval. The PMG may, from time to time, establish ad hoc committees or working parties to help carry out its responsibilities. These will be used sparingly and strategically.

Quorum for PMG Meetings

10. A quorum for the purpose of Board Meetings shall be four (4) members. The PMG may invite external people to attend and participate in meetings (i.e. TAG members). Other persons

invited to attend will not have voting rights or rights to move motions, and will not be included in establishing a quorum for a meeting.

Annex 3: Draft Terms of Reference for a Technical Advisory Group (TAG)

Introduction

1. MTV EXIT ASIA, the PMG, USAID and AusAID will be supported in their oversight and monitoring by an independent Technical Advisory Group (TAG). The TAG will be engaged to review progress and provide technical advice on issues such as communication for development (C4D), trafficking in persons (TIP) issues, monitoring and evaluation, gender strategy, advocacy and so on. The TAG will make periodic short-term inputs, some of which will require fieldwork within the countries in which the MTV EXIT ASIA Program operates. Set out below is a list of tasks that may be performed by the TAG. Each assignment will have specific TORs developed by MTV EXIT ASIA.

Activities

2. Tasks may include, but are not limited to:

- a) Assessing the relevance and appropriateness of any recommended changes to MTV EXIT ASIA;
- b) Preparing reports (on a six-monthly basis) for PMG meetings, describing their assessment of the overall progress of MTV EXIT ASIA in achieving its goals and objectives (to prepare their report, the TAG will review annual plans, annual and six monthly reports, activity reports and conduct discussion with stakeholders where possible);
- c) Attending PMG meetings to provide advice when needed. It is expected that any such attendances will be as technical advisors only to the PMG on specific agenda items - TAG personnel will not become (voting) members of the PMG;
- d) Providing other technical comment and advice on any matters referred to the TAG by MTV EXIT ASIA or the PMG;
- e) Providing capacity building support for MTV EXIT ASIA as required.

3. Membership of the TAG may include, but is not limited to:

- a) Two permanent members - a communication for development expert (C4D) and a trafficking in persons (TIP) expert. It may also draw on other expertise when required (i.e. technical design, capacity development, M&E, gender equity, preferably from within the region);
- b) TAG members will be responsible for making their own travel, accommodation and word processing arrangements. MTV EXIT ASIA may assist in making some initial appointments and identifying key contacts but, once established, the TAG will be expected to develop and maintain, for itself, a wide network of interlocutors and to manage its own administrative arrangements.

Annex 4: Research Officer Role Statement

Job Summary

The MTV EXIT (End Exploitation and Trafficking) campaign is a multimedia initiative produced by MTV EXIT Foundation to raise awareness and increase prevention of human trafficking. Since inception in 2004, the campaign has reached over 70 million people across the world through television programs, online media, live events, and partnerships with anti-trafficking organisations. We are seeking an enthusiastic and talented individual to join the regional team in Bangkok as a Research Officer. You will assist with the research necessary to inform all of MTV EXIT's content and institutional learning.

Main Responsibilities

- a) Keep up to date with the latest statistics and trends of human trafficking across the globe, with a focus on MTV EXIT key markets;
- b) Conduct focus group discussions, literature surveys, informational interviews and media landscaping to collect all of the information necessary for MTV EXIT to strategically plan and implement its communications activities;
- c) Work closely with the M&E Officer, Tracking Assistant and Partnerships Manager to pull together all of the information for briefing documents, presentations and reports;
- d) Develop informational materials on human trafficking trends across the region and globally to inform the content and messaging for MTV EXIT's On Air, On-the-Ground, and Online activities. These documents will be for internal briefings as well as to share with partners;
- e) Assist the Partnerships Manager with the design and facilitation of internal briefing sessions and ATIP stakeholder workshops;
- f) Support Partnerships Manager in building relationships with other organisations from across industries through participation in meetings, forums and conferences;
- g) Work closely with Digital Media Associate in order to monitor reported trends in human trafficking and anti-trafficking campaigns/activities, and to gather social activism stories to be featured on website and social media networks;
- h) Compile and regularly maintain database information of relevant documents and articles for quick reference.
- i) Provide other support to Partnerships Manager in the implementation of Campaign initiatives where appropriate.

Qualifications

- a) The ideal candidate will have a Bachelor's Degree in human rights, human trafficking, migration studies, development studies, international relations, education or a related field;
- b) S/he will have at least 2 years work experience on humanitarian or development issues pertaining to migration and/or human trafficking;
- c) Prior research experience and strong English writing skills;
- d) Highly organized with the ability to prioritize own workload in a very diverse and multi-functional role;
- e) Highly developed communication skills and ability to develop the necessary partnerships;
- f) Experience working in an international environment is essential; Asia experience is strongly preferred. Experience of working on media and/or public awareness campaigns is desirable;
- g) Successful applicant must be a self-starter who is proactive, highly motivated, and able to work on his/her own initiative;
- h) Highly developed social skills, and extremely team oriented with a positive attitude;
- i) Strong computer literacy with good knowledge of Microsoft Offices, especially Excel, PowerPoint, Word and Internet Explorer.

Position to be filled immediately. Only short-listed applicants will be contacted. To apply please send resume and cover letter to hr@mtvexit.org

Annex 5: Monitoring and Evaluation Officer Role Statement

Job Summary

The MTV EXIT (End Exploitation and Trafficking) campaign is a multimedia initiative produced by MTV EXIT Foundation to raise awareness and increase prevention of human trafficking. Since inception in 2004, the campaign has reached over 70 million people across the world through television programs, online media, live events, and partnerships with anti-trafficking organisations. We are seeking an enthusiastic and talented individual to join the regional team in Bangkok as an M&E Officer. You will assist with the research necessary to inform all of MTV EXIT's content and institutional learning.

Main Responsibilities

- a) Work closely with the Rapid Asia M&E team to create better inter-organisation communication and a stronger understanding of how their work informs the MTV EXIT Program;
- b) Work to integrate M&E findings into MTV EXIT practice, with a focus on ensuring relevance and outcomes for all activities;
- c) Compile regular M&E briefs for the wider MTV EXIT team and attend meetings as required to inform on current issues in M&E;
- d) Support the Research Officer in designing and undertaking periodic qualitative evaluations where necessary;
- e) Work closely with the Research Officer, Tracking Assistant and Head of Development as well as Country; Development/Partnerships Coordinator/Managers to pull together all of the information for briefing documents, presentations and reports;
- f) Assist the Head of Development with the design and facilitation of internal briefing sessions and ATIP stakeholder workshops;
- g) Support Head of Development in building relationships with other organisations from across industries through participation in meetings, forums and conferences;
- h) Play an active role in MTV EXIT's strategic communication activities by working closely with the Research Officer, Head of Development, Youth Engagement Manager and others to ensure that the results of M&E are effectively disseminated to partners and stakeholders through a wide range of channels;
- i) Work with the Research Officer, Country Development/Partnerships Coordinator/Managers and the Head of Development to conduct focus group

- discussions before and after MTV EXIT events with all key stakeholders as a way of learning from MTV EXIT activities;
- j) Stay abreast of new methodologies for qualitative M&E to incorporate into MTV EXIT's ongoing assessments;
 - k) Provide other support to Head of Development in the implementation of Campaign initiatives where appropriate.

Qualifications

- a) The ideal candidate will have a Bachelor's Degree in human rights, human trafficking, migration studies, development studies, international relations, education or a related field;
- b) S/he will have at least 2 years work experience on humanitarian or development issues pertaining to migration and/or human trafficking;
- c) Prior research experience and strong English writing skills;
- d) Highly organized with the ability to prioritize own workload in a very diverse and multi-functional role;
- e) Highly developed communication skills and ability to develop the necessary partnerships;
- f) Experience working in an international environment is essential; Asia experience is strongly preferred;
- g) Experience of working on media and/or public awareness campaigns is desirable;
- h) Successful applicant must be a self-starter who is proactive, highly motivated, and able to work on his/her own initiative;
- i) Highly developed social skills, and extremely team oriented with a positive attitude;
- j) Strong computer literacy with good knowledge of Microsoft Offices, especially Excel, PowerPoint, Word and Internet Explorer.

Position to be filled immediately. Only short-listed applicants will be contacted. To apply please send resume and cover letter to hr@mtvexit.org

Annex 6: Development and Partnerships Country Coordinator Role Statement

Job Summary

MTV EXIT is an innovative educational campaign designed to raise awareness and increase prevention of human trafficking and exploitation. Utilising the power and influence of music, film, and celebrities, the campaign has produced award-winning On Air, On-The-Ground, and Online components that have successfully reached and educated tens of millions of people since its launch 2004. MTV EXIT is looking for a Development/Partnerships Coordinator/Manager to join the campaign in (Country). This position will report to the Head of Development, and will be responsible for building and nurturing relationships and partnerships with a variety of important stakeholders, including but not limited to Government Agencies, International Organisations, Non-Governmental Organisations, and Broadcasters across the (Country).

Main Responsibilities

- a) Develop and nurture mutually beneficial relationships with multiple stakeholders internationally, with a specific focus on (Country);
- b) Work to facilitate distribution of MTV EXIT programming across all non-MTV platforms;
- c) Manage all monitoring and evaluation of the MTV EXIT campaign in (Country);
- d) Ensure that campaign messaging is coherent with campaign strategy as well as current trends in human trafficking and anti-trafficking research;
- e) Manage the Development/Partnerships budget, in close consultation with the Head of Development;
- f) Keep abreast of all public awareness campaigns and trends in TIP.

Partnerships

- a) Maintain, develop and nurture mutually beneficial relationships with the anti-TIP sector, including but not limited to, Local Government Ministries and Agencies, International Organisations, and Non-Governmental Organisations across (Country);
- b) Develop and/or maintain existing relationships with television and radio broadcasters as well as online partners to facilitate distribution of MTV EXIT programming.

Monitoring and Evaluation

- a) Manage all monitoring and evaluation of the campaign, including quantitative and qualitative research, collation of ratings and reach of on air programs, and the usage and reach of MTV EXIT programs by anti-trafficking groups.

Messaging

- a) Supervise all messaging of the MTV EXIT campaign, including on air, on the ground, and online. Ensure that this messaging is coherent with campaign strategy as well as current trends in human trafficking and anti-trafficking research.

Person Specification

- a) The ideal candidate will have a Master's Degree and a strong academic background in human rights, human trafficking, migration studies, development studies, international relations or a related field;
- b) S/he will have at least 4 years work experience on humanitarian or development issues pertaining to migration and human trafficking. This experience will include extensive monitoring and evaluation practice;
- c) Experience working in an international environment is essential;
- d) Highly organized with the ability to prioritize own workload in a very diverse and multi-functional role;
- e) Highly developed communication skills and able to develop the necessary partnerships to advance the campaign;
- f) Experience of working on media and/or public awareness campaigns is desirable;
- g) A self-starter who is proactive, highly motivated, and able to work on his/her own initiative;
- h) Highly developed social skills, and extremely team oriented.

Position to be filled immediately. Only short-listed applicants will be contacted. To apply please send resume and cover letter to tara.dermott@mtvexit.org

Annex 7: Example of Existing Country Data Sheet (Cambodia)



USAID
FROM THE AMERICAN PEOPLE

Australian
AID



BASIC INFORMATION AND DEVELOPMENT INDICATORS

Population	14,138,255 (2010)
GDP per capita (constant 2000 USD)	\$557.98 (2010)
Headcount at national poverty line	30.1% (2007)
Mobile subscriptions	.58 pp (2010)
Party to Palermo Protocol?	Yes
Party to Forced Labour Convention?	Yes
US TIP Ranking 2011	Tier 2
National Trafficking Hotline	Yes (855.23.997.919)



MAIN EMPLOYMENT SECTORS OF TRAFFICKED PERSONS

Sexual exploitation, entertainment, factories (e.g. brick), domestic labour, begging, agriculture, and labour on salt fields.

SOURCE COUNTRIES

Cambodia is primarily a source country, but there are instances of Vietnamese and Chinese citizens being trafficked through Cambodia to other country destinations. Vietnamese women and children are also trafficked into Cambodia for sexual exploitation.

DESTINATION COUNTRIES

Thailand, Vietnam, Malaysia, Saudi Arabia, Taiwan, and Korea.

TRAFFICKING TRENDS

INTERNAL

- Trafficking of children and women for commercial sexual exploitation.
- Children and women from rural areas to cities for domestic work.

EXTERNAL

- Trafficking of men, women, and children for labour exploitation in Thailand (primarily begging, construction, agriculture and fishing).
- Trafficking of women and girls for sexual exploitation and domestic work in Thailand.
- Trafficking of children to Vietnam for begging.
- Trafficking of men and women to Malaysia for labour exploitation (including through recruitment agencies).
- Trafficking of women to Saudi Arabia for domestic work.
- Trafficking of women to Taiwan and Korea for marriage.

MIGRATION

An increasing number of Cambodians are migrating from rural to urban areas, or from Cambodia to its surrounding countries in search of employment opportunities due to labour surpluses in Cambodia, influence from their families, lack of opportunities, loss of land, and natural disasters. Many are lured or deceived by brokers into situations of exploitation, or obtain information from recruitment agency representatives who visit their villages.

NOTABLE ATIP INFRASTRUCTURE

Cambodia has a specialized Anti-Human Trafficking and Juvenile Protection Police Department. Officers from this department, in cooperation with prosecutors, carry out investigations, apprehensions, arrests, prosecutions and convictions.

Sources: Information on this document comes from UNAP's SIREN Mekong Region Country Datasheets Human Trafficking 2010. Available from: http://www.no-trafficking.org/reports_docs/siren/uniap_2010ht_datasheets.pdf Basic Information and Development Indicators are from the World Bank. Ratification information is from UNODC and ILO. Map is from CIA World Factbook.



Annex 8: Quality Assurance in Communication for Development Interventions

1. To ensure quality and relevance in communication for development (C4D) initiatives it is critical that a thorough understanding of the issue and relevant courses of action being promoted, i.e. countering TIP, is first established in order for appropriate and specific messages to be developed that target specific stakeholders. Investment in effective research and learning (R&L) structures and approaches is the most important tool in the quality assurance toolbox and R&L is addressed in detail in the main text of this design. In addition to R&L a number of strategies and approaches can be employed to enhance the quality of C4D interventions. In assessing quality six variables can be measured. These include:

- a) Relevance - the relevance of materials and messages to the stakeholders at which outputs are targeted is an essential precursor of quality. If irrelevant messages are targeted at inappropriate stakeholders little impact can occur. Understanding if an output is relevant and if not, why not, is critical. If the necessary research and learning capacity is put in place relevance of outputs can typically be addressed at the design stage. However, asking about the relevance of all produced outputs still remains a priority and helps to ensure that research and learning, as well as planning and design, are all on track.
- b) Comprehension - understanding materials and messages is essential as a condition to acceptance and then to behaviour change amongst key stakeholder/target groups. Comprehension measures not only the clarity of the content and in particular the key messages being promoted, but also the way in which it is presented. Complicated or technical vocabulary or dialogue can be responsible for a target group's failure to understand the message. Images may be confusing and may be misinterpreted and so on.
- c) Attractiveness - mass media and print materials should be attractive. If outputs are not attractive people will not pay much attention to it. Attractiveness can be achieved through the use of sounds - music, tone - in the case of radio; visuals - colour and illustrations - in the case of graphics; movement, action, illumination, and animation in the case of video. Attractiveness is a key component of MTV EXIT ASIA outputs and it is critical to ensure that the various genres employed maintain the appeal for the variety of audiences with which we communicate.

- d) Acceptance - The outputs and messages must be acceptable to the target population. If outputs contain something offensive, are not believable, or start arguments the group will reject the message.
- e) Involvement - the target group should be able to identify with the outputs and materials. They should recognise that the message is directed toward them. People will not pay attention to messages that they consider do not involve them. Representations, illustrations, symbols and language should ideally reflect the characteristics of the target group.
- f) Encouragement to act - the outputs should indicate clearly what the intervention wants the target audience to do. Most behaviour change communication promotes messages that asks or motivates the group to do something. Successful communication outputs transmit a message that 'can be done' by the target group.

Pre-testing outputs

2. In addition to R&L, the testing or 'pre-testing' of materials and outputs (print and mass media) is an important mechanism via which quality is ensured. Pre-testing addresses the six variables outlined above and reflects a number of discrete steps. Due to the costs associated with television production and live events it is recognised that it is harder to engage in a similar pre-testing regime to that used for print material. However, it is important to, at minimum, share draft material with stakeholders/target groups for initial assessment and revision. Key pre-testing steps include:

- a) Preparing draft material for the pre-test - draft scripts, narratives, texts and artwork/storyboards should be prepared based on an agreed brief or production plan. Review all draft materials with a technical team/content specialists. Make sure the technical content of the messages has no mistakes.
- b) Do an 'in-house' pre-test - before you go out to the field, you should first make an in-house pre-test of the material, especially with the R&L and production staff. Check with staff inside the office or based in the field that belong to the target audience. This will help to find mistakes before the pre-test is taken out to the field, and to identify comprehension errors. Correcting these errors at this time will allow the pre-test to be narrowed down to the most important issues.

- c) Choose the sample for the groups with whom the material is to be pre-tested - make sure the pre-test sample has the same characteristics as the intended target/stakeholder group. It is best to choose several sites having the same characteristics and not concentrate on a single site. While there is no pre-set formula, experience shows that sample sizes of between 50 and 200 are best depending on the number of target groups, the complexity of the problem and the available budget and resources required. However, it is always better to pre-test outputs using a well-selected sample, even if it is very small (20-30 persons), than to not pre-test at all.
- d) Select techniques and design guidelines and instruments to be used in the pre-test - the pre-test may be conducted individually or in groups. Design pre-test focus group guidelines or individual interview instruments.
- e) Select and orient interviewers - it is advisable for those people who have produced the materials to have a role in their pre-tests. Their exposure to audience reaction to their material can be very persuasive in demonstrating the value of pre-testing. Persons conducting the pre-test should be experienced. If such people don't exist, then outside staff may need to be contracted. Interviewers must understand that the outputs to be pre-tested are only drafts, and that producers will not be hurt by 'negative' pre-test results. The instrument to be used in the pre-test should be explained to the interviewers. Procedures to be followed in conducting the pre-test interview when done individually and when done in focus groups should be explained. Interviewers should practice first among themselves in training.
- f) Test the pre-test guidelines and instruments - it is also advisable that the pre-test instruments be tested to assess whether they will achieve the pre-test objectives and whether they are easy to implement. Interviewers should conduct three or four interviews and then analyse the results with the person in charge. For focus groups, a single trial focus group to test both the guidelines and the proper implementation of that focus group should be sufficient.
- g) Make the necessary logistical arrangements - the R&L and production teams will need to organise logistics, such as transport, meeting places, permits, and authorisations so that everything will be clearly understood before the start of field work.

The pre-test process

3. The pre-test process involves a number of discrete steps, including:

- a) Conduct the interviews/focus groups - by using the instrument for pre-testing that was developed by the R&L and production teams.
- b) Assessing pre-test results and revising outputs - it is safe to assume that if 70% of the target audience understands the outputs and messages, would consider taking the action recommended, and finds the material relevant, attractive, acceptable and believable, then the materials are successful. However, if the material is understood or accepted by less than 70%, the production team might consider making changes to the design of material and messages. There are no strict guidelines about how to do this, it is a matter of working with the target groups to get the materials right. The teams must look for a balance among all the criteria used to measure the effectiveness of the material.
- c) Changes in materials - the changes most commonly suggested by the pre-test will usually concern the form or the content.

Form:

- Colour: improve combination, tone, intended impact and intensity;
- Tone of the message: place more or less emphasis on emotional content;
- Typeface used: make darker, bolder, bigger, higher or lower in contrast;
- Eliminate distracting attention overload;
- Make more accurate representation of persons or things (proportion and perspective);
- Rearrange text and visual distribution of elements;
- Change names, roles, or personalities of characters.

Content:

- Change words that cannot be understood;
- Give greater clarity to what the target audience is supposed to do;
- Express a single idea and get rid of unnecessary information;
- Avoid using abstract concepts or figures that the user may not relate to the message;
- Make the benefits stand out clearly;
- Change technical terms that are obscure, confusing and unnecessary;

- Clarify concepts that were thought to be clear;
- Make the behaviour easier to grasp, simpler to understand, more appealing to try.

Some changes may be minor and unimportant. It may be decided that they do not merit the trouble (high expense, too much time, or any other additional reason required to make changes).

d) Number of Pre-tests - there is no set rule for the number of pre-tests to carry out. As the R&L and production team become more familiar with pre-testing they will develop their own ideas about the number of pre-tests required. In reality the number of focus groups or individual interviews will be determined on the basis of budget and resources. In general, however, the number of pre-testing sessions for each output or material is dictated by how well the first draft was received by the target group. After the second focus group, or in the case of doing individual pre-testing, when the first round of 10 people are interviewed, interviewers should stop and collect the overall information and ask the following questions:

- Is there a clear rejection of the material? If so, why?
- Is there a general consensus that the material is ugly, culturally insensitive? If so, why?
- Is there misunderstanding of words, of a specific drawing, symbol? Which ones? Why?
- If so, which can be changed according to the suggestions given, so that interviewers can continue with further pre-testing interviews or focus groups?

