

Changing Public Attitudes: Using evidence to drive campaign & advocacy work

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The Tripartite Action to Protect the Rights of Migrant Workers within and from the Greater Mekong Subregion (GMS TRIANGLE project) is a five-year project that aims to strengthen the formulation and implementation of recruitment and labour protection policies and practices in the Greater Mekong Sub-region, to ensure safer migration resulting in decent work.

The project is operational in six countries: Cambodia, Lao PDR, Malaysia, Myanmar, Thailand and Vietnam. In each country, tripartite constituents are engaged in each of the GMS TRIANGLE project objectives:

- Strengthening policy and legislation
- Building capacity of stakeholders
- Providing services to migrant workers

These goals are interdependent, with policy advocacy and capacity building activities driven by the voices, needs and experiences of workers, employers and service providers.



Why evidence-based campaigning is necessary

Presentation outline

Working on several levels, all grounded in factual research and evidence

What do we know? How do we increase objectivity?

- Countering factual misperceptions about migrant workers with the Thai public
 - In the media
 - Using evidence-based research
- Providing viable options for individual behavioural change
 - Domestic Workers campaign
- Driving long-term shifts in migration management
 - Through the *Saphan Siang* Youth Ambassadors project



How is migration reported in the media?



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- Subjectively!
- Focus on numbers – not data
- Focus on control of immigration/borders
- Concerned with the impact on the local economy and local jobs
- Crisis mentality – migrants seen as being driven by poverty and persecution
- Particular focus on (sex) trafficking and ‘slavery’ (also, conflation of trafficking and sex work)
- What immigrants? “Expats” vs. “migrant workers”



Sex trade and forced labour thrive on Asia's illegal migrants

SONIA KOHLBACHER | THE AUSTRALIAN | MARCH 23, 2015 12:00AM



“P” was only 17 when she was lured from her provincial Cambodian home into Asia's sex trade. But she is also one of the few to escape.

Malaysia to Deport 70,000 Illegal Indonesian Migrant Workers: Source

By **Edi Hardum** on 04:53 pm Dec 09, 2014

Category **Featured, Front Page, News**

Tags: **Indonesia-Malaysia relations, Indonesian migrant workers**



Malaysia is a popular destination for Indonesian migrant workers due to the country's high wages and safe working conditions. (Reuters Photo/Bazuki Muhammad)

NEWS > POLITICS

Leave childcare to Thais, doctor urges

4 0
Tweet 8+1

8 Aug 2014 at 08:03 3,811 viewed 8 comments
NEWSPAPER SECTION: NEWS | WRITER: SUNTHORN PONGPAO

Ayuthaya — A paediatrician is concerned about parents hiring migrant workers as babysitters, saying they put their children's development at risk at a crucial early age.



Duangporn Asvarachan, also deputy director of Phra Nakhon Si Ayutthaya Hospital, said parents should understand the influence of babysitters and domestic helpers from different cultural and social environments.

Dr Duangporn raised the concerns after seeing large numbers of migrant workers register as babysitters and domestic helpers. She is in charge of medical check-ups for the registered workers.

The CAMBODIA DAILY

All the News Without Fear or Favor | The Daily Newspaper of Record Since 1993

ME

Government Approves Pact to Send Maids to Malaysia





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ASIAN 2006
DECENT WORK
DECADE 2015



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A better world starts here.

Public attitudes survey



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- In 2011, the ILO conducted a survey on public attitudes towards migrant workers – testing knowledge, attitudes and practices (KAP)
- Four major destination countries: Thailand, Malaysia, Republic of Korea and Singapore
 - Provide the evidence base for ongoing campaign work in Thailand and Malaysia

