



Dream Umbrella by IOM Mongolia

Dream Umbrella is a TIP information campaign implemented by IOM Mongolia, in close coordination with the Ministry of Justice and Home Affairs, and with the technical and creative support of Medius LLC in March 2021. The campaign was produced in partnership with the Government of the Netherlands as part of the project "Strengthening Mongolia's Efforts to Prevent and Respond to Human Trafficking."

The campaign's activities - including a journalist training, the distribution of content across five platforms, the development of Mongolia's first chatbot for counter-trafficking and the creation of two murals – achieved more than 26 million impressions in just one month.

Why Dream Umbrella?

Traffickers take advantage of people's dreams in order to exploit them. Dream Umbrella is a call to protect one's dreams under the umbrella of knowledge about what human trafficking is and what the signs of exploitation are, with open discussion about job opportunities and migration decisions.



60 journalists
trained



19,737 engagements
on Facebook



26 million
impressions across
all platforms



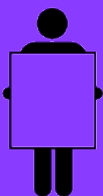
12 missing girls
found



2 murals



47 news articles



21 posters
designed



254,187 online
video views



231 radio
broadcasts



9 videos produced



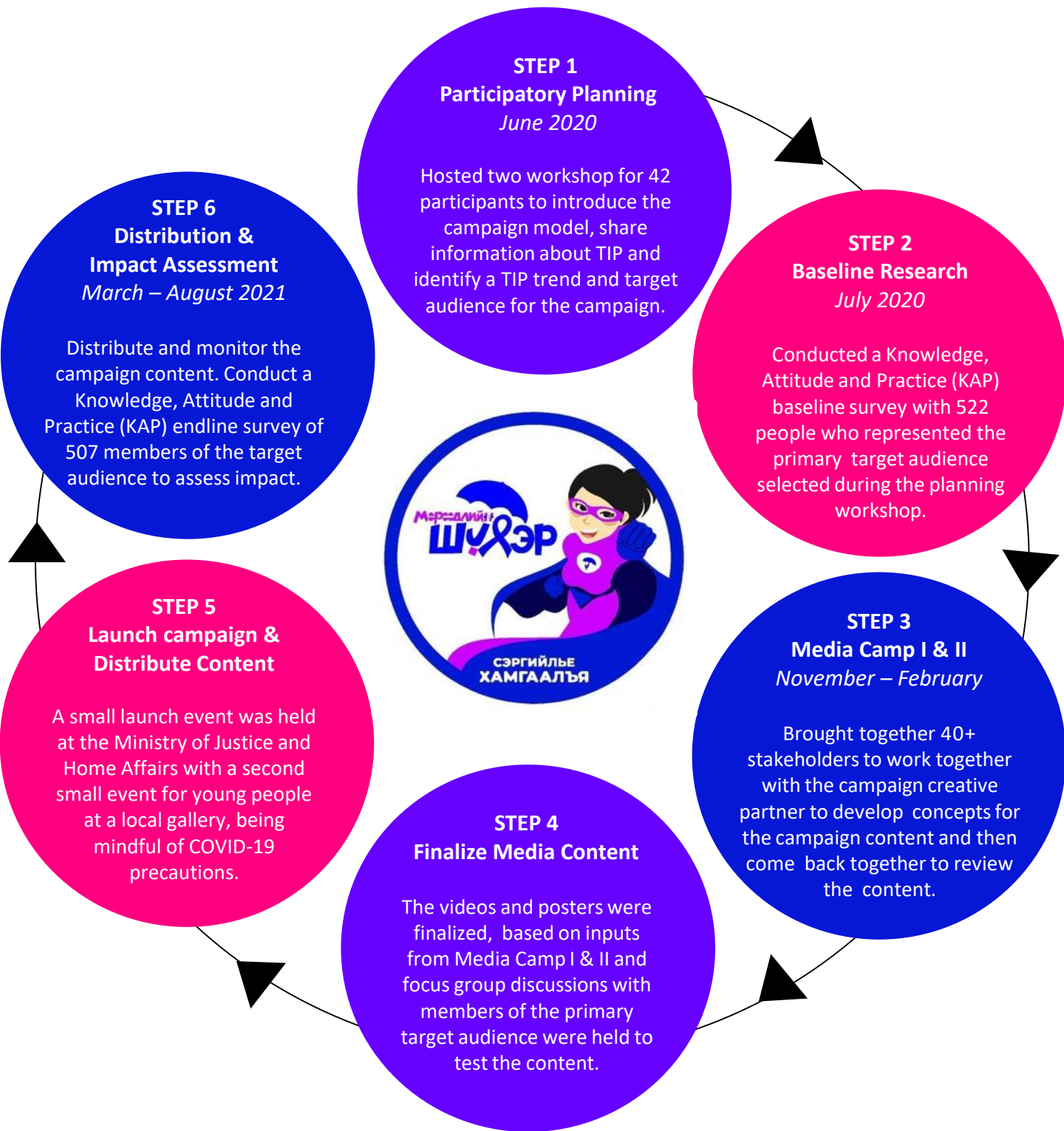
82 messages sent
to chatbot



42 TV
broadcasts

CAMPAIGN MODEL

Dream Umbrella is based on the IOM X Communication for Development (C4D) model, a participatory and targeted communication campaign approach aimed at addressing prevalent knowledge, attitudinal and behavioural gaps with regard to TIP and exploitation, and providing concrete and measurable calls to action.



CAMPAIGN DESIGN

Most Mongolian trafficking victims come from rural and poor economic areas, with Ulaanbaatar and Darkhan Uul recording the most significant number of trafficking cases. Mongolia is a central source and destination for human trafficking, especially in the form of sexual exploitation. According to police data, some 40 individuals were trafficked from rural communities into cities, within Mongolia and abroad in 2020. A key obstacle in preventing human trafficking is lack of awareness of vulnerable groups as well as general audience of human trafficking crime and on protective behaviors to mitigate its risks.

PARTICIPATORY PLANNING WORKSHOP

At the **Participatory Planning Workshop** on 18-19 June 2020, there were 42 attendees who participated in two separate groups to adhere to COVID-19 gathering restrictions. The participants included representatives from law enforcement, policymakers, service providers from state and civil society organizations, private sector and media. The workshop was opened by Mrs. Nyamgerel, Head of the Sub-Council to Combat Human Trafficking.