Annex 9: MTV EXIT ASIA Impact Evaluation Methodology

1. Introduction

1.1 MTV EXIT Thematic components' impact assessment will be undertaken via an agreement with Rapid Asia, a specialist social research company. This component of the MTV EXIT ASIA R&L process is perhaps the most critical as it is the area in which knowledge, attitude and practice (KAP) are assessed. The work of Rapid Asia, which is methodologically rigorous, produces data that helps to demonstrate what target audiences/stakeholders understand as a result of being exposed to either an MTV EXIT ASIA media output (such as the previous anti-TIP documentary series), attending a live event (such as a national concert), or via a capacity development event (such as youth sessions). Typically, Rapid Asia evaluation demonstrates impact through assessment of a range of KAP variables. Rapid Asia has developed a model for programme evaluation called the 'KAP Score'. It has been applied to a broad number of areas and issues, including trafficking, education, migration, policy development, avian influenza, disaster relief, and capacity development. The KAP Score is designed to enable aid and donor organisations to independently monitor and evaluate the impact of its programs over time and across different regions or countries.

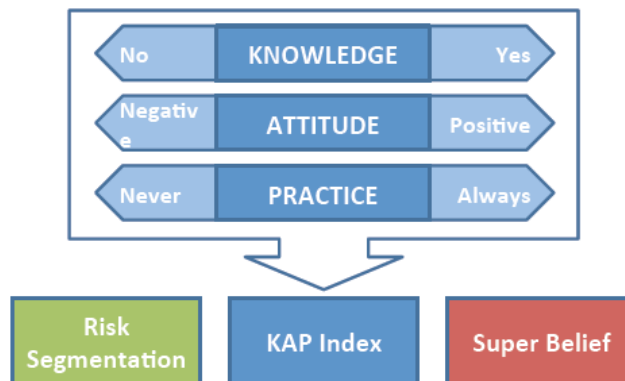
1.2 Rapid Asia Co Ltd is an independent monitoring and evaluation consultancy based in Bangkok, Thailand working across a number of thematic areas including human trafficking, migration, health, climate change and education. They take a regional approach to evaluations and have developed tools and indicators that can be used across borders for the purpose of benchmarking and monitoring performance over time and across different interventions. In the field of human trafficking and migration, Rapid Asia has worked with a number of high profile organizations including: MTV EXIT Foundation, UNODC, UNICEF, ILO, IOM and ANESVAD.

2. KAP Score

2.1 The challenge for prevention programs related to human trafficking is that the ultimate outcome of reducing the number of people who are trafficked is impossible to measure directly for any one intervention – it is impossible to prove an unknown. Hence, there was a need to develop a proxy measure to identify beneficiaries who potentially could be at risk of human trafficking. In response to this, Rapid Asia developed an evaluation framework called 'KAP Score'.

2.2 Behavioral change without the right mind-set may be short lived without a sustainable outcome. KAP Score is based on the premise that behavioral change must be supported by knowledge as well as a supportive attitude. The KAP Score framework has three core elements for looking at impact, namely, the KAP Index, Risk Segmentation and the Super Belief.

Figure 9: KAP Score Framework



Human Rights-Based Approach

2.3 In contrast to most evaluations, MTV EXIT makes a point of involving stakeholders in the process. Knowledge, attitude and behavior are all assessed initially by interviewing stakeholders on the ground and this information is used for intervention strategy and message development. The extent to which stakeholders potentially are 'at risk' of trafficking is also assessed. Post intervention interviews are then conducted with stakeholders to obtain feedback on performance and serves as input for future interventions. The pre and post format also helps to isolate real impact and assess to what extent the communication has contributed to reducing the overall 'at risk' group.

Evaluation Objectives

2.4 The following are the main evaluation objectives:

- a) To measure impact of the event in terms of building knowledge and awareness
- b) To measure change in specific attitudes commonly associated with human trafficking and persons being trafficked:
 - **Denial** of the risks

- **Stigma** towards survivors of human trafficking
 - **Discrimination** against people who are trafficked
 - **Apathy**, thinking the problem is not important enough to care about
 - **Ignorance** regarding how people end up being trafficked
- c) To determine whether attitude barriers exist and impact on communication strategy
 - d) To measure change in behavior or behavioral intent
 - e) To evaluate event performance and effect of word of mouth communication
 - f) To gain an insight into the trade-offs between different event activities

Target Groups for Evaluation

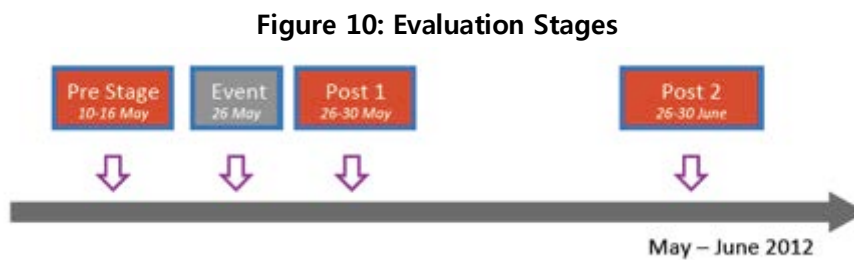
2.5 The following groups are segmented during the evaluation process:

- a) Exposure group:
 - 50/50 split between males and females
 - Age 14 to 49 years with quota on age
 - Must have attended the event
- b) Control group
 - 50/50 split males and females
 - Age 14 to 49 years with Quota on age
 - Must NOT have seen or been exposed to the event (However, may have encountered word of mouth communication)
- c) Note: Quotas for sex are used to ensure representation of male and female participants. The following age quotas are also used to ensure representation of the younger part of the population who is the primary target for messaging on human trafficking.
 - 14-24 years old 50%
 - 25-34 years old 35%
 - 35-49 years old 15%

Evaluation Stages

2.6 The evaluation is carried out in three stages with one pre and two post stages. The pre stage takes place just before the event, the first post stage measured event impact immediately after the event and the second post stage takes place around 4 weeks after the event to measure message wear-out and impact of word of mouth communication. During the post stages a control sample is taken to isolate the impact of the event. The

control sample is taken the day after the event and data was collected over 3-5 days. All interviews are conducted face-to-face in local language. The target number of interviews typically n=900, n=300 at each stage. Sample timeline is provided below:



KAP Survey Questions

2.7 Based on several past evaluations for MTV EXIT, as well as input from human rights experts, a number of key questions have been formulated for the KAP Score. Each question addresses a specific knowledge, attitude or behavioral change issue that goes to the heart of what MTVEF is trying to achieve.

Figure 11: Sample Survey

KAP	Scale	Questions / Statements
Knowledge	Multiple choice	<ul style="list-style-type: none"> - What best describes a trafficked person? - Where does human trafficking take place? - What form of abuse or exploitation is human trafficking linked to? - Who is at risk? - How do people end up being trafficked?
Attitude	Level of agreement	<ul style="list-style-type: none"> - It is not likely that people in my community would be targeted by traffickers - Accepting a trafficked person back into the community would be embarrassing - If those trafficked were poor to start with, at least now they have a job - People I know don't really care about human trafficking

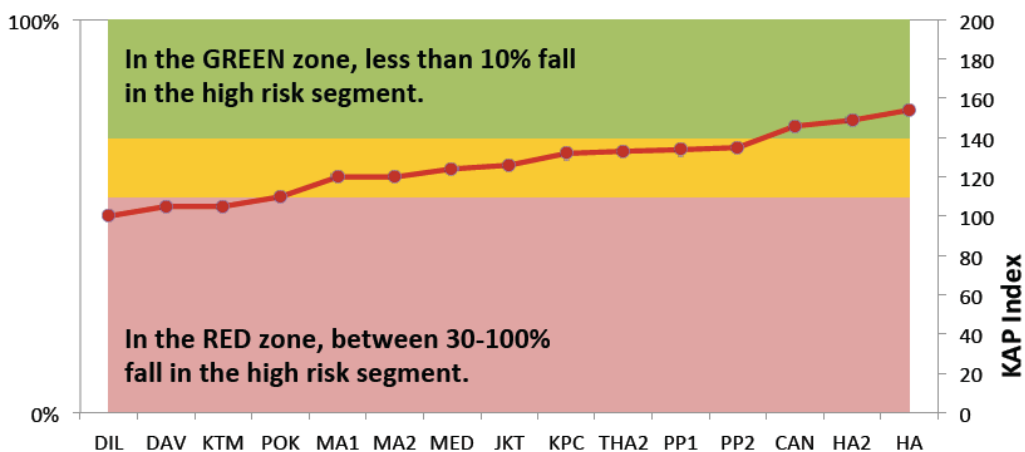
		- People who end up being trafficked did so by their own choice
Behavior (practice)	Level of compliance / expected compliance	<ul style="list-style-type: none"> - Reporting suspect human trafficking activities - Find out information about human trafficking - Educating friends about human trafficking - Educate friends that some prostitutes are forced trafficked persons - Seek independent advice about an overseas job

KAP Index

2.8 The KAP Index is an indicator in which knowledge, attitudinal and behavioural measures have been incorporated to form a weighted, one-number indicator. The KAP Index (a variable from 1-200 in which lower scores leave informants more vulnerable to being trafficked than those with higher scores) is based on the premise that for behavioural change to occur it must be supported by knowledge, as well as supportive attitudes and practices. The KAP Index helps MTV EXIT ASIA to make an initial audience assessment against which program impact can be monitored and evaluated. It provides a measure of a target group's mind-set and this measure in turn stands as a reasonable predictor for future or intended behavioural changes and outcomes.

2.9 Based on past evaluations it has been possible to develop benchmarks as well as target KAP Index levels, as a guide for performance monitoring. An example of KAP Index Benchmarking can be seen below:

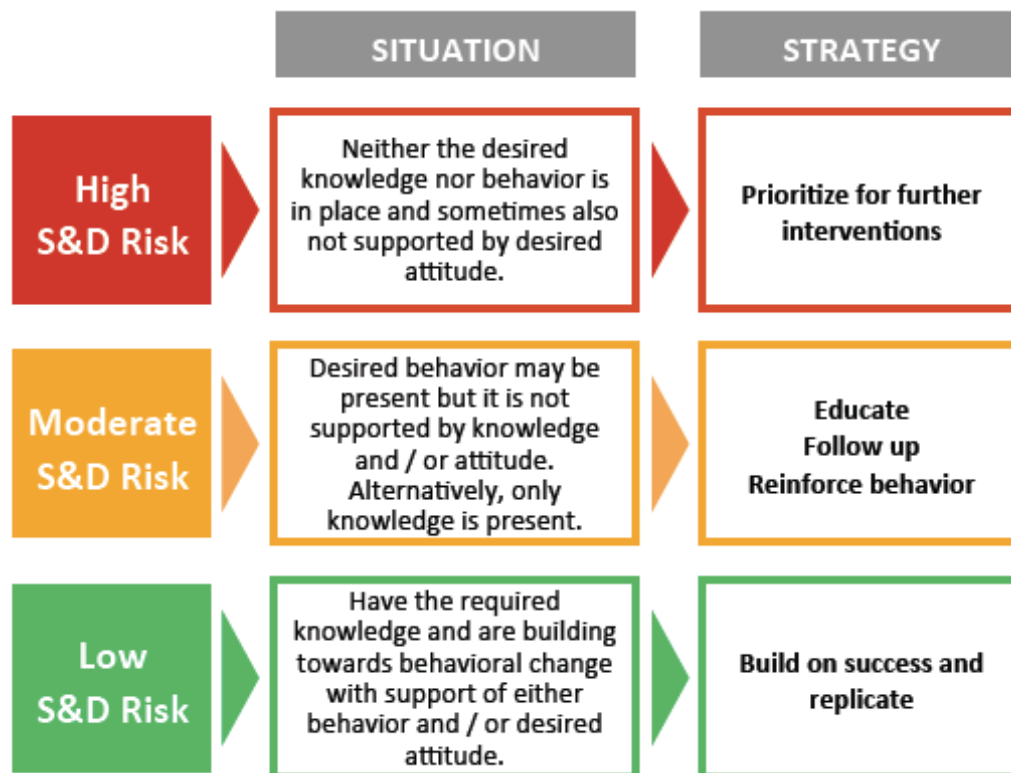
Figure 12: KAP Index Benchmarking: MTV EXIT Evaluations - Post 1 Stage



Risk Segmentation

2.10 Supply & Demand (S&D) Risk Segmentation divides respondents into low, moderate and high-risk segments based on the developmental stage of their mind-set: Low, Moderate and High S&D Risk. Populations or areas with a high proportion of High S&D Risk should be prioritized for future interventions with the aim to reduce this segment as far as possible.

Figure 13: Risk Segmentation



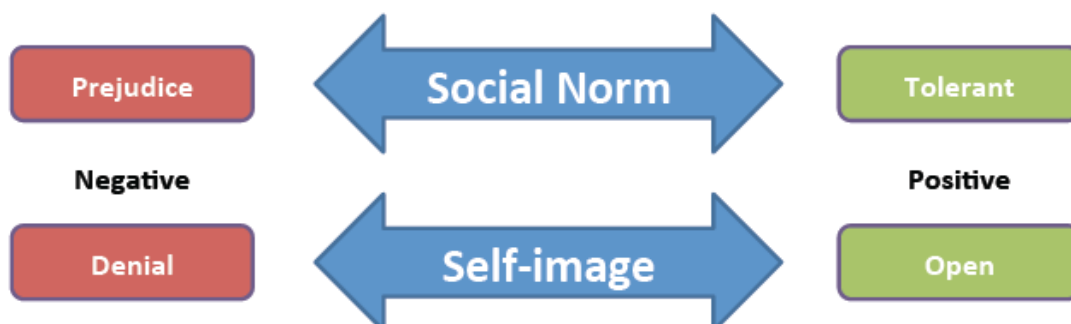
Super Belief

2.11 An attitude is a favorable or unfavorable reaction towards a particular intervention or thematic issue. Attitudes can be positive or negative but the same person can also be conflicted or ambivalent, meaning that they simultaneously possess both positive and negative attitudes toward the intervention. The Super Belief model provides a deeper understanding of respondent attitudes and the extent to which the intervention has been successful in shifting those attitudes.

2.12 There are two attitude functions, Social Norm and Self-Image. Social Norm is the type of attitudes we express to help communicate who we are and that may make us feel good because we have asserted our identity. For this reason, our attitudes are part of our identity, and help us to be aware through expression of our feelings, beliefs and values. The other function of attitudes is Self-Image and refers to holding attitudes that protect our self-esteem or that justify actions that make us feel guilty. People with a defensive attitude may say: "I don't care, it's not important to me..." Positive attitudes towards ourselves have a protective function in helping us preserve our Self-Image.

2.13 The basic idea behind the functional approach is that attitudes help a person to mediate between their own inner needs of expression (Social Norm) and defence (Self-Image). Because of this, the characteristics of messages are important because one message can elicit different levels of emotion for different people. Thus, one size does not fit all. Attitudes along the two dimensions can be either positive or negative. For the Social Norm dimension people can be classified as being more or less prejudice or tolerant. For Self-Image it is about being in a state of denial or open towards the issue.

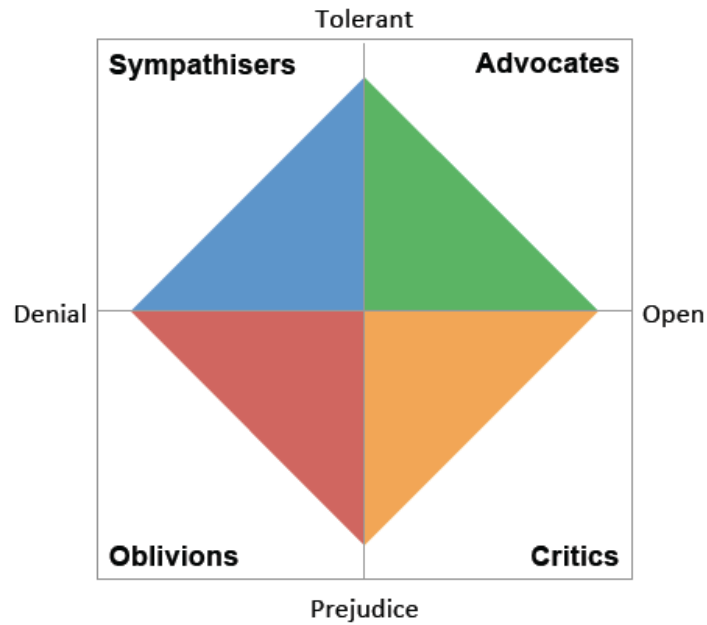
Figure 14: Attitude Functions



2.14 The two dimensions help to form the Super Belief Matrix, a graphical depiction of the predominant mind-set that exist. **Advocates** are open and empathetic to trafficking where as **Oblivious** are the exact opposite. **Sympathizers** are unlikely to take action because they are also in a state of denial. **Critics** on the other hand, are open for debate but hold negative views about trafficking. It should be noted that the Super Belief Matrix is not segmentation; a person's mind-set can naturally be split across the four quadrants:

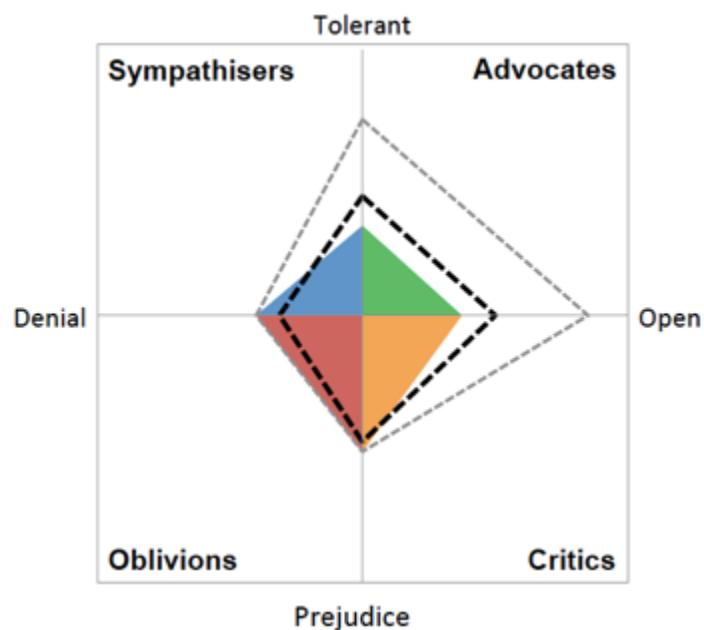
- Advocates: A large segment of advocates presents an ideal situation with the potential to build on an already positive mindset. Good potential for word of mouth and influence through grass root campaigns. Engage people to become implementation partners.
- Critics: Accept the problem but will argue that there are social norms that needs to be respected. It is important to engage in a constructive debate and argue with logic rather than emotional ideas.
- Sympathisers: Are in a state of denial of the problem or feel the problem is too big to do anything about. An emotional appeal will work well here with emphasis on 'it is the right thing to do'. It is important to remove potential barriers, real or imagined, to stimulate action.
- Oblivions: The most difficult group to conquer. In contrast to sympathizers, an emotional appeal is unlikely to work here, instead there needs to be a logical and evidence based argument.

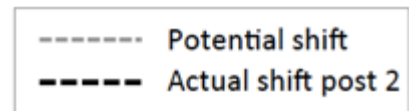
Figure 15: Super Belief Matrix



2.15 An example of the Super Belief Matrix in practice can be seen by the result to MTV EXIT’s activities in Manila. In the matrix shown below, based on the pre-stage attitudinal results the predominant Super Belief was Oblivions followed by Critics. Hence, communication has to be supported very strongly by spokespeople that the stakeholders respect and trust. Logic, rather than emotion, may work better as Oblivions are likely to reject emotional appeals that go against their own super belief. The intervention worked as expected as can be seen by the actual shift dotted line.

