Crafting Strategic Communication to Combat Trafficking of Women and Children in Thailand: The Case of The Asia Foundation

Judhaphan Padunchewit*

จุฑาพรรธ์ ผดุงชีวิต

Introduction

In early July 2002, the Asia Foundation, a private, non-profit organization devoted to building a peaceful, prosperous, just, and open Asia-Pacific region, launched an innovative and unique model aimed at combating a serious and growing problems in human trafficking in Thailand. Dubbed *"the Chiang Mai Model"* after the northern Thai city in which it had been initiated and implemented, this new approach to a seemingly intractable social problem differed in material respects from earlier efforts by various private and governmental organizations and agencies to arrest a problem that had, to date, continued to expand.

---

* This case study was written by Associate Professor Dr. Judhaphan Padunchewit of the School of Language and Communication at the National Institute of Development Administration (Thailand) and is based on field - based research. NIDA cases are developed solely as the basis for class discussion, and are not intended to serve as endorsements, sources of primary data, or illustrations of effective or ineffective administratioive or managerial practices. Copyright @ 2009 National Institute of Development Administration and Dr. Judhaphan.

To order copies or request permission to reproduce materials, call (02)727-3146 or go to http://www.nida.ac.th. No part of this publication may be reproduced, stored in a retrieval system, used in a spreadsheet, or transmitted in any form or by any means – electronic, mechanical, photocopying, recording, or otherwise – without the permission of the National Institute of Development Administration.

First and Foremost, the Chiang Mai Model incorporated a comprehensive, "one-stop" approach designed to protect the rights of victims, provide them with needed services of various types, empower them for re-integration into society, and secure the prosecution of the traffickers. This integrated approach was pursued through the development and sustenance of multi-disciplinary teams of professionals committed to working together to achieve the several desired outcomes. Secondly, an advocacy campaign was consciously and purposely selected as the specific form of strategic communication by which the Model was prompted. It was largely through the advocacy campaign that the Chiang Mai Model gained visibility, widespread adoption, and eventually institutionalization, as it became the intervention approach "of choice" among non-governmental organizations (NGOs) working to eradicate human trafficking in Thailand.

As such, the criticality of strategic communication in combating multi-faceted social ills was conclusively demonstrated. Important lessons remained to be studied and absorbed by NGOs and others interested in having a measurable impact on social and community problems with multi-faceted dimensions.

Human Trafficking: A Serious and Growing Social Problem

Over the final several decades of the 20th century and continuing into the early years of the 21st century, trafficking in human beings had become a large-scale criminal enterprise with a global reach. Defined as "the movement or migration into a non-consensual situation of exploitation (or harm) that results in the loss of control by an individual over his/her situation,"[1] human trafficking was described as some experts as form of "modern day slavery".[2] Its very scope made it a scourge of increasing proportions.

Indeed, on a global basis, human trafficking ranked third, behind only illegal drug trafficking and weapons trading as a criminal enterprise,[3] with the total market value of illicit human trafficking estimated to be in excess of $32 billions in the

year 2005.[4] Some 600-800 thousand children, women, and men a year were thought to be trafficked across international borders, with 80 per cent of them women and girls and with up to 50 per cent of the girls being minors.[5] Particularly disturbing to many was the fact that, worldwide, there were nearly 2 million children engaged in the commercial sex trade,[6] the overwhelmingly majority of whom had been illegally trafficked to their current stations by a transnational network of criminal groups that literally stretched around the globe. No less disturbing was the fact that the trafficking of persons for sex purposes was known to be an engine of the still growing AIDS epidemic.[7]

