



## **Final evaluation of the Two Little Girls Campaign**

**M & E Consulting**

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## Acknowledgements

We would like to thank the people and organisations who have helped us to carry out this evaluation. In particular, we would like to thank the UK TLG team who put in an immense amount of work in arranging our visits to Albania and Lithuania and in helping to collate monitoring data from the different countries.

We would also like to thank the lead organisations participating in the TLG campaign for their help in supplying data and taking part in telephone interviews.

Finally, we would like to thank the young people and other stakeholders who took the time to give us their views and share their experiences of being involved in the campaign. Talking directly to people who had seen the film and taken part in workshops enabled us to get a real insight into how the campaign had affected them and to hear what had made it so effective.

The image shows two handwritten signatures in black ink. The signature on the left is 'Diana Parkinson' and the signature on the right is 'Avan Wadia'. Both are written in a cursive, flowing style.

Diana Parkinson and Avan Wadia  
M & E Consulting  
2014

## Executive summary

The Two Little Girls campaign was launched in 2008 with the aim of raising awareness of the risks of trafficking amongst young people in Eastern European countries. An external evaluation of the campaign was carried out by M & E Consulting in 2014.

### *The campaign*

The Two Little Girls (TLG) campaign is focused on the dissemination of a short, animated film based on the experiences of five Albanian women who had been trafficked to the UK. The campaign has been led by a small team in London who identified lead organisations in fourteen Eastern European countries and provided them with support, resources and a small budget to roll out the campaign in each country.<sup>1</sup>

Lead organisations in the fourteen countries delivered a range of activities that varied according to their particular context. However, core activities in all countries included:

- screenings of the TLG film
- workshops for young people
- distribution of the TLG film to other agencies
- training sessions and resources for professionals
- meetings and conferences to engage other agencies in the campaign
- awareness-raising through the media.

### *The evaluation*

M & E Consulting were commissioned by the UK TLG team to help them monitor and evaluate the campaign and carry out an external evaluation of the campaign. This document is a summary of the full evaluation report. The evaluation also involved visiting Albania and Lithuania in order to produce in-depth case studies; these can be found at:

[www.twolittlegirls.org/country-campaigns/lithuania](http://www.twolittlegirls.org/country-campaigns/lithuania)

[www.twolittlegirls.org/country-campaigns/albania](http://www.twolittlegirls.org/country-campaigns/albania)

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<sup>1</sup> The fourteen countries were Albania, Belarus, Bosnia Herzegovina, Bulgaria, Croatia, Kosovo, Latvia, Lithuania, Macedonia, Moldova, Romania, Serbia, Transnistria (which is an independent territory but is internationally recognised as part of Moldova) and Ukraine.

## ***Highlights***

- Across the fourteen countries involved in the TLG campaign, lead organisations ran nearly 1,300 workshops during which over 26,000 young people viewed the film and took part in discussions about the issues raised in the film.
- Many of the lead organisations developed additional resources such as booklets, leaflets and stickers which were given to the young people who attended workshops. In all, over 160,000 pieces of printed material were given out to young people.
- Lead organisations reported that they trained almost 800 young people to disseminate TLG materials in order to raise awareness of trafficking amongst their peers.
- Over 2,000 teachers, social pedagogues, school directors and school counsellors were trained to use the TLG film and materials in their work. Education modules were developed in seven countries, which became part of the national curriculum in Albania, Serbia and parts of Bosnia Herzegovina.
- It is estimated that over 150,000 young people saw the TLG film as a result of the wider dissemination of the film by other organisations.
- Over 1,300 government officials attended events run by the campaign in the different countries.
- The film was aired on national TV in ten countries with an estimated audience of more than 11 million.

## ***Impact***

- The final evaluation showed that the TLG campaign had been highly successful in reaching young people at risk as well as carrying out awareness-raising amongst the general public. It also found evidence that young people who had watched the film and attended workshops had a better understanding of trafficking and how they could keep themselves safe.
- In addition, professionals working with young people had benefited from the training and resources provided by the campaign and were more able to help young people understand the risks of trafficking.

- Furthermore, the campaign appeared to have had some impact on policy makers and government agencies; in some cases, it had resulted in changes in anti-trafficking policy.
- There was also evidence that the campaign has gone beyond its immediate target group and brought about changes at a wider level as the film continues to be used in schools and colleges and by other NGOs.
- In addition, the campaign had enabled lead organisations to become stronger and more sustainable by increasing their credibility in the sector, fostering new partnerships at various levels, and helping them to develop new ways of working.

### ***Key learning***

- The use of a short, animated film and the quality of the film itself were key factors in creating a product which inspired lead organisations to get involved with the campaign and which appealed to young people and other stakeholders.
- The experience of the UK TLG team and their supportive approach were important factors in the effective management of the campaign; without this central core of extremely dedicated, passionate individuals, it is unlikely the campaign would have been as effective as it has clearly been.
- A small amount of funding and resources can generate dramatic results. The TLG film acted as a spark that ignited anti-trafficking campaigns in different countries. Once ignited, that spark enabled each campaign to develop a life of its own, taking its reach far beyond the original plans.

### ***What next***

The results from this evaluation point to a clear need for the continuation of the TLG campaign and its expansion to more countries. They also suggest the need for continued support for lead organisations to help them to embed the work they are already doing. In addition, it is clear that measuring the impact of an awareness-raising campaign requires longer-term follow-up; it would therefore be useful to re-visit the countries involved in the Two Little Girls campaign in five years' time to assess the longer-term impact of the campaign.

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# The Two Little Girls Campaign

## Introduction

The Two Little Girls campaign was launched in 2008 with the aim of raising awareness of the risks of trafficking amongst young people in Eastern European countries. This report presents the findings of an external evaluation of the campaign which was carried out in 2014.

This first section of the report sets out the context to the evaluation of the campaign. It provides a brief overview of human trafficking, the campaign itself and the way in which the campaign has been evaluated.

### Human trafficking

“Trafficking in persons” and “human trafficking” have been used as umbrella terms to describe the “recruiting, harbouring, transporting, providing, or obtaining a person for compelled labour or commercial sex acts through the use of force, fraud, or coercion” (Department of State, 2013). Human trafficking is said to be the fastest growing source of income for organised crime, exceeded only by drugs and the arms trade (Obuah, 2006). The Trafficking in Persons Report produced by the US Department of State in 2013 stated that ‘as many as 27 million men, women, and children are trafficking victims at any given time’ (Trafficking in Persons Report, 2013).

After decades of neglect, public attention on the issue has increased considerably in recent years. Policy makers in international organisations, national governments and non-government organisations (NGOs) have all increased their efforts to combat trafficking and to raise public awareness of the issue.