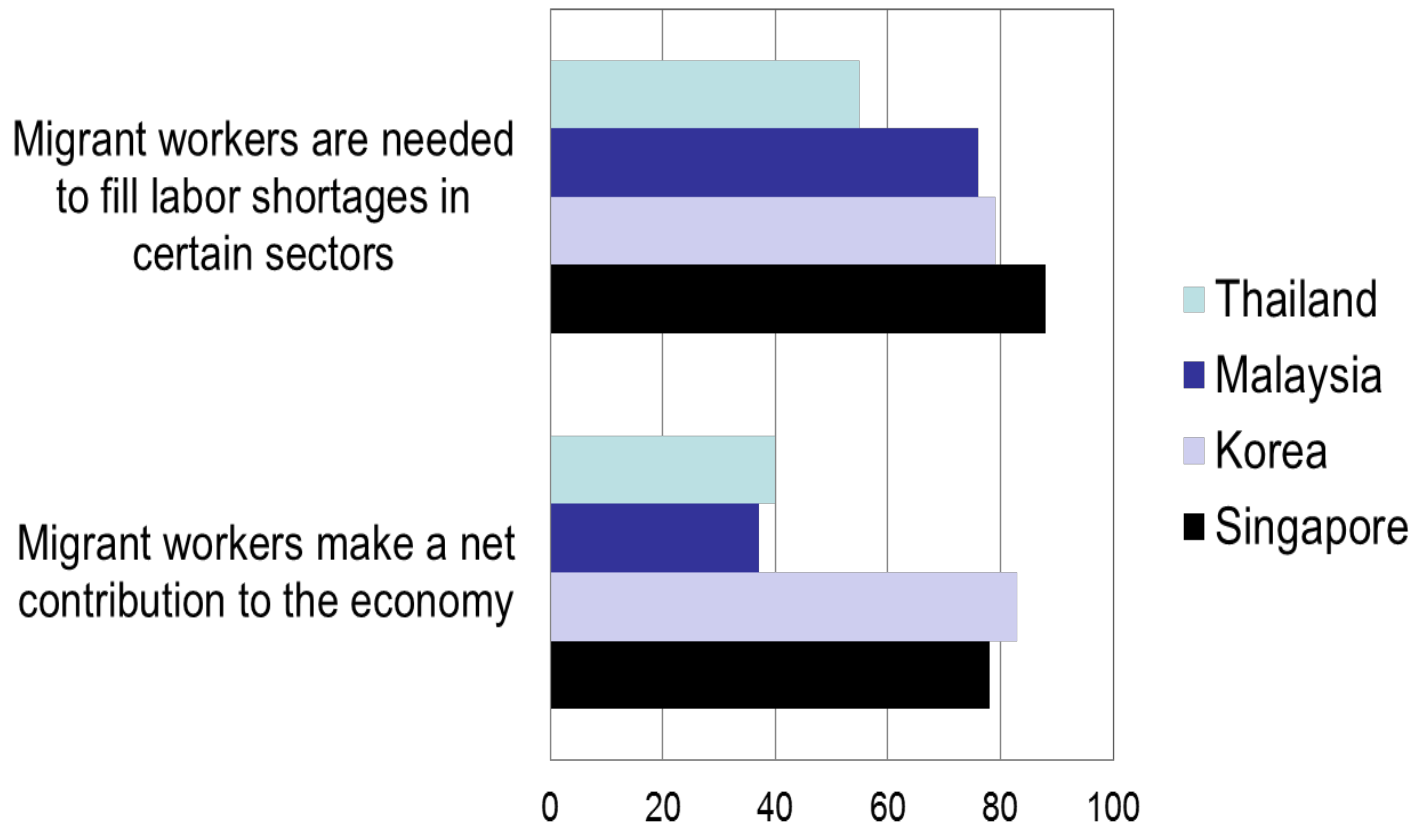


Knowledge



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Proportion of respondents believing these statements to be “True”

