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AN ROINN DLÍ AGUS CIRT AGUS COMHIONANNAIS
DEPARTMENT OF JUSTICE AND EQUALITY



RUHAMA
Supporting Women Affected by Prostitution

REACH Project

Initial Conference

5 March 2014

REPORT



Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive



An Ghníomhaireacht um
Leanaí agus an Teaghlach
Child and Family Agency



Department of
Justice

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DEPARTMENT OF JUSTICE AND EQUALITY



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Conference Agenda

- 9.30 - 10.00** Registration
- 10.00** Opening Address
David Gilbride, Anti Human Trafficking Unit
- 10.15** The lived reality of women and girls in prostitution who are victims or potential victims of human trafficking
Sarah Benson, Ruhama
- 10.30** How campaigns of this nature are developed
Trish Medcalf, Institute of Technology, Tallaght
- 10.45** Workshops
- 11.45** Workshops Feedback
- 12.30** Lunch
- 13.45** How men generally, and men who purchase sex, view women in prostitution and prostitution as a phenomenon
Monica O'Connor, Independent Researcher
- 14.00** How to run a successful campaign
Keith Murray, Ogilvy
- 14.15** Workshops
- 15.15** Workshops Feedback
- 15.45** Conference Close



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Background to the Project

The Anti-Human Trafficking Unit (AHTU) was successful in a proposal to the European Commission under its Progress Call for Proposals on Violence Against Women. The European Commission approved the co-funding of this Proposal which will span a period of some two years.

As the Progress Call for Proposals relates to Violence Against Women the project submitted by the AHTU primarily focuses on the issue of human trafficking against women and girls in terms of:

- Raising awareness of the issue (including rights of victims and supports available) among victims and potential victims;
- Promoting a message of zero tolerance of human trafficking as a form of violence against women and girls, among men and boys;
- Developing innovative training and support to frontline actors including the development of a 'mobile app'.

The Anti-Human Trafficking Unit is the chief applicant in this project working closely with Ruhama – an NGO which works on a nationwide basis with women affected by prostitution and human trafficking by offering them support and assistance. Other partners in this project include:

- The Health Service Executive
- The Child and Family Agency
- Department of Justice in Northern Ireland.

This conference is designed to bring together representatives from State and Civil Society across the island of Ireland to facilitate discussions on innovative approaches, through a series of workshops, on the following:

- Development of awareness raising activities targeted at women and girls who are victims/potential victims of human trafficking – information campaign to be developed and delivered by Ruhama;
- Development of awareness raising activities focussed on the buyers of sex – advertising campaign aimed at men and boys co-ordinated by the AHTU.

Welcome Address

Mr. David Gilbride who heads up the Anti-Human Trafficking Unit in the Department of Justice and Equality (the chief partner in this Project) opened the conference by welcoming all the delegates.

In his opening address he noted that the focus of this Project is on the issue of human trafficking of women and girls. The purpose of this initial conference is to garner the views and ideas of participants on the message that needs to be imparted and the mechanism by which that message should be imparted as regards the two campaigns of:

- Raising awareness of the issue (including rights of victims and supports available) among victims and potential victims of trafficking in human beings; and
- Promoting a message of zero tolerance of human trafficking as a form of violence against women and girls, among men and boys.

He asked participants, in developing ideas, to be aware that the budget is limited. However he encouraged participants to be creative and while some ideas might be outside of the budget they might trigger another, more affordable, option.

In speaking about the first campaign Mr. Gilbride noted that it is aimed effectively at women and girls who are victims or who are at risk of becoming victims of human trafficking. It is important that these women know that they have rights to protection and support. One significant group that is at risk of being trafficked for the purposes of sexual exploitation is women and girls involved in prostitution. He noted that the nature of prostitution has changed significantly in recent years; it is no longer indigenous Irish women working on the streets that dominate the sector. Rather, in recent years it is migrant women who are advertised on the internet that form the majority of women in prostitution. Mr. Gilbride noted that these women are harder to reach, especially using traditional methods and therefore reaching out to these women is the challenge.

Mr. Gilbride proceeded to outline the background and contributions that would be made by each of the speakers as follows:

- Sarah Benson from Ruhama to present on the lived reality of these women and girls thereby giving participants an insight into this group. He said that this would serve as a basis to think about messages that might resonate with these women and girls and encourage them to avail of all available supports and protection.