The following focus for the campaign was prioritized by this group:

TIP TREND TO ADDRESS	Young women being sexually exploited in Mongolia or abroad, as a result of a lack of knowledge about human trafficking and sexual exploitation, and accepting, or remaining in, jobs that are exploitative.
PRIMARY AUDIENCE	Women between the ages of 18-27 across Mongolia with a focus on on Ulaanbaatar and Darkhan Uul.
SECONDARY AUDIENCE	Parents of girls and young women across Mongolia with a focus on Ulaanbaatar and Darkhan Uul.
DESIRED CHANGE	Women in Mongolia, particularly those in Ulaanbaatar and Darkahn Uul, and their parents, understand TiP and sexual exploitation, know the signs of exploitation, and know how to access help.



RESEARCH

Following the initial planning workshop a baseline survey was conducted in July 2020 with 522 people in Ulaanbaatar and Darkhan Uul to better understand the levels of knowledge, attitudes and intended practices (behaviours) toward TIP and sexual exploitation.

The characteristics (pictured on the right) formed the criteria for the respondents of this survey.



KEY FINDINGS FROM SURVEY (n=522)

Over 90 per cent said they decide where to work on their own with very limited influence from others.	83 per cent indicated that they were either not aware of TIP or aware but didn't know much about it.	Of those who had some familiarity with TIP, 80 per cent said they heard about it from news and media reports.	Only 30 per cent in Ulaanbaatar and 23 per cent in Darkhan Uul knew common trafficking for sexual exploitation practices.	Only 31 per cent of respondents in Darkhan Uul intended to seek information about risks and how to avoid them when considering a job opportunity.
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MEDIA PROFILE OF RESPONDENTS

Ulaanbaatar (n=368)	Darkhan Uul (n=154)
Most used: 92% internet, 39% television, 1% newspaper	Most used: 95% internet, 16% television, 2% none
Most watched TV programs: Movies, drama series, local news, reality shows	Most watched TV programs: Drama series, reality shows, movies, local news
Most used social media: 98% Messenger, 97% Facebook, 67% Instagram, 55% YouTube	Most used social media: 97% Messenger, 96% Facebook, Messenger, 68% Instagram, 56% YouTube
Most common activities on social media: 77% chatting and networking, 69% viewing photos and videos, 69% searching for information, 56% looking for work	Most common activities on social media: 93% chatting and networking, 64% viewing photos and videos, 59% like, comment, share, 49% looking for work

MEDIA CAMP I

Media Camp I was adapted to be a two-hour online meeting on 27 November 2020 and focused on sharing the findings from the baseline survey and discussing the creative concept and media content for the campaign.