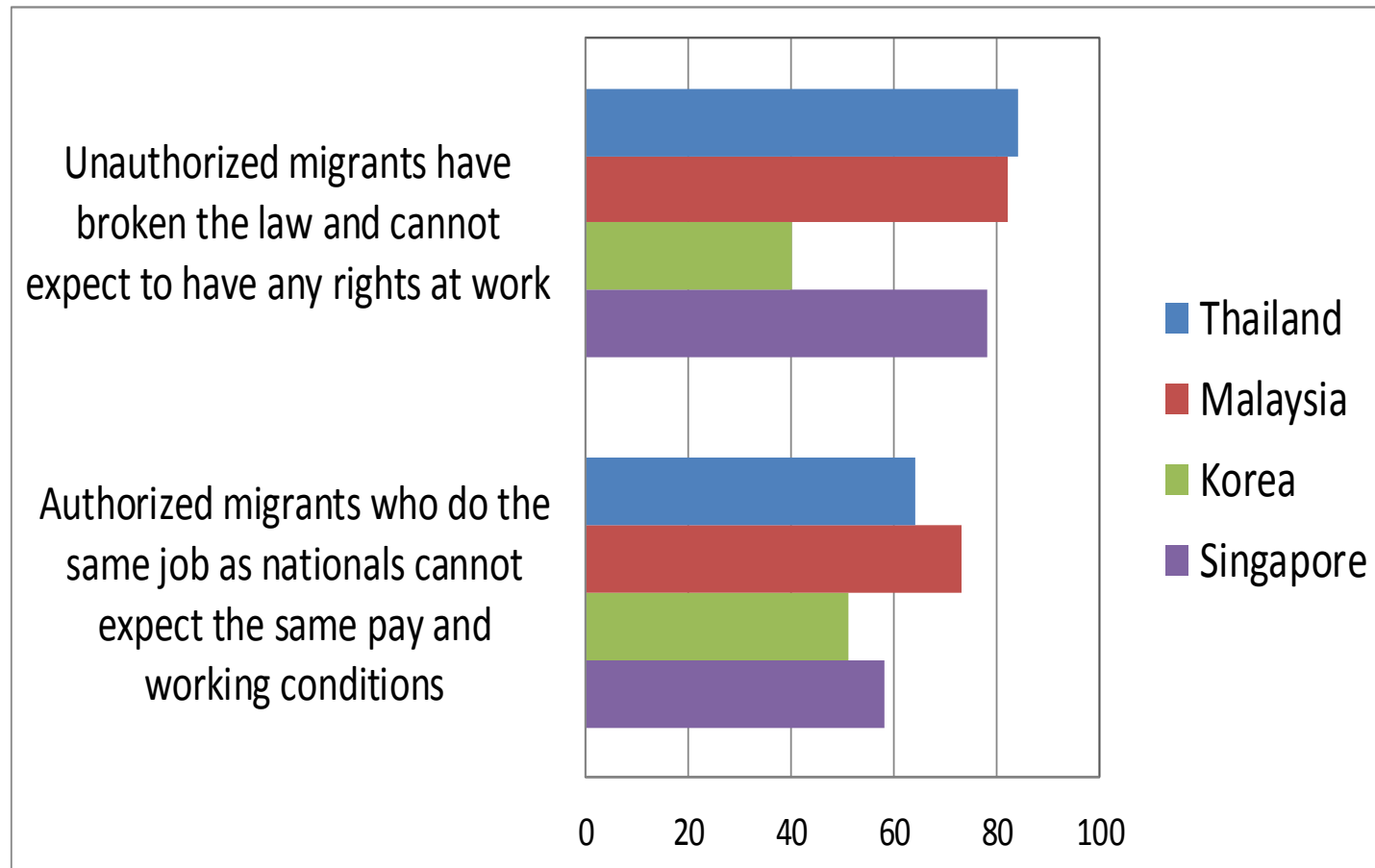


Attitudes



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Proportion of respondents that “Agree to some extent” or “Agree completely”