- Mr. Gilbride noted that the partners on this Project have been very conscious that they do not necessarily have the skills to develop either of these campaigns and it is for that reason experts from the advertising industry have been invited to present at the conference. Trish Medcalf, Lecturer in Advertising and Marketing from the Institute of Technology, Tallaght has kindly agreed to speak about how campaigns are developed.
- Mr. Gilbride noted that following workshops and lunch Dr Monica O'Connor will speak about how men and boys who purchase sex view prostitution and women in prostitution – this is the theme of the second campaign. He noted that consideration should also be given to creating awareness among all men and boys and not just those have purchased sex.
- Mr. Gilbride noted that the final presenter at the conference is Mr Keith Murray from Ogilvy Advertsing whose presentation will focus on the running of campaigns of this nature, pointers on how best to focus the message and how to successfully get the message out there.

Mr. Gilbride asked participants to be mindful that the purpose of the conference is to focus on human trafficking which is an incredibly serious offence. He noted that discussions throughout the day will be on prostitution as a context in which trafficking can occur. In concluding he left participants with this thought:

“Be tolerant of all ideas, no matter how small or strange they might seem ... the challenges are many and there is often more problems than solutions on the table”.

The lived reality of women and girls in prostitution who are victims or potential victims of human trafficking.

Sarah Benson, Ruhama

Ms. Benson gave a little background about Ruhama which is predominately a frontline service dealing with:

- women in prostitution (indoors and on-street);
- women exiting prostitution;
- women with a history of prostitution; and
- women who are victims of human trafficking for the purposes of sexual exploitation.

Ruhama's mission is to reach out and provide support to women affected by prostitution and other forms of commercial sexual exploitation; based on individual need, offer assistance and opportunities to explore alternatives to prostitution (exiting) and to work towards changing public attitudes, practices and policies which allow the exploitation of women through trafficking and prostitution. Further information on Ruhama can be obtained on the website www.ruhama.ie.

While acknowledging that there are other forms of human trafficking i.e. labour exploitation, forced begging, etc. Ms. Benson noted that the purpose of the REACH Project is to target women and girls who are at risk of or who are victims of sex trafficking and in the context of the commercial sex trade this would relate specifically to women and girls in prostitution. For this Project she noted the objectives of:

- increasing awareness of services and rights to vulnerable women and girls who may be victims or at risk of becoming victims and the need to increase the numbers reporting and accessing services.
- increasing the awareness of those who may be in direct contact with victims of the services and rights that are available.

She asked the audience to think creatively on ways to raise awareness, not exclusively on the services available to victims of trafficking but also on the manner in which trust can be built up with victims. Some thought should be given to where a victim might feel comfortable opening up about their situation e.g. at a location where they are in receipt of health services.

In terms of the sex trade in Ireland Ms. Benson noted that the sex trade is thriving and is not just confined to major cities and towns with an estimated 1,000 women and girls involved in the indoor sex trade. The use of the internet and mobile phones has meant greater anonymity and invisibility by pimps and

traffickers resulting in mostly indoor (as against on-street) prostitution. She noted that women involved in prostitution and trafficking continue to be criminalised, marginalised and isolated. There are negative health consequences (both physical and mental) for those involved who have been trafficked and for those involved in prostitution. Control of the Irish sex trade is by both domestic and international crime gangs. While it is predominately migrant women who are involved in prostitution, victims of trafficking can be and are Irish.

Ms. Benson noted the importance of the audience having an understanding of the reality of life for women and girls who are involved in prostitution or are the subject of trafficking for the purposes of sexual exploitation. She outlined some points of note in this regard:

- The lack of English language for many victims of trafficking can be a significant barrier.
- Victims of human trafficking may be Irish as crossing borders is not required for a person to be a victim of human trafficking.
- Debt – real or perceived. Persons in prostitution or persons who are victims of trafficking can be very vulnerable and have a genuine sense of obligation to ‘pay off’ a large debt that never gets paid off as it is constantly increasing e.g. the travel costs to come to Ireland.
- Threats may be another mechanism to keep a victim from leaving e.g. threats by traffickers to harm family members back home. There may not be locked doors keeping victims in place.
- Persons entrenched in the sex trade possibly following serious abuse and exploitation over a period of time can be very hard to reach.
- Deliberate restrictions by traffickers/pimps in terms of personal development, denied education, forced to move frequently, isolated, deceived as to rights, etc.
- Traffickers who give victims some freedoms e.g. limited freedom of movement, limited amount of money, etc. but involve them in criminality. This makes victim identification more difficult for the authorities.

Ms. Benson asked the audience to consider how best to reach these women and girls, to identify locations where they could be encountered e.g. health clinic and then how to engage them with a positive message. She noted also the additional barriers for migrant women and girls who are in prostitution or who are victims of trafficking in relation to their immigration status.

