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**MY**

**MTV EXIT**  
**END EXPLOITATION  
AND TRAFFICKING**

**PLAN**

**THE MTV EXIT TOOLKIT TO TAKE ACTION  
AGAINST TRAFFICKING AND EXPLOITATION**



**USAID**  
FROM THE AMERICAN PEOPLE



# WELCOME TO THE MTV EXIT CAMPAIGN!

MTV EXIT IS THE WORLD'S LARGEST BEHAVIOUR CHANGE CAMPAIGN IN THE FIGHT AGAINST HUMAN TRAFFICKING AND EXPLOITATION. THE MTV EXIT CAMPAIGN AIMS TO INSPIRE YOUNG PEOPLE TO TAKE ACTION AND MOBILISE THEIR COMMUNITIES AGAINST HUMAN TRAFFICKING.

## THE NEED FOR CHANGE

HUMAN TRAFFICKING SHOULD BE UNDERSTOOD AS A PROCESS. MANY TRAFFICKED PEOPLE BEGIN THE PROCESS VOLUNTARILY WITHOUT REALISING THAT THE RECRUITERS ARE MAKING FALSE PROMISES.

Victims of trafficking can suffer physical and/or psychological harm, including injuries and even death. They live in fear, isolation and might be unable to contact family or loved ones for long periods of time, which can cause extreme distress.

The trafficker takes away the basic human rights of the victim: the freedom to move, to choose, to control their body and mind, and to control their future.

The United Nations International Labor Organization (ILO) estimates that there are more than 20 million adults and children who are victims of human trafficking. In the Asia Pacific region alone there are over 11 million victims of human trafficking. MTV EXIT wants to support young people to help prevent human trafficking through online and on the ground activities. We want you to take action and speak out in your communities and we'll help you do it!

**Join the fight to stop trafficking and exploitation by developing practical ways to spread awareness and prevent trafficking and exploitation in your community.**

## MY EXIT PLAN

WHAT CAN YOU DO TO HELP END EXPLOITATION AND TRAFFICKING?

This toolkit has been designed to help you create an EXIT plan to stand up and speak out against human trafficking. It covers the steps for planning and implementing along with tips and insight from young people across the region.

This toolkit features quotes from our MTV EXIT Youth Leaders 2013/14, young people from across the Asia Pacific who have been trained by MTV EXIT and who have taken action against human trafficking in their communities. Now they represent their country on the world stage and have direct input into direction of the MTV EXIT campaign.

**Every year a new group of Youth Leaders will be selected. You could be next!**

# 8 STEPS TO CREATING MY EXIT PLAN

01



**KNOW THE ISSUE**

02



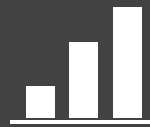
**KNOW YOUR AUDIENCE**

03



**COLLABORATE**

04



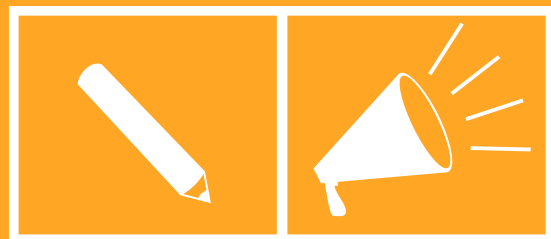
**DEVELOP A KEY MESSAGE**

05



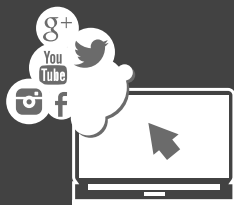
**CHOOSE AN ACTION**

06



**PLAN AND PROMOTE**

07



**TAKE IT ONLINE**

08



**WRAP-UP**

# 01

# KNOW THE ISSUE

IF YOU'RE GOING TO CAMPAIGN ON AN ISSUE, IT'S IMPORTANT TO BE WELL INFORMED, TO KEEP UP TO DATE WITH RELEVANT NEWS AND TO UNDERSTAND HOW THE ISSUE AFFECTS YOUR COMMUNITY. NO ONE EXPECTS YOU TO BECOME AN EXPERT BUT YOU SHOULD FEEL CONFIDENT WHEN YOU TALK TO PEOPLE AT YOUR EVENTS AND BE ABLE TO ANSWER COMMON QUESTIONS.