Figure 16: Super Belief Matrix – Manila





3. Program Performance

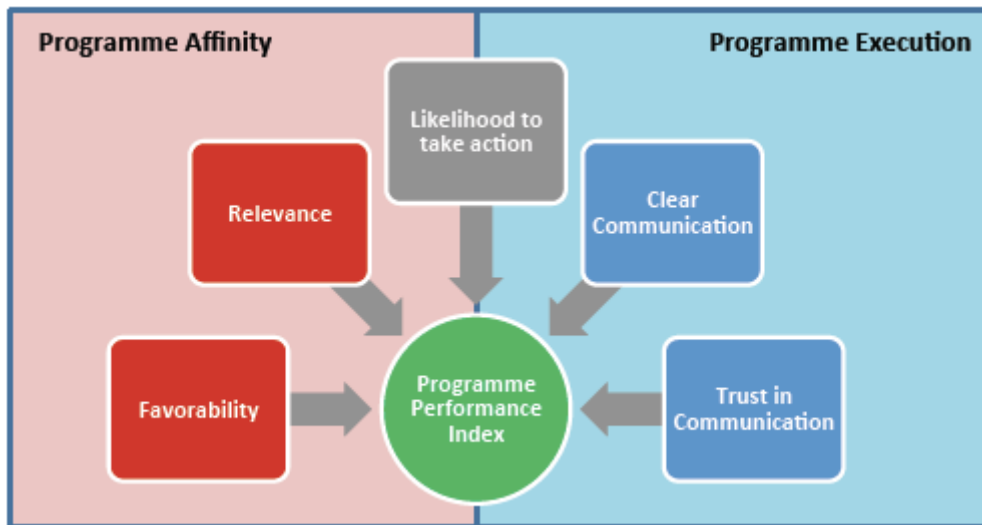
3.1 To support the KAP Score framework, the evaluation includes a performance component that provides data on how the quality campaign from the respondent’s perspective. Performance is measured utilizing two components: Program Performance Index (PPI) and Program Driver Analysis (PDA).

3.2 Program Performance Index (PPI) is a multi component index measuring program performance from a stakeholder perspective. Because it is a one-number indicator it is ideal when comparing multiple programs or conducting evaluations across several regions or countries. The PPI construct provides for an independent measure of performance around a particular intervention. The PPI has the following five dimensions:

- “Favorable Opinion” towards the effort to stop human trafficking
- “Relevance” of the effort to stop human trafficking
- Level of “Trust” in the communication
- Communication is “Clear and easy” to understand
- “Likelihood of taking action” as a result of the intervention

3.3 The 5-dimensions are shown below and should also be considered in relation to program communication. Favorable opinion and relevance are about emotional engagement. In other words, the level of affinity the target group has towards the program. Program execution has a strong link to having clear communication and building trust. Finally, crossing both affinity and execution is the extent to which people feel compelled to take action as a result of the campaign.

Figure 17: 5-Dimension Program Performance Matrix



3.4 Program Driver Analysis (PDA) measures the relative impact of key intervention activities. This helps to set priorities in terms of improving program performance as well as how to best allocate resources to different activities.

Annex 10: Example of Rapid Asia Impact Evaluation Reporting



Event Evaluation For Human Trafficking



Vietnam (Hanoi)

Prepared for
MTV EXIT Foundation

Prepared by:
Daniel Lindgren, Rapid Asia Co., Ltd.

July 2012

Outline

- ▶ Summary & Recommendations
- ▶ Background & Methodology
- ▶ Awareness of Human Trafficking
- ▶ Evaluation Framework in Perspective
- ▶ Event Impact
- ▶ Super Belief
- ▶ Event Performance
- ▶ Ad Hoc Questions

Summary & Recommendations

PRE STAGE

- ▶ Awareness about human trafficking is very high in Hanoi with 93 percent. Out of these 33 percent said they are fully familiar with the topic leaving only 7 percent who say they are not aware or don't know much about it. The main sources of awareness are news reports and the internet followed by television and word of mouth.
- ▶ Most people in Hanoi are working or studying, and most belong to the upper middle class. Hence, unemployment is very low at just 2 percent. Still, nearly half aspire to move elsewhere to work or study.
- ▶ Knowledge about different human trafficking issues is very high, over 90 percent for all the key issues measured. This shows people in Hanoi have a good understanding about TIP issues and there is no real opportunity for a major knowledge shift.
- ▶ Attitudes in Hanoi are quite positive and most people are informed and show respect towards those who have been trafficked. Acceptance of the problem is moderate but interest and fairness tend to be on the low side and represent an opportunity for emotional engagement. Negative attitudes are generally low and means there is opportunity for reinforcement of positive attitudes.
- ▶ Most people claim they can find TIP information if they need it and is consistent with the high knowledge levels. However, because people are well informed they may not feel the need to seek independent advice about overseas work. This is a potential risk factor to consider especially since many have an aspiration to move. Educating friends and reporting a crime are also on the low side and could be strengthened.
- ▶ The KAP Index in Hanoi overall was very high at 142 and the high risk segment was only 2 percent. With such a high index the opportunity for any significant impact is limited.

Summary & Recommendations

POST 1 STAGE

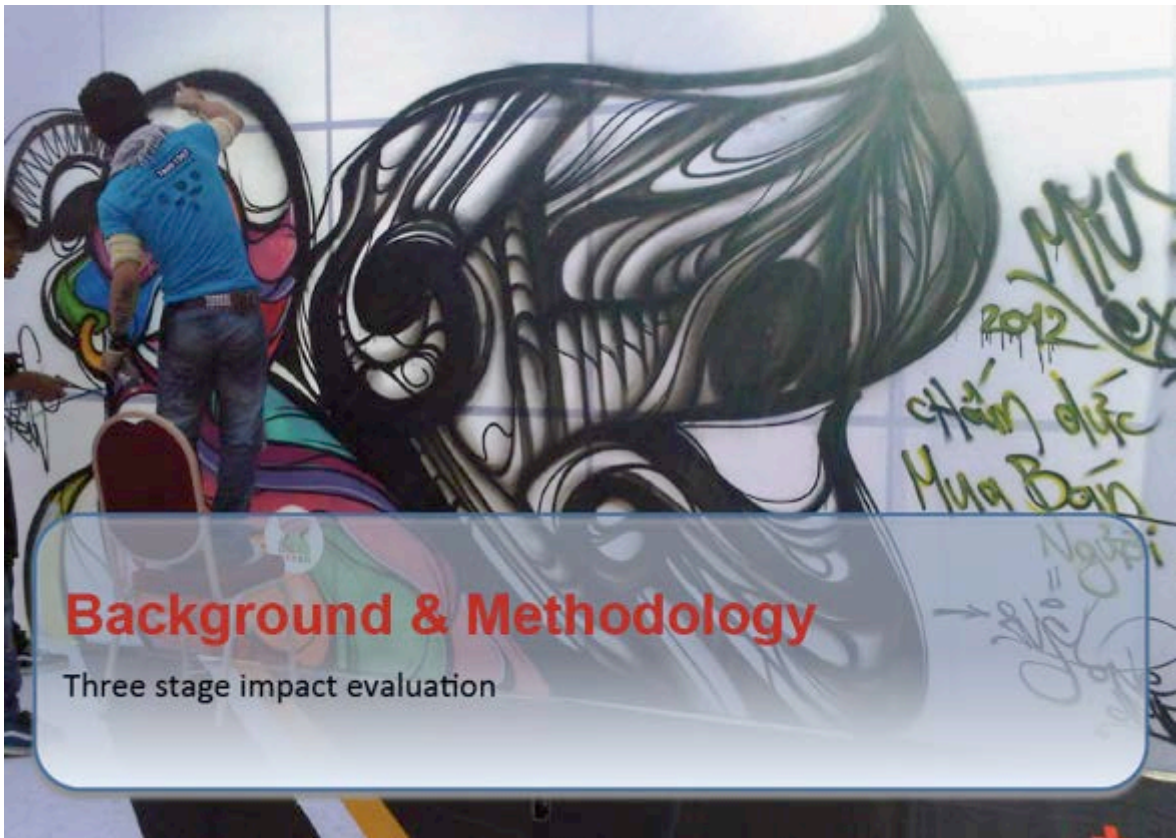
- ▶ The event helped to improve the KAP Index from 142 up to 149. Whilst the shift is below that of the average event, it is the second highest KAP Index ever achieved in the post 1 stage. Those in the low risk segment increased from 50 up to 62 percent. Those attending the event were on average more educated and better off financially. Impact was more significant for the older age group, those 35-49 years but lower for the larger, younger age groups.
- ▶ The exit interview at the events started half way through the concert after the second video presentation. This meant that half of those interviewed had not attended the full event. However, attendance was not found to significantly influence impact.
- ▶ The impact on knowledge building was, as expected, not significant. There was, however, some positive impact on attitudes in terms of strengthening interest and fairness. Whilst negative attitudes were low to start with, these were reduced as well and indicates that whilst participants may not have learned anything new, they were certainly moved emotionally by the event. Since there was no significant shift in behavior, the shift in the KAP Index can to a large extent be attributed to changes in attitudes.
- ▶ The event was well received and the resulting PPI index was also very high at 102, the second highest PPI Index ever achieved for an MTV EXIT concert. The high score was very much driven by 'on stage' activities including the MC, video presentations and guest speeches. All executed to a very high standard.
- ▶ Another positive achievement was the high donor awareness. No less than 84 percent recalled top of mind that USAID was one of the donors and AusAID was a close second with 75 percent. Another 56 percent mentioned the Vietnamese Government.

Summary & Recommendations

- ▶ With respect to change in behavioral intent, significant impact could be seen on educating friends about trafficking issues. Impact became further accentuated at the post 2 stage and highlight a possible link between educating friends and word of mouth.

POST 2 STAGE

- ▶ To measure the extent to which the impact was sustainable, a follow up interview was carried out, with the same participants from the post 1 stage, four weeks after the event. The KAP Index increased significantly for both the control and exposure group up to 157 and 149 respectively. Word of mouth communication was evident and 69 percent of attendees had spoken to friends and family about human trafficking issues. Within the control group word of mouth communication was also evident with 31 percent. It is very likely that the high penetration of social media has helped to stimulate word of mouth communication.
- ▶ Effective reach for the televised version of the concert event was 31 percent within the exposure group and 15 percent within the control group. Whilst additional exposure did not help to boost the KAP Index, it helped to reinforce the messaging from the concert event and stimulate word of mouth communication.
- ▶ An important strength of the event in Hanoi was its ability to remove negative attitudes. In particular denial, along the social image dimension, was significantly reduced and means the event helped to set the stage for future activities in which a call for an emotional appeal should work very well. There is also scope to involve and engage youth in TIP activities. However, it is questionable whether Hanoi itself represent a region in which people are at risk of trafficking.
- ▶ Donor awareness also increased further, pushing USAID up to 89 percent and AusAID up to 87 percent. As expected, the vast majority in the control group were not able to name any of the donors.



Background & Methodology

Three stage impact evaluation

Background

- ▶ The MTV EXIT Foundation (MTVEF) has been set up to tackle social issues that primarily involve or affect young people. Trafficking is a growing problem around the world and over one in two victims come from developing countries in Asia and the Pacific. In response to this, MTVEF has carried out events in several countries in Asia in the form of concerts involving local and international artists.
- ▶ At the start of 2011, MTVEF expanded their program to include community outreach activities and locally produced documentaries. This top down approach is an expansion of the former concert road shows with the aim to keep the momentum going while at the same time strive to reach a broader target of the community. Through the outreach activities, there is also an objective to achieve a higher level of programme sustainability.
- ▶ This reports looks at the impact evaluation of the most recent main event, held in the **Hanoi (Vietnam)**, in terms of change in behavioral intent, as well as change in knowledge and attitude. The evaluations of the outreach activities and documentary are dealt with in separate reports.

Evaluation Objectives

- ▶ The following are the main evaluation objectives:
 - ▶ To measure impact of the event in terms of building knowledge and awareness
 - ▶ To measure change in specific attitudes commonly associated with human trafficking and persons being trafficked:
 - ▶ **Denial** of the risks
 - ▶ **Stigma** towards survivors of human trafficking
 - ▶ **Discrimination** against people who are trafficked
 - ▶ **Apathy**, thinking the problem is not important enough to care about
 - ▶ **Ignorance** regarding how people end up being trafficked
 - ▶ To determine whether attitude barriers exist and impact on communication strategy
 - ▶ To measure change in behavior or behavioral intent
 - ▶ To evaluate event performance and effect of word of mouth communication
 - ▶ To gain an insight into the trade-offs between different event activities

Target Groups for Evaluation

- ▶ Exposure group:
 - ▶ 50/50 split between males and females
 - ▶ Age 14 to 49 years with quota on age
 - ▶ Must have attended the event

- ▶ Control group
 - ▶ 50/50 split males and females
 - ▶ Age 14 to 49 years with Quota on age
 - ▶ Must NOT have seen or been exposed to the event (However, may have encountered word of mouth communication)

- ▶ Note: Quotas for sex are used to ensure representation of male and female participants. The following age quotas are also used to ensure representation of the younger part of the population who is the primary target for messaging on human trafficking.

▶ 14-24 years old	50%
▶ 25-34 years old	35%
▶ 35-49 years old	15%

Evaluation Design

- ▶ The evaluation is carried out in three stages with one pre and two post stages.
- ▶ The pre stage took place just before the event.
- ▶ The first post stage measured event impact immediately after the event.
- ▶ The second post stage took place around 4 weeks after the event to measure impact of word of mouth communication.
- ▶ During the post stages a control sample was taken to isolate the impact of the event. The control sample was taken the day after the event and data was collected over 3-5 days.
- ▶ All interviews were conducted face-to-face in local language.
- ▶ The target number of interviews was n=900 , n=300 at each stage.

Pre intervention

Prior to the event

Intervention

Events held on 26 May

Post 1

1 day later

Control Group

Exposed Group

Post 2

4 weeks later

Control Group

Exposed Group

Survey Stages

- ▶ The pre stage was conducted in mid May 2012 and completed prior to the concert in Hanoi which was held on 26 May. The post 1 followed immediately after the event and the post 2 stage around 4 weeks later.



Sampling

- ▶ The Pre stage interviews were conducted across households in randomly selected areas within Hanoi.
- ▶ For the Post 1 stage, the exposure group was sampled through an exit interview at the concert event. The control group was selected in the same areas selected in Hanoi, but with different households.
- ▶ The participants selected in the Post 1 stage were re-interviewed in the Post 2 stage. Hence, in the Post 1 stage oversampling was done to cater for potential drop out participants in the Post 2 stage.

Target	Pre interview	Post 1 interview	Post 2 interview
Exposure Group	NA	189	150
Control	300	170	153

Respondent Profile

From the Pre sample we can see that education levels in Hanoi are relatively high and some 39 percent are studying and half are working. Unemployment is very low. Those attending the event were on average more highly educated and better off financially. Socioeconomic status (SES) is defined as: Not always able to afford ...

E – Food
D – New clothes
C – Home appliances
B – A car
A – Those better off

Profile	Pre intervention n=300 (%)	Post 1 Exposure Group n=189 (%)	Post 2 Exposure Group n=150 (%)
Sex (Quota)			
Males	50	50	47
Females	50	50	53
Age (Quota)			
14-24	50	49	49
25-34	35	35	34
35-49	15	16	17
Education			
Elementary school	6	-	-
Junior high school	12	5	5
Senior high school	52	42	42
Diploma or higher	30	53	53
Work status			
Studying	39	40	40
Employed	51	58	58
Home duties	8	1	1
Unemployed and other	2	1	1
SES			
DE	3	-	-
C	10	9	10
B	70	62	64
A	17	29	26

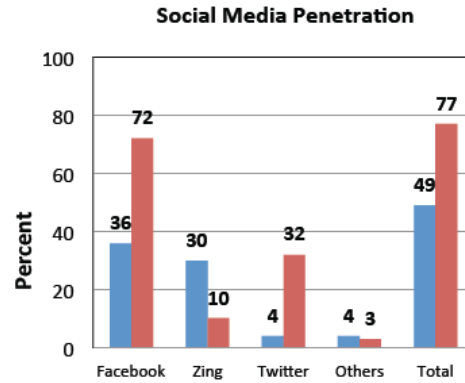
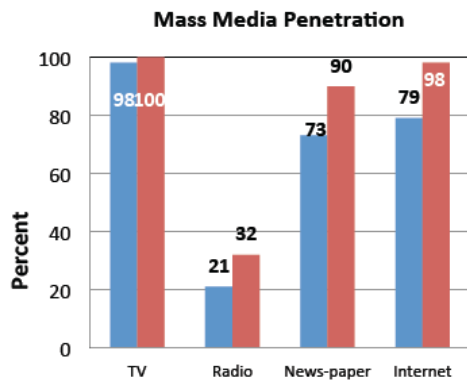
Sample Distribution

Sub District	Hanoi Population (Census)	Population (%)	Pre intervention n=300 (%)	Post 1 Exposure Group n=189 (%)
Sơn Tây	181,831	8	7	-
Ba Đình	228,352	10	10	8
Cầu Giấy	147,000	6	6	9
Đống Đa	352,000	15	17	20
Hai Bà Trưng	378,000	16	16	19
Hà Đông	198,687	8	7	2
Hoàn Kiếm	178,073	8	6	8
Hoàng Mai	216,277	9	10	12
Long Biên	170,706	7	7	5
Tây Hồ	115,163	5	6	5
Thanh Xuân	185,000	8	7	12
Total	2,351,089	100	100	100

- ▶ For the Pre stage, the sample was spread proportionally across the 11 sub districts of Hanoi, taking into account total population by sex.
- ▶ Representation by areas for the post 1 stage shows a good spread across districts.

Media Penetration

Pre and Post 1 stage only



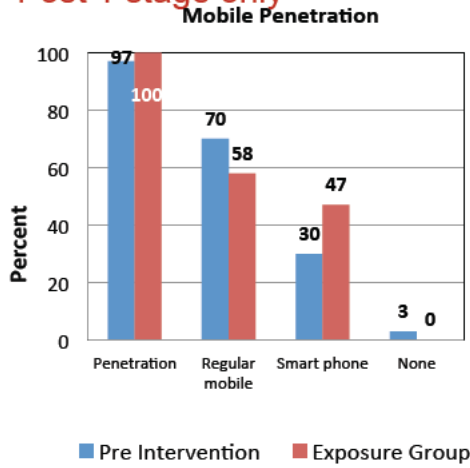
■ Pre Intervention ■ Exposure Group

■ Pre Intervention ■ Exposure Group

Television penetration in Hanoi is almost 100 percent followed by internet with 79 percent and newspaper with 73%. Around half subscribe to a social media site and Facebook and Zing are the most popular. Those who attended the event are more staunch users of both mass and social media. Over three quarters subscribe to a social media site, in particular facebook.

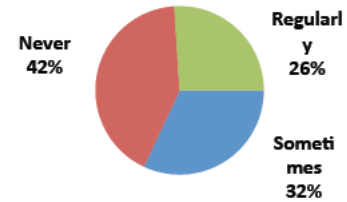
Mobile Phone Penetration & Internet Usage

Post 1 stage only



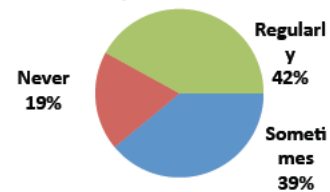
Access Internet Through Mobile Phone (Pre)

(base: mobile users)



Access Internet Through Mobile Phone (Exposure)

(base: mobile users)



Mobile phone penetration in Hanoi is almost 100 percent and just under one in three people have a smart phone. Accessing internet through mobile is popular and over half of all mobile users do this at least occasionally. Nearly half of the event participants use a smart phone and over 80 percent access internet via their mobile phone.

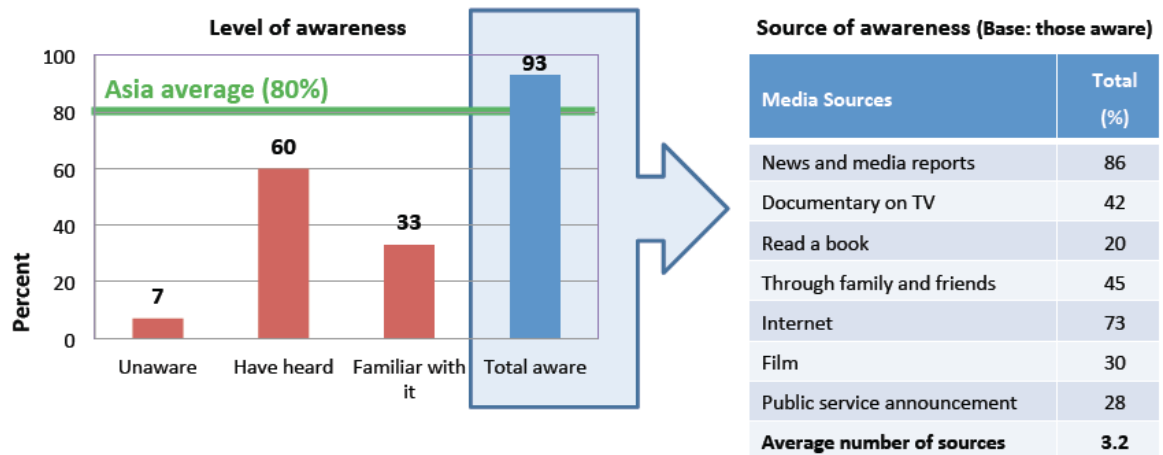


Awareness of Human Trafficking

Extent to which beneficiaries are aware of human trafficking, desire to move and experience with family and friends who have migrated.