The same participants from the initial planning workshop were invited to attend, along with representatives from the primary and secondary target audiences.

MEDIA CAMP II

Media Camp II was held on 22 February 2021. Due to ongoing COVID-19 restrictions, it was also held online in a condensed 1.5 hour format. The participants were given access to the draft campaign materials ahead of time and the meeting focused on gathering their feedback.

FOCUS GROUP DISCUSSIONS

The campaign content was also tested through two focus group discussions (FGDs) with members of the primary target audience in Ulaanbaatar and Darkhan Uul on 19-20 February 2021. The focus group discussions were held online due to COVID-19 gathering restrictions.

Dream Umbrella's Main Stakeholders

- Ministry of Justice and Home Affairs, Coordination Council of Crime Prevention
- National Police Agency (Prevention and Public Communication Department)
- Ministry of Foreign Affairs
- Ministry of Labour and Social Protection
- State Professional Inspection Authority
- Children, Family, Youth Department Authority
- Mongolia Immigration Agency
- Criminal Police Agency
- Border Protection Authority
- General Intelligence Agency
- General Prosecutor's Office
- General Judicial Council
- Mongolian Gender Equality Centre
- Talita Asia
- The Asia Foundation
- Unbound
- ECPAT Mongolia
- KHAAN Bank
- Human Rights Development Centre
- National Centre for Child Rights
- Human Rights Centre to Help Citizens
- Karl Popper Debate Institution
- IRIM Research Institute

5 ELEMENTS OF EFFECTIVENESS TO TEST

Comprehension – is the information clearly explained and easy to understand?

Appeal – is the content appealing enough to hold attention and be remembered?

Acceptability – does it contain anything that is culturally offensive, annoying or false?

Relevance – does the audience feel that the content is useful and relevant to them?

Persuasion – does the message convince the audience to take the recommended action?

CAMPAIGN CONTENT & MATERIALS

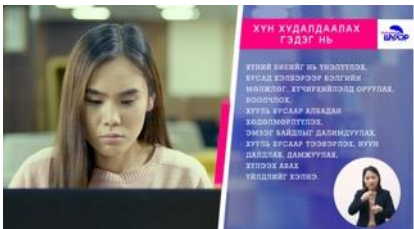
VIDEOS

For the Dream Umbrella campaign, the following video content was produced:



[Dream Umbrella Signature Spot \(41s\)](#)

The opening spot was aimed at starting the campaign strong and changing the narrative around TIP from dark and scary to positive and empowering.



[TIP in Mongolia \(1:50m\)](#)

A young woman studies the risks of TIP in Mongolia as a university assignment, finding answers for questions like, who is at risk of becoming a TIP victim, how abundant this is and what to do if somebody is at risk.



[Survivor story: Tsengel \(2:25m\)](#)

Tsengel is a beautician living in a small city and a TIP survivor. She shares her experience and gives advice to other girls and women to help them make informed choices and prevent TIP.



[Survivor story: Delgermaa \(2:26m\)](#)

A young woman who now works as an English teacher shares her own experience of sexual exploitation.



[Where are you going? \(2:11m\)](#)

A young woman is persuaded by her friend to travel to a different place for work but she meets her future self on her way out. Her future self, who has been exploited, asks her questions that she cannot answer.



[Recognizing the signs of TIP and sexual exploitation \(1:31m\)](#)

This animation depicts a young woman who is being groomed by various people in her life. She overcomes all their attempts by being informed and not being easily swayed by others.



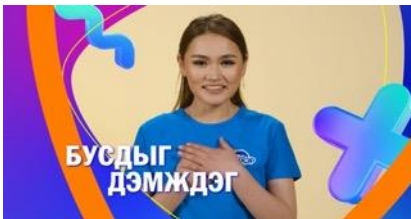
What do you talk about with your daughters? (15m17s)

Two families were invited to come and discuss sensitive issues. Fathers and mothers and daughters were given a prepared set of questions, starting with general issues and gradually asking them to talk about more complex issues like the decision to go abroad. This social experiment showed that, when asked, both parents and daughters are ready and willing to talk.



Empowerment: You can travel for your dream but be safe (1:50m)

Tsetseglen is a contortionist. In this video aimed at empowering girls and young women to take their destiny into their hands, Tsetseglen shares her experience of travelling abroad and how she ensures her safety through official contracts and studying each offer carefully.