### Human trafficking in Eastern Europe

Human trafficking has become an increasing concern for countries in Eastern Europe, particularly since the fall of communism which left many people vulnerable to trafficking due to economic hardship and the lure of prosperity elsewhere. A report produced by the International Labour Organization in 2005 estimated that over 200,000 people from Eastern Europe and Central Asia had been victim to trafficking, while other researchers have estimated that more than 175,000 persons are trafficked annually in Europe and Central Asia (Mansoor & Quillin, 2006).

Trafficking victims from Eastern Europe are generally young women who are trafficked abroad for sexual exploitation. However, it is also clear that large numbers of victims are men who are subjected to forced labour. Some studies have highlighted the fact that most trafficking victims leave on a voluntary basis (International Labour Organization 2005, Tyuryukanova 2005) and only become subject to coercion and violence after arrival at their destination. Furthermore, a report by the International Organization for Migration in 2006 found that the large majority of victims of sexual exploitation in countries like Albania, Bulgaria and Macedonia were recruited by close friends, family members, or even their fiancé.

### **Awareness-raising activities**

Another recent study (Omar Mahmoud and Trebesch, 2009) found a significant link between awareness of risk and trafficking. They reported that the incidence of trafficking was considerably lower in regions where awareness of human trafficking was high and emphasised the potential benefits of public awareness campaigns in preventing human trafficking. However, anti-trafficking campaigns are a relatively recent phenomenon and evidence on their effectiveness and impact is limited.

### **The Two Little Girls campaign**

The Two Little Girls (TLG) campaign is focused on the dissemination of a short, animated film based on the experiences of five Albanian women who had been trafficked to the UK. The campaign has been led by a small team in London who identified lead organisations in fourteen Eastern European countries and provided them with support, resources and a small budget to roll out the campaign in each country.<sup>2</sup>

### ***Aims and outcomes of the TLG campaign***

The overall aim of the campaign is to warn young people in Eastern Europe of the dangers of being persuaded to travel abroad with false promises of employment. As with any awareness-raising campaign, outcomes focused on increasing young people's awareness, knowledge and understanding of the issues associated with trafficking. Even though many young people may have been aware of the issue of human trafficking, it was felt that denial, apathy, or a false sense of security often prevented young people from recognising the very real risks they face when considering travelling abroad.

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<sup>2</sup> The fourteen countries include Transnistria which is an independent territory but is internationally recognised as part of Moldova.

In addition, the campaign aims to bring about change at other levels, through developing a network of teachers and youth leaders who will continue to work to raise young people's awareness of trafficking and by encouraging government agencies to increase their efforts to address trafficking.

### ***Objectives of the TLG campaign***

Lead organisations in the fourteen countries delivered a range of activities that varied according to their particular context. However, core activities in all countries included:

- screenings of the TLG film
- workshops for young people
- distribution of the TLG film to other agencies
- training sessions and resources for professionals
- meetings and conferences to engage other agencies in the campaign
- awareness-raising through the media.

## **The evaluation of the TLG campaign**

### ***Evaluation design***

M & E Consulting were commissioned by the UK TLG team to help them monitor and evaluate the campaign and produce a final evaluation report which would:

- describe the way in which the campaign was delivered in each country
- assess the outcomes of the campaign
- draw out best practice to inform the development of similar campaigns
- explore the impact of the campaign.

Initially, our work involved developing a monitoring and evaluation framework for the campaign and a series of monitoring tools which lead organisations in each country were asked to complete. These included:

- a country proposal form which provided baseline information on the country and the organisation's plans for the campaign
- forms to gather immediate feedback from young people and professionals who participated in the campaign's activities (e.g. attending workshops or training)
- a form for organisers of screenings to provide their own feedback on the sessions
- follow-up forms to gather evidence of sustained changes in awareness, attitudes and behaviour amongst participants
- a template to record progress of the campaign in each country on a monthly basis
- an end-of-project report.

The UK TLG team were also provided with a template to record their own activities and the information coming in from the different countries on a quarterly basis.

### ***Monitoring data***

Given the wide reach of the campaign, the variety of different organisations involved and budgetary restrictions, the UK TLG team had anticipated that collecting monitoring data would be difficult. This proved to be the case; although the UK TLG team received fairly comprehensive information in terms of the delivery of the campaign, they received very little information relating to the campaign's outcomes in each country. The team was, however, sent a wide variety of other monitoring data such as photos, videos, emails, newsletters, media articles and meeting minutes from the organisations involved in the campaign.

### ***Evaluation data***

We visited two countries (Albania and Lithuania) in order to produce in-depth case studies. Our visit to Albania took place several years after the campaign was launched and provided a good opportunity to assess the longer-term impact of the campaign. Our visit to Lithuania took place towards the end of the campaign in Lithuania, giving us an opportunity to assess its more immediate impact. During both visits, we interviewed young people who had seen the film, teachers who had been involved in showing the film, representatives from government agencies and local NGOs, and staff and volunteers from the lead organisation in each country.

We also carried out eleven telephone interviews with country co-ordinators in order to explore their views and experiences of running the campaign. The interviews lasted between 30 and 60 minutes and were recorded and transcribed verbatim. They were then analysed using WEFT QDA, a software package that facilitates the analysis of qualitative data. The data was coded into common themes that emerged from the interviews.

### ***Issues with the monitoring and evaluation of the TLG campaign***

The main challenge in monitoring and evaluating the TLG campaign was designing a monitoring system that was both simple and user-friendly and enabled lead organisations to capture some evidence of outcomes. The system also needed to collect information that would help to show the progress of the campaign towards the outcomes that had been agreed with the campaign's main funder, Comic Relief.

The UK TLG team worked hard to support lead organisations to collect data using the forms we designed but they met with some challenges, particularly as monitoring tools needed to be specific to the context and people with whom they would be used. As a result, the amount and quality of the data collected is extremely varied. Furthermore, as many of the countries' campaigns are still on-going or only recently completed, there has been little opportunity to collect follow-up data which would demonstrate the true impact of the campaign in these countries.

Finally, reporting back and taking part in evaluation activities required country co-ordinators and other stakeholders to communicate in English or to make use of interpreters. This presented a further barrier in terms of collecting information and developing a good understanding of the campaign. As a result, some of the quotes used in the report have been edited for clarity.

## **This report**

This report is structured into six main sections:

- the first section describes how the campaign was devised, set up and managed by the team in London
- the second section provides an overview of the activities of the campaign in the different countries
- sections three and four consider what difference the campaign has made to the people involved in its activities and what evidence there is of longer-term change
- in section five, we present the learning that has emerged from the campaign
- finally, section six provides a summary and conclusion of the findings of the evaluation.

## The design and management of the TLG campaign

This section of the report describes the way in which the TLG campaign was designed and managed by the UK TLG team and how they supported its delivery in the different countries.

### Designing the campaign

The idea of producing a short, animated film to raise awareness of trafficking issues amongst young people in Eastern Europe came about as a result of a similar campaign in Jamaica. The success of this campaign demonstrated the power of using a visual medium to raise awareness of a difficult issue.