As a guide to the audience on developing messages and the modalities to deliver these messages Ms. Benson outlined some potential points of contact of women and girls in prostitution or who are subject to trafficking for the purpose of sexual exploitation namely:

- Gardaí/Police
- Dedicated Sexual Health or Prostitution Support Services
- Other Health Services e.g. maternity, social work, etc.
- Points of transit – airports, bus and train stations, etc.
- Migrant Support Services including migrant community groups
- On-line – recruitment websites, social media, etc.
- English language schools
- Legal referrals.

In conclusion Ms. Benson asked the audience (in their discussions in the workshops) to be mindful of the fact that while there is limited resources they should strive to be as creative as possible with the greatest impact. In terms of the message – what is the most effective thing to say and then where and how should the message be pitched to the greatest potential effect? She noted that following this conference Ruhama will take the proposals from the conference and put them to persons in prostitution including survivors of trafficking for the purpose of sexual exploitation with a view to getting their input as to what will or will not work in reality.

How Campaigns of this Nature are Developed.

*Trish Medcalf, Lecturer in Marketing,
Institute of Technology Tallaght*

Ms. Medcalf emphasised the importance of preparation – ‘You reap what you sow’. Start the process by doing good research in the beginning so that the outcomes will be more effective. Irrespective of which campaign is being run it is important to determine

- **What** you want to say
- **How** you want to say it
- **Where** you want to say it.

There are two ways to convey a message

- an emotional message which can either have a major impact on us or have the effect of switching us off;
- a rational message the purpose of which is to get fact and information across.

Ms. Medcalf noted that the company United Colors of Benetton had very stark imagery in the past e.g. image of three human hearts with the words ‘White’ ‘Black’ and ‘Yellow’ written on them. At that time United Colors of Benetton were in the top 5 Global Companies in the world. Current campaigns are more product focussed and United Colors of Benetton have relinquished their high standing as a top Global company. She showed a video (Embrace Ad) of an imagined car crash acted out by three actors in the living room of their home where they embraced life. The message was conveyed by way of images and no verbal communication. It had a positive effect without being too graphic. Ms. Medcalf made the point that a very graphic video of a car crash can have a negative effect whereby people will be more inclined to switch it off. She asked the audience to find a way to give a positive message, one that may affect a person emotionally and one that grabs attention. It is also important to create empathy, for example in relation to prostitution/sex trafficking, it could be your daughter, your sister, your mother.

Having developed the message it must be decided where you want to deliver the message. In making that decision it is important to identify which media sources the target audience for the message access. In today’s world social media should be at the heart of any campaign and there are a number of options in this regard – Snap Chat, You-tube, Twitter, Facebook. There is a blurring of lines between social media and traditional forms of media – radio, cinema, newspaper and on-line advertising. It is useful if you can identify a hook on which to hang a message for example the ‘blue heart campaign against human trafficking’.

Depending on the target audience it might be useful to examine the merit in advertising at major sporting events, to have a celebrity figure support to raise awareness about human trafficking. Ms. Medcalf made reference to a very effective ad in New York and under the heading Traffic Report (where one expects to hear about the build up of traffic around the city) it is stated – ‘Human Trafficking was reported in all 50 States last year’. She pointed out that a lot can be done at very little cost once the message is effective – hence target the audience.

Outcome of a short discussion with Presenters

There is a tendency for guilt campaigns to switch people off so that they don’t engage. It is therefore important that, in any campaign, you do not come across as too preachy. The closer the message is to what happens in the lives of the target audience the more it will resonate with that audience. Ms. Benson cited an anti-rape campaign advertisement which featured an image of a girl passed out on a couch with beer bottles on the floor beside her. The caption reads – Just because she is not saying **NO** does not mean that she is saying **YES: Don’t be that Guy**.

Feedback from Workshops

There were four workshops on the information campaign for potential victims/persons at risk of human trafficking and each of them were asked to consider the same two questions having regard to the aim of the campaign:

Aims of Campaign

Increase access by anti-trafficking actors to 'hard to reach' victims/potential victims of human trafficking, especially women and girls through the development of an innovative and focused awareness raising approach to informing them of their rights and of the supports that are available to them

and

Increase the levels of service used by 'hard to reach' victims/potential victims of human trafficking, especially women and girls, through encouraging them to come forward and avail of the existing supports through targeted communications activities utilising these newly developed approaches.

Questions

1. Considering the above aims of the campaign what is the essential message to be delivered?
2. What innovative approaches could be used to get this message to the target audience?

Workshop 1 – Facilitator – Ms. Patricia Stapleton

WHO - target victims of human trafficking for the purpose of sexual exploitation. Important to be aware that victims may be living in fear and how this fear can be addressed, especially where victims do not trust the police.

HOW – by what methods to get the message across. There are several means possible especially free services e.g. STI Clinics, frontline maternity services, etc.