Empowerment: You can do it! (35s)

This closing video for the campaign encourages women to pursue their dreams and be confident in their abilities to make informed choices.

POSTERS & BILLBOARDS

A total of 21 unique posters were designed for social media and for print. Thirteen unique designs were erected as billboards at all major Ulaanbaatar bus stops. IOM printed 11 of the posters to be disseminated in public places, such as grocery shops, hotels and pharmacies in Ulaanbaatar and Darkhan Uul.



MURALS

To help ensure that the Dream Umbrella messaging lives on beyond the campaign, two murals were created with local artists in Ulaanbaatar and Darkhan Uul with empowering imagery, the campaign logo and the campaign Facebook page where additional information can be found.



Darkhan Uul: The mural is located in the centre of the city in an area popular with young people. This image promotes diverse women standing together.



Ulaanbaatar: The mural is located in the city's biggest park with daily traffic of 12,000, most of whom are young people.

Within the park, the mural was drawn in the area with the highest traffic, along the main street near the only fountain in the park. As it is a green area, there is only a few concrete buildings, and the artists were able to use all four walls around the well that provides clean water to park visitors.



MERCHANDISE

A variety of designs using the campaign logo and messaging were created for future use to help create an environment of advocacy and help the campaign's spirit to live on. A limited quantity of merchandise was produced to use in the video content and distribute at the launch events and IOM printed stickers to disseminate in public spaces in Ulaanbaatar and Darkhan Uul.



LEVERAGING TECHNOLOGY

Leveraging technology was crucial to Dream Umbrella in order to engage with young Mongolian women where are active users of Facebook.

A **DEDICATED FACEBOOK PAGE** was created as the campaign hub and all content directed people to that page to find more information.

In a first for the counter-trafficking sector in Mongolia, a **CHATBOT** was developed in cooperation with local NGO MGEC, which operates a TIP hotline.

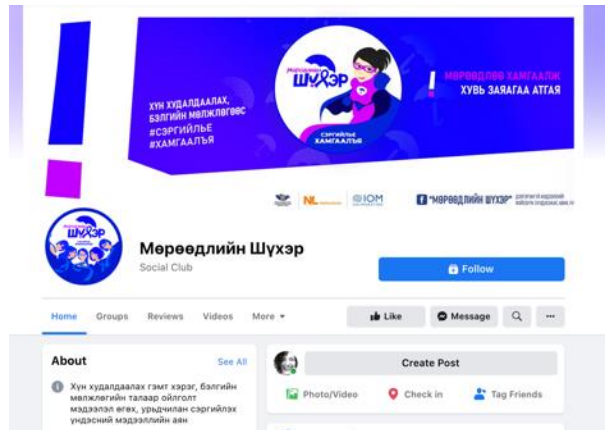
FAQs from the past decade were analyzed and 48 commonly asked questions were identified and programmed into the chatbot.

There are options to call the police, MGEC and chat via bot to a live person at every step.

During the campaign period, we received a total of 82 unique messages via the chatbot. The most asked questions was “I want to know more about trafficking in persons”. The Facebook page and chatbot will continue to be use and monitored by IOM and MGEC.

Another new technology for not only the counter-trafficking sector but Mongolia as a whole was the use of **VIRTUAL REALITY (VR)**. Aimed at providing viewers with an immersive experience of a young woman who has arrived in an unfamiliar place, this animation challenges feelings of apathy and stigma toward victim of trafficking and sexual exploitation and encourages informed decisions about migration.

Although a VR headset is not required to watch the video, it does greatly enhance the experience and because of COVID-19 restrictions, there were not many opportunities for people to view the video with a headset.



The VR animation was viewed online by 12.6k people during the last week of the campaign

CAMPAIGN LAUNCH

Due to Covid-19 restrictions, it was not possible to hold a large in-person launch event. Instead, the Ministry of Justice and Home Affairs organized an official opening meeting at the ministry among officials and stakeholders and a small event was held at a central art gallery for young people.

Approximately 40 people were invited to this 'unofficial' campaign kick-off where the goal of the campaign was explained, along with information about TIP in Mongolia. Attendees were able to watch the virtual reality video on a VR headset to get the full experience and have their photo taken with the Dream Umbrella and a branded frame in front of the campaign photo wall. They were also given a Dream Umbrella tote bag, stickers, T-shirt and pen.