## ● LOCAL EXPERTS

Local experts are a fantastic source of information about the human trafficking situation in your country. What initiatives or organisations are in your community?

## ● THE TRAFFICKING IN PERSONS REPORT

The Trafficking in Persons Report is a report released in June every year by the US Department of State that outlines the situation of human trafficking in countries throughout the world and rates each government's efforts to combat human trafficking (187 countries were covered in the 2013 report). Read about your country in the latest report to see how they're doing at combating human trafficking.

## ● UNITED NATIONS OFFICE ON DRUGS AND CRIME (UNODC)

The United Nations Office on Drugs and Crime (UNODC) website contains pages dedicated to the issue of human trafficking and includes the latest news updates, interviews, tools and publications.

## ● UNITED NATIONS INTER-AGENCY PROJECT ON HUMAN TRAFFICKING (UNIAP)

This website is the online resource centre for UNIAP. UNIAP was established in 2000 to focus on trafficking in persons and to promote a stronger, more coordinated response to trafficking in the Greater Mekong Sub-region (GMS).

## ● TWITTER, GOOGLE + AND FACEBOOK

Twitter, Google + and Facebook are simple ways to remain informed and updated. Join the websites:

[www.facebook.com/mtvexit](http://www.facebook.com/mtvexit)  
[www.twitter.com/mtvexit](http://www.twitter.com/mtvexit)  
<https://google.com/+MTVEXIT>  
[www.mtvexit.org](http://www.mtvexit.org)

You can search for human trafficking organisations and then 'follow' or 'like' the organisations and check out who else they follow. Twitter and Facebook are also very useful tools in campaigning which will be explained later.

## ● GOOGLE ALERTS

Google Alerts allow you to select a phrase, for example 'Human Trafficking' and then it collects all the news, stories and blogs published on that topic each day and sends them to you as an email. It's a quick way to learn about recent cases, stories and action around the world or in a specific country.

# 10 FACTS ABOUT HUMAN TRAFFICKING

**01** Human trafficking is the exploitation of human beings to make money.

**02** Victims are most commonly trafficked into forced labour, forced sex work and forced domestic work.

**03** Human trafficking is one of the fastest growing criminal activities in the world, making US \$32 billion every year.

**04** The ILO estimates that there are more than 20 million people living as modern-day slaves worldwide.

**05** Traffickers prey on those who dream of a better future. Victims can be men, women or children made vulnerable from lack of money, or opportunities for work or study.

**06** Victims are tricked, forced or coerced into slavery.

**07** Victims are often trafficked by people they know and trust.

**08** Once trapped, victims are forced to work long hours and live in inhumane conditions with little or no pay. Threats and physical violence are used against them. Victims suffer from physical and emotional abuse, rape and even death.

**09** Victims often have their documents taken from them and are forced to pay off false debts.

**10** Human trafficking is a global phenomenon happening right NOW in every country in the world.

# 02

## KNOW YOUR AUDIENCE

TRY AND GATHER AS MUCH INFORMATION AS POSSIBLE ABOUT HOW HUMAN TRAFFICKING IS AFFECTING PEOPLE IN YOUR COMMUNITY SO YOU CAN DECIDE WHO YOUR ACTION SHOULD TARGET. THE FOLLOWING QUESTIONS WILL HELP YOU IN THIS PROCESS:

Who are the people most at risk of trafficking? (Try to be as specific as possible – gender, age)

What do they need to know about trafficking? What information can you share through your action?

What is the best way to share a message with this target group? Radio, theatre, music?

YOU WILL BE ABLE TO FIND OUT ANSWERS TO THESE QUESTIONS THROUGH INFORMAL DISCUSSIONS WITH COMMUNITY MEMBERS AND THROUGH LOCAL ORGANISATIONS. GO AHEAD AND SET UP SOME MEETINGS!