WHERE – there are a number of places where the message could be delivered namely a dedicated website, posters, business cards in different languages, dedicated helpline number, etc. There is a need to have something about **rights**. Importance of having messages that is unique to locality and to keep the language **simple**.

Workshop 2 – Facilitator – Ms. Moira Leyden

In terms of developing messages it should be made very clear that the trafficking of human beings for the purposes of sexual exploitation is a **Crime** and the concept of Modern Day Slavery evokes images that people understand. As the message is to be given to victims of human trafficking for the purpose of sexual exploitation it would be important that the message would convey both trust and hope by developing the concept of a lifeline. To identify innovative approaches to delivering the message some suggestions included Social Media, video clips (the Embrace Ad shown by Trish Medcalf was complimented for the manner in which it delivered a clear message which was understood by everyone, yet not one word was spoken) and the creation of a culture of hope.

It was suggested that major sporting events would be an excellent platform to get out a message that human trafficking is a crime. It was considered important not to do guilt. It was noted that there is a cultural ambivalence to prostitution as it is not a crime but it would be important not to get sucked into current debates in political circles on the 'Turn off the Red Light' campaign. There was general agreement in the Group that the language must be kept **simple**.

Workshop 3 – Facilitator – Mr. Mick Quinn

- Who** - There are two distinct groups:
- Women who move around
 - Women who want help but are afraid to ask
- What** - A campaign that is **simple, pragmatic** and **helpful** with a focus on the immediate problem. There is merit in the use of a short catchy line like 'it does not have to be like this ...' – however it is important to get feedback on any message from women who are in prostitution. Also any support services that are promised must be available. The 'One Stop Shop' concept in Belfast was lauded as a best practice initiative whereby there is a coming together of a variety of services e.g. medical, legal, etc. in one place at the same time once a week - its existence was advertised at the start but now people attend on the basis of 'word by mouth' and it has proved very successful.
- How** - Any message that is developed should be delivered in a variety of ways so as to target different groups and also to involve Embassies from other countries.
- Where** - Some ideas included - milk cartons (as everyone buys milk so it would get into everyone's home; railway stations and bus stops; women's toilets; other services (health, immigration office, etc.) and via Social Media.

Workshop 4 – Facilitator – Mr. Barra O’Duill

It is important that service providers know how to recognise persons who may be potential victims of trafficking for the purposes of sexual exploitation and how to respond to them. They must have a good understanding of the context of women and girls in prostitution along with an appreciation of possible cultural differences.

The Group in this Workshop emphasised the importance of a **simple** and **clear** message and a guarantee that it is possible to deliver on the message. A message should demonstrate tangible benefits in moving forward. This could be done by a visual campaign to obviate any difficulties encountered by women and girls with literacy/language problems. There may be merit in using persons within communities who had previously been in prostitution or were victims of trafficking for the purposes of sexual exploitation to reach out to women and girls currently in prostitution or who may potentially be victims of trafficking for the purposes of sexual exploitation – this may help in the building of trust and facilitate any potential barriers women and girls may have with service providers and law enforcement. It would be important to look at other successful campaigns and take on board good ideas that could be implemented in this campaign.

Wrap Up from Workshops – Ms. Medcalf

In wrapping up the feedback from the workshops Ms. Medcalf said that the campaign should be about building trust, creating a sense of belief that lives can be improved as opposed to telling people what is meant by human trafficking. It is important that facilities/services promised are available and as a consequence their reputation will spread by word of mouth. The campaign should be about the victim and it should be simple, with a visual campaign being preferable and it should relate to the target audience. Ms. Medcalf noted that there was a lot of commonality between the workshops.

How men generally, and men who purchase sex, view women in prostitution and prostitution as a phenomenon.

*Monica O'Connor
Independent Researcher*

Ms. O'Connor emphasised the importance of understanding demand and pointed out that prostitution and trafficking for the purposes of sexual exploitation are inextricably linked. There are similar risk factors for entry into either prostitution and trafficking for the purposes of sexual exploitation. Where there is a supply of young women and girls, traffickers refer to them as 'fresh meat'.