Awareness of Human Trafficking

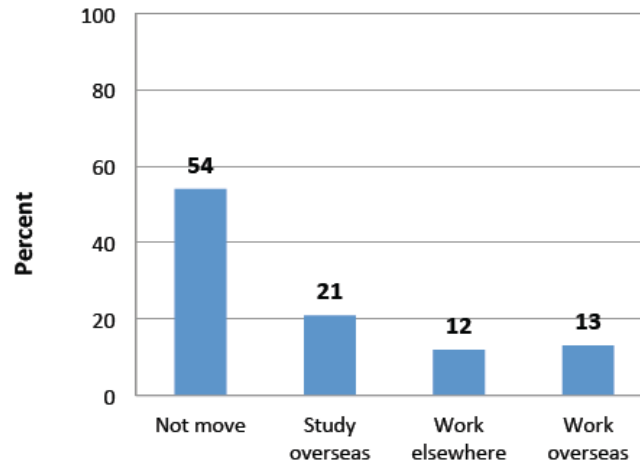
Pre stage only



Awareness of human trafficking in Hanoi is higher than average with 93 percent being aware (on average 80% aware across Asia) and 33 percent saying they are familiar with the topic. Source of awareness comes from three or more information sources on average. The main sources are news and media reports, internet and word of mouth through family and friends.

Desire to Work or Study Elsewhere

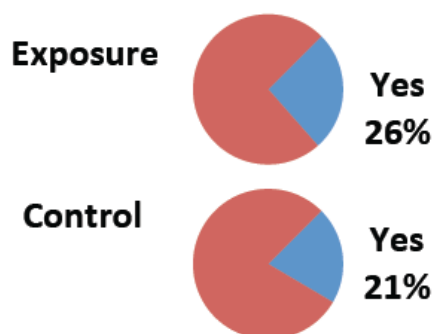
Pre stage only



The unemployment rate in Hanoi is very low. Hence, most people don't have a desire to move. Still, one quarter are thinking of moving to find work elsewhere and shows that potential risks do exist.

Know Person Who has Migrated

Know Person Who Migrated



Type of Relationship

Person	Total Exposure (%)	Total Control (%)
Father	1	1
Mother	1	1
Sister or brother	1	2
Other relative	13	10
Close friend	10	10
Work colleague	3	1

Over one in five people know at least one person who has migrated overseas in the past 12 months. In most cases the person was a relative or a close friend.

Whereabouts of the Migrated Person

Location	Total Exposure (%)	Total Control (%)	
Back home safely	18	16	Most likely safe migration
Still abroad in regular contact with us	67	69	
Still abroad and no regular contact but not worried	15	16	
Still abroad but have not heard from them and we are worried	-	-	Unsafe migration and potential for human trafficking
Don't know where they are and we are worried	-	-	
We suspect they have been trafficked or have disappeared	-	-	

Of the people who had migrated in the past 12 months, the vast majority were still abroad but in regular contact with their family or friends and some had already returned home safely. There were no cases in which the circumstances were such that one could suspect unsafe migration.



Evaluation Challenge

- ▶ The main challenge for prevention type programmes related to human trafficking is that the ultimate outcome of reducing the number of people who are trafficked, is impossible to measure directly – it is impossible to prove an unknown! Hence, the evaluation needs to focus on communication impact and perceptions towards the intervention itself.
- ▶ A major objective for MTVEF is to show the impact an intervention can have on knowledge and attitude development as well as changing behavior (i.e. behavioral intent). Whilst the main objective is to raise awareness there is a need to evaluate the extent to which the documentary can help to develop attitudes that human trafficking is unacceptable, and changing behavior both in terms of avoidance and taking action against human trafficking.

Human Rights Based Approach

In contrast to most evaluations, MTVEF makes a point of involving beneficiaries in the process. Knowledge, attitude and behavior are all assessed initially by interviewing beneficiaries on the ground and this information is used for intervention strategy and message development. The extent to which beneficiaries potentially are 'at risk' of trafficking is also assessed. Post intervention interviews are then conducted with beneficiaries to obtain feedback on performance and serves as input for future interventions. The pre and post format also helps to isolate real impact and assess to what extent the communication has contributed to reducing the overall 'at risk' group.

Framework Application



- ▶ Rapid Asia has developed a model for programme monitoring and evaluation (KAP Score). Apart from Human Trafficking, KAP Score has been used across a number of thematic areas including trafficking, education, migration, policy development, health, disaster relief, and capacity development.
- ▶ KAP Score is designed to enable aid and donor organizations to independently monitor and evaluate the impact of programmes over time and across different regions or countries. KAP score has been internally validated and has proven to be a very good proxy measure for behavior change.



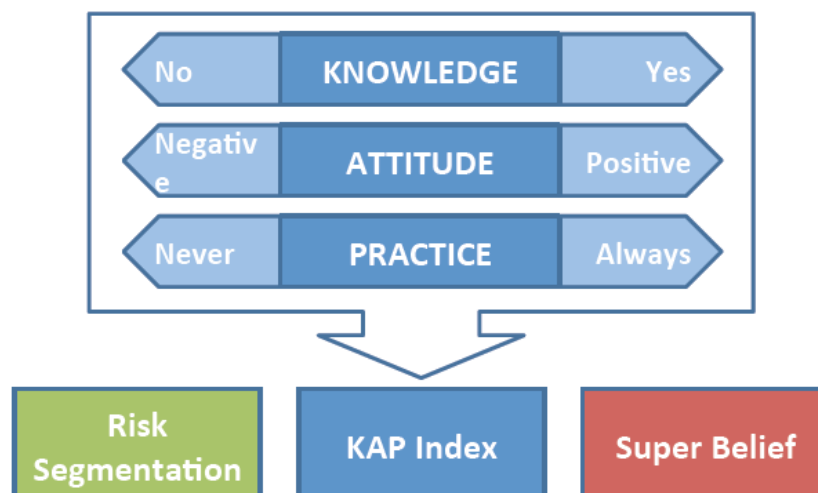
KAP Score Questions

Based on several past evaluations for MTVEF, as well as input from human rights experts, a number of key questions have been formulated for the KAP Score. Each question addresses a specific knowledge, attitude or behavioral change issue that goes to the heart of what MTVEF is trying to achieve.

KAP	Scale	Questions / Statements
Knowledge	Multiple choice	What best describes a trafficked person? Where does human trafficking take place? What form of abuse or exploitation is human trafficking linked to? Who is at risk? How do people end up being trafficked?
Attitude	Level of agreement	It is not likely that people in my community would be targeted by traffickers Accepting a trafficked person back into the community would be embarrassing If those trafficked were poor to start with, at least now they have a job People I know don't really care about human trafficking People who end up being trafficked did so by their own choice
Behavior (practice)	Level of compliance / expected compliance	Reporting suspect human trafficking activities Find out information about human trafficking Educating friends about human trafficking Educate friends that some prostitutes are forced trafficked persons Seek independent advice about an overseas job

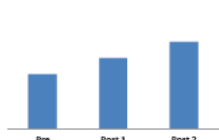
KAP Score

- ▶ Behavioral change without the right mind-set may be short lived without a sustainable outcome. KAP Score is based on the premise that behavioral change must be supported by knowledge as well as a supportive attitude.
- ▶ The KAP Score framework has three core elements for looking at impact, namely, the KAP Index, Risk Segmentation and the Super Belief.

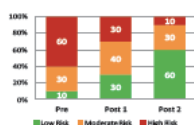


Impact Measures

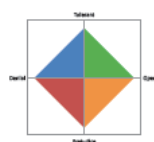
KAP Index



S&D Risk Segmentation

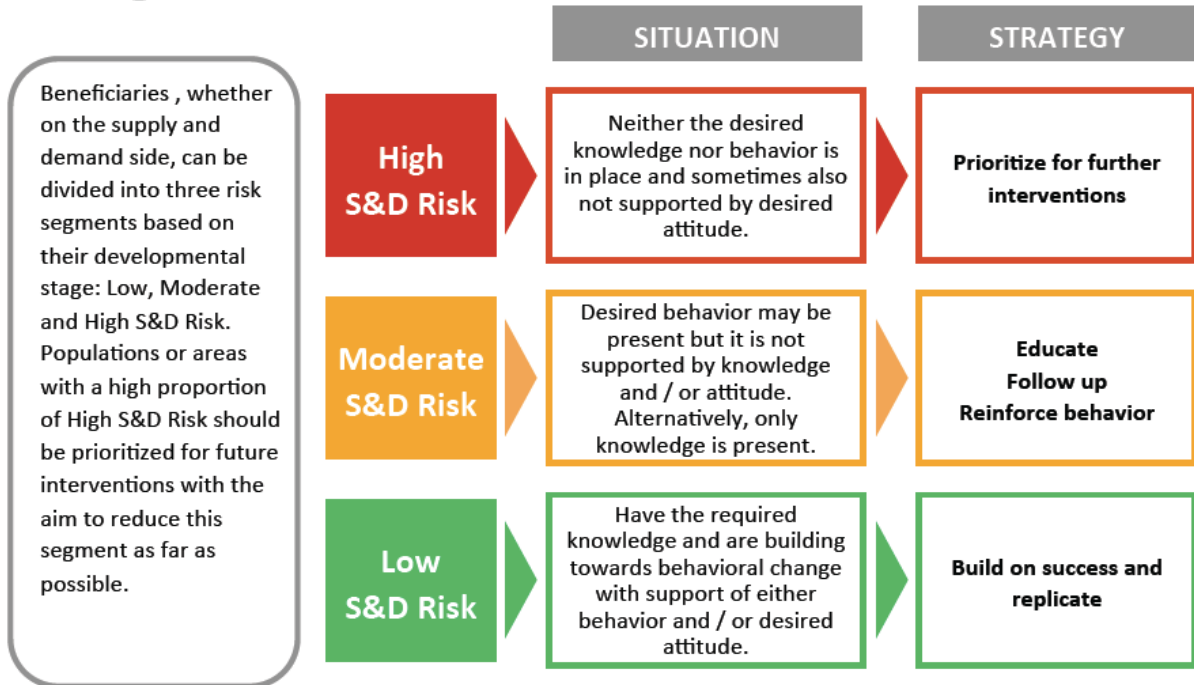


Super Belief Model

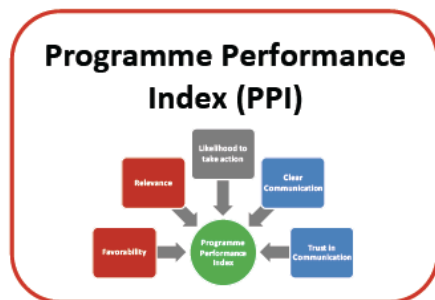


- ▶ The KAP Index is an indicator in which knowledge, attitudinal and behavioral measures have been incorporated to form a one-number indicator. The KAP Index helps to make an initial assessment against which programme impact can be monitored and evaluated.
- ▶ Supply & Demand (S&D) Risk Segmentation divides beneficiaries into low, moderate and high risk segments based on the developmental stage of their mind-set. The higher the proportion that falls into the high risk group, the stronger the need for intervention.
- ▶ The Super Belief Model looks at attitudes and the extent to which communication is aligned with prevailing attitudes, both in terms of social norms and self image.

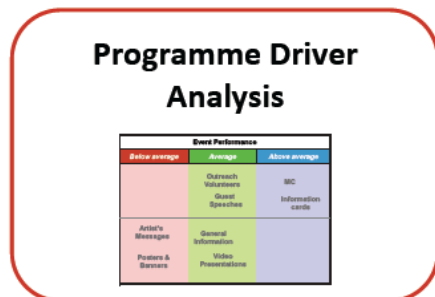
Supply & Demand (S&D) Risk Segmentation



Process Measures



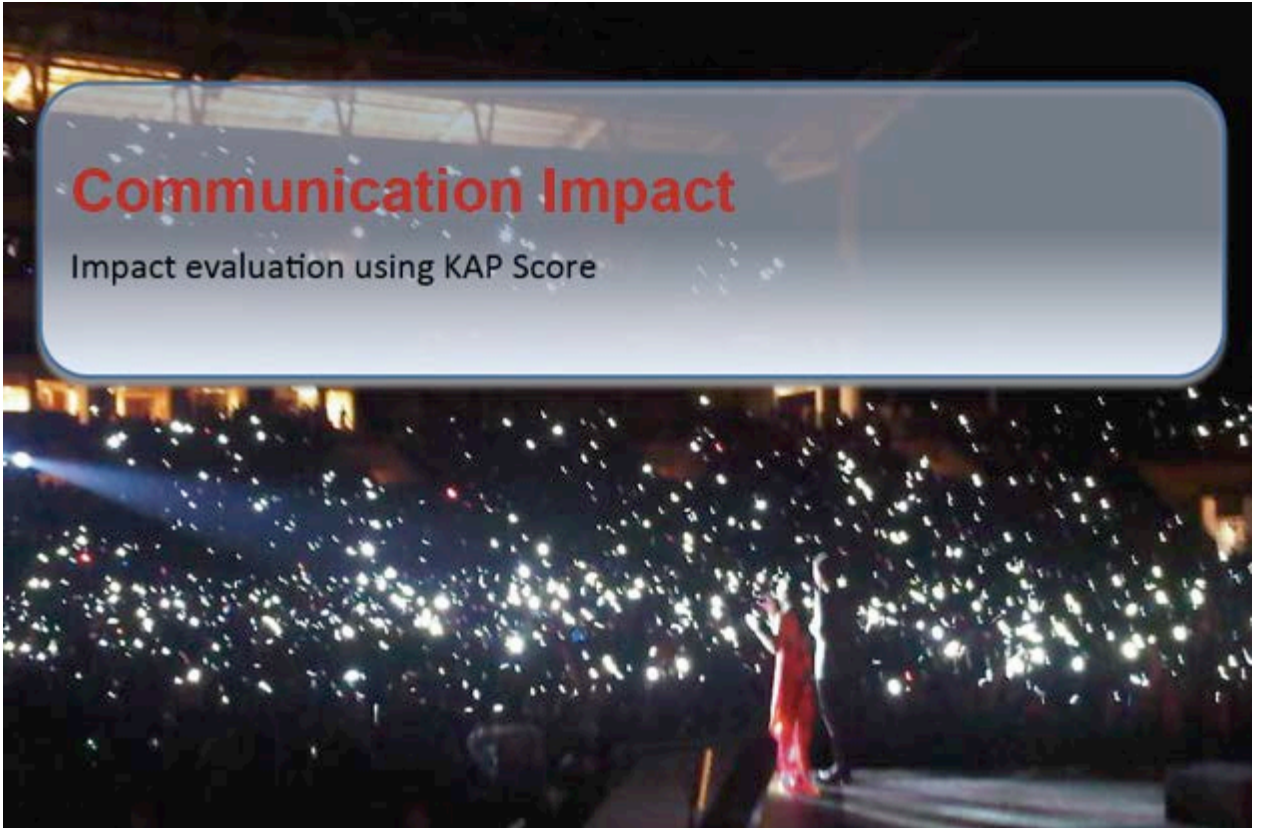
- ▶ The programme performance index is a multi component index measuring programme performance from a beneficiary or stakeholder perspective. Because it is a one-number indicator it is ideal when comparing multiple programmes or conducting evaluations across several regions or countries.



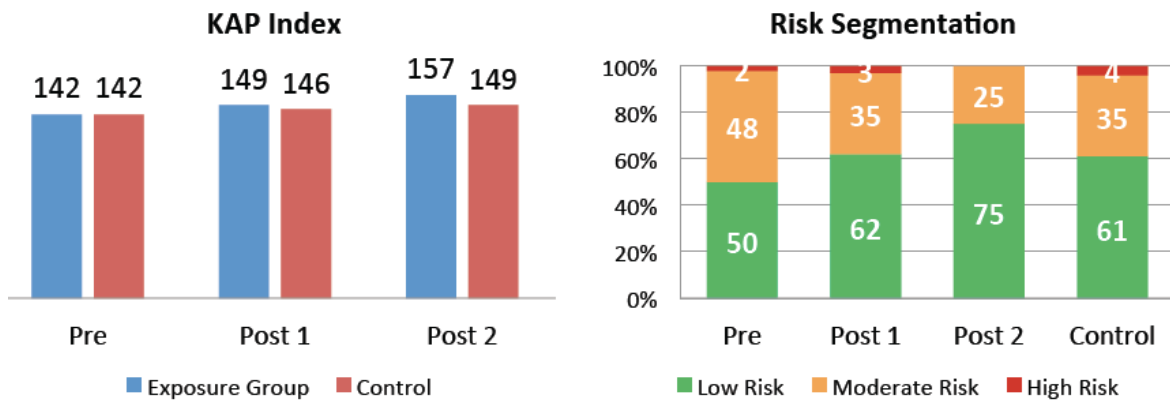
- ▶ Programme driver analysis measures the relative impact of key intervention activities. This helps to set priorities in terms of improving programme performance as well as how to best allocate resources to different activities.

Communication Impact

Impact evaluation using KAP Score



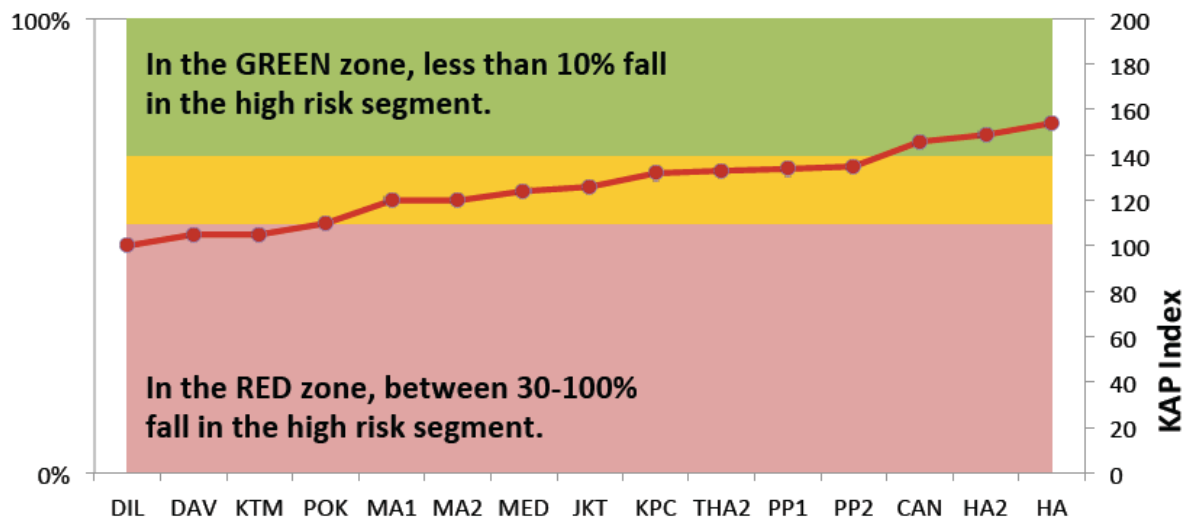
Overall Event Impact



The KAP Index for Hanoi was 142 at the Pre stage which is very high. The high risk segment is very limited with only two percent. Following the concert the KAP Index increased to 149 and the low risk segment grew from 50 up to 62 percent. Through word of mouth communication and having televised the event, the KAP Index increased further to 157 at the post 2 stage and the low risk segment increased to 75 percent. Visible impact is also evident for the control group.

KAP Index Benchmarking

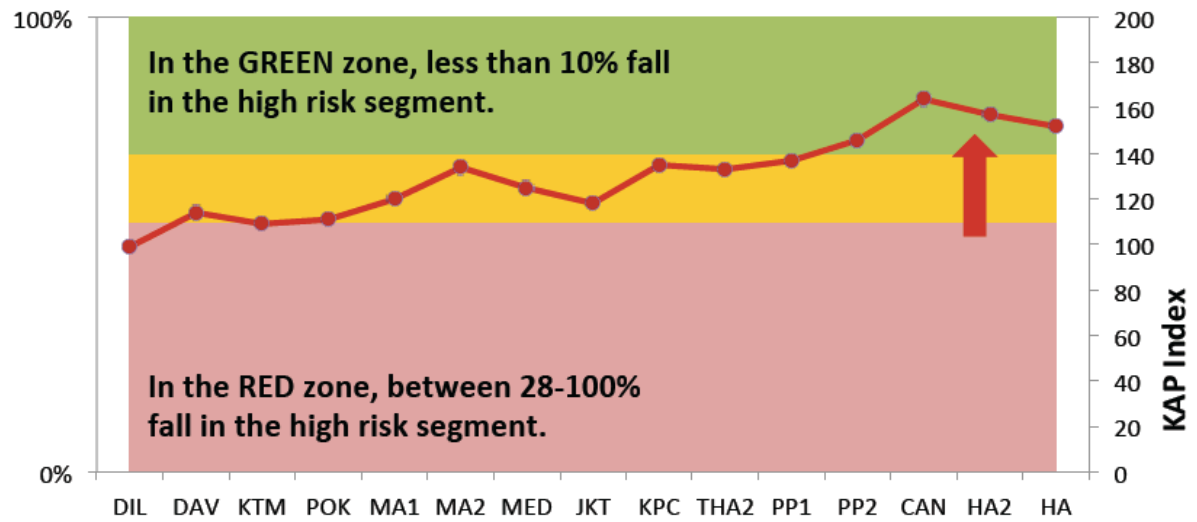
Past Events - Post 1 stage just after the intervention



Based on past evaluations it has been possible to develop benchmarks as well as target KAP Index levels, as a guide for performance monitoring. The event in Hanoi achieved the second highest KAP Index at the post stage immediately after the event.