### Finding a home for the campaign

In order to attract funding, the TLG campaign had to be located within an established charitable organisation. During the production phase, the campaign was hosted by Womankind Worldwide. Womankind Worldwide had established contacts with ACPD, which became the lead organisation in Albania, making the organisation a natural home for the campaign. After the pilot period ended, the TLG campaign was placed under the umbrella of Eaves Housing for Women, an organisation that runs the Poppy project which provides services to young women who have been trafficked. Five of these young women were interviewed for the TLG film, which was ultimately based on their stories.

### Securing funding

Initial funding to produce the film was secured from a number of charitable trusts, foundations and individuals. Subsequently, Comic Relief and the Tudor Trust funded the dissemination campaign as a six-month pilot project in Albania, Macedonia, Moldova and Kosovo. The success of the pilot project resulted in both Comic Relief and the Tudor Trust making further funds available for the expansion of the campaign into another eight countries. Both funders have continued to fund the campaign to date.<sup>3</sup>

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<sup>3</sup> The campaign was also supported by the Staples Trust, Esmee Fairbairn Foundation, Comic Relief, Tudor Trust, Women's Trust Fund, Network for Social Change and Ingrid Broad.

## Selecting country partners

In each country, the process of identifying a lead organisation involved the UK TLG team meeting several organisations in order to gather information on which to base their selection. Criteria for selection included organisations having sound financial accounts, the capacity to deliver the campaign, an understanding and knowledge of trafficking, and a genuine interest in the issue. Many lead organisations were recruited through the network of the International Planned Parenthood Federation (IPPF).

Once an organisation was selected, the UK TLG team conducted baseline research which provided a brief overview of the country's political, social and economic development as well as specific information on gender equality, domestic violence, sexual assault and human trafficking. Each lead organisation was then given the TLG film for subtitling or dubbing into their respective language and an initial grant of £5,000 to support the delivery of the campaign. A second grant of £3,000 was made once the UK TLG team were satisfied that lead organisations had carried out the first phase of activities as agreed. However, the full amount was not awarded to all countries as some of the money was used to fund the post of a Regional Co-ordinator.

## Managing the campaign

The campaign is led by a small team in London comprising:

- Maggie Baxter, the project manager who oversees the campaign. Maggie's experience of working in the development sector has been extremely useful in terms of her contacts and experience of managing similar projects.
- Ruth Beni and Emma Boyd, campaign managers who carry out country visits and support the lead organisations. Ruth's experience as a creative film maker and Emma's experience of campaigning and communication bring together a unique set of skills in terms of managing the country campaigns.
- Holly Baine, project co-ordinator. Holly's attention to detail and thorough systems have been important in helping to co-ordinate the monitoring data and provide administrative support to the campaign managers.

As a whole, the team provides support to each lead organisation with the launch of the campaign in their country, particularly by being at the launch itself. They also maintain an overview of the progress of the campaign and advise on any difficulties that arise. In addition, a regional co-ordinator was appointed to identify partner organisations in Latvia, Ukraine and Lithuania and to provide support to lead organisations in these countries to set up and deliver their projects.

## Activities of the TLG campaign

This section provides an overview of the key activities delivered by the TLG campaign across the different countries in which it was active.

### Overview of the campaign's activities

Between October 2009 and December 2014, the TLG campaign was rolled out in the fourteen countries shown below.<sup>4</sup>

### The countries involved in the TLG campaign



The campaign was launched in Albania in 2009. This was followed by;

- Kosovo, Macedonia and Moldova in 2010
- Belarus and Bulgaria in 2011
- Bosnia-Herzegovina, Latvia, Lithuania, Romania and Serbia in 2012
- Croatia, Transnistria and Ukraine in 2013.

At the time of writing, the TLG campaign is still active in Croatia, Latvia, Transnistria, Ukraine and Romania. Although the campaign has come to an end in the remaining countries, some

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<sup>4</sup> Transnistria is an independent territory but is internationally recognised as part of Moldova.

of the lead organisations plan to continue using the TLG resources in their work. For example, in Lithuania, the campaign is continuing with funding from the European Social Fund and in Bulgaria, the lead organisation has secured further funding specifically for their work with the Roma community.

## **Campaign activities in Eastern Europe**

Whilst the specific activities in each country were, to some extent, determined by the type of services being delivered by lead organisations and the resources they had available, we found that a range of core activities were delivered by lead organisations across all the countries.

### ***Screenings, workshops and resources for young people***

Across the countries involved in the TLG campaign, lead organisations ran nearly 1,300 workshops during which over 26,000 young people viewed the film and took part in discussions about the issues raised in the film:

*After showing the film, we had an open discussion about what they [young people] thought about the film, whether they understood and what are the issues that they could face.*

Many of these workshops were run in schools although some targeted particularly vulnerable young people. For example:

- In Croatia, the lead organisation focused on schools where young people were not expected to continue education beyond sixteen as they felt that they were less likely to have access to information than other young people.
- In Macedonia, the lead organisation focused their activities on young people from rural areas and on young people in institutions (e.g. orphanages and children's homes).
- In Serbia, the lead organisation focused on the Roma community and adapted the film and activities for use with young Roma women.
- In Bulgaria, the lead organisation produced a film specifically for the Roma community.
- In Lithuania, the lead organisation used the film with children in institutions.

As well as direct engagement with young people through screenings and workshops, some organisations were also able to present the film at large-scale events for young people such as the EXIT music festival in Serbia and the Halar Music Festival in Macedonia.

*We screened the movie when bands weren't performing and we had a small tent from which we distributed leaflets and gave information about human trafficking.*

Others made use of events that brought together large numbers of young people who were actively involved in human rights issues, such as in Bulgaria where the film was shown to around 200 young people attending a conference for peer educators.

In a number of countries, lead organisations also developed other activities to support the use of the film. For example, in Transnistria and Macedonia the lead organisations developed theatre projects based on the stories in the film which they performed in schools around each country.

Many of the lead organisations developed additional resources such as booklets, leaflets and stickers which were given to the young people who attended workshops and in all, over 160,000 pieces of printed material were given out to young people. In Romania, the lead organisation produced a package of information on a CD which they gave to each participant.

*This contained information on trafficking, the profile of the trafficker, the main techniques they use and what happens to a person who is trafficked.*

In Bulgaria, the lead organisation designed a diary which was distributed to young people.

*Within the diary you find segments of a story of a young girl being trafficked to Italy. The diary has space for young people to write about their own life as well as a section that contains a blog from the story that has been especially adapted for this young audience.*

### ***Training peer educators***

Lead organisations reported that they trained almost 800 young people to disseminate TLG materials in order to raise awareness of trafficking amongst their peers. For example, in Transnistria, the lead organisation trained peer educators to run workshops in schools which involved showing the TLG film and facilitating discussions on the issues raised. It is likely that the number of peer educators involved in the TLG campaign is actually much higher as networks such as the Red Cross have disseminated TLG materials through their own network of peer educators.