As regards buyers Ms. O'Connor noted that the profile of the one in fifteen men in Ireland who reported that they buy sex tends to be highly educated; aged 20 to 40 years; married or in a relationship; access women and girls involved in both on-street and indoor prostitution either at lunch time or after work. This is not an activity that necessarily always happens late at night. An analysis of 1,000 reviews posted on the website 'punter.net' having regard to the text, views and motivation found that consumer discourse was money related i.e. value for money; the need for order forms containing details of the demands (body and sexual) sought from women and girls. Punters are seeking sexual gratification and demand that women and girls give the impression that they are enjoying the experience as opposed to performing in a mechanical manner with little empathy for the women and girls involved. International evidence shows similar patterns. For women and girls the threat of violence is always there but if they do what is asked there is a possibility that there will be no violence. There is no evidence that even clear indicators of a woman being coerced or vulnerable deters buyers and there is no evidence that buyers query where the women and girls come from or why they are in prostitution. Some buyers though have expressed shame and guilt. Ms. O'Connor spoke of possible deterrents – threat of a sex offenders' register; criminal penalties including imprisonment; public exposure; escalating fines or the impact of educational programmes.

In terms of running a campaign the questions which need to be asked include – What is the message? Who is the audience? Prostitution dehumanises women and girls. In any campaign message the legal context must also be considered. Ms. O'Connor noted the legal positions regarding prostitution in Ireland, the UK and also in Sweden. She made reference to a driving situation where a breach of driving rules result in the imposition of penalty point and/or a fine. The introduction of penalty points has served to educate drivers in relation to the rules of the road. It is a complex task to get the message out there that prostitution and trafficking for the purpose of sexual exploitation is harmful where in Ireland prostitution is legal and trafficking is not where the buyer knows that the woman or girl is a victim of trafficking.

How to run a successful campaign?

Keith Murray, Ogilvy

Mr. Murray works in advertising where he must engineer effectiveness into ad campaigns both in commercial and public service sectors. In many ways there is very little difference between commercial and public service campaigns, but in other ways they are completely different. Commercial advertising often chases broad commercial objectives such as increasing share by switching one brand to another similar brand. The idea is to move metrics like awareness, preference, brand love, etc. Public Service ads often face the challenge of initiating entirely new behaviours – the competitor being inertia – ‘do nothing’ or ‘do as I always do’. Public Service campaigns often seek to achieve objectives that are expressed in terms of reduction – lower crime, reduce violence against women, decrease incidence of binge drinking, etc. – by encouraging the audience to adopt new behaviours for example taking pre-emptive measures to deter criminals, report domestic violence or drink at your own pace.

Common themes and practices

For effective public service campaigns¹ the following rules should be applied:

1. Be Brave

Be brave to get noticed – if you don’t get noticed, everything else is academic. When you advertise you are competing for attention and your competitors are all those other people who advertise – McDonalds, SuperValu, Liberty Insurance, etc. Everyone is exposed to some 3,500 advertisements every day and we don’t notice most of them. So the important message is to make your ad more interesting than the 3,499 other messages your audience will be exposed to that day – Use humour, drama and even shock to captivate the audience. Also live by the motto – Just because it is right does not mean it is interesting – advertising that is not interesting does not get noticed even if it is right!

2. Be Creative

Advertising is fundamentally a creative endeavour – not so much creative with its execution, but creative with how to define/present the issue. By reframing the way the audience views the issue – by forcing them to sit up and think – a powerful line of engagement can be opened up with the audience. To give an example many people found the Census a bit Big Brother and a bit of a chore. So it was decided to reframe from a ‘top-down information gathering’ exercise to a ‘bottom-up empowerment opportunity’ – your opportunity to shape the country you live in, your opportunity to ‘Make your Mark’. If apathy, denial and inertia are all

¹ Views are informed by

The work of Les Binet from DDB in the UK
The IPA’s book – How Public Service Advertising Works and
Keith Murray’s own experiences

preventing the audience from engaging then reframe the problem. Present the facts in a new light, liberate new news or identify a new innocent victim – Children don't do what they are told but they will do what they see – follow in the footsteps of an adult so if the adult smokes the child will want to do the same.

3. **Be Realistic**

Briefs that set unrealistic expectations will not be effective for instance communicate too much information; target too many audiences and move too many metrics. It is important to be realistic in your expectations of advertising and if you wish to change a behaviour, identify a behaviour that advertising can realistically influence. Given that the human default state is inertia it is difficult to change any behaviour let alone one that is entrenched and resistant. Therefore many advertisers adopt a 'slow-turn' strategy – start by building intent to change and then ramp up the pressure over time until one day they give in and do as you ask. This is fine in theory but 'intent' is a pretty poor predictor of change. NHS Research in the UK suggests that 'intent' has only about 20% correlation with actual behaviour change. The advice therefore is to find a behaviour that you can actually change, even if it is not ideal for example when the NHS did not have any luck convincing busy Mums to switch from buying sugary soft drinks to milk they lowered their expectations and asked Mums to change from sugary soft drinks to sugar-free soft drinks and had much greater success. Similarly the NHS found that advertising was ineffective at convincing people to give up smoking for good, but it was brilliant at convincing them to give up smoking for 28 days – after which they were five times more likely to stay off cigarettes for good. Maybe advertising can't stop the perpetrators of domestic violence against women directly but it could mobilise an army of neighbours to detect and deter them.