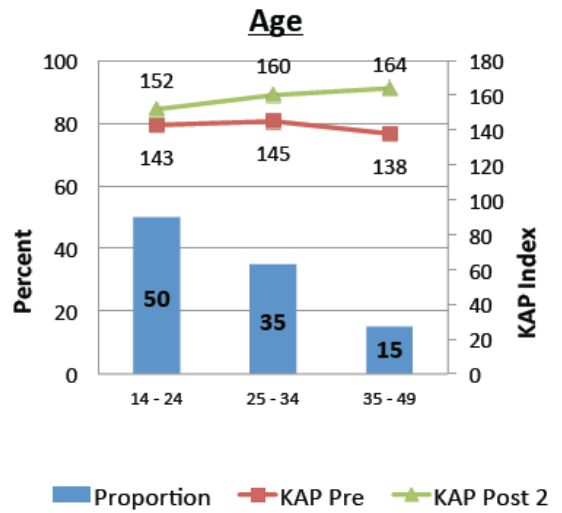
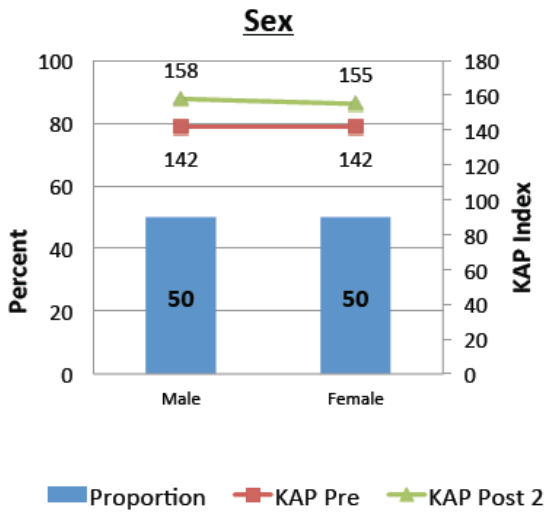
KAP Index Benchmarking

Past Events - Post 2 stage four weeks after intervention



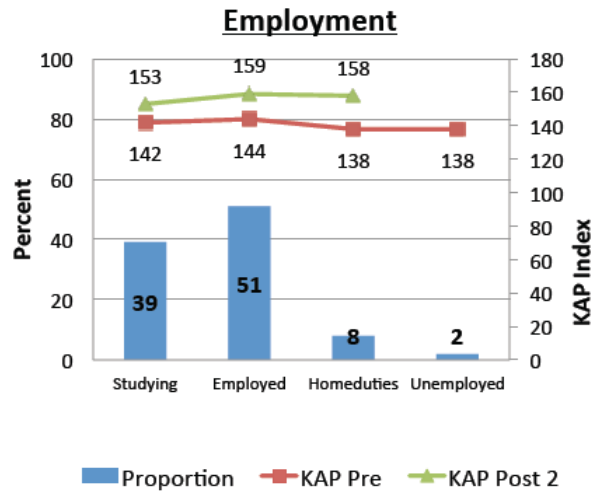
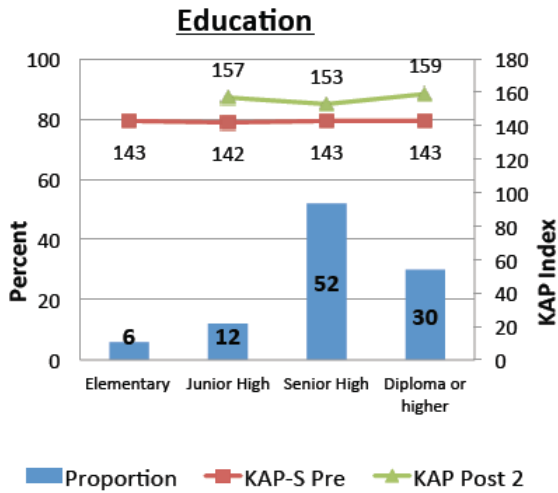
At the post 2 stage, around four weeks after the intervention, word of mouth communication has helped to increase the KAP Index even further. The aim is to bring the beneficiaries into the Green Zone, where less than 10 percent on average will be at high risk. The event in Hanoi has achieved this goal.

KAP Index by Demographics



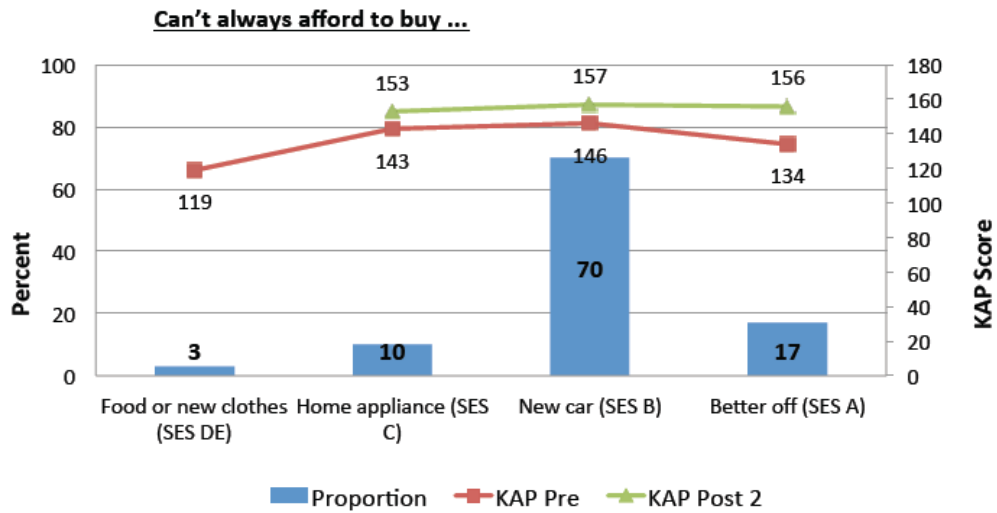
The KAP Index does not differ significantly between males and females. In contrast to other countries, the KAP Index was somewhat higher for the younger age groups. Following the concert event, most of the impact can be seen for those aged 35 years or older. Impact was also marginally higher for males.

KAP Index by Demographics



The KAP Index is also fairly even across different education levels and indicates there may have been past efforts to educate young people about TIP issues. This assumption is confirmed when comparing those studying and working, with very little difference. In term of impact it tends to be more pronounced for those unemployed and those with higher education.

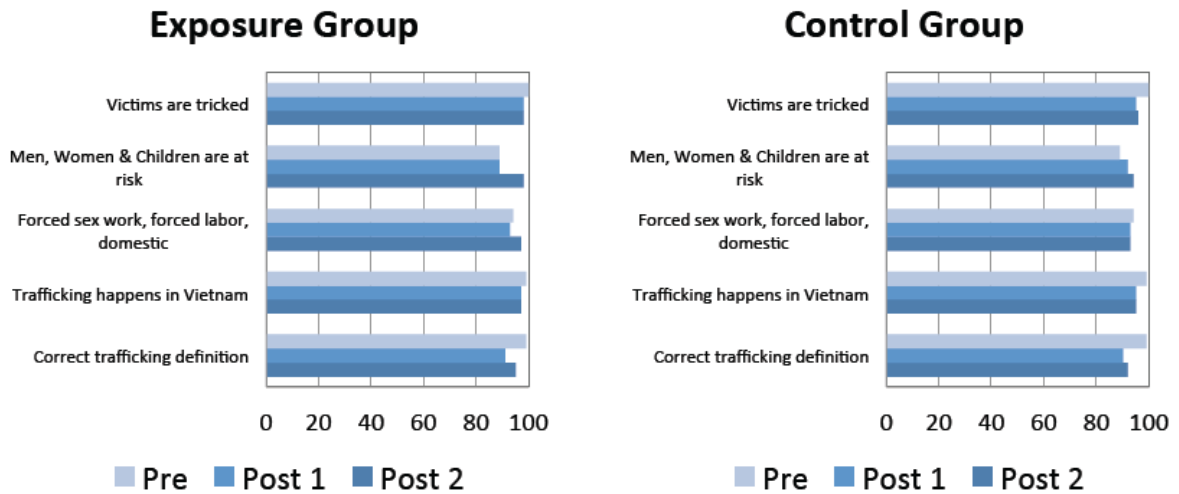
KAP Index by Socioeconomic Status



Most people in Hanoi belong to the upper middle class and the segment that could be classified as being poor is very small with just 3 percent at the pre stage. The KAP index was lower for this group as well as for those better off. The post 2 KAP index is very even across the segments.

Knowledge

Proportion of people who are aware



Awareness levels at the pre stage was very high across the board and shows people in Hanoi have a good understanding about TIP issues. Given that knowledge was very high to start with, there was no real opportunity for a major shift to occur, and as expected, knowledge levels have not changed significantly but more people than before realize that men, women and children are at risk.

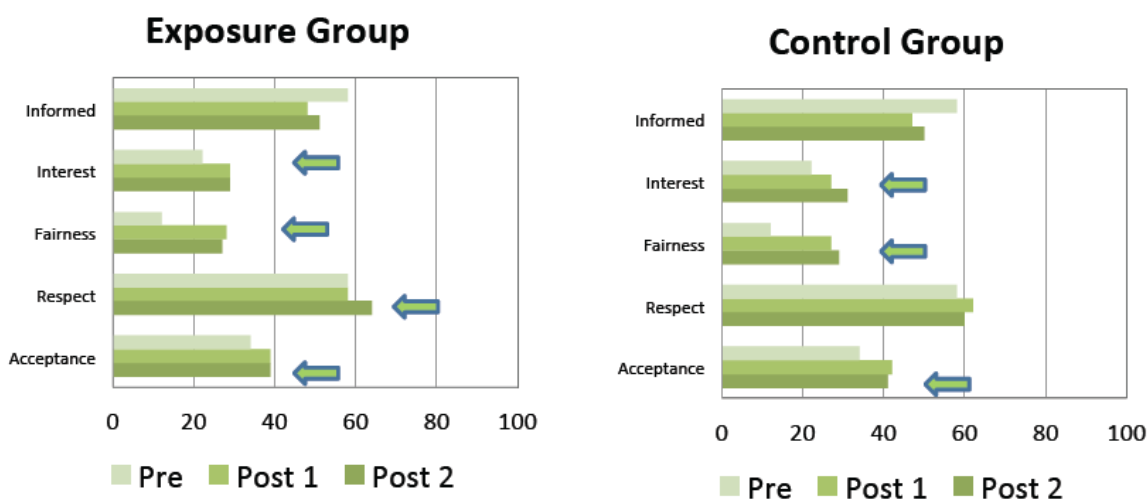
Attitude Analysis

- ▶ Attitudes were measured using a set of carefully constructed statements, each representing a particular attitude as shown below. The statements were formulated in third person format, allowing participants to answer more truthfully without attaching themselves to the particular attitude.
- ▶ The extent to which people agree or disagree with the statement determined whether their attitude was generally negative or positive.

Statement	Negative (If agree)	Positive (If Disagree)
It is not likely that people in my community would be targeted by traffickers	Denial	Acceptance
Accepting a person who has been trafficked back into the community would be embarrassing	Stigma	Respect
If human trafficking victims were poor to start with, at least now they have a job	Discrimination	Fairness
People I know don't really care about human trafficking	Apathy	Interest
People who end up being trafficked did so by their own choice	Ignorant	Informed

Attitude Shift

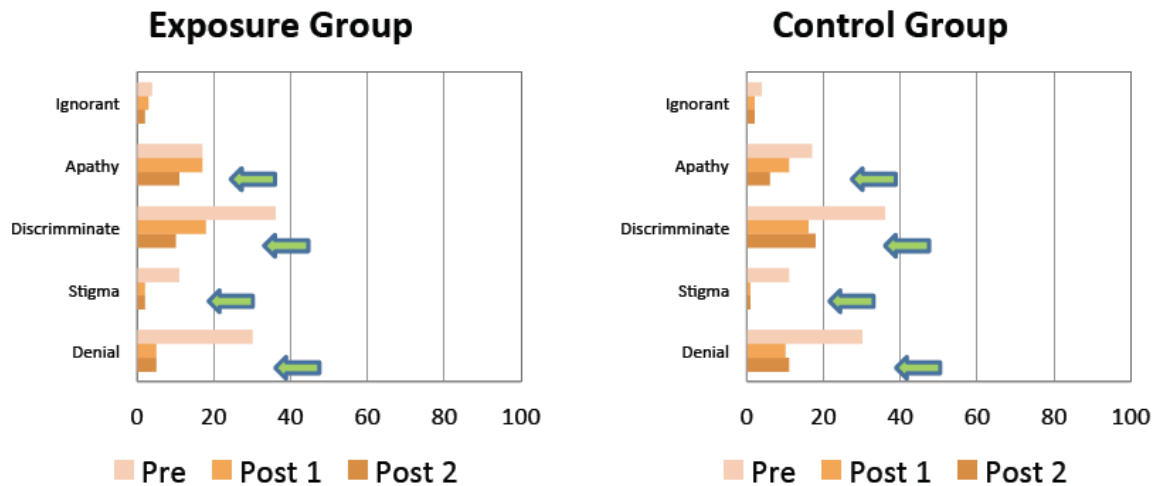
Proportion with clearly POSITIVE attitude



Attitudes in Hanoi are quite positive and most people are informed and show respect towards someone who has been trafficked. Acceptance of the problem is moderate but interest and fairness tend to be on the low side. The event helped to reinforce some of the positive attitudes, and interest and fairness in particular improved quite significantly, both for the exposure and the control group.

Attitude Shift

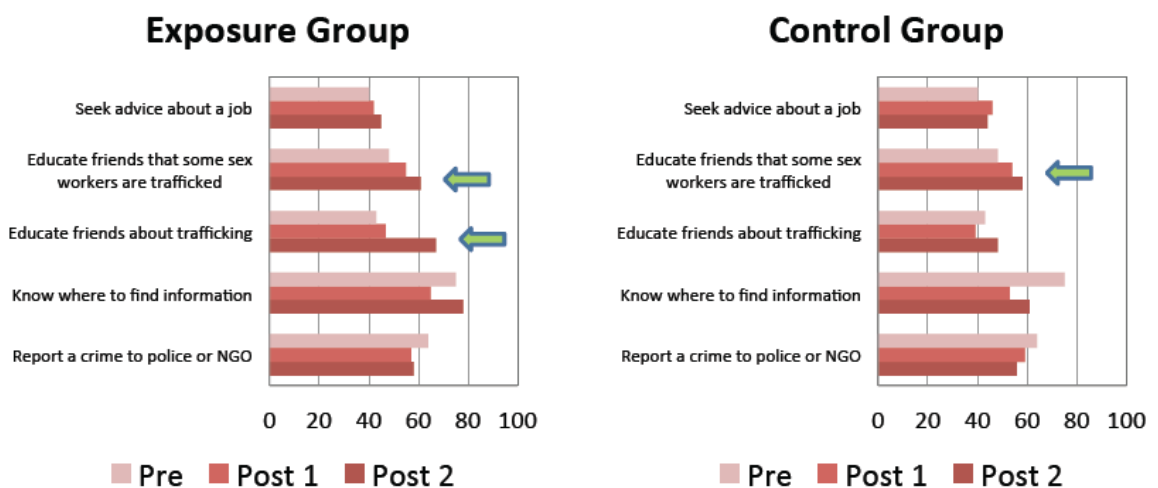
Proportion with clearly **NEGATIVE** attitude



It is positive to see that people who hold negative attitudes are relatively few. Denial and discrimination are the predominant negative attitudes. Interestingly, the event has helped to reduce, almost remove, some of the negative attitudes that exist including discrimination, stigma and denial. This impact can be seen in both the exposure and control group.

Behavioral Change

Proportion who indicate they will fully comply



Not surprisingly, most people claim they could find TIP information if they needed it. However, because people are well informed they may not feel the need to seek independent advice about a job. This is a potential risk factor to consider. Educating friends and reporting a crime are also on the low side and could be strengthened. The event helped to reinforce the need for people to educate friends about trafficking but in terms of seeking advice about job impact is very limited.



Super Belief

Deeper understanding of beneficiary attitudes and the extent to which the intervention has been successful in shifting those attitudes

Two Attitude Function Types

Social Norm

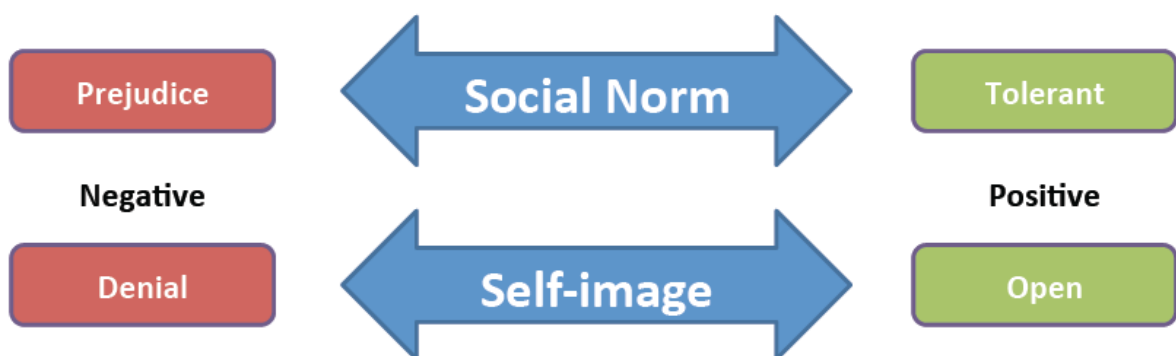
“How people want to be seen”

Self-image

“How people want to feel”

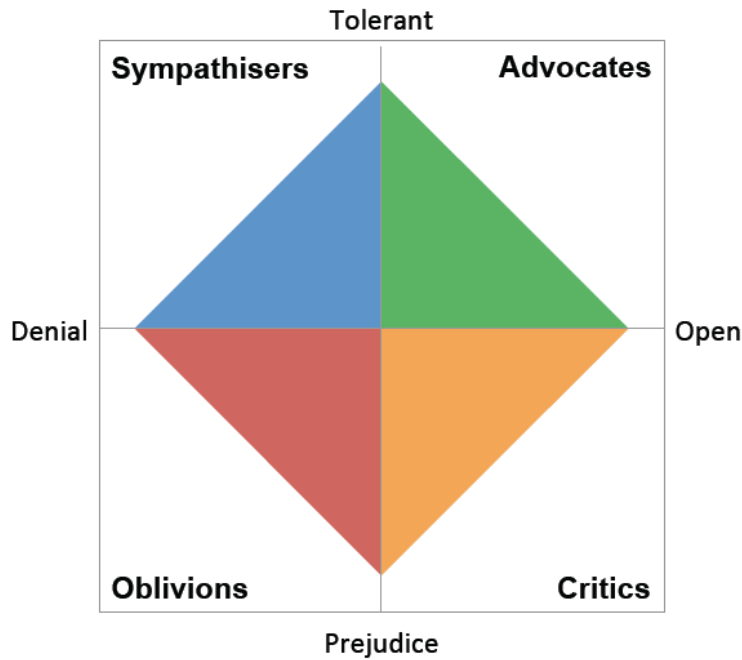
- ▶ An attitude is a favorable or unfavorable reaction towards a particular intervention or thematic issue. Attitudes can be positive or negative but the same person can also be conflicted or ambivalent, meaning that they simultaneously possess both positive and negative attitudes toward the intervention.
- ▶ There are two attitude functions, Social Norm and Self-Image. Social norm is the type of attitudes we express to help communicate who we are and that may make us feel good because we have asserted our identity. For this reason, our attitudes are part of our identity, and help us to be aware through expression of our feelings, beliefs and values.
- ▶ The other function of attitudes is Self-image and refers to holding attitudes that protect our self-esteem or that justify actions that make us feel guilty. People with a defensive attitude may say: “I don’t care, its not important to me...”. Positive attitudes towards ourselves have a protective function in helping us reserve our self-image.
- ▶ The basic idea behind the functional approach is that attitudes help a person to mediate between their own inner needs of expression (Social Norm) and defense (Self-image). Because of this, the characteristics of messages are important because one message can elicit different levels of emotion for different people. Thus, one size does not fit all.