DREAM UMBRELLA MEDIA COVERAGE

320

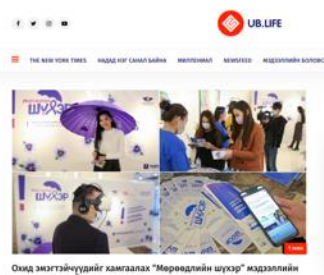
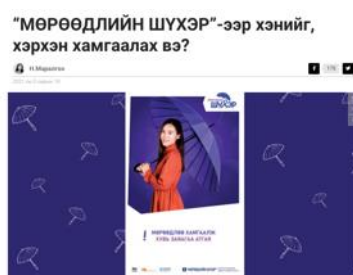
articles, and radio and TV broadcasts about the Dream Umbrella campaign in March 2021

Media outlets featuring Dream Umbrella spokespeople and/or content included:

TV	Radio	Online
<ul style="list-style-type: none"> MNB MNB Family Eagle TV C1 NTV TV 9 Mongol HD Malchin TV Darkhan Lkha TV 	<ul style="list-style-type: none"> MGL Rado Family Radio 	<ul style="list-style-type: none"> Ikon Zarig.mn urug.mn Ublife Unread.today Lead.style

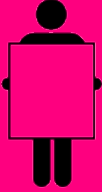





"Мөрөөдлийн шүүхэр" мэдээллийн аян эхэллээ



AMPLIFYING REACH & IMPACT

Thanks to the positive, empowering approach of the Dream Umbrella campaign and the quality of the content, media outlets and police departments across Mongolia reached out requesting material and offering to support. To help create an environment where TIP and migration information is reported accurately and sensitively, a training for journalists with a subsequent grant program was also organized.

	<ul style="list-style-type: none"> • IOM printed 3,000 posters and with the help of Crimes Prevention Department of the NPA, posters were disseminated through remote khoroos of 7 districts in Ulaanbaatar, Darkhan City, Sukhbaatar City, Zamiin-Uud Soum and Uvs province. • Police departments in other provinces voluntarily joined the campaign and shared campaign content through their own channels. • Street billboards in Ulaanbaatar were displayed for two extra days free of charge, thanks to the support of vendor JCDecaux.
	<ul style="list-style-type: none"> • Some police departments organized investigations through hotels, bars, saunas and massage parlors to detect possible cases of trafficking and reported having found a total of 12 missing girls through the investigations. • The police also informed that 3 potential victims of trafficking made a self referral during the campaign days as a result of increased awareness
	<ul style="list-style-type: none"> • Partnering TV channels aired campaign content 549 times – almost 8x more frequently than initially agreed on because they wanted to support the campaign. Some channels have requested permission continue broadcasting campaign content. • A local TV channel in Dornogovi province offered to broadcast all campaign content free of charge. • The Coordination Council of Crime Prevention covered the costs of producing a 30-minute TV program for their television program “Prevention” (<i>Сэрэгийлэгч</i>) on the current TIP trends in Mongolia and promoted the Dream Umbrella campaign.
	<ul style="list-style-type: none"> • 60 journalists were trained to report on TIP and migration more accurately and sensitively, including the topics of TIP vs smuggling of migrants and how to deal with victims’ privacy and security. • 6 journalists were selected to receive funding to develop articles in line with campaign messaging. These articles helped spur organic discussion.

IMPACT ASSESSMENT

The endline Knowledge, Attitudes and Practices (KAP) survey was initially planned for April, directly following the rollout of the campaign in March. However, it was delayed until August because of a resurgence in COVID-19 cases. In August, 507 respondents in Ulaanbaatar and Darkhan Uul were shown a selection of campaign content and asked a series of questions to assess whether engaging with the campaign content prompted any shifts in their knowledge, attitudes and intended behaviour.

Knowledge, Attitudes and Practices

Surveyed respondents who were exposed to the campaign's materials demonstrated a:

- **37.8 per cent increase** in overall knowledge (from 37 in the pre survey to 51 in the post survey)
- **22.3 per cent increase** in positive attitudes (from 15 to 18.5 points).
- **27.3 per cent increase** in behavioural intent to practice safe migration (from 5.5 to 7)

Target respondents:
 Women between 18 – 27
 Mongolian nationals
 Job seekers
 Experienced family
 difficulties in the past 12
 months



Нандиа Нандинцэцэг

Энэ эрчээрээ сайн л ажиллах хэрэгтэй тэгээд лан ганц цагдаад хууль хяналтын хүмүүст найдалгүй ар гэрийнхэн нь ч гэсэн хүүхдэд тавих анхаарлаа сулруулж яасан ч болохгүй

Translation: This type of work needs to be continued. We should not only depend on law enforcement but also increase our care for our family and children.