4. **Be Precise**

It is important to be precise as to the nature of the problem and what needs to be done. To affect behaviour it is essential to look beyond the audience's automatic responses and your own automatic assumptions to understand in detail what lies behind people's action or inaction. When 'Safefood' undertook a campaign on obesity it was expected to be an information campaign because it was assumed that the root cause of the overweight problem was a lack of information to enable better eating. It was found that this was not the case, most people had the information and understood it – rather they did not think that the information was for them as they did not think that they were overweight enough to be at risk. Hence what people needed was a diagnosis. It is important to note that precision does not just apply to identification of the root causes of the problem but equally to the identification of the solution. Precise and directional instruction is more likely to initiate a behavioural response than general proclamations – prescribe a tangible action for example a charity looking for donations did not ask viewers to donate money and no donations were received. Always remember to prescribe a tangible asset:

- Give children smaller meals – reduce child obesity
- Stop for 28 days – may stop smoking for good for some
- Measure your waist – reduce overweight in adults
- Check your smoke alarm every Monday – a safe habit
- Make Monday meat-free – be conscious of dietary habits
- Call, even if you are not ready to talk – seek help.

5. **Be Emotional**

Humans are to thinking as cats are to swimming. We can do it but are not very good at it. Humans are generally led by emotions and gut instinct and rational thinking follows to support the decision made. Professor Geoffrey Beattle of the University of Manchester says:

'Emotion seems to be a primary determinant of our behaviour, influencing behaviour often before our conceptual understanding is in place ... much of what we think of as reasoning underpinning our actions is no such thing: it is merely the mind catching up and justifying what has already been decided for it through the semi-autonomous emotional system'.

So instead of our thinking driving our actions, it is often the other way around – our actions drive our thinking. This view is endorsed by Les Binet's study of 900 highly effective ad campaigns in the UK which found that in every category except direct response, emotional campaigns were more effective than rational ones. So the broad message is use emotion, not information!

Many Public Service advertisers take this lesson one step further and amplify the emotional volume of their ads by highlighting the 'emotional worst consequences'. Often this will not be a direct consequence of the behaviour (which the audience will probably be immune to anyway) – it will be something more surprising, something deeper and something deeply emotional. In a safe driving (wear your seatbelt) ad it is not the benefit of protecting yourself but the guilt of killing another that is used to encourage back-seat car passengers to wear seat belts.

6. **Be Lucky**

Luck plays a huge role – so the more you play by these rules the luckier you will be!

Feedback from Workshops

There were four workshops on the information campaign to promote zero tolerance of human trafficking among men and boys and each of them were asked to consider the same two questions having regard to the aim of the campaign:

Aims of Campaign

Help foster an atmosphere of zero tolerance amongst males engaging in behaviour that places women and girls in danger of being exploited and coerced by human traffickers through developing and implementing awareness raising approaches targeted at the buyers of sex, informing them of the exploitation and violence towards victims/potential victims of human trafficking, especially women and girls, that is caused by the demand for sexual services.

Questions

1. Considering the above aim of the awareness raising campaign what is the essential message to be delivered?
2. What innovative approaches could be used to get this message to the target audience?

Workshop 1 – Facilitator – Ms. Susanne Bradley

The target audience are the users. There is a need to humanise the victims and show them as members of families while at the same time shaming the buyers. The Group considered the merits of accessing schools with the message directed at both boys and girls. The involvement of social media and sporting events was also recommended. A further suggestion was that consideration should be given to the use of existing web sites or forums (used by women and girls in the sex trade) as a means of conveying information on the supports available.

Workshop 2 – Facilitator – Mr. Noel Clarke

It was noted in the first instance that the period of time for the workshop was too short. It was further stated that the aim of this campaign had sixteen different requirements – too much information - and therefore should be simplified. The campaign should be focussed and it was suggested that the focus should be on the one in fifteen men who purchase sex. A number of approaches were suggested as follows:

- arrest, name and shame – consider that the man/boy may have issues (lonely) and need support.
- point out that what they are doing is a bad thing, the behaviour should be stopped and to this end implement an education campaign.
- target and mobilise the partners of these men (60% are in a relationship) asking them to be more aware of family finances given that this is an expensive business.
- examine the possibility of imposing consequences for their actions e.g. deny travel visas, prevent them from working with children, etc.
- try to create a movement whereby if you pay for sex there is a probability that the person is a victim of human trafficking, your money is feeding the trade of the trafficking in human beings – Now You Know – where does it end.
- be nosy – a message for everyone – if you think something is wrong, it probably is wrong!