### EXAMPLE:

In Thailand, many people are trafficked onto fishing boats. To prevent them from being trafficked, we can provide targeted safe migration messaging and hotline numbers so that when they choose to seek work abroad, they can protect themselves.

# 03

## COLLABORATE

YOU ARE ON YOUR WAY TO TAKING ACTION AGAINST TRAFFICKING AND EXPLOITATION BUT IT WILL BE MORE FUN AND MORE EFFECTIVE IF YOU CONNECT WITH OTHERS AND WORK TOGETHER!

- Inform MTV EXIT about your plans. We can help you with ideas, messaging, useful materials and videos in your local language and we might know of other organisations in your area that you can work with. Connect with us at <http://mtvexit.org/contact> and we can make sure you get in touch with the MTV EXIT Campaign Coordinator in your country.
- Identify and contact local partners. Local partners can really help you to increase the impact of your actions. They can attract more people, add power to your messaging, add resources and much more.

### MAKE A LIST OF POTENTIAL PARTNERS AND START CONTACTING THEM. CONSIDER:

- Government agencies and NGOs that work on trafficking and exploitation
- Businesses that support social actions
- Schools
- Creative groups that are experts in engaging audiences
- Influential community leaders and public figures

Explain what you are planning and why and outline how you think they could be involved. There may even be activities and or events that are already planned and you could use these as a platform for your own action



### JOEY, MTV EXIT YOUTH LEADER, PHILIPPINES:

Our diversity as young people is a great advantage if we use all of our capacity, skills and experiences to help end modern slavery because we can bring together different groups and sectors.

# 04

# DEVELOP A KEY MESSAGE

NOW THAT YOU HAVE DECIDED WHO YOUR TARGET GROUP WILL BE AND WHO YOU WILL COLLABORATE WITH, IT'S TIME TO THINK ABOUT WHAT YOUR MESSAGE WILL BE.

It's important to develop messages that are relevant to the audience you are targeting. For example:

TARGET GROUP	RELATED MESSAGING
A specific group within the community that could be at risk from trafficking	<p><b>Message should include</b></p> <ul style="list-style-type: none"> <li>• Methods for prevention</li> <li>• Methods/actions to help stop trafficking</li> <li>• Contacts for advice (helpline, labour and/or counselling centre)</li> </ul>
A specific group exposed to an industry where human trafficking is common	<p><b>Message should include</b></p> <ul style="list-style-type: none"> <li>• Ways to identify cases of trafficking</li> <li>• Ways to report suspicions of trafficking (including where to report)</li> <li>• Contacts for advice (helpline, labour and/or counselling centre)</li> </ul>
A group likely to be contributing to the demand for products/services produced through human trafficking	<p><b>Message should include</b></p> <ul style="list-style-type: none"> <li>• Awareness of how they might be playing a part in the trafficking chain</li> <li>• Methods to avoid contributing to the demand</li> </ul>

When deciding how much information to share, it is also important to consider the age group of your audience and whether they have any prior knowledge about trafficking or none at all.

While developing messages, think about how you can deliver your message in a way that is engaging to your audience.

### TIPS:

- Keep it short and simple
- Make the messages positive and supportive
- Make it action-oriented

Try to keep your messages targeted, short and simple. For example:

- "If you choose to migrate, ensure you call this hotline number to check that the job is real"
- "It is your right to keep your passport, your ID card and your mobile phone. No one has the right to take these things from you."
- "If you choose to migrate safely, you are less at risk of being tricked by your employer."



### CHHAYA, MTV EXIT YOUTH LEADER, CAMBODIA:

I've been using the knowledge and experiences I gained from MTV EXIT youth trainings to send messages about human trafficking to all the people who listen to the radio program where I am working to explain to people how to migrate safely.

OVERALL, YOUR AIM IS TO INSPIRE YOUR AUDIENCE TO DO THREE THINGS:

#### LEARN MORE

For example you could hand out cards/materials with trafficking facts and your key messages on them and direct people to sites with more information (like the MTV EXIT website).

