



STOP THE DEMAND FOR TRAFFICKING IN WOMEN & CHILDREN

THE CAMPAIGN: 2007-2010

UNANIMA International believes that the buying and selling of human persons, especially women and children for sexual exploitation, is today's most common form of slavery. UNANIMA is beginning a campaign to counter human trafficking through efforts to stop the demand for the purchase of women and children — an approach that has yet to receive the same attention as that given to protecting and reintegrating victims who have already been trafficked.

Campaign phases

Phase 1: 2007-2009

The first phase of the campaign aims to educate the members of UNANIMA International and other key leaders in our ministries of education, healthcare, human development and policy development who will assist in the implementation of the campaign. It will give them the necessary information and tools they will need to work on the campaign to stop the demand for human trafficking.

Phase 2: 2009-2010

The second phase of the campaign will focus on youth. The key audience will be the current and potential users of commercial sex (primarily boys and men) with the purpose of contributing to the development of masculine identity that respects and values all human beings equally and sees sexual exploitation of women and children as unacceptable. This campaign also aims to foster in girls and women a sense of their own dignity and worth and a rejection of the efforts of society to view their bodies as commodities to be bought and sold.

In both phases of the campaign, the underlying message will build on positive images of men and women. It will also highlight the danger of legalising prostitution, one of the "root causes of sex trafficking and a gift to pimps, traffickers and all the sex industry."¹

Throughout the campaign we will network with other nongovernmental organisations who are also working to stop the demand for human trafficking.

Where will the campaign take place?

The campaign will begin in the home countries of UNANIMA members. These are countries of origin, transit

and destination for human trafficking, and places of internal trafficking and sex tourism: United States, Canada, Italy, Australia, India, Pakistan, Spain, Ireland, United Kingdom, Brazil, Nigeria, Honduras, El Salvador, Philippines, and Mexico.

The educational project will eventually be available in every country where UNANIMA International members are located.

Training materials

UNANIMA aims to provide pedagogically sound training materials that can be adapted for use both nationally and internationally:

- posters
- booklets
- powerPoint presentations
- online training
- prayers and rituals
- theological framework for training promoters of the campaign
- group discussion and facilitation techniques
- role playing
- kits for schools that integrate human trafficking data and information into the educational curriculum
- evaluation and feedback material

Evaluation of the campaign

At the end of the first phase of the campaign, UNANIMA will develop evaluation tools to monitor the campaign. Questionnaires (paper or electronic) will be provided to UNANIMA members worldwide to measure the impact of their interventions, and to give the UNANIMA Board an overview of actions taken. Interviews, panel discussions with trainers and other evaluation tools appropriate to the situation in each region will be used. The information will be compiled and summarised in a first annual report, to be issued in December 2008. This report will orient the second stage of the campaign.

At the end of the second phase of the campaign a similar evaluation will take place with a view to determining the future of the campaign.

1. Janice Raymond, Coalition Against Trafficking in Women.