### ***Events, training sessions and resources for professionals***

All the lead organisations involved in the campaign delivered training and events to encourage professionals to use the film and accompanying activities with the young people they work with. In all, over 2,000 teachers, social pedagogues, school directors and school

counsellors have been trained to use the TLG film and materials in their work. Education modules were developed in seven countries, which became part of the national curriculum in Albania, Serbia and parts of Bosnia Herzegovina. In addition, thousands of education packs and DVDs were distributed to professionals to support their work with young people.<sup>5</sup>

*We produced a small brochure which has a 90-minute module on how to use the film and how to continue working with young people on trafficking issues.*

### ***Sharing the film with other organisations***

It is estimated that over 150,000 young people have seen the TLG film as a result of the wider dissemination of the film by other organisations. For example, in Bulgaria the film was shown at the annual meeting of the National Network for Children (an umbrella body of 48 organisations working with children and families) which was attended by people from over a hundred different NGOs. In Serbia, the lead organisation arranged for the Serbian Red Cross to distribute the film to volunteers in branches in every town and, with the co-operation of the Ministry of the Interior, they arranged for the film to be shown in primary schools around the country.

### ***Dissemination through international networks***

The TLG film and campaign materials have been disseminated through international NGO networks such as the International Red Cross and the Red Crescent Society in Eastern Europe. The campaign has also been presented at a variety of international conferences on trafficking prevention organised by the Council of Europe, the Blue Heart Campaign, the Friendship Foundation and the Permanent Missions of Greece and Bulgaria in Geneva.

### ***Engaging policy makers***

Another important aspect of the TLG campaign was to engage policy makers in the issue of trafficking and over 1,300 government officials have attended events run by the campaign in the different countries. For example, in Belarus, the film was shown at the annual festival of the United Nations and in Kosovo, the lead organisation hosted a large conference for all those involved in the prevention of child trafficking where they presented the campaign and showed the film.

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<sup>5</sup> Data on how many education packs and DVDs were distributed to professionals was not available for many countries.

### ***Media coverage and public awareness-raising***

All the lead organisations made use of the media to raise awareness of the TLG campaign. The film has been aired on national TV in all but four countries with an estimated audience of more than 11 million. In many countries, media interest was generated through a launch of the campaign at the British Embassy. Lead organisations also used other events to attract media attention to the issue. For example, one event involved the directors of the Serbian and Croatian police forces distributing information to travellers at the border between the two countries. This was followed by a press conference attended by the majority of media channels in Croatia and Serbia.

Lead organisations in some countries also used other channels to raise public awareness of the campaign. For example, in Bulgaria and Transnistria, the lead organisations ran billboard and poster campaigns using images from the TLG film. In Bulgaria, the lead organisation also arranged for the campaign to be promoted in supermarkets and at bus and metro stations which included getting the seats in the metro branded with TLG images. In some countries, lead organisations arranged for the TLG film to be shown in cinemas before the screening of the main film. Finally, lead organisations also made the film available in their own language on YouTube, Facebook and on their own websites and it is estimated that the film has now been watched over the internet over 200,000 times.

### **The activities of the campaign in the UK**

In addition to the activities carried out by the lead organisations in Eastern Europe, the TLG campaign has also been promoted in the UK. A website has been set up which includes information on the campaign in each country as well as an extensive resource section on the issues of human trafficking and gender-based violence. The UK TLG team have also presented the film at conferences and meetings to raise awareness within the UK of the issue of trafficking. For example, the film was screened at the Greenwich University Sexual Health Conference which was attended by sexual health workers and sexual health rights campaigners. The TLG campaign was also featured on television as part of Comic Relief's Red Nose Day in 2009.

The team have also promoted the film in the media. For example, the film has been regularly shown on the Community Channel and was covered by Al-Jazeera's English News Channel. In addition, the Guardian newspaper invited the team to speak at a conference called 'Exile Media' which was attended by journalists and representatives of grant-giving institutions.

## Outcomes of the campaign

This section of the report focuses on the difference that the TLG campaign made in the countries in which it was active, looking particularly at outcomes for the young people who participated in its activities and the professionals involved.

### Outcomes for young people

We identified a range of ways in which the TLG campaign has made a difference to the young people involved in its activities. In particular, we found that young people had become more aware of trafficking issues, had developed a better understanding of the risks and knew more about where to get support. We also found that they were keen to share this information with other young people.

#### *More aware of trafficking*

Feedback collected by lead organisations from young people revealed that the TLG film and workshops had helped them to become more aware of trafficking; a third of young people said they had not heard of trafficking before the TLG campaign.<sup>6</sup> For example, in the Ukraine, the lead organisation described low levels of awareness amongst the young people they worked with:

*It was amazing that half of the group hadn't heard about human trafficking before, although young people from Vitebsk are vulnerable to situations of trafficking for both sex and labour exploitation.*

Similarly, peer educators who delivered workshops in Serbia reported that they had found low levels of awareness of human trafficking amongst the young people who had attended their workshops. They also found that many young people did not recognise that they could be at risk:

*They believe that this can happen only to very poor people, Roma or those who are naive and gullible.*

In Lithuania, many young people told us the film had shocked them and said they had found it hard to believe that these situations could arise.

*I didn't expect that something like this could happen.*

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<sup>6</sup> This is based on feedback from 441 young people in Albania, Belarus and Macedonia.

Young people in Albania also told us that the film had helped them recognise that they themselves could be at risk of trafficking:

*The film impressed us a lot and we got the message directly by watching it.*

*Until now I've never thought something like this can happen to me too. After this film I will definitely tell my friends that they should be more careful.*

Professionals who had shown the film to their students also described how young people had reacted with disbelief and shock:

*When we were in the regions, they were saying we don't have such a problem. For some kids, it was something new. They couldn't believe it.*

*The thing that shocked them the most was that the closest people can betray you.*

In addition, the lead organisation in Serbia reported that after running workshops specifically for Roma women, many young women had come to their office and asked for more information about how they could keep themselves safe from trafficking.

### ***A better understanding of the risks***

In workshops where the film was shown, young people were encouraged to discuss the issues raised and to talk about how the film had made them feel. Feedback from young people after these workshops showed that they had helped them to develop a better understanding of the risks of being trafficked.<sup>7</sup> Some of their feedback illustrates how they had taken on board key messages about the risks associated with travelling abroad:

*It's better not to go abroad with people you don't know.*

*Do not trust anyone. Happiness is not in another country. You don't need anyone to make your dreams come true, just educate yourself and be hard working.*

Young people in a sixth form college also talked about how the film had made them think more about their safety when going abroad:

*It made me realise that you shouldn't trust people easily and that you should find out things before you go abroad.*

*We discussed that you shouldn't trust strange people easily and be careful when you get a proposal to go abroad.*

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<sup>7</sup> This is based on feedback from 2,536 – 2,892 young people in Albania, Belarus, Macedonia and Ukraine.

Professionals also described how the film had helped young people to understand more about the risks of trafficking and how to protect themselves.