#### STAY ENGAGED

You could promote an in-person or online group that you create to plan more actions and raise awareness about trafficking. Let people know how they can stay updated with news on trafficking and your upcoming events.

#### JOIN THE FIGHT

Encourage people to start spreading awareness in their own circle of friends, contribute their ideas and help you to grow the effectiveness of your campaign.



### EXAMPLE:

Name: MTV EXIT 3 Keys to Safe Migration

Target Audience: People looking to migrate for work

Objective: To prevent trafficking through safe migration

Messaging: The messaging was short, simple and action-oriented:

1. Don't rush, ask questions.
2. Don't trust everyone.
3. Don't give up your stuff.

Symbol: Hand gesture with three fingers

Watch some of the PSAs of the campaign:

<https://vimeo.com/48386246> (Bahasa/English).

<https://vimeo.com/44848895> (Vietnamese/English)

<https://vimeo.com/35611713> (Khmer/English)



## MUSIC CONCERT

Hold a music concert to bring people together, set the perfect scene to deliver a social message and create a place for discussion. Whether it's big or small, music can bring people together!

There's lots more information about how to set up a music concert and fundraiser

[CLICK HERE](#)



## ART OR PHOTOGRAPHY EXHIBIT

Organise an exhibit to display artwork, photographs or just information.

Check out these [photos](#) from the National Anti-Trafficking Art Exhibition in Hanoi, Vietnam that MTV EXIT organised.

# 05

## CHOOSE AN ACTION

It's important to think about different types of actions you could do that may appeal to your target audience. What is your target audience interested in? Music? Film? Sports? Think of an action that is based around something you know that your target audience will enjoy. Be creative and think about what will work best with the resources you have available!

HERE ARE SOME ACTION IDEAS.



## FLASH MOB

A flash mob is group of people who assemble suddenly in a public place, perform an unusual act for a brief time, then disperse.

Find out how to organise a [flash mob!](#)



## DRAMA PERFORMANCE

Write and stage a drama performance or theatre production to highlight the issue of human trafficking.

Find out more about the [Philippines Educational Theatre Association](#), an organisation that has been using theatre for social change in the Philippines and across the region since 1967.



## SCREENING A FILM

MTV EXIT has documentaries, music videos and Public Service Announcements (PSAs) in different languages that you can use to educate and encourage conversation around the issue of human trafficking. Make sure you think about which of the videos are most appropriate and interesting for your audience.

Check out these [photos](#) of a MTV EXIT screening in Siem Reap, Cambodia. You can access our music videos, documentaries and Public Service Announcements (PSAs) on our [Vimeo channel](#). Our content is free to use but please let us know how you used it by completing the Event Report (see #8 Wrap-up).


### PUIFAI, MTV EXIT YOUTH LEADER, THAILAND:



My school has been working with the issue through a club called "Traffic Jam" where student bands from many different schools in Thailand come to one school and have a battle-of-the-bands concert. The money collected from the ticket entry to the event is then saved to help organisations related to human trafficking.



# PLAN AND PROMOTE

 **VENUE**

Choosing the right venue for the right audience is crucial

- Accessibility?
- Size?
- Power supply?
- Price?
- Permission process?

06

NGO presence?  
Speakers?  
Resources to disseminate?

**INFORMATION**

It is your responsibility to present accurate information to your audience in the right format



 **ENTERTAINMENT**

Entertainment is often what draws your crowd to the venue and what keeps them there!

What will work best:

- Music?
- Competitions?
- Dance?
- Quizzes?
- Film?
- Prizes?
- Drama?

What do you need:

- Chairs?
- Sound equipment?
- Projector & screen?
- Power generator?
- Lighting?

**EQUIPMENT**

Ensure you have the right equipment for the right show.



 **PROMOTION**

Make sure your activity has an audience before, during and after the event!

What works:

- Posters?
- Flyers?
- Radio?
- TV?
- Banners?
- Megaphone?
- Flash mob?
- Social media marketing?

Fire exits? Barricades?  
Ambulance? Security personnel?  
Local hospital location? Fire extinguisher?  
First aid kit?