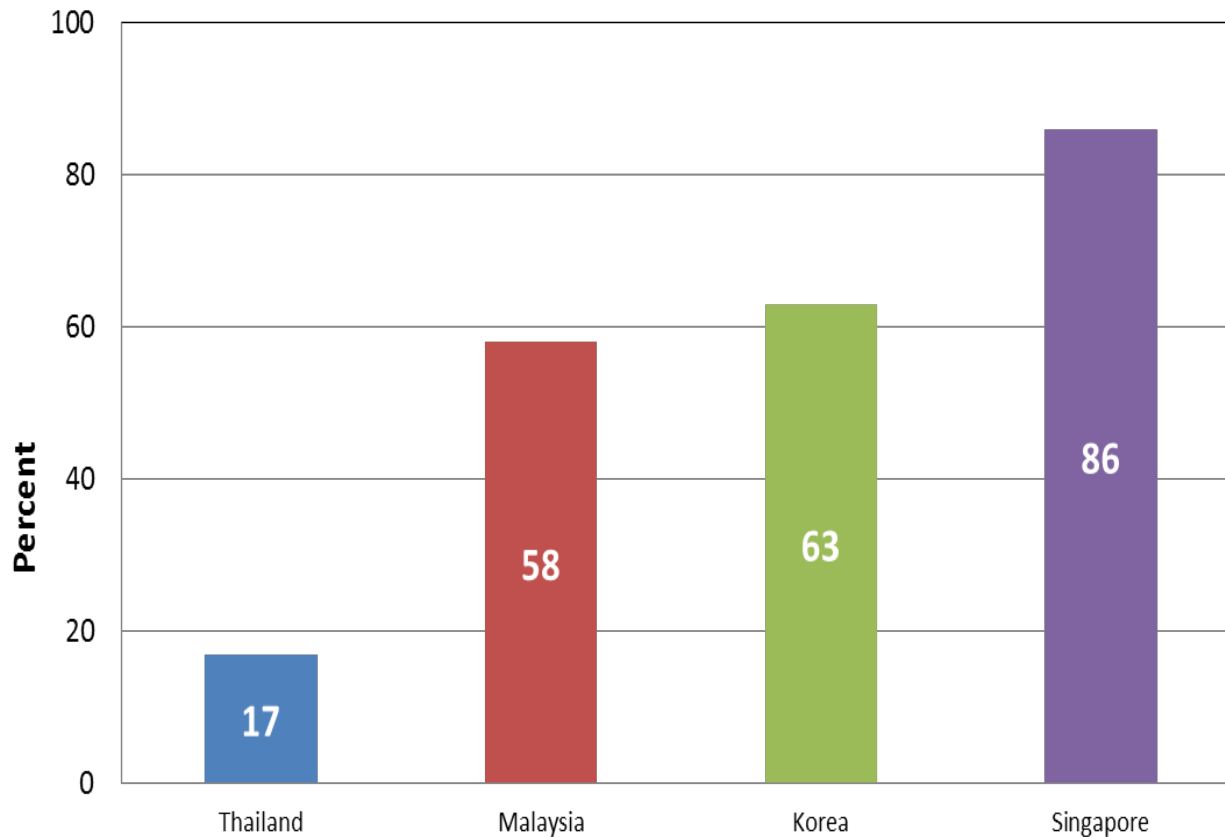


Relationship with migrant workers



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Know migrant workers personally?



Study conclusions



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- People who interact with migrants tend to hold more positive views about migrants and migration
- There is limited knowledge about the real impact of migrants on society and the economy
- Generally, there is recognition that migrants are needed to fill certain jobs, but *limited awareness about their rights*