*They said that after the film they understood that you have to be careful and that it's still OK to go to other countries but you understand that you have to be careful who you talk to and who you go with.*

It was also clear that the workshops had helped some young people to identify situations of personal risk. One young person said:

*It made me afraid that I also can be kidnapped because in our neighbourhood there is one man who I don't know – he always tries to talk to me.*

In addition, our interviews with young people in Lithuania revealed that the film had helped many young people to understand the dangers of being lured into situations highlighted in the film and, particularly, of trusting people too easily. This was particularly the case with many of the children we met at a day care centre for children at risk.

*I felt like something like this could happen to me as well.*

A member of staff in the lead organisation in Lithuania told us that workshops she had run in a care institution had helped young people to be aware of the potential danger around them:

*In every group, there were one or two [young people coming to me for advice]. In the care institutions, all the girls have boyfriends... boys coming with nice cars. So Alma's story [in the film] was the most powerful message.... for them to see what can happen.*

A teacher in Albania also talked about a student who had shared concerns about an uncle who had approached her to go abroad.

### ***More aware of how to get information and support***

Many of the lead organisations reported that they had provided young people with information on how to get further support. Some described how young people had approached them for guidance and reassurance:

*Some of them called our hotline to check job offers or suspicious situations they recognized as potentially risky.*

*One child said 'my brother wants to go abroad, nobody knows where'. Other children said 'we are also ready to leave, someone is actually sending money for us to come to work in a bar, so is that OK?'*

The lead organisation in Serbia reported an increase of over 30% in the numbers of young women who had approached them with questions relating to trafficking. They reported that they had referred young people to other organisations who could provide specialist support, such as counselling for victims of trafficking.

### ***More able to share information with their peers***

Feedback from young people who had taken part in workshops showed that many were keen to do more to raise awareness of trafficking among their peers. For example, in Albania, many young people described how they had gone on to talk about the film with their friends and family:

*When I talked to my friends at home, they said they wanted to watch the film and I showed them the book.*

*I discussed it with my family and particularly with my younger sister who is eight years younger so I needed to tell her.*

One teacher also told us that the discussions following the screening of the film had raised awareness amongst some of her students of the vulnerability of street children. As a result, some of her students went on to support street children who were attending a summer school in their local area.

### **Outcomes for professionals**

Our interviews revealed ways in which professionals had benefited from their involvement in the TLG campaign. In particular, the professionals we spoke to said they had found the film a useful tool for engaging young people with the issue of trafficking.

*It engages the children and they can see with their own eyes what can happen.*

*It was good because the children were moved by it and experienced it for themselves.*

*We used everything – the book, the CDs, the forms.*

In Albania, the lead organisation told us that teachers had been keen to have the film and additional resources to use with young people:

*For them, this kind of thing is unusual. It's not easy to find things to enrich the curriculum. We had a lot of calls from teachers asking for the film and other activities.*

Furthermore, on our visit to Albania we spoke to representatives from NGOs who had used the TLG resources in their own work:

*We showed it in our shelter to the younger girls and gave the books to the women. We will also show the film on European day against Trafficking and we will continue to screen it in the shelter.*



## The impact of the campaign

This section explores the longer-term impact of the campaign, particularly in terms of the campaign becoming locally embedded and developing a life of its own in the countries in which it has been active, as well as in extending its reach to other countries. It also highlights changes that have occurred within the policy-making environment as well as the ways in which the campaign has helped lead organisations to become stronger and more sustainable. Assessing impact is difficult as many factors may have contributed to these longer-term changes. We therefore cannot claim that the TLG campaign is solely responsible but suggest that it has played an important role in bringing about these changes.

### Continuing the campaign

Our interviews with stakeholders suggest that the campaign has become locally embedded in many of the countries in which it was active. For example, some teachers in Albania told us that they were continuing to show the film even though the campaign had officially ended:

*We are still showing the film because it is good information. Children get information from different sources but this is reliable information from a good organisation.*

*I am using the film in the new school I am working in. I am going to show it on International Trafficking Day.*

Furthermore, the TLG campaign has now been endorsed by the Ministries of Education in Albania, Bulgaria, Bosnia-Herzegovina, Croatia, Kosovo, Lithuania, Romania, Serbia, Transnistria and Ukraine. This will enable schools to continue using the TLG film as part of their work with students.

Lead organisations also told us that as a result of their work with policy makers, there were indications that the TLG resources were being more widely used:

*The film was screened at the meeting with the President and Vice President of Croatia. The Head of the Co-ordinating body for Trafficking Prevention liked the film very much and put it up on the Croatian Government website and on their Facebook page.*

*The Ministry of Security is aware of the film and is thinking about how to include it in prevention activities.*

Feedback from some lead organisations also suggests that the film has gone on to develop a life of its own. For example, in Macedonia, the lead organisation told us that, two years on, the number of people watching the film on-line continues to increase.

In Bulgaria, as a result of the success of the TLG film, the lead partner organisation requested assistance in making a further animated film specifically for the Roma community. The story and artwork for the animation came from the Roma community, with significant support in its development and production from the UK TLG team. The final film 'Emi and Ani' will be used within Roma communities, which is important in terms of improving the integration of one of the most vulnerable groups in Bulgaria.

### **Extending the reach of the campaign**

There is also evidence that the TLG campaign has been extended to other countries, even though there has been no funding from the UK for this. For example:

- A Polish version of the film has been produced by the Polish Ministry of the Interior which is available on YouTube and on the Ministry's website. The Ministry of the Interior has also produced an education pack which includes the TLG film to be distributed to teachers for use in schools.
- The International Federation of the Red Cross (IFRC) in Tajikistan has produced a version of the film in Tajiki which is available on YouTube. The TLG film will also be used by the Tajiki IFRC in their anti-trafficking activities in educational centres for labour migrants.
- In the USA, a pastor working in California plans to use the TLG film in his anti-trafficking work with girls in high schools.

In addition, the efforts made by the UK TLG team to promote the film in the UK have resulted in many organisations using the film within their own activities. For example:

- The NGO HERA (Her Equality, Rights and Autonomy) has used the TLG film in their training session for mentors working with victims of trafficking.
- The children's charity ECPAT UK (End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes) are using the TLG film in their training for professionals and in workshops with child victims of trafficking.
- The TLG film has been included in an e-learning module for health practitioners developed by Platform 51 for the Department of Health.

Many other organisations have also used the film during discussions on trafficking; these include Eaves, Amnesty International, Anti-Slavery International, the NSPCC as well as Scotland Yard.

## Changes in the policy-making environment

In some countries, the TLG campaign has helped to bring about changes in the policy-making environment. For example, in Bulgaria, the lead organisation used the TLG campaign to produce a policy paper that helped them to successfully negotiate with border police to provide medical services for repatriated trafficked women. In Serbia, the lead organisation reported that the TLG campaign had contributed to a national strategy for combating trafficking and influenced other policy developments:

*We attended a regional conference hosted by the Interior Minister where one of the four recommendations of the conference was to use the TLG movie to raise awareness.*

In some countries, government officials reported that an increased understanding of trafficking issues had led to them to review their trafficking prevention strategies.