Two Dimensions: Social Norm and Self-image



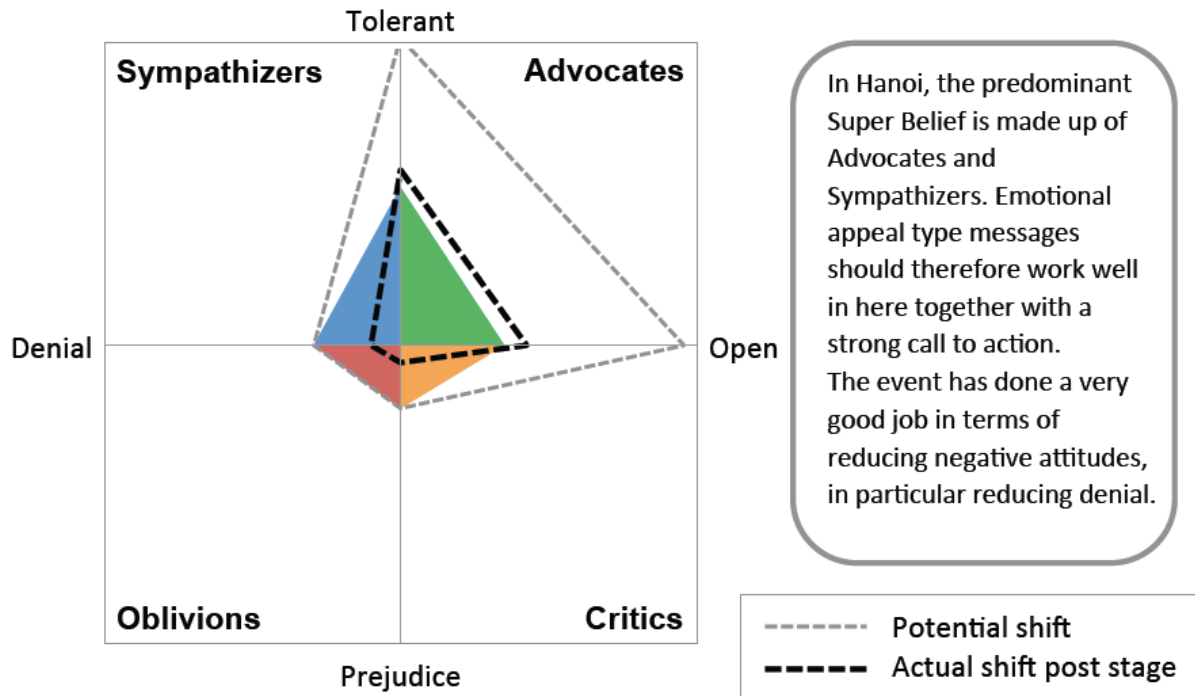
The attitudes measured can be grouped into two dimensions, social norm and self-image. Attitudes along the two dimensions can be either positive or negative. For the social norm dimension people can be classified as being more or less prejudice or tolerant. For self-image it is about being in a state of denial or open towards the issue.

Super Belief Matrix



The two dimensions help to form the Super Belief Matrix, a graphical depiction of the predominant mind-set that exist. **Advocates** are open and empathetic to trafficking where as **Oblivious** are the exact opposite. **Sympathizers** are unlikely to take action because they are also in a state of denial. **Critics** on the other hand, are open for debate but hold negative views about trafficking. It should be noted that the Super Belief Matrix is not a segmentation, a person's mind-set can naturally be split across the four quadrants.

Super Belief Matrix Result for Hanoi



Implication for Communication Strategy

Advocates	A large segment of advocates presents an ideal situation with the potential to build on an already positive mindset. Good potential for word of mouth and influence through grass root campaigns. Engage people to become implementation partners.
Critics	Accept the problem but will argue that there are social norms that needs to be respected. Important to engage in a constructive debate and argue with logic rather than emotional ideas.
Sympathisers	Are in a state of denial of the problem or feel the problem is to big to do anything about. An emotional appeal will work well here with emphasis on 'it is the right thing to do'. Important to remove potential barriers, real or imagined, to stimulate action.
Oblivions	The most common and most difficult group to conquer. In contrast to sympathizers, an emotional appeal is unlikely to work here, instead there needs to be a logical and evidence based argument.

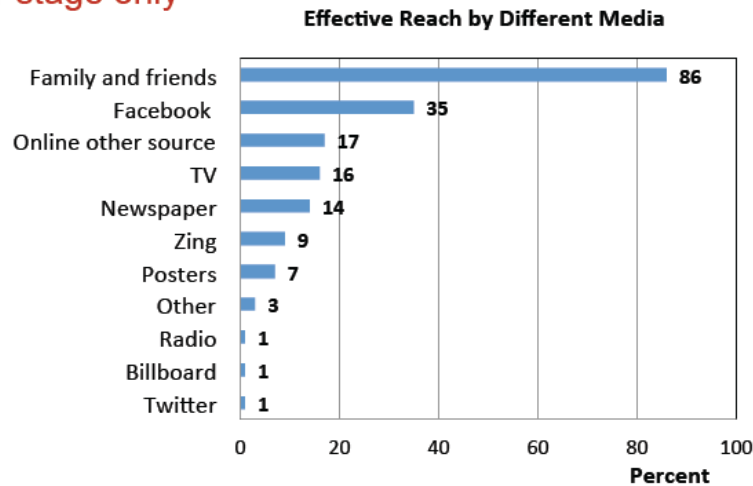


Event Performance

Performance index and event drivers

How did you find out about the concert ?

Post 1 stage only



In contrast to past events, social media and word of mouth, not mass media, has been the main contributor in attracting people to the event. No less than one third (35%) found out via Facebook followed by other online sources with 17 percent. Word of mouth was immensely strong with 86 percent hearing about the event this way.

Event Exposure

Post 1 stage only



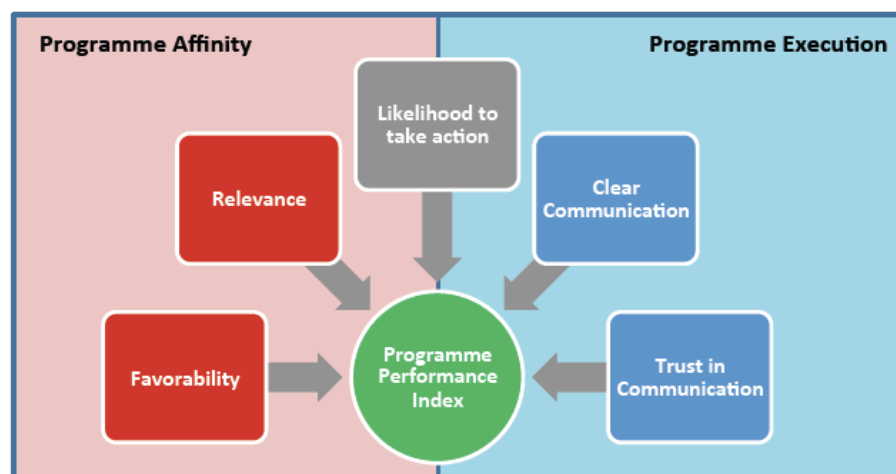
The exit interview at the events started about half way through the concert and after the second video presentation. The target is to interview around half the participants at the very end of the event which was achieved. Impact was somewhat stronger for those who had attended the whole event, but the difference is marginal.

Programme Performance Index (PPI)

- ▶ The Programme Performance Index (PPI) is multi-dimensional indicator, used to evaluate effectiveness of an intervention as perceived by the receiving target group.
- ▶ The PPI construct provides for an independent measure of performance around a particular intervention.
- ▶ The PPI has the following five dimensions:
 - ▶ “Favorable Opinion” towards the effort to stop human trafficking
 - ▶ “Relevance” of the effort to stop human trafficking
 - ▶ Level of “Trust” in the communication
 - ▶ Communication is “Clear and easy” to understand
 - ▶ “Likelihood of taking action” as a result of the intervention

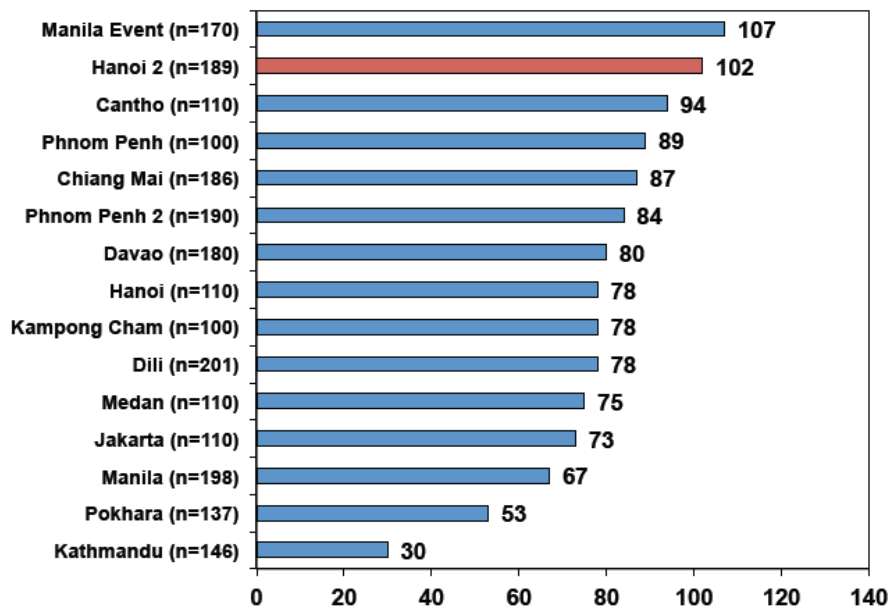
Programme Performance Index (PPI)

The 5-dimensions are shown below and should also be considered in relation to programme communication. Favorable opinion and relevance are about emotional engagement. In other words, the level of affinity the target group has towards the programme. Programme execution has a strong link to having clear communication and building trust. Finally, to what extent do people feel compelled to take action.



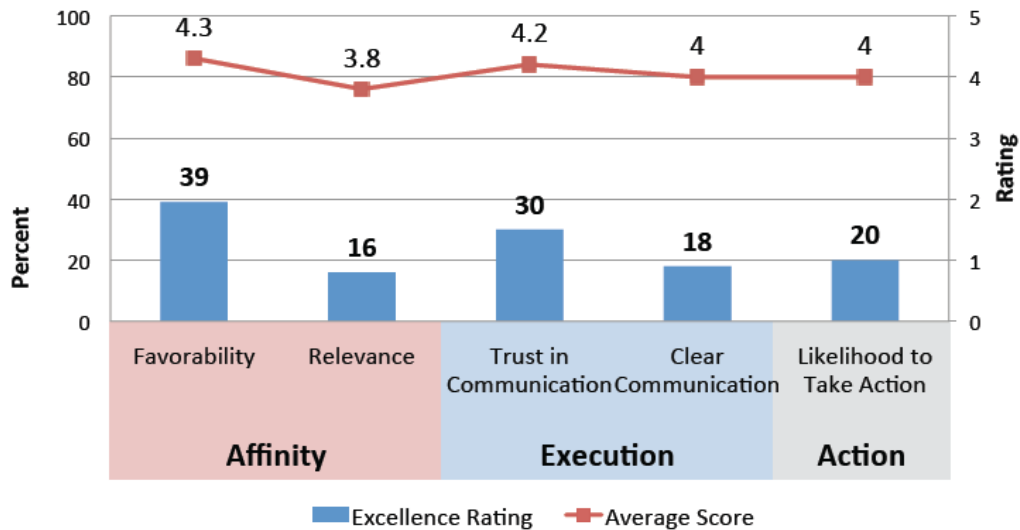
Programme Performance Index (PPI)

- ▶ Benchmarking to past event evaluations for MTVEF, a good overview on what constitutes good programme performance has emerged. The second event in Hanoi (Hanoi 2) achieved the second best result so far with a **PPI score of 102**.



PPI Individual Dimension Scores

Affinity towards the event scored relatively lower



The average scores are very high across the board. In particular, participants have been very favorable to the event and have trusted the communication. Relevance has scored a bit lower and could indicate that those attending the event don't regard themselves to be at risk of trafficking or that what was communicated did not tell them something really new.

Attributes Measured by Intervention Area

Formulated around 7 major intervention areas, a number of specific intervention related attributes has been developed in cooperation with MTVEF to enable a good insight into perceived event performance. By understanding what key elements help to drive event performance, MTVEF is able to formulate more effective strategies for future initiatives.

OUTREACH VOLUNTEERS

- Visible outreach volunteers
- Informative outreach volunteers
- Energetic outreach volunteers
- Engaging outreach volunteers

INFORMATION

- Well placed information booths
- Attractive information booths
- Easy access to information
- Clear information cards
- Informative information cards
- Information cards attractive enough so people keep them

GUEST SPEECHES ON STAGE

- Clear stage speeches
- Informative stage speeches
- To the point stage speeches

MESSAGES FROM ARTISTS

- Informative artist messages
- Engaging artists messages
- Fun artist messages

VIDEO PRESENTATIONS

- Engaging video presentations
- Clear video presentations
- Informative video presentations
- Trustworthy video presentations

POSTERS & BANNERS

- Visible poster and banners
- Visually engaging poster and banner designs
- Interesting poster and banner messages

MASTER OF CEREMONIES

- Engaging
- Informative
- Entertaining

Driver Analysis

- For each activity we measure perceived performance from the perspective of beneficiaries.
- Importance of each activity is also measured through the correlation between the PPI score and the performance score of each activity.
- Hence we have two dimensions:
 - **Perceived performance of the event**
 - **Derived importance, or impact on the Programme Performance Index**

Based on these two dimensions, a simple decision matrix can be developed

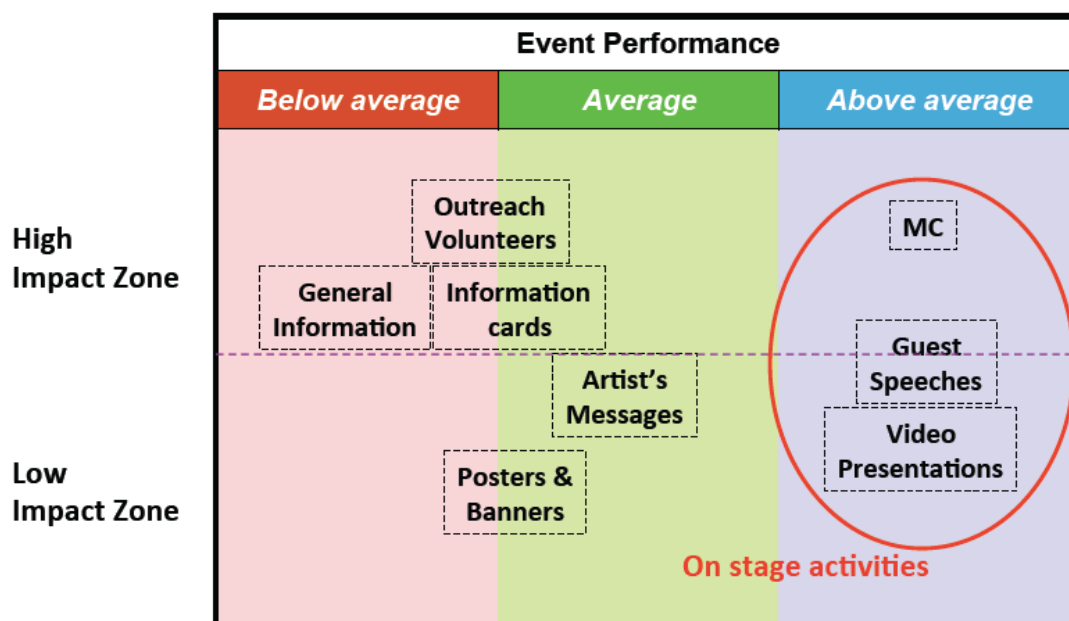
Decision Matrix

- Based on the two dimensions, each activity (as well as Intervention area) can be examined to determine what the best recommendation for future action should be.
- The decision matrix feeds straight into the programme strategy and it is particularly important to look at the first row to determine key improvement areas as well as positive programme strengths for which further investment may be warranted.

	Performance		
Impact	<i>Below average</i>	<i>Average</i>	<i>Above average</i>
High	Top priority to improve	Secondary Priority to improve	Advocate and invest resources
Low	Improve to acceptable standard	Maintain but don't over invest	Advocate where possible but don't over invest

Overall Intervention Impact

- The strong performance of the event was driven by the MC, Guest Speeches and the video presentations. The outreach volunteers could have done better but given the large crowd of around 40,000 people, it would not have been easy to reach out to everyone. Hence, the event was really driven by what was happening 'on stage'.



Activity Impact

- ▶ Most people were aware of the outreach volunteers but may not have interacted with them. This may not be surprising given the large crowd. Guest speeches on stage were short and informative. It is clear people have appreciated what was said by the guest speakers.

Activity	Action	Reach
Outreach Volunteers		
Visible outreach volunteers	●	96
Informative outreach volunteers	●	96
Energetic outreach volunteers	●	96
Engaging outreach volunteers	●	96
Guest Speeches on Stage		
Clear stage speeches	●	100
Informative stage speeches	●	100
To the point stage speeches	●	100

- = 1st improvement priority
- = 2nd improvement priority
- = Communicate
- = In line with expectations

Activity Impact

- ▶ The large video screens and the clear weather created optimum conditions for doing video presentations. It was well received. The messages from the artists could have been more informative but has generally performed in line with expectations.

Activity	Action	Reach
Video Presentations		
Engaging video presentations	●	100
Clear video presentations	●	100
Informative video presentations	●	100
Trustworthy video presentations	●	100
Messages from Artists		
Informative artist messages	●	100
Engaging artists messages	●	100
Fun artist messages	●	100

- = 1st improvement priority
- = 2nd improvement priority
- = Communicate
- = In line with expectations

Activity Impact

- ▶ Security at the stadium was very strict and it may not have been easy for people to go in and out of the stadium. Hence, access to information may not have been easy and partly also due to the very large crowd.

Activity	Action	Reach
General Information		
Well placed information booths	●	93
Attractive information booths	●	93
Easy access to information	●	93
Information Cards		
Clear information cards	●	94
Informative information cards	●	94
Information cards attractive enough so people keep them	●	94

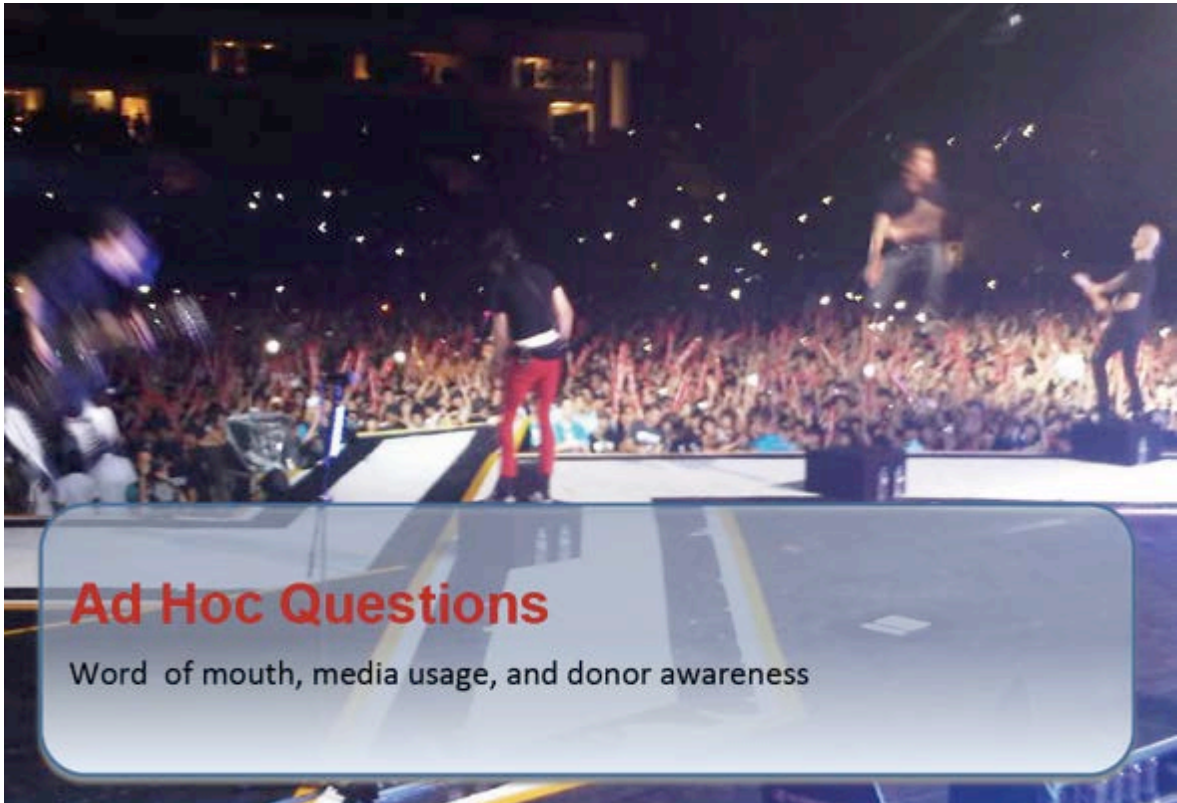
- = 1st improvement priority
- = 2nd improvement priority
- = Communicate
- = In line with expectations

Activity Impact

- ▶ Poster and Banners are a low impact medium but has performed according to expectations. The MC, who now has become a bit of an 'icon' in Vietnam, did not fail to satisfy the spectators. That particular activity was spot on target.