Countering myths with facts



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Saphan Siang Special



Increasing empathy – for viable behavioural change



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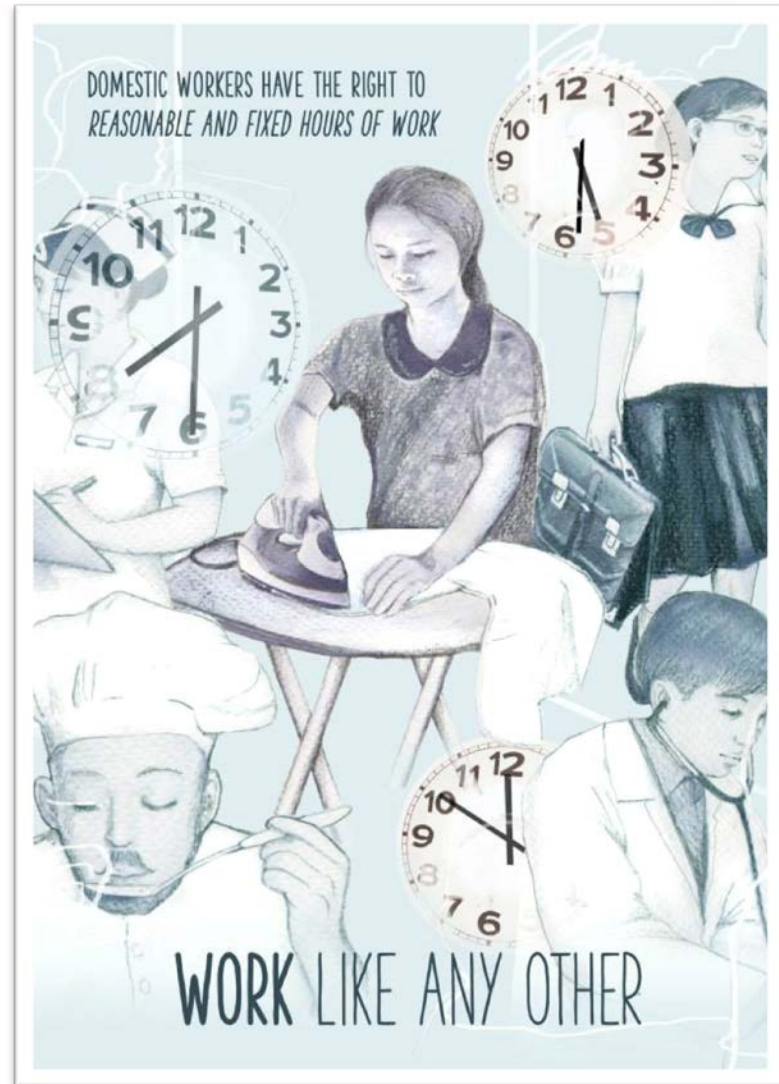
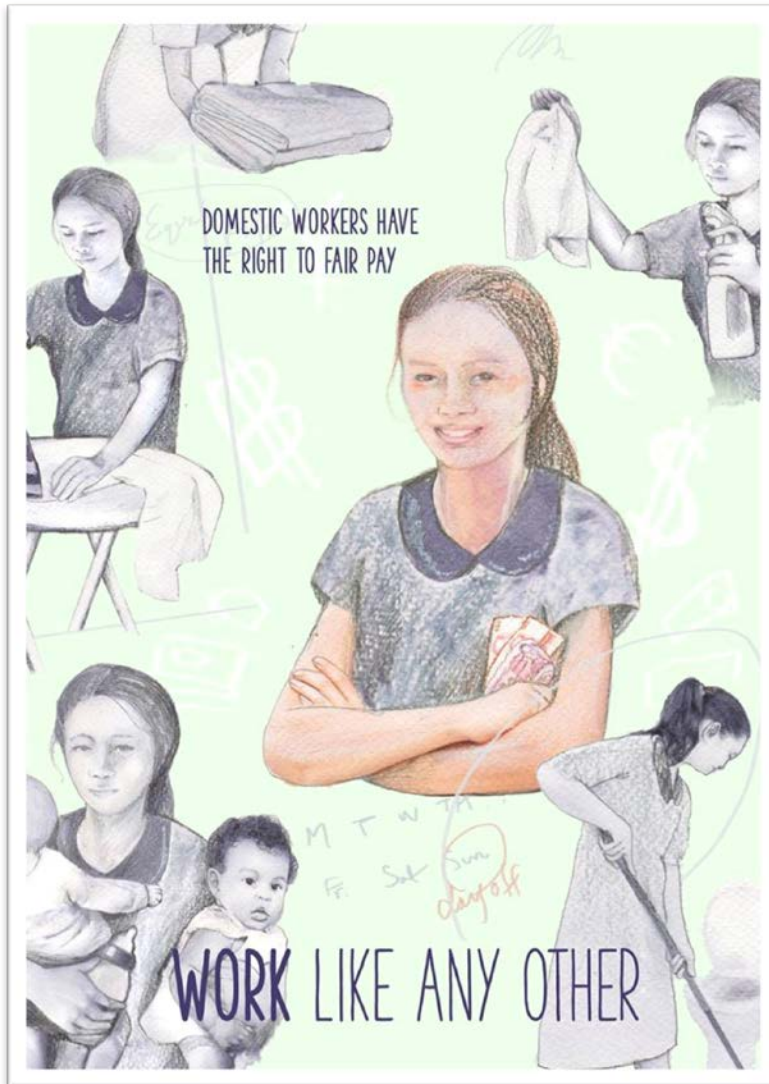
Migration Works PSA