Workshop 3 – Facilitator – Ms. Gloria Kirwan

This Group considered that the emotional issue might resonate with the buyers of sex. It was suggested that the message of a campaign might target the family and work colleagues of buyers who would worry about the shame of being found out. The Group also identified the economic issue directed at partners (as suggested in Workshop 2). It was considered that there could be an education campaign around the issue of the dangers of this activity for men and boys. For these men and boys bring the message close to home by pointing out that this woman could be your daughter, your sister. The need to put in place supports for these men and boys should also be examined.

In terms of targeting men and boys the Group suggested:

- internet pop-ups especially on sites accessed by punters;
- social media outlets;
- events with high male audiences e.g. sporting events, trade union events, etc.;
- celebrity to raise the awareness;
- website for campaign;
- advertising in newsletters – Men’s Health magazine.

Workshop 4 – Facilitator – Mr. Barra O’Duill

This Group looked at the consequences for men and boys of the broader social impact in terms of family and friends – the shame of being found out and the possible health consequences for other as a result of their actions - the possibility of passing on sexually transmitted diseases to partners. It was felt that consideration should be given to the context in which sex of this nature happens with a view to targeting that context. It is important to target boys early so as to educate them not to get involved in activity of this nature.

Wrap Up from Workshops – Mr. Murray

In wrapping up following the feedback from the Workshops Mr. Murray noted that there was a consensus that the target audience should be the buyers of sex – the one in fifteen men and boys. The strategy should be to:

- humanise the victim;
- emphasise the shame for the buyer in being found out and the impact for family;
- amplify the dangers of purchasing sex – their own health and the health of their partners;
- target partners in terms of finances – do you know what is happening to your money?
- reframe the activity as one of rape – paid rape;
- involve neighbours and the community in general in being aware and reporting suspicions.

It could be the message that it is not worth it either emotionally or financially – the ‘Price is too High’ and endeavour to make men and boys feel that they are part of a bigger crime – a cog in the wheel!

The means by which the message should be disseminated could include:

- Social Media
- Schools
- Celebrities driving the message
- Sporting events
- Anywhere accessed by the punters
- Highlight the role of men and boys in a chain.

Tangible actions could be to encourage everyone to be nosey or to encourage men and boys involved in this activity to break the chain.

Conference Conclusion

The conference proved very successful in marrying the background of human trafficking for the purpose of sexual exploitation with the marketing of the message from a media/advertising perspective. The presentations were all very focused and useful in facilitating discussion and the generation of ideas in each of the workshops.

In moving forward with the campaigns the following needs to be borne in mind:

- **Message** – Need for a clear, simple message; not imparting too much information.
- **Target** – Identify the target audience; it may not be possible to reach everyone in this campaign but a target audience could prove more effective.
- **Media** – Most effective mechanism by which to reach out to your audience; make sure to access media used by the target audience.
- **Follow-up** – Evaluate impact of the campaigns.

APPENDIX 1

List of Attendees

Name	Organisation
Benson, Sarah	Ruhama
Boyle, Sr. Denise	Mercy Sisters
Bradley, Susanne	Department of Justice, Northern Ireland
Bunting, Gayle	Invisible Traffick
Burke, Ann	Invisible Traffick
Candon, Susan	Office of the Refugee Applications Commission
Clarke, Noel	Former member of An Garda Síochána
Collins, Noelle	Women's Aid, Northern Ireland
Connolly, Paula	COSC
Coyle, Gerardine	Anti-Human Trafficking Unit
Coyle, Sheena	An Garda Síochána
Crilly, Mary	Cork Stop Sex Trafficking
De Baroid, Cora	Women's Aid, Northern Ireland
Dillon, Ruth	Anti-Human Trafficking Unit
Gilbride, David	Anti-Human Trafficking Unit
Glennon, Peter	US Embassy
Griffith, Tom	US Embassy
Hamilton, Michael	An Garda Síochána
Hennessy, Carmel	Women's Health Service, Health Service Executive
Holmlund, Hazel	Soroptomist International
Holmlund, James	Ballymena Inter Ethnic Forum
Joyce, Corona	Economic and Social Research Institute
Keaney, Joe	Office of the Refugee Applications Commission
Kelly, Rachel	Police Service of Northern Ireland
Kirwan, Gloria	Trinity College Dublin
Latham, Linda	Women's Health Service, Health Service Executive
Leyden, Moira	Irish Congress of Trade Unions
Marshall, Philip	Police Service of Northern Ireland
Medcalf, Trish	Tallaght Institute of Technology
McDonagh, Rebecca	Pavee Point
McGrath, Gerry	An Garda Síochána
McGrath, Kathryn	Women's Health Service, Health Service Executive
McKee, Elizabeth	North Down and Ards (ACT)
McKelvey, Barbara	Irish Nationalisation and Immigration Service
McKeown, Claire	An Garda Síochána
Molloy, Paul	An Garda Síochána
Monahan, Barbara	Child and Family Agency
Murray, Keith	Ogilvy