*It has influenced our thinking. We are in the process of revising documents like the strategy for trafficking. It is good for policy makers to see what is happening on the ground.*

## Longer-term benefits for lead organisations

Lead organisations reported that being involved in the TLG campaign had helped them to increase their credibility and develop their services. Many felt that, in the longer term, this would enable them to become stronger and more sustainable.

### ***Increased credibility***

Many of the lead organisations felt that being involved in the TLG campaign had helped to raise their profile and gain them more credibility.

*We are part of the international community. This is the first time we have worked like this.*

*We are recognised now as a stakeholder, as someone who is actually doing some valuable things in the area of trafficking.*

*We can work in partnership with the Red Cross and with the Minister of Interior because we have proven to them we are a reliable partner.*

Furthermore, the campaign had enabled some lead organisations to network with key stakeholders and build partnerships:

*For us to have support from the American Embassy ....they see us as someone who is really doing a good job in prevention of human trafficking in the country and it definitely opened some new doors.*

*The Ministry of the Interior is a very important ally of ours. We worked with them on the TLG campaign and we are continuing collaboration on another project.*

*There is one leading organisation in our country working on human trafficking and it was really important for us to develop a partnership with them. This campaign resulted in making a long-term partnership between us.*

### **Developing new services**

Being involved in the TLG campaign had also enabled some lead organisations to develop new services. For example, in Ukraine, the lead organisation plan to use the film in peer-to-peer education whilst in Bulgaria, the TLG campaign has been the springboard for other projects:

*The other thing that we are doing is a three-year project to focus on the prevention of sexual abuse and sexual exploitation. We were inspired entirely by our work on the TLG campaign.*

The lead organisation in Serbia also reported that being involved in the TLG campaign had enabled them to develop specific activities for the Roma community.

### **Leaving a legacy**

Finally, the UK TLG team have created a website which enables the different materials which were developed in each country to be accessed by anyone who is interested in using the materials. The website also highlights other films and articles about anti-trafficking, conferences and policy discussions. It is intended that the website will continue beyond the funding which helps to leave a sustainable legacy of the campaign.

## Learning from the campaign

The evaluation of the TLG campaign has provided a unique opportunity to identify and learn from factors that have contributed to the campaign's success and how these can inform the development of future campaigns. In doing this, we refer to a report prepared by the International Centre for the Study of Sexually Exploited and Trafficked Young People which summarises lessons learnt from previous anti-trafficking initiatives in Eastern Europe, West and Southern Africa, and South and South East Asia.<sup>8</sup>

This section is divided into four key areas which we feel are central to the effectiveness of the campaign:

- how the campaign was set up and run
- the design of the campaign materials
- the dissemination of the campaign materials
- the management of the campaign.

### Campaign approach

Overall, the approach taken by the UK TLG team and the way in which they ran the campaign highlight a number of key elements that contribute to good practice.

#### *Well-informed*

Arocha suggests that campaigns should be developed after a baseline study has been conducted into trafficking issues in the specific context where a campaign is to be run. The thorough and detailed research carried out by the UK TLG team enabled them to assess the political and economic development of each country as well as the situation relating to human trafficking. This was important in providing them with a real understanding of the context to the campaign in each country and enabled them to assess the progress made. For example, the TLG UK team reported that when they first started working in Albania in 2008, politicians did not acknowledge trafficking as an issue whereas now they do.

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<sup>8</sup> Arocha L. (2012) What are the key components of a successful awareness raising and prevention campaign to combat cross border trafficking of young people up to 25 years old? Unpublished report produced for Comic Relief by the University of Bedfordshire.

### ***Well-timed***

Many of the lead organisations reported that the campaign came at a time when the focus on human trafficking had diminished in their country. For example, in Belarus, the lead organisation felt the timing of the campaign was important:

*The TLG campaign helped to bring back the agenda of human trafficking at a time when interest was low.*

In Albania, one person described the film as a “shot” which had helped to revive people’s awareness of the risks of trafficking and the importance of working to combat it. On the other hand, in other countries the campaign had helped to reinvigorate activities that were already underway. In Kosovo for example, the TLG campaign coincided with work that the Kosovan government was already doing around trafficking. Furthermore, several countries were in the process of joining the EU and were under particular pressure to demonstrate their commitment to the prevention of human trafficking. Supporting the TLG campaign therefore provided a way for them to do this.

### ***Locally-led***

In selecting organisations to run the campaign, the UK TLG team focused on identifying organisations which had:

- a good understanding of trafficking issues in their country, or links with organisations who had this expertise
- relevant experience (i.e. with young people or women and a focus on human rights)
- established networks in order to be able to disseminate the film widely
- sufficient capacity to commit time and resources to the campaign
- a genuine commitment to the issue.

This was vital in ensuring that the campaign was driven by organisations with relevant expertise and connections who could link into existing initiatives and develop appropriate strategies for their own country. In addition, having a Regional Co-ordinator in the Balkans helped the UK TLG team to identify lead organisations in Lithuania, Latvia and Ukraine.

### ***Empowering approach***

As well as ensuring the campaign was locally-led, the approach taken by the UK TLG team was based on empowerment; local organisations were supported to develop and deliver the campaign in a way that best fitted their work and the situation in their country.

*The thing I value most is that normally you can't change activities when you are implementing the programme. With the Two Little Girls project, you can change things if they are not working.*

Furthermore, by providing both practical and strategic support, the UK TLG team ensured lead organisations had the support they needed to carry out their work and could make use of free resources which they could share with others. This helped lead organisations to take ownership of the campaign in their country which was important in establishing their commitment to delivering the campaign. Furthermore, it is clear that these organisations would have struggled to deliver the campaign without the small amount of funding provided to lead organisations.

As part of the empowering approach, the UK TLG team also attempted to transfer some of the campaign management to the region. Firstly, a 'Regional Hub' budget was established with the aim of Albania becoming the lead country for the campaign. Secondly, a Regional Co-ordinator was appointed, based in Belarus, to develop and help manage campaigns in Latvia, Lithuania, Belarus and Ukraine. Despite these strategies to embed the campaign management in the region, a combination of a lack of resources and the fact that anti-trafficking was not the main aim of the partner organisation/coordinator, resulted in the UK TLG team continuing to drive the campaign from London.

## **Design of the campaign materials**

The design of the TLG film emerged as another factor which contributed to the success of the campaign. In particular, the key features in the design of the TLG campaign materials were that they were based on real experiences, appropriate to their audience, had broad relevance and were in an accessible format.