Domestic Work – encouraging ‘personal ratification’ of C189



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Driving long-term policy change



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Saphan Siang Youth Ambassadors programme encourages long-term interaction with migrant worker support groups and migrant workers themselves

- 20 Youth Ambassadors/10 civil society groups

“The experiences at these institutions made me more vocal for the migrant workers. Whenever I have the chance, I do not think twice to recount and expound the hardships faced by the migrant workers to my families and friends” – SSYA Paing Hein Htet, Human Rights and Development Foundation, Bangkok Office.

“Saphan Siang has become the bridge for me and other young people to gain invaluable experience from working with the host organizations while helping others” – SSYA Wipanan Tanthanasarn, World Vision Foundation of Thailand (ETIP).

“Achieving a better living is I think what most migrant workers hope for. Notwithstanding such common aspiration, there is not enough public empathy and space for migrant workers to express their needs, their hope becomes confined if not shattered. Through *Saphan Siang* activities, we were able to contribute and create a positive change for migrant and local population” – SSYA Duangtha Mongpha, Human Rights and Development Foundation, Bangkok Office.





Saphan Siang Youth Ambassador Programme



Communication that drives public support and behavioral change



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The need to frame campaign and advocacy in ‘Theory of Change’

Theory of change enables campaign designers to factor in the *planning* of activities in connection to *outcomes* that intends to achieve, as well as variables through which intended changes (e.g. behavioural change) are thought to take shape.

- Employed agenda-setting process that was informed by empirical research.
 - *Example:* counter myths and misconceptions of migrant workers through campaign activities.
- Focussed on creating interaction between migrants and nationals to foster greater understanding and empathy.
 - *Example:* created spaces for discussion on issues through outreach events and through an active online community.
- Directly engaged target audience including youth (online and offline)
 - *Example:* changing perception through Youth Ambassador and Community Outreach programmes. These attitude-changing messages have been further highlighted through online platforms and media partners.



Communication that drives *policy change*



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The need to involve attitude-influencers and affected parties

Although achieving attitudinal change objective takes time and requires a certain level of public support, reaching meaningful impact demands a great involvement of attitudes-influencing parties that can, in turn, influence popular public opinions.