Name	Organisation
Neill, Matthew Nurse, Diane	Department of Justice, Northern Ireland Health Service Executive
O'Brien Green, Sioban O'Connor, Monica O'Donovan, Patricia O'Donnell, Maeve O'Driscoll, John O'Duill, Barra Okomkwo, Amaka O'Neill, Alan O'Reilly, John Parsons, Mark Patterson, Deborah Petoia, Evelyn Pohjolainen, Laura	University College Dublin Independent Researcher Women's Health Services, Health Service Executive International Organisation for Migration An Garda Síochána Anti-Human Trafficking Unit AKIWDA Mens Development Network An Garda Síochána Police Service of Northern Ireland Police Service of Northern Ireland Legal Aid Board Pavee Point
Quinlan, Patrice Quinn, Mick	Cork Stop Sex Trafficking Anti-Human Trafficking Unit
Redmond, Alison Robinson, Jill Rosenstock Armie, Heilean Rowley, Gerardine Ryan, Mary Ryan, Ultan	Department of Justice, Northern Ireland North Down and Ards (ACT) Immigrant Council of Ireland Ruhama APT Reception and Integration Agency
Stapleton, Helena Stapleton, Patricia	Anti-Human Trafficking Unit Doras Lumini
Tallis, Joanne Taylor, Catherine Tinsley, June	Women's Health Service, Health Service Executive Police Service of Northern Ireland Barnardos
Walsh, Sean Wilson, Gemma Wood, Malcolm	An Garda Síochána No More Traffick Home Office, Northern Ireland
Yonkova, Nusha	Immigrant Council of Ireland

APPENDIX 2

Slides used by Presenters

Ms. Sarah Benson

Ruhama

Ms. Trish Medcalf

Tallaght Institute of Technology

Ms. Monica O'Connor

Independent Researcher

APPENDIX 3

Feedback on the Conference



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REACH PROJECT OPENING CONFERENCE

The organising committee hope that you found this conference both useful and practical and that the aims of the Conference were met. In order to assist with preparations for future events please take a few minutes to complete this feedback sheet and provide your opinions on the events of today.

Thank-you

Was there enough time allocated for workshops?	☺	☹
Did the content of the conference meet your expectations?	☺	☹
Were you satisfied that the conference aims were met?	☺	☹

Venue

	Very Poor ☹	Poor ☹	Neutral ☹	Good ☺	Very Good ☺	Excellent ☺
How would you rate the hospitality and facilities provided for the conference?						



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Presentations

	Very Poor	Poor	Neutral	Good	Very Good	Excellent
How would you rate the topics of the presentations?	☹	☹	☺	☺	☺	☺
How do you rate the relevance of the content of the presentations?	☹	☹	☺	☺	☺	☺

Workshops

	Very Poor	Poor	Neutral	Good	Very Good	Excellent
How helpful did you find the discussion at the workshops?	☹	☹	☺	☺	☺	☺
How relevant are the actions?	☹	☹	☺	☺	☺	☺

Following this Conference, have you considered what further training needs your organisation might have and how they may be addressed.

Thank you for taking the time to complete this questionnaire



FEEDBACK

A total of 29 Conference Feedback Sheets were completed providing the following information:

Sufficient time allocated for workshops	66% ²
Conference content met expectations	100%
Conference aims met	97%

In response to the question on the discussions in the workshops and the relevance of the actions, the majority of the feedback ranged from good to excellent. However, 5 people gave neutral³ responses in relation to the relevance of the actions and 2 people gave a neutral response in relation to the helpfulness of the discussion.

In response to the question on further training it was suggested that there should be more training within An Garda Síochána and possibly a training package specifically aimed at police officers. It was considered that advertising training in the nature of 'how to target your audience' and 'developing advertising possibilities' would be useful. Awareness raising training previously undertaken should be revisited.

Some General Comments:

Excellent Conference. Thank you for a very interesting and thought provoking day.

Outstanding presentations. Presentations on how to organise a campaign were particularly interesting and well linked to the subject matter. Very informative, interesting and good clear speakers.

Need more time for workshops. Enough time in the morning but not in the afternoon.

² Of the 34% who did not consider that there was sufficient time for the workshops this mainly related to the workshops in the afternoon.

³ Neutral is midpoint between Very Poor and Excellent