Activity	Action	Reach
Poster & Banners		
Visible poster and banners	●	100
Visually engaging poster and banner designs	●	100
Interesting poster and banner messages	●	100
Masters of Ceremonies		
Engaging	●	100
Informative	●	100
Entertaining	●	100

- = 1st improvement priority
- = 2nd improvement priority
- = Communicate
- = In line with expectations

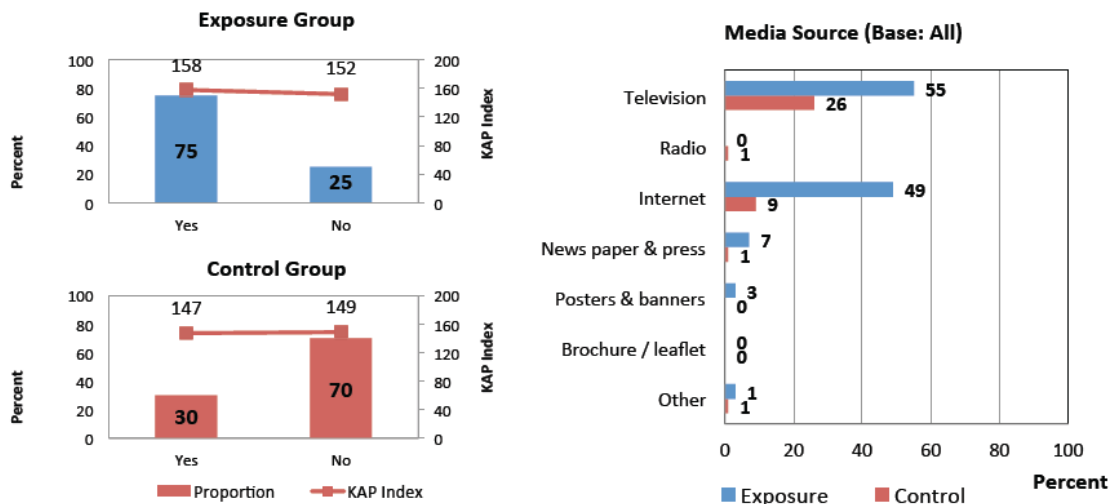


Ad Hoc Questions

Word of mouth, media usage, and donor awareness

Exposure to Trafficking in Media

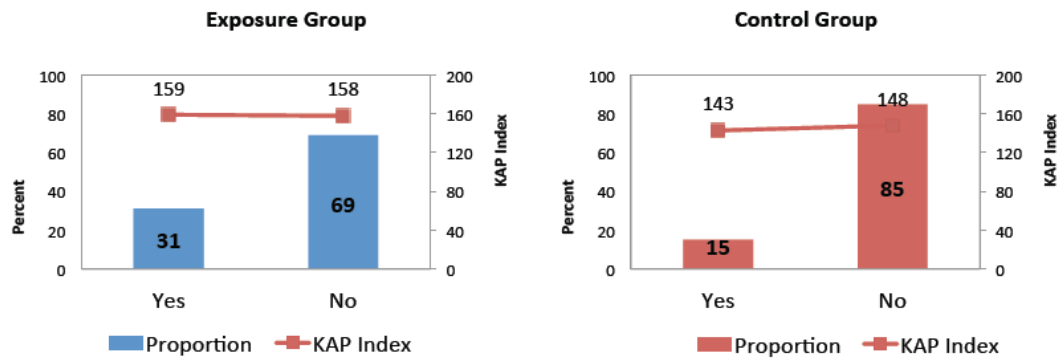
Post 2 – in the past 1 month after the event



During the four weeks after the event, 75 percent of those attending the concert had seen or heard some messaging about human trafficking. This has mainly been on television and internet. For the control group some 30 percent had seen some communication. As shown above, exposure to additional information can help to boost the KAP Index.

Effective Reach of Televised MTV EXIT Concert

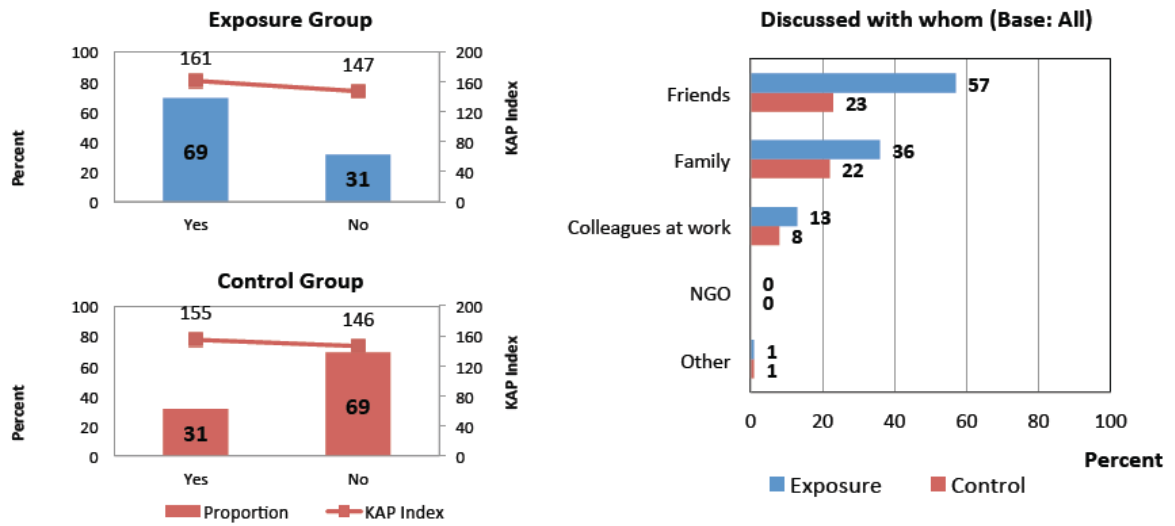
Post 2 – in the past 1 month after the event



Some 31 percent of those attending the event had also seen television version of the MTV EXIT concert. For the control group it was as expected lower at 15 percent. However, whilst there is no evidence to suggest that the televised communication has significantly boost the KAP Index, it most likely has helped to reinforce some of the TIP messages.

Word of Mouth (have discussed with others)

Post 2 – in the past 1 month after the event



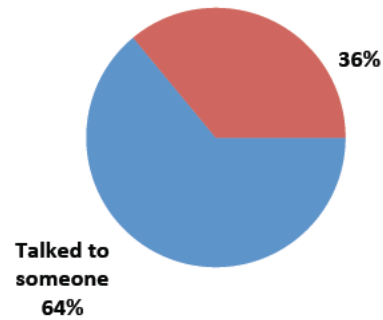
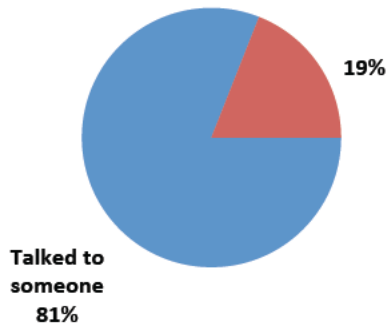
Some 69 percent of those attending the event had also spoken to someone about human trafficking after the concert. For the control group it was as expected lower at 31 percent. As with additional communication, word of mouth can help to boost the KAP Index and quite significantly so. The target groups for word of mouth communication were mostly friends followed by family members.

Televised Concert Impact on Word of Mouth

Post 2 – in the past 1 month after the event

Saw Televised Concert

Did not see Televised Concert



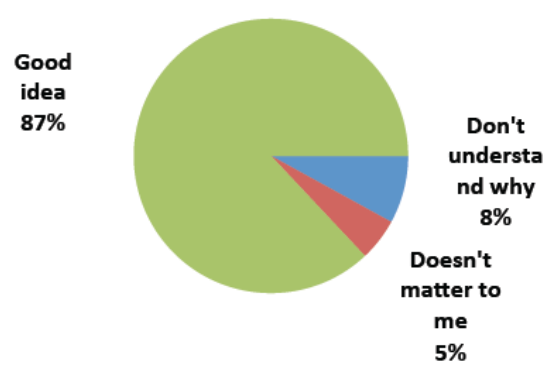
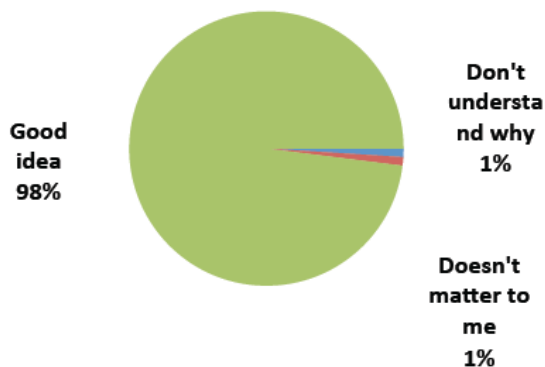
Whilst the televised concert may not have had direct impact on the KAP Index, it did stimulate more word of mouth communication. Of those who saw the concert on TV, 81 percent spoke to someone about TIP issues compared to 64 percent for those who did not see it.

Perception of MTV's Involvement

Post 1 stage

Exposure Group

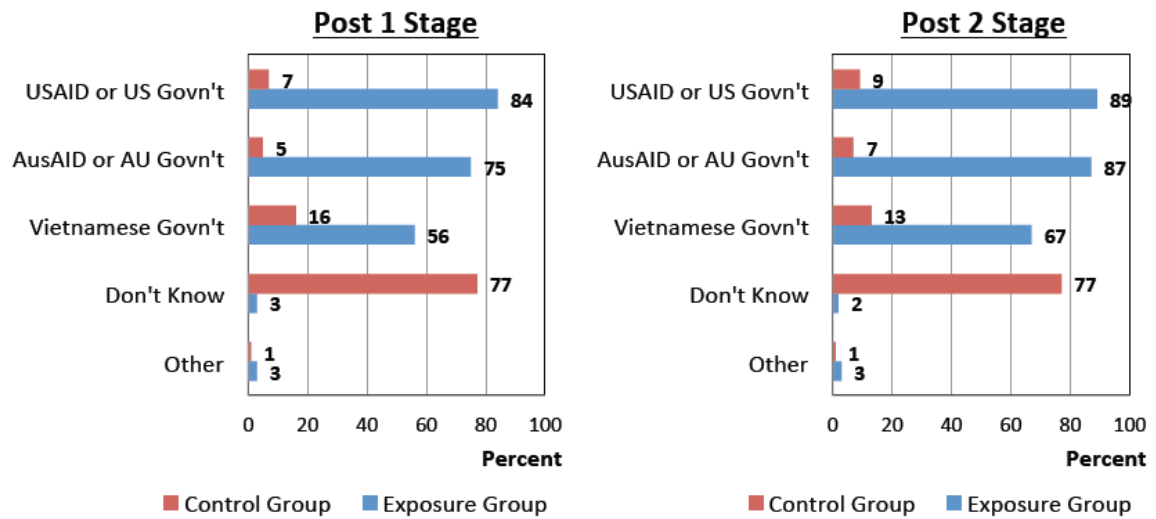
Control Group



There is an overwhelming majority who agree with the idea that MTV should support the fight against human trafficking. As expected it is somewhat stronger in the exposure group with 98 percent compared to the control group with 87 percent.

Who Were the Main Donors

Post 1 and 2 stage



During the event, most people knew who the main donors were. Some 84 percent thought the USAID was the main donor, followed by AusAID with 75 percent and Vietnamese Government with 56 percent. A month after the event awareness increased somewhat, particularly for AusAID.

Annex 11: MTV EXIT Organisational Chart

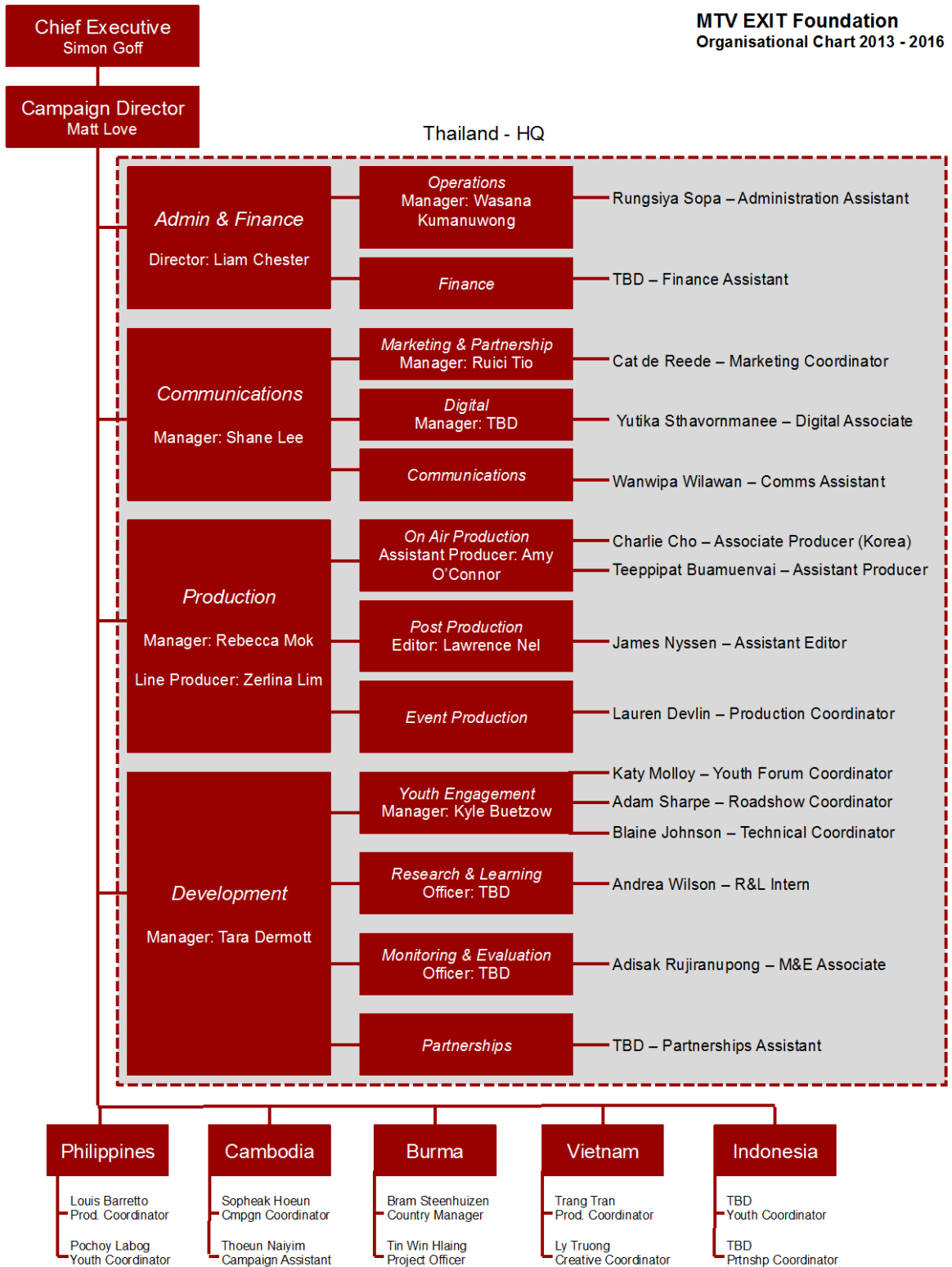


Figure 18: MTV EXIT Foundation Organisational Chart

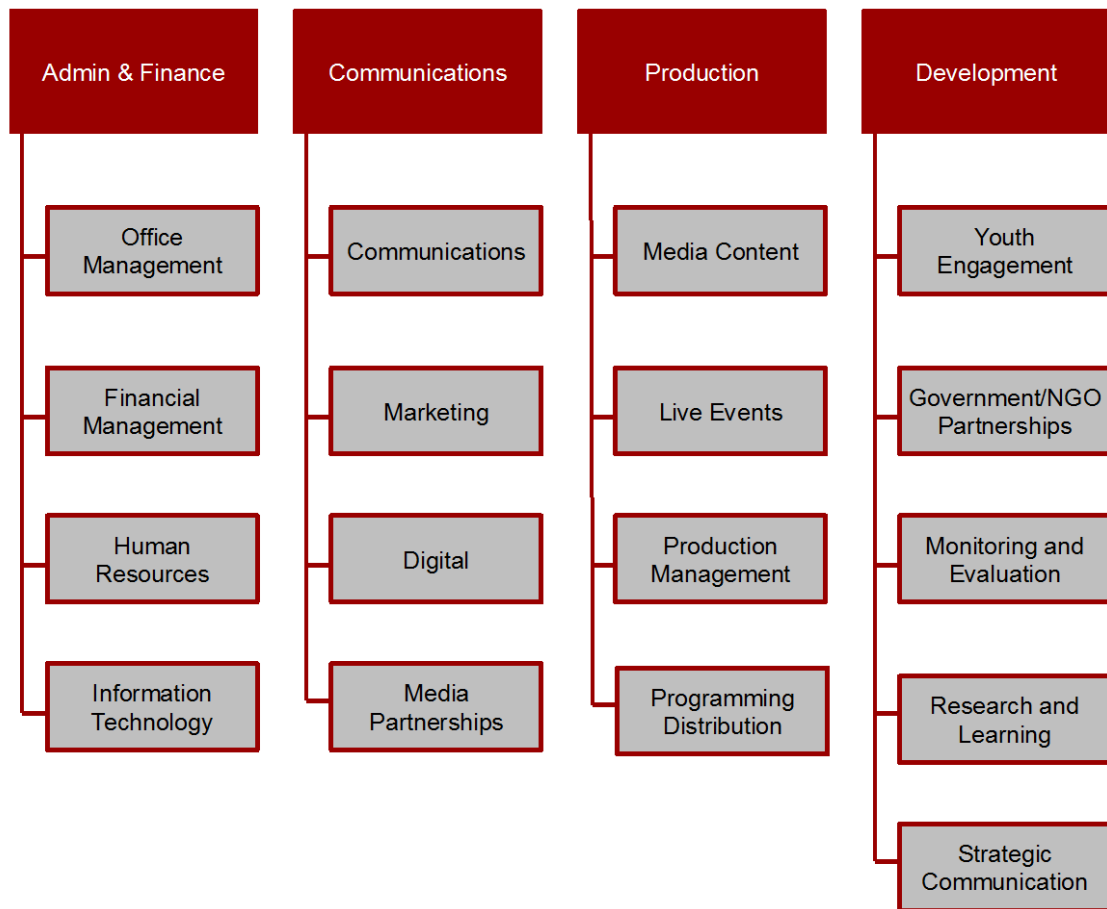


Figure 19: MTV EXIT Foundation Departmental Structure

Annex 12: Monitoring and Evaluation Framework

	Narrative Summary	Results Indicators	Means of Verification	Assumptions
<p>Program Goal</p> <p>Impact level: long term, outside the scope of the program alone.</p>	<p>To contribute to a reduction in human trafficking in the Asia-Pacific Region.</p>			
<p>Program Objective</p> <p>Impact level: long term, partially within the scope of the program alone.</p>	<p>To raise awareness of human trafficking in the Asia-Pacific Region to promote behaviour change and drive social action.</p>	<p>Positive shift (pre to post exposure) in knowledge surrounding TIP issues.</p> <p>Positive shift (pre to post exposure) in attitudes towards TIP issues.</p> <p>Positive shift (pre to post exposure) in practices associated with TIP prevention and protection</p>	<p>Rapid Asia reports (KAP score)</p> <p>Six-monthly reporting</p> <p>Annual reporting</p> <p>Periodic R&L evaluation reports</p> <p>Periodic TAG evaluation reports</p>	<p>MTV EXIT ASIA remains the only significant regional media and communications program working at scale on anti-TIP issues.</p> <p>Governments maintain their existing commitments to tackle the issue of TIP.</p>