### ***Based on real experiences***

Involving trafficked women in the design and development of the film was immensely valuable, both in rooting the film in real experiences and in giving it credibility with its audience. Their involvement reflects existing good practice which recommends that "children and young people, both trafficked and vulnerable to trafficking, should be actively involved in all stages of the campaign, including the design of material and imagery" (Arocha, 2012). Our own experiences of talking to young people and professionals who had seen the TLG film indicated that this had been extremely important and was one of the factors that helped the film to have impact.

### ***Appropriate to their audience***

Feedback from stakeholders also highlighted the appropriateness of the film for its audience. In particular, young people and professionals liked the short duration and simplicity of the film. Furthermore, the use of animation and a voice-over which could be dubbed meant that the film could be used in different countries without appearing too specific to any one country. As well as its simplicity, the fact that the TLG film addressed the issue of trafficking without using shocking or confrontational imagery meant that it was easy to use and watch. Several organisations told us how important this had been, particularly as other films they had come across had been much longer and taken a more sensational approach to the topic.

### ***Broad relevance***

Equally, it seems that the film's key messages, despite being transmitted through the stories of two girls, felt relevant to both boys and girls and related to different types of trafficking. For example, students in a college in Lithuania told us that it had helped them think more deeply about going abroad to work and to recognise the risk of exploitation. This suggests that although the film had taken a specific approach by focusing on sex trafficking, it nonetheless facilitated awareness-raising of other forms of trafficking.

The TLG film also reflected good practice in that it was “well-tailored to the needs and characteristics of the target groups and the contexts in which they live in” and used “clear, simple and age-appropriate messages” (Arocha, 2012).

### ***Accessible format***

Finally, it was important that the film was available in a range of formats. Producing printed materials meant that lead organisations in some countries could take the campaign into remote regions without access to screening facilities. Equally, the film itself provided an accessible medium to engage young people with literacy problems.

### **Dissemination**

Various aspects of the way in which the film was disseminated may be useful for other campaigns to consider. In particular, the TLG campaign involved:

- developing local strategies
- getting endorsement from stakeholders
- having a multi-layered approach
- working in partnership with other agencies.

### ***Locally developed strategies***

Firstly, it was important that the dissemination of the film in each country was planned by the lead organisation as their knowledge of the country and their networks helped to identify the most effective ways to do this. This reflects existing good practice which suggests that campaign dissemination strategies should be the result of well-resourced and thought-out planning and should be responsive to the challenges of specific contexts and target groups.

### ***Endorsement by key stakeholders***

Securing the endorsement of key stakeholders was also an important factor in the success of the campaign. For example, having approval from relevant ministries was crucial in gaining access to schools:

*Working with the Ministry gave us an entry point for presenting the film within the educational institutions and schools in Bosnia-Herzegovina.*

Equally, it seems that getting active support from local British Embassies was pivotal in the success of the campaign. The UK TLG staff felt that having their support:

- Enabled lead organisations to gain publicity and access to other contacts. In particular, it enabled lead organisations to access Ministers and ministries at a senior level. In some countries, ambassadors were able to exert pressure on the use of the film. For example, in Albania, the British Ambassador convened a meeting between the lead organisation and the Minister for the Interior which resulted in the film being used in schools.
- Raised awareness amongst Embassy staff of the issue of trafficking and encouraged them to devote their own resources to the issue; in many countries Embassies have small grants for in-country projects, however before the launch of the TLG campaign, none of the Embassies were focussing on trafficking.
- Ensured a top-down approach to the campaign which complemented the use of lead organisations working at community level. This top-down approach helped to strengthen the campaign and gave it influence at different levels.

### ***Multi-layered approach***

The TLG campaign in each country involved working at various levels, ranging from large-scale public dissemination via the media to targeted work with vulnerable groups of young people. This was important as it meant that the campaign could reach large numbers of people whilst focusing its attention on those who were most at risk. This is also in line with existing good practice which suggests that “raising awareness on trafficking should be done

at several levels and campaigns should be directed at the general public as well as targeting vulnerable groups” (Arocha, 2012). Lead organisations also emphasised the importance of combining the film with discussion or other activities to engage young people in the campaign and ensure they took on board its key messages.

### ***Partnership with other agencies***

Another factor which contributed considerably to the campaign’s effectiveness was the willingness of lead organisations to work in partnership with other agencies. This collaborative approach meant that they could access different communities and attract additional attention to the campaign.

*Key players in the field of human trafficking gave us support which made the campaign even more important for the general population. When you have these people behind you, it shows this is a very important issue and something that should be listened to.*

Moreover, it often meant that lead organisations were able to draw on the expertise of others in the field to strengthen their own work. This was particularly important in situations where lead organisations were not themselves experts in the human trafficking arena.

*We invited La Strada to all the events and they made speeches as they are the experts and gave an overview and facts about human trafficking.*

### **Management of the campaign**

Finally, the way in which the campaign was managed by the UK TLG team provides learning for future campaigns. In particular, it shows how a small team of people can develop and support an international campaign without needing large amounts of resources or numbers of staff. In particular, the experience of the TLG campaign demonstrates the importance of a campaign which has a committed, skilled and experienced management team and robust monitoring and evaluation.

### ***The UK TLG team***

The enthusiasm, commitment and skills of the people involved in the UK TLG team have clearly contributed to the way in which the campaign was set up and run. In particular, it seems that the powerful combination of their skills contributed considerably to the success of the campaign.

Furthermore, a consistent theme that emerged throughout our interviews was the way in which people valued the flexible and supportive approach of the UK TLG team.

*It was a really great experience working with very understanding people who provided us with support when we needed it.*

*I got lots of support and trust and inspiration from the team.*

All the lead organisations felt that visits from the UK TLG team at the start of the campaign were important in giving the campaign a high profile. Nonetheless, maintaining contact with lead organisations was one of the key challenges faced by the UK TLG team although, to a large extent, they managed to overcome this through their persistence, flexibility and goodwill.

The team also found that it was important to be sensitive to the context in which the campaign was delivered in each country and to manage their expectations accordingly. In Romania, for example, the fall and re-election of the government delayed the campaign significantly whilst in Belarus, the lead organisation was unable to obtain approval from the Ministry of Education to disseminate the film in schools.

### ***Monitoring and evaluation***

Good practice emphasises the need to go beyond collecting output information in order to learn about the effectiveness of a campaign. Bringing in external evaluators to support the monitoring and evaluation of the TLG campaign was therefore particularly useful as it meant that monitoring systems were set up which encouraged lead organisations to record information on both the outcomes and the outputs of the campaign. Furthermore, it was crucial that the UK TLG team identified one staff member who was responsible for encouraging the lead organisations to collect monitoring information as this enabled the team to collect some evidence, albeit limited, of the campaign's effectiveness in the different countries. Our own visits to Albania and Lithuania were therefore important in collecting direct evidence of the campaign's effectiveness and its longer-term impact.