Марал Гоо

Ymar goy bichleg we minii tuulj ongoruulsen amidral yg garj bn shuu 18 taid mini nz zaluu maani namaig mash olon zuild huchilj bajj bilee bugdiig ni orhiод nz zaluugaach haysan tegeed одоо 2 maamaataigaa nohorteigoo mash goy amidarch baigaa.Yr ni бол ohiduud mini ymand yaarchil boldoggvim shuu gej helmeer bn daa

Translation: This video reminds me of my past. When I was 18, my boyfriend forced me to do many things. I left my boyfriend, left everything, and today I am a happy wife and happy mother with 2 kids. Girls, please do not hurry too much to achieve certain results.

Assessment of the campaign

- At the pre stage, women with knowledge about TIP had a higher KAP Index. In the post stage **the shift was higher for women who said they were familiar with TIP**, indicating that more impact was achieved when women had some pre-existing knowledge about TIP.
- Women who had been exposed to one of the campaign components, saw a moderate increase in the KAP Index of just over 10 points. It is noteworthy that for poster media, one or two exposures only increase the KAP Index marginally. However, when women had 3 or more exposures there was a significant increase in the KAP Index. **These results suggest that the campaign can achieve more impact with more frequency of exposure.**
- Across all women, 33 percent had not had any previous exposure to the campaign apart from the two videos they were shown at the time of the interview. Hence, with an exposure of two, the KAP Index went up 9 points, which is below the benchmark of 17. With an additional one to two exposures, the KAP index went up 14 points on average. However, with 3 or more exposures, the KAP Index rose 20 points, up to 57. Based on this, it can be estimated that **the campaign needs around five exposures to achieve ample impact.**

CHALLENGES & SOLUTIONS

CHALLENGE	ACTIONS TAKEN
<p>COVID-19 pandemic affected all planned in-person gatherings.</p>	<p>The initial planning workshop was held with two separate groups to ensure that restrictions on the number of people who could gather were upheld. Media Camp I and II were adapted to be online, as were the focus group discussions to test the campaign content. Although a large in-person launch event was originally planned, resources were instead devoted to distribution across various media platforms to ensure that the campaign garnered attention.</p>
<p>Attracting the attention of young women in Mongolia with information about TIP, a subject they are not usually drawn to.</p>	<p>We created a positive, empowering campaign that encouraged women to inform themselves about TIP and the signs of sexual exploitation as part of keeping their dreams on track. This approach was quite new within the counter-trafficking sector in Mongolia and there was some initial pushback from stakeholders who were more familiar with the typical negative, dark depictions of TIP but the response from our primary target audience was very positive.</p>
<p>Overall, the KAP Index at the pre stage was low at 37, indicating that there is limited knowledge and compliance about trafficking for sexual exploitation.</p> <p>In terms of awareness and familiarity on human trafficking, pre-survey results also confirmed limited levels, with only 17 individuals familiar with human trafficking.</p>	<p>The campaign worked on two fronts: to increase overall knowledge and compliance and to improve awareness and familiarity on TIP. At the pre stage women with knowledge about TIP had a higher KAP Index. In the post stage the shift was higher for women who said they were familiar with TIP, indicating that more impact was achieved when women had some pre-existing knowledge about TIP. After the campaign there was a 4% increase in the familiarity with human trafficking (from 17 to 21 per cent knowledge), but the overall awareness remained low. This is probably due to the fact that most of the respondents in the target group are still at the knowledge formation phase and that past campaigns may not have been very prominent in shaping their understanding.</p> <p>In the next implementing year, IOM will concentrate more resources to increase the frequency of the campaign messages to improve the levels of awareness of human trafficking and further increase the KAP Index.</p>

Мөрөөдлийн
ШҮХЭР

Хуурамч амлалт

Хүн худалдаалах

Бэлгийн мөлжлөг



Мөрөөдлийн хулгайч

ХҮН ХУДАЛДААЛАХ,
БЭЛГИЙН МӨЛЖЛӨГӨӨС
#СЭРГИЙЛЬЕ
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МЭДЭЭЛЭЛ ӨГӨХ УТАС



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NL Netherlands

IOM
UN MIGRATION



“МӨРӨӨДЛИЙН ШҮХЭР”

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Фэйсбүүк хуудаснаас авна уу

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