**SAFETY**

Whatever the size of your event you must be responsible and be safe.



 **SANITATION**

Leave the venue cleaner than you first saw it. Make them want you back!

- Bins?
- Toilets?
- Clean up team?

# TAKE IT ONLINE

You can build on your on the ground action by adding an online campaign. Online campaigns that are hosted on social media platforms, like Facebook, Twitter, Instagram and Google +, are good for building a community of supporters to help spread awareness about human trafficking far and wide.

Social media can help people translate their passion into action, by engaging your online community in discussions, promoting do-able calls to action and featuring user-generated content, your online campaign can turn your supporters into activists.

Choose a platform that your target audience uses the most, like Facebook, Twitter, Instagram, Google+, etc.



## CHOOSE A PLATFORM

**CLICK HERE**  
to figure out the right platform.



## PROMOTE REALISTIC 'CALLS-TO-ACTION'

Such as

- 'SHARE this post with 3 friends'
- 'WATCH & SHARE this video'
- 'If you see something suspicious, call and report it to the anti-trafficking hotline in your country (provide the hotline number if possible)'



**CLICK HERE**

for more information on how to inspire people to take action

**CLICK HERE**

Develop a content strategy

## INSPIRE WITH CONTENT



## BUILD AN ONLINE COMMUNITY



As these are the people who will carry your online campaign far and wide. Connect online with local and global anti-TIP, creative, and youth organisations as well as local NGOs.

TIPS

**CLICK HERE**



## COMMUNICATE REGULARLY (AT LEAST A FEW TIMES PER WEEK)

Be personal and make people feel like they are part of something. Encourage your community to contribute to the campaign with guest blogs, photos, questions, testimonials, etc.

**MORE TIPS ON HOW TO CREATE AN ONLINE CAMPAIGN**

**CLICK HERE**

MTV EXIT connected with youth in Myanmar to take online actions against human trafficking at [www.mtvexit.org/liveinmyanmar](http://www.mtvexit.org/liveinmyanmar) to provide a platform for young people in Myanmar to connect with others around the globe around a unique event with a social issue at its core.

Visit the following links to learn how to create an online campaign for:

Facebook Google+ Twitter Instagram YouTube



### HANG, MTV YOUTH LEADER, VIETNAM:

My friends and I made a decision to build VEXIT as a group of Vietnamese youth against exploitation and human trafficking. We run an online page on Facebook to attract people's attention about modern slavery. There are more and more youth in Hanoi, Thai Nguyen, and Nghe An who are keen on this page.

# 08

# WRAP-UP

IT'S IMPORTANT TO THANK EVERYONE WHO HELPED PUT YOUR EXIT PLAN INTO ACTION SO YOU CAN WORK WITH THEM AGAIN. WE WANT TO KNOW ABOUT ALL THE AMAZING WORK YOU ARE DOING TOO!

- Follow up with supporters. Make sure to thank everyone who was involved and encourage other people to start spreading awareness to their own circle of friends. Share what you learned by running your own activity to inspire others!
- Report back to MTV EXIT. After the event, make sure to get in contact with MTV EXIT to tell us how your activities went by completing the short event report using the link below! Everyone who completes an event report will be entered in a draw to win two tickets to the annual MTV EXIT concert!
- Make note of what you learned and what you want to do next! Your EXIT plan can grow and evolve over time. You are making a difference!

[CLICK HERE](#) **EVENT REPORT**



**DONI, MTV YOUTH LEADER, INDONESIA:**

I believe in freedom, and all humankind should be granted this the day they are born. No more mistakes like our past long history about slavery.