## Conclusion

Overall, this evaluation has shown that the TLG campaign has been highly successful in reaching young people at risk as well as carrying out awareness-raising amongst the general public. We also found evidence that young people who had watched the film and attended workshops had a better understanding of trafficking and how they could keep themselves safe. In addition, professionals working with young people had benefited from the training and resources provided by the campaign and were more able to help young people understand the risks of trafficking. As other research has shown, breaking through the 'denial barrier' and helping people realise that they could be at risk themselves is a particularly crucial part of awareness-raising work (Thainiyom, 2011).

Furthermore, the campaign appears to have had some impact on policy makers and government agencies; in some cases, it resulted in changes in anti-trafficking policy. There is also evidence that the campaign has gone beyond its immediate target group and brought about changes at a wider level as the film continues to be used in schools and colleges and by other NGOs. In addition, the campaign has enabled lead organisations to become stronger and more sustainable by increasing their credibility in the sector and helping them to develop new ways of working.

A large part of the success of the campaign is due to the way in which it was designed and managed. In particular, the use of a short, animated film and the quality of the film itself were key factors in creating a product which inspired lead organisations to get involved with the campaign and which appealed to young people and other stakeholders. Furthermore, the experience of the UK TLG team and their supportive approach were important factors in the effective management of the campaign; the team focused on recruiting lead organisations with appropriate expertise and skills, and their flexible and open approach secured the ongoing commitment and trust of these organisations. Without this central core of extremely dedicated, passionate individuals, it is unlikely the campaign would have been as effective as it has clearly been.

This evaluation has shown that there is much to be learned from the experience of the TLG campaign. Whilst much of the learning reflects lessons which have emerged from other similar work, there is important new learning which has emerged from the TLG campaign. Firstly, it has shown that a small amount of funding and resources can generate dramatic results. The TLG film acted as a spark that ignited anti-trafficking campaigns in different

countries. Once ignited, that spark enabled each campaign to develop a life of its own, taking its reach far beyond the original plans. Secondly, it has shown that to work effectively across many countries, an empowering approach is needed which allows local organisations to tailor the campaign to their specific context. Finally, the evaluation has highlighted the importance of taking a multi-layered approach to raising awareness in which general awareness-raising activities are combined with those targeted specifically at young people at risk.

The results from this evaluation point to a clear need for the continuation of the TLG campaign and its expansion to more countries. They also suggest the need for continued support for lead organisations to help them to embed the work they are already doing. In addition, it is clear that measuring the impact of an awareness-raising campaign requires longer-term follow-up; it would therefore be useful to re-visit the countries involved in the Two Little Girls campaign in five years' time to assess the longer-term impact of the campaign.

Above all, this evaluation demonstrates the difference that one film, a small amount of resources and a highly committed team can make to stimulating action to raise awareness of trafficking issues across Eastern Europe.



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## Appendices

### Appendix 1: Total outputs of the TLG campaign

	<b>Total no.</b>
No. of recorded TLG screenings in workshops <sup>9</sup>	1,281
Recorded no. of young people participating in TLG events	26,378
Estimated no. of young people participating in TLG events through wider dissemination	180,550
No. of teachers participating in TLG events	2,024
No. of health professionals participating in TLG events	445
No. of government officials participating in TLG events	1,313
No. of NGO workers participating in TLG events	626
No. of other professionals involved in TLG trainings	40
Total no. of professionals involved in TLG events	4,448
No. of peer educators involved in TLG events	777
Estimated no. of people who have seen the TLG film through media coverage/advertising	11.2m
No. of leaflets distributed	4,000
No. of booklets distributed to teachers and youth workers	9,200
No. of DVDs distributed to teachers and youth workers	1,030
No. of education modules distributed to teachers and youth workers	2,770
No. of posters distributed to teachers and youth workers	500
No. of postcards distributed to teachers and youth workers	70,000
No. of bookmarks distributed to teachers and youth workers	80,000
No. of stickers distributed to teachers and youth workers	500
No. of schools sent TLG info and link	1,389

Please note that these numbers are not complete as some campaigns are still running.

<sup>9</sup> Estimations used in some cases.

## Appendix 2: The outputs of the TLG campaign by country

	Albania	Belarus	Bosnia Herzegovina	Bulgaria	Croatia	Kosovo	Latvia	Lithuania
No. of recorded TLG screenings in workshops	76	40	18	623	31	1	127	49
Recorded no. of young people participating in TLG events	2207	970	607	11,126	353	0	2886	1072
Estimated no. of young people participating in TLG events through wider dissemination	3000			27,000				30,550
No. of teachers participating in TLG events	167	137	200	295	30	0	52	215
No. of health professionals participating in TLG events			30	295	0	0	0	120
No. of government officials participating in TLG events			30	933	45	15	20	170
No. of NGO workers participating in TLG events	25	9		410	10	20	15	50
No. of other professionals involved in TLG trainings			20	0	0	0	0	0
Total no. of professionals involved in TLG events	192	146	280	1933	85	35	87	555
No. of peer educators involved in TLG events		142	150	295	8	0	15	0
Estimated no. of people who have seen the TLG film through media coverage/advertising			1.5m	4 m	1.55m		63,000	1.08m
No. of leaflets distributed	3000				1000			
No. of booklets distributed to teachers and youth workers	3000			5000				
No. of DVDs distributed to teachers and youth workers	500	147		200				183
No. of education modules distributed to teachers and youth workers				1200	1100			
No. of posters distributed to teachers and youth workers				500				
No. of postcards distributed to teachers and youth workers				70,000				
No. of bookmarks distributed to teachers and youth workers				80,000				
No. of stickers distributed to teachers and youth workers					500			
No. of schools sent TLG info and link								1389

	Macedonia	Moldova	Romania	Serbia	Transnistria	Ukraine
No. of recorded TLG screenings in workshops*	114	1	5	74	9	113
Recorded no. of young people participating in TLG events	2596	30	42	1843	195	2451
Estimated no. of young people participating in TLG events through wider dissemination				120,000		
No. of teachers participating in TLG events	24	0	136	0	14	754
No. of health professionals participating in TLG events	0	0	0	0	0	0
No. of government officials participating in TLG events	5	0	0	90	5	0
No. of NGO workers participating in TLG events	0	0	0	62	25	0
No. of other professionals involved in TLG trainings	20	0	0	0	0	0
Total no. of professionals involved in TLG events	49	0	136	152	44	754
No. of peer educators involved in TLG events	0	0	36	106	25	0
Estimated no. of people who have seen the TLG film through media coverage/advertising	2000	38,010	0	2m	200,000	760,000
No. of leaflets distributed						
Nos. of booklets distributed to teachers and youth workers	500					
No. of DVDs distributed to teachers and youth workers						
No. of education modules distributed to teachers and youth workers	20				450	754
No. of posters distributed to teachers and youth workers						
No. of postcards distributed to teachers and youth workers						
No. of bookmarks distributed to teachers and youth workers						
No. of stickers distributed to teachers and youth workers						
No. of schools sent TLG info and link						

Please note that these numbers are not complete as some campaigns are still running.