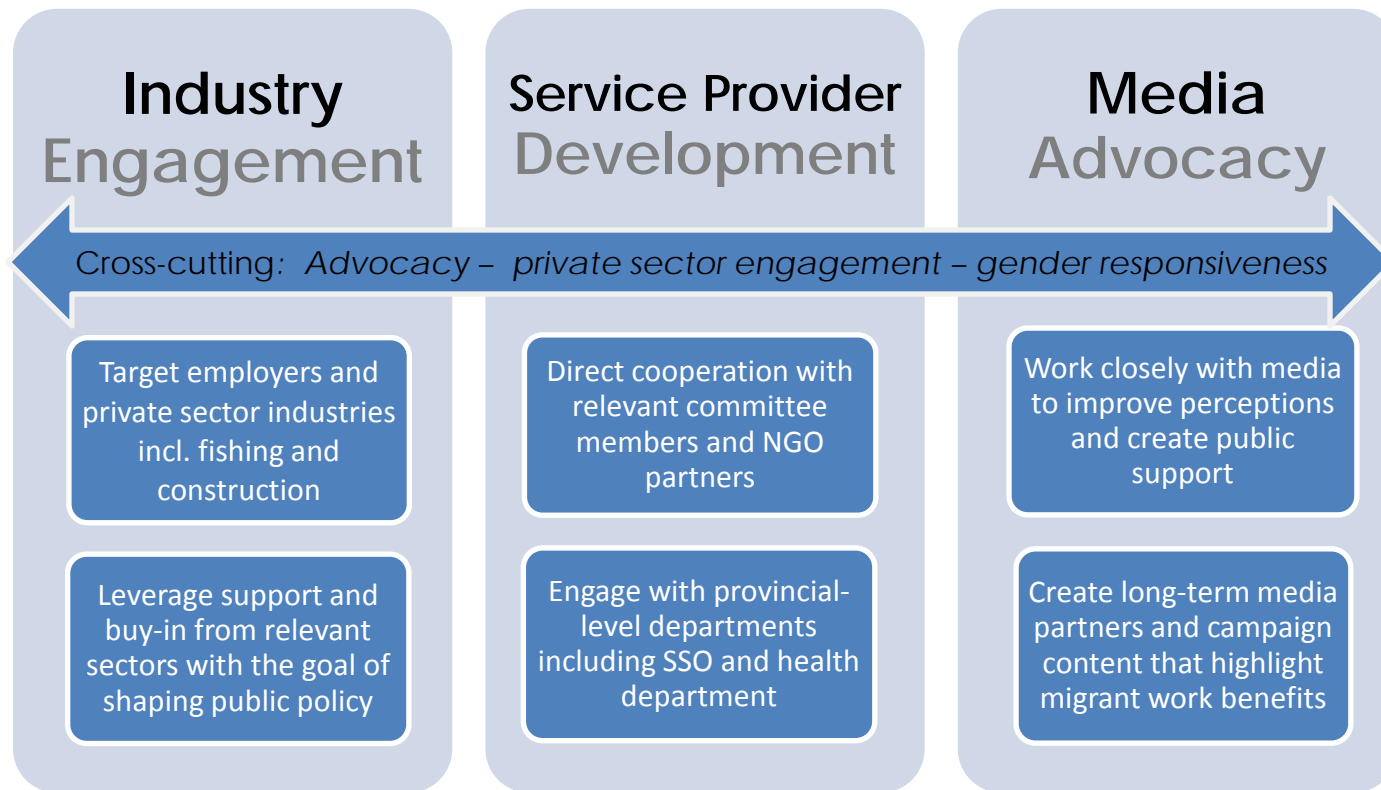
While improved public perceptions on migrant workers can play a role in influencing policy, the reverse is true. In addition to direct public engagement, communication strategy must pay greater attention on *media* and *policy* agenda-setting.

- Involve local governments and service providers through existing NGO partners in provinces with a high number of migrant workers to promote the benefits of labour migration and the need for long-term social cohesion.
- Involve the private sector and employers in capacity building workshops aimed at educating on the value of migrant works and contribution to growth and development.
- Expand and systemize the campaign and advocacy work in other ASEAN countries.



Campaign & Advocacy

Way forward (Phase II)



Measuring migration beyond numbers...



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- The need to factor in the value of migrant work beyond the ‘worth’ of migrant workers or how much they make. Public perceptions, particularly those informed by prejudicial attitudes can lead to negative actions, including rights violations, abuses and exploitation of migrants evident in many receiving countries.
- The human cost of migration must be taken into consideration in addressing migrants contribution to growth and development. Beyond the push/pull factors, migrant workers deserve the same basic rights, labour standards and social protection as local workers.

‘We have a system at present that doesn’t incentivise politicians to do anything about migrants, so you see stereotypes like “migrants take jobs”, “migrants are terrorists”, “migrants are security risks”, “they are criminals”, “they bring illnesses”, all these stereotypes that have been demonstrated to be false by social science simply continue to be in the public discourse because no one is speaking up against them, neither the migrants nor we citizens.’

- François Crépeau, the UN special rapporteur on the human rights of migrants



Thank you!

For more information, please contact:

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