		<p>Reduction in social stigma associated with persons that have been trafficked.</p> <p>Increased knowledge of local and national anti-TIP services.</p>		
Component 1: Media Content				
<p>Short term outcomes Impact level: within the scope of the program.</p>	<p>1.1 Audiences are disaggregated and targeted with high quality anti-TIP messages.</p>	<p>Evidence of production of country and stakeholder specific R&L briefs.</p> <p>Evidence of differentiation in messaging (i.e. specific messaging briefs and integration into outputs and activities at regional, national and local levels.</p> <p>Evidence of R&L and media production engagement (i.e. regular meetings).</p>	<p>Rapid Asia reports (KAP score)</p> <p>Six-monthly reporting</p> <p>Annual reporting</p> <p>Periodic R&L evaluation reports</p> <p>Periodic TAG evaluation reports</p> <p>Priority Country Position Papers</p>	<p>Anti-TIP organisations, media partners, and corporate partners offer continued regional and national support.</p> <p>Free airtime, branding and co-production partnerships remain intact.</p> <p>MTV EXIT ASIA R&L capacity delivers effective assessment of key messages.</p>

	<p>1.2 High quality anti-TIP mass media outputs are produced and disseminated.</p>	<p>Number of MTV channels in Asia airing MTV EXIT programming (existing USAID indicators)</p> <p>Number of ex-MTV Asia channels airing MTV EXIT programming</p> <p>Number of broadcasts of MTV EXIT programming: (i) long-form programming on MTV channels; (ii) long-form programming on non-MTV broadcasters; (iii) short-form programming on MTV channels; (iv) on ex-MTV ASIA channels (existing USAID indicators)</p> <p>Numbers reached through awareness raising efforts: (i) long-form programming on MTV channels; (ii) long-form</p>		
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		<p>programming on non-MTV broadcasters; (iii) online (MTV EXIT sites) (iv) online (non-MTV EXIT sites); (existing USAID indicators)</p> <p>Number of non-MTV broadcasters airing MTV EXIT programming (existing USAID indicators)</p> <p>Qualitative data on skills transferred and capacity strengthened.</p> <p>Quantitative KAP data (pre and post engagement) on skills transferred and capacity strengthened.</p>		
	1.3 The capacity of local media organisations is built through partnering and the transfer of skills.			
Component 2: Live Events				
Short term outcomes Impact level: within the	2.1 High profile national live events provide a focus for	Numbers reached through live events (existing USAID	Rapid Asia reports (KAP score)	Anti-TIP organisations, media partners, and

<p>scope of the program.</p>	<p>national anti-TIP campaigning.</p>	<p>indicator)</p> <p>Number of: (i) artists participating in live events; (ii) television programs derived from live events (all formats); (iii) influential stakeholders (i.e. ministers) attending; (iv) anti-TIP organisations involved; (v) media and communication organisations involved.</p> <p>Qualitative data on audience perception of events.</p> <p>Quantitative audience ratings of events.</p> <p>Number of anti-trafficking materials disseminated: (i) print; (ii) DVDs; (iii) branded material (T-shirts, wristband, etc.) (existing USAID</p>	<p>Six-monthly reporting</p> <p>Annual reporting</p> <p>Periodic R&L evaluation reports</p> <p>Periodic TAG evaluation reports</p>	<p>corporate partners offer continued regional and national support.</p> <p>International and national artists continue to support the TIP cause.</p>
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	<p>2.2 Local 'roadshows' provide a platform for the dissemination of targeted anti-TIP messages to vulnerable populations in areas underserved by existing mass media.</p>	<p>indicator)</p> <p>Numbers reached through live events (existing USAID indicator)</p> <p>Number of: (i) artists participating in live events; (ii) television programs derived from live events (all formats); (iii) influential stakeholders (i.e. ministers) attending; (iv) anti-TIP organisations involved; (v) media and communication organisations involved.</p> <p>Qualitative data on audience perception of events.</p> <p>Quantitative audience</p>		
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	<p>2.3 The capacity of local media organisations, corporate partners and live event coordinators to host complex 'pro-development' live events is strengthened.</p>	<p>ratings of events.</p> <p>Number of anti-trafficking materials disseminated: (i) print; (ii) DVDs; (iii) branded material (T-shirts, wristband, etc.) (existing USAID indicator)</p> <p>Qualitative data on skills transferred and capacity strengthened.</p> <p>Quantitative KAP data (pre and post engagement) on skills transferred and capacity strengthened.</p>		
<p>Component 3: Youth Engagement</p>				

<p>Short term outcomes Impact level: within the scope of the program.</p>	<p>3.1 Youth are engaged and communication and leadership capacity is built through training.</p> <p>3.2 Youth are mobilised to engage in anti-TIP communication interventions in their own communities.</p>	<p>Number of: (i) training/workshops held; (ii) participants attending; and (iii) organisations taking part.</p> <p>Qualitative data on leadership and communications capacity strengthened.</p> <p>Quantitative KAP data (pre and post engagement) on leadership and communications capacity strengthened.</p> <p>Number of digital toolkits disseminated.</p> <p>Number of competition entries.</p>	<p>Rapid Asia reports (KAP score)</p> <p>Six-monthly reporting</p> <p>Annual reporting</p> <p>Periodic R&L evaluation reports</p> <p>Periodic TAG evaluation reports</p>	<p>Anti-TIP organisations, media partners, and corporate partners offer continued regional and national support.</p>
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	<p>3.3 Anti-TIP youth networks are established and maintained.</p>	<p>Number and type of social mobilization and innovative communication/creative activities undertaken at local level.</p> <p>Evidence of the quality of engagement i.e. of anti-TIP materials/output produced and/or distributed.</p> <p>Number of youth in networks.</p> <p>Evidence of collaboration activities that result from network participation, i.e. through tracking forms.</p> <p>Qualitative data on quality and relevance of engagement with the network, i.e. interaction.</p>		
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Component 4: Strategic Communication				
<p>Short term outcomes Impact level: within the scope of the program.</p>	<p>4.1 Influential stakeholders are engaged to enhance the delivery of the MTV EXIT ASIA Program.</p> <p>4.2 Influential stakeholders are informed on the contribution and impact of media and communications in the prevention of human trafficking.</p>	<p>Number of: (i) regional meetings attended; (ii) national meetings attended; (iii) permissions granted; and (iv) partnerships formed.</p> <p>Qualitative data on quality and relevance of ongoing regional and national stakeholder engagement.</p> <p>Number of: (i) events held; (ii) number of participants attended; (iii) number of organisations represented; (iv) type and quantity of materials disseminated; and (iv) partnerships formed.</p> <p>Quantitative KAP data (pre</p>	<p>Rapid Asia reports (KAP score)</p> <p>Six-monthly reporting</p> <p>Annual reporting</p> <p>Periodic R&L evaluation reports</p> <p>Periodic TAG evaluation reports</p> <p>Priority Country Position Papers</p>	<p>Anti-TIP organisations, media partners, and corporate partners offer continued regional and national support.</p> <p>MTV EXIT R&L develops the necessary knowledge materials for dissemination.</p>

	<p>4.3 The strategic communication capacity of key anti-TIP stakeholders is strengthened through the provision of guidance, training and materials.</p>	<p>and post engagement) on outcome of strategic communication events.</p> <p>Qualitative data on quality and relevance of strategic communication events.</p> <p>Number of: (i) trainings held; (ii) participants attended; (iii) number of organisation represented materials disseminated; (iv) type and quantity of materials disseminated agencies contacted,</p> <p>Quantitative KAP data (pre and post engagement) on outcome of strategic communication training/workshops.</p> <p>Qualitative data on quality</p>		
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		<p>and relevance of strategic communication training/workshops.</p> <p>Qualitative data on the application of MTV EXIT ASIA materials to local TIP organisational needs and activity.</p>		
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Annex 13: Risk Management Matrix

Risk	Potential damage to program	L	C	R	Risk Treatment	Responsibility
MTV EXIT ASIA doesn't deliver quickly enough.	Lack of interest and/or engagement from the TIP sector. Damage to credibility of AusAID, USAID and MTV EXIT ASIA. Lose momentum within priority countries.	3	2	1	Assessment through quarterly PMG meetings and TAG and contributing routine reporting to AusAID and USAID. Regular project and partner communication for the early identification of problems.	MTV EXIT ASIA PMG TAG
Local TIP partners withdraw their support.	Lack of local engagement for program. Damage to credibility of AusAID, USAID and MTV EXIT and potential to affect relationship with other TIP partners.	2	3	2	Regular partner communication for the early identification of problems. Broadening partnership networks to spread the risk.	MTV EXIT ASIA PMG
Government partners withdraw their support.	Inability to operate within some contexts. Damage to credibility of AusAID, USAID and MTV EXIT.	1	4	2	Regular communication with government for the early identification of problems. Attempt to re-engage through regional partners (ASEAN).	MTV EXIT ASIA PMG
Media partners withdraw their support.	Inability to effectively disseminate media content.	3	3	2	Diversification of media partners and regular partner communication for the early identification of problems. Strengthening of partnerships through co-production.	MTV EXIT ASIA PMG

Risk	Potential damage to program	L	C	R	Risk Treatment	Responsibility
MTV EXIT does a poor job of delivering the program.	Lack of progress in achieving the goal and objectives. Credibility of all concerned damaged.	1	4	3	Ensure open and constructive communication between USAID, AusAID and MTV EXIT ASIA at all times. TAG to provide independent monitoring of work of the program. Open and frank discussion to be encouraged at the PMG.	MTV EXIT ASIA PMG TAG
Resources (human and financial) are inadequate to cover the scope of the program.	Unable to achieve objectives. Lack of credibility for the program.	3	3	2	Ensure AusAID and USAID agrees to adequate funding during the approval process. Monitor expenditure, outputs and outcomes - if needed, seek more funding.	MTV EXIT ASIA PMG
MTV EXIT ASIA Program Management Group is ineffective.	Inadequate guidance and oversight to the program.	2	2	1	Discuss roles and responsibilities at initial PMG meeting. Ensure that conflicts are dealt with quickly. Replace PMG members if necessary.	MTV EXIT ASIA PMG
MTV EXIT ASIA communication activities may duplicate or overlap with other activities.	Reduces the best use of resources. Partners may suffer activity fatigue.	2	2	1	Maintain dialogue with all donors/partners working in anti-TIP in the region to track other communication initiatives.	MTV EXIT ASIA PMG
Death or injury at an MTV EXIT event.	Damage to the MTV EXIT ASIA brand, financial penalty, jeopardises partnerships at all levels.	1	4	3	Engaging with security consultants at all events, development of a risk management strategy for specific events/countries. Health and safety planning, issuing of insurance certificates to cover potential liabilities.	MTV EXIT ASIA
Danger to youth activists	Loss of support at local level,	2	3	1	Not engaging with minors, risk and safety focus	MTV EXIT ASIA

Risk	Potential damage to program	L	C	R	Risk Treatment	Responsibility
undertaking social mobilization.	damage to credibility. Potential legal liability.				provided during training, focus of social mobilization is on awareness raising rather than confronting traffickers. Youth advocates already engaged with local partners, which offsets risk.	
Key: Likelihood (5 = almost certain; 4 = likely; 3 = possible; 2 = unlikely; 1 = rare); Consequence (5 = severe; 4 = major; 3 = moderate; 2 = minor; 1 = negligible); Risk level (4 = extreme; 3 = high; 2 = medium; 1 = low)						

Annex 15: Reporting Schedule

Reports	Description/Contents
Annual Plan	A detailed Annual Plan including a schedule outlining activities for each year will be developed in Q1.
Q1&2	Short progress report on Annual Plan to PMG: <ul style="list-style-type: none"> - Identification of any emerging evidence of outcomes; - Identification of constraints; - Brief summary of expenditure to date;
Q3&4	Short progress report on Annual Plan to PMG: <ul style="list-style-type: none"> - Identification of any emerging evidence of outcomes; - Identification of constraints; - Brief summary of expenditure to date;
Annual Report	Annual Report: <ul style="list-style-type: none"> - Narrative summary of annual program progress; - Full impact assessment; - Identification of constraints; - Updated Risk Matrix, - Updated MEF; - Full financial report.
USAID/AusAID Independent Mid-Term Evaluation at end of Year 2	Conduct independent review of MTV EXIT ASIA and make recommendations for improvement of current phase. Independent reviewers will assess and make recommendations about the direction/focus of the program and the most effective delivery over the remaining period.

<p>MTV EXIT ASIA Completion Report at end of Year 4</p>	<p>Completion Report:</p> <ul style="list-style-type: none"> - Narrative summary of overall program progress; - Full overall impact assessment against outcomes, objective and goal; - Identification of constraints that have affected outcomes; - Final MEF; - Full financial report.
<p>USAID/AusAID independent End of Program Evaluation at end of Year 4</p>	<p>Conduct independent endline review of MTV EXIT ASIA (2013-2016) to assess achievement of program objectives and learning that may inform MTV EXIT ASIA and USAID/AusAID's future engagement with TIP issues in the region.</p>

	Training of MCs		■			■		■				■			■			
	Training volunteers		■			■		■				■			■			
	Mentoring for event co-production		■	■		■		■	■			■	■		■	■		
Youth Engagement	Youth sessions and workshops										■	■						
	TIP awareness raising and media trainings		■			■		■			■	■			■			
	Youth-generated anti TIP media content		■	■				■	■		■	■	■		■	■		
	Online TIP community building	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Competitions (photography, music, etc.)		■	■		■		■	■		■	■			■	■		
Strategic Communications	Participation in TIP trainings/workshops	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
	NGO workshops		■			■		■			■			■				
	Sharing TIP data/best practice	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
	Strategic communication guidance/training		■			■		■			■			■				
	Distribution of advocacy packs to orgs		■			■		■			■			■				

Location: Indonesia																	
Component	Activity	2013				2014				2015				2016			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Media Content	Co-produced local TV series		■	■	■						■	■	■				
	Artist 'on air' specials														■		
	Local live TV programs														■		
	Local / international music videos/PSAs					■				■							
	Maintain digital platforms (social / website)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Digital video dissemination	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Re-edited material to support TIP orgs	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Mentoring for media co-production		■	■	■	■				■	■	■	■				
Live Events	Roadshows		■	■				■	■			■	■		■	■	
	National concerts														■		
	Video content for concerts														■		
	Promotional material		■	■				■	■			■	■		■		
	Artist briefing		■					■				■			■		
	Training of MCs		■					■				■			■		
	Training volunteers		■					■				■			■		
	Mentoring for event co-production		■	■				■	■			■	■		■		
Youth Engagement	Youth sessions and workshops				■	■											
	TIP awareness raising and media trainings		■			■	■	■				■			■		

	Youth-generated anti TIP media content																
	Online TIP community building																
	Competitions (photography, music, etc.)																
Strategic Communications	Participation in TIP trainings/workshops																
	NGO workshops																
	Sharing TIP data/best practice																
	Strategic communication guidance/training																
	Distribution of advocacy packs to orgs																

Location: Philippines																	
Component	Activity	2013				2014				2015				2016			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Media Content	Co-produced local TV series																
	Artist 'on air' specials																
	Local live TV programs																
	Local / international music videos/PSAs																
	Maintain digital platforms (social / website)																
	Digital video dissemination																
	Re-edited material to support TIP orgs																
	Mentoring for media co-production																
Live Events	Roadshows																
	National concerts																
	Video content for concerts																
	Promotional material																
	Artist briefing																
	Training of MCs																
	Training volunteers																
	Mentoring for event co-production																
Youth Engagement	Youth sessions and workshops																
	TIP awareness raising and media trainings																

	Youth-generated anti TIP media content																
	Online TIP community building																
	Competitions (photography, music, etc.)																
Strategic Communications	Participation in TIP trainings/workshops																
	NGO workshops																
	Sharing TIP data/best practice																
	Strategic communication guidance/training																
	Distribution of advocacy packs to orgs																

Location: Vietnam																	
Component	Activity	2013				2014				2015				2016			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Media Content	Co-produced local TV series		■	■	■						■	■	■				
	Artist 'on air' specials														■		
	Local live TV programs														■		
	Local / international music videos/PSAs						■				■						
	Maintain digital platforms (social / website)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Digital video dissemination	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Re-edited material to support TIP orgs	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Mentoring for media co-production		■	■	■	■				■	■	■	■				
Live Events	Roadshows		■	■				■	■			■	■		■	■	
	National concerts										■						
	Video content for concerts										■						
	Promotional material		■	■				■	■		■		■	■	■		
	Artist briefing		■					■			■		■				
	Training of MCs		■					■			■		■				
	Training volunteers		■					■			■		■				
	Mentoring for event co-production		■	■				■	■	■			■	■	■		
Youth Engagement	Youth sessions and workshops						■	■									
	TIP awareness raising and media trainings		■			■	■	■		■		■			■		
	Youth-generated anti TIP media content		■	■		■	■	■	■	■		■	■		■	■	

	Online TIP community building	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Competitions (photography, music, etc.)	□	■	■	□	■	■	■	■	■	□	■	■	□	■	■	□
Strategic Communications	Participation in TIP trainings/workshops	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	NGO workshops	□	■	□	□	■	■	■	□	■	□	□	■	□	□	□	□
	Sharing TIP data/best practice	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Strategic communication guidance/training	□	■	□	□	■	■	■	□	■	□	□	■	□	□	□	□
	Distribution of advocacy packs to orgs	□	■	□	□	■	■	■	□	■	□	□	■	□	□	□	□

Annex 17: April and May 2012 Program Design Workshops

1. In April 2012 and again in May, a program design workshop was held with key MTV EXIT ASIA staff to progress this design. The workshops enabled discussion of how to respond to the AusAID 2012 Independent Review, as well as the opportunity to map the proposed activities over the next four years (2013-2016). The images set out below highlight some of the outputs from the workshop, specifically the production cycles for media outputs and live events. These images capture the complexity of the MTV EXIT ASIA operation and are provided here to add detail to the Media Content and Live Events sections that are contained within the main text of this design. These cycles conform to communication for development principles and reflect significant input of research and learning capacity (see Figure 5 in the main text on production cycles more generally).

Figure 20: Media Content Production Cycle

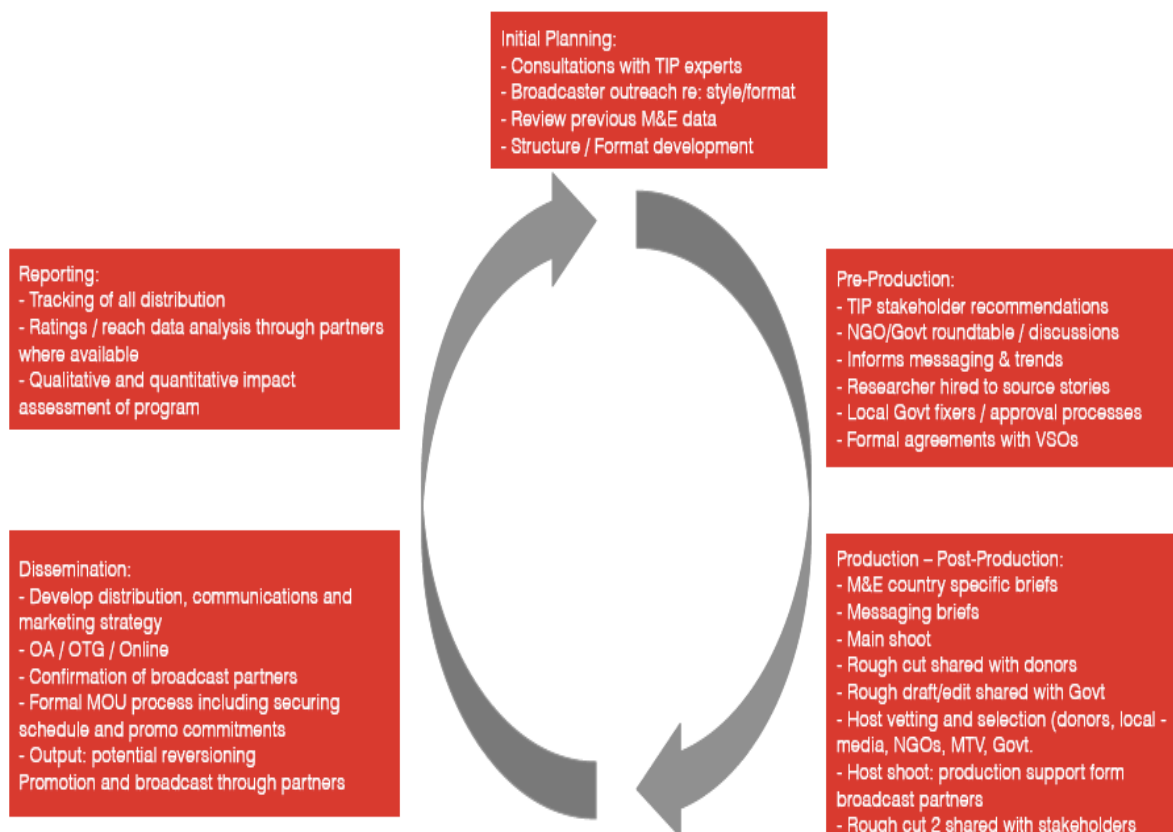


Figure 21: Live Events Production Cycle