**EVEN A SMALL ACTION CAN MAKE THE SEEMINGLY IMPOSSIBLE POSSIBLE. HUMAN TRAFFICKING IS GLOBAL IN SCOPE BUT SO IS OUR FIGHT TO END IT. YOUR EXIT PLAN IS ONE STEP TOWARD ENDING MODERN DAY SLAVERY.**

# ANNEX 1:

## STAYING SAFE ONLINE

THERE ARE MILLIONS OF PEOPLE ONLINE THESE DAYS; IN FACT THERE ARE OVER 1 BILLION USERS ON FACEBOOK. ONLINE MEDIA IS A GREAT TOOL TO SUPPORT AND MOBILISE PEOPLE TO TAKE ACTION IN THE BATTLE AGAINST HUMAN TRAFFICKING, HOWEVER IT HAS ALSO BEEN REPORTED AS ONE OF THE TOOLS THAT TRAFFICKERS USE TO LURE VICTIMS INTO TRAFFICKING SITUATIONS. IT IS VERY IMPORTANT TO BE CAUTIOUS ABOUT WHAT INFORMATION YOU ARE SHARING AND WHO YOU ARE ENGAGING WITH ONLINE. FOLLOW THESE RULES TO PROTECT YOURSELF:

### 01 PROTECT YOUR PRIVATE INFORMATION

Only give your phone number and email address to people you trust. Remember, if you post your personal contact information like your phone number, home address and a photo of you, it is easy to find you.

### 02 NEVER SHARE YOUR PASSWORD — EVER.

Make sure your password is a mix of letters and numbers and not the name of your favourite band, pet or football team.

### 03 CHATTING TO STRANGERS

It's not necessarily bad to chat to strangers online, especially when you are trying to build an online community for your campaign. BUT be aware they might not be who they say they are. Don't share private information.

### 04 MEETING ONLINE ACQUAINTANCES IN-PERSON

If you are planning to meet someone that you have met online, in-person, be sure to take a friend with you, choose somewhere busy and meet during the day.

### 05 POSTING PERSONAL PHOTOS.

Once you post a photo online, it's there for life (even if you delete it down the line).

### 06 POSTING PHOTOS OF OTHERS.

Protect and respect other people's privacy by making sure everyone has signed a consent form, as well as a guardian's consent form for those under 18, before posting photos of them online.

### 07 DON'T POST ANYTHING YOU WOULDN'T WANT YOUR PARENTS, TEACHERS OR EMPLOYER TO SEE.

### 08 BE AUTHENTIC. THE REAL YOU IS BETTER THAN ANYTHING YOU MIGHT PRETEND TO BE.

#### WHAT TO DO IF YOU ARE IN TROUBLE ONLINE?

If you are being harassed online, or uncomfortable with the way someone is engaging with you online, you can:

- Tell someone you trust or contact a support service such as Cybersmart.
- Change your password if you think someone has been accessing your email or social media accounts.
- If you are being harassed via social media, you can use your account settings to block or report people.
- Call the police if you are receiving threatening messages and feel in danger.

# ANNEX 2:

## STAYING SAFE ON THE GROUND

**WHETHER YOUR EVENT IS BIG OR SMALL, YOU WANT TO MAKE SURE THAT EVERYONE STAYS SAFE!**

Every activity involves some risks and part of keeping everyone safe during your event is thinking about what those risks are and what you can do reduce the chance of those risks turning into realities.

**Here are a few things to think about to help you get started:**

### ● ACCESSIBILITY RISKS

- Is the venue for your event easy and safe for all participants to get to?
- Is it safe and comfortable for both male and female participants?
- Is it accessible for people with limited mobility?
- Is it safe and appropriate for children? If not, how will you ensure that children are not harmed during the event?

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### ● SECURITY RISKS

- How many people does the venue safely hold? How will you control the number of people? Large events may require additional support from local police and permits from local authorities.
- Are entrances and exits well marked?
- Is there an evacuation plan posted at the venue in case of an emergency?
- Is the venue clean and well lit?
- Are there any dangerous pieces of equipment or materials that could harm the participants? How will you prevent this from happening?

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### ● MEDICAL RISKS

- Is clean water available?
- Is there a first-aid kit?
- Is there a fire extinguisher?
- How close are the nearest medical and emergency services? Large events may require firefighters and emergency medical staff to be present

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**Your local partners and authorities can help you determine exactly what safety measures to put in place depending on the specifics of your activities.**