Southeast Asia: A Major Hub of Human Trafficking

Accurate estimations of the magnitude of the numbers of trafficked persons in Southeast Asia were difficult to obtain, despite the continuing best efforts of a variety of concerned governmental bodies, international agencies, and non-governmental organizations (NGOs) engaged in combating the problem. Knowledgeable observers, however, concurred that trafficking in the first decade of the 21st century showed no sign of abating and, indeed, continued to increase significantly in both scope and magnitude – particularly with respect to women and children being trafficked for purposes of prostitution and other forms of sexual exploitation within and outside the region. One international agency reported the sobering statistic that nearly *one third* of annual, global trafficking trade in women and children, or approximately 200-225 thousand persons, could be attributed to Southeast Asia.[8]

Indeed, it had been held that the countries comprising the so-called Mekong Sub-Region –i.e., Cambodia, China, Lao PDR, Myanmar, Vietnam, and Thailand – remained a primary area where human trafficking was increasing.[9] Women and girls taken continued to fuel the sex-for-sale industry in the global venues, stretching from Asia to Europe to North American to Australia to South Africa, and beyond. The concerted focus during the closing decades of the 20th century on the

expansion and defense of human rights, and the defining of human trafficking as a violation of the victims' basic human rights, had done nothing to stem the outward flow.

Thailand: The Epicenter of Trafficking in Southeast Asia

Thailand had long enjoyed a worldwide reputation as a spectacular tourist mecca. With its serene beach and mountain resorts, fascinating wildlife, lively nightspots, and exotic and friendly culture, the country had long been a magnet for tourists from around the globe. Regrettably, however, along with its enviable slice of the increasing global demand for leisure came a growing reputation as the primary source, transit point, and final destination for untold and unlisted numbers of women and children destined for the burgeoning internal and external sex industry. Dubbed by some as the "Disneyland for pedophiles,"[10] Thailand had by early 2007 seen the emergence of a huge commercial sex industry. Women were trafficked from the impoverished Northeast and North regions to Bangkok and other heavily touristed venues for sexual exploitation.[11] By early 2007, there were an estimated 800 thousand to 2 million prostitutes in the country, 20 per cent of whom were 18 years of age or younger.[12] AIDS cases, the inevitable consequence of unequal bargaining power between sex "customers" and sex "providers" stood at 600 thousand, and were thought to be continuing to growth, albeit at a somewhat slower pace.[13]

Further, Thai and Hill Tribe women and girls were being trafficked to a whole host of countries – e.g., Japan, Malaysia, South Africa, Bahrain, Australia, Singapore, Europe, Canada and the United States – for sexual and labor exploitation.[14] A number of victims were trafficked by international criminal syndicates and labor recruiting agencies who lured their prey to global destinations – e.g., Taiwan, Malaysia, and the Middle East – with promises of well-paying jobs, only to force them into involuntary servitude when the hapless victims were unable to pay the often exorbitant debts owned to the recruitment agencies.[15]

Finally, in terms of transit operations, large numbers of women and girls from Burma, Cambodia, and Vietnam were regularly transited through Thailand's southern border into Malaysia for sexual exploitation in Jahor Bahru, across from bustling and heavily-touristed Singapore. Burmese, Khmer, Lao, and ethnic minority girls and young women were reported as being trafficked in border areas and into major urban centers and sometimes through Thailand to third countries elsewhere in Asia and in Europe and North America.[16] Clearly, Thailand had become a major player in the sordid drama of "modern-day slavery" being played out on the Southeast Asia stage.

Much of the impetus for the mushrooming activity in human trafficking in Thailand, as well as elsewhere in Southeast Asia, could be traced to the general improvements in global communication and transportation networks that accompanied the emergence of "globalization" in the last two decades of the 1990s.[17] Additional impetus came from other factors – e.g., rapid and varying economic and political developments, changing gender relations, and widening disparities, accentuated by the economic crisis at the outset of the 21st century. These forces combined to make human trafficking a decidedly complex, multi-dimensional, and multi-faceted problem with no easy preventive or curative solution. Some indication of this reality could be discerned from a consideration of the range of traffickers found in the Thai theatre of the problem. In 2007, it was reported that Thai traffickers included parents, village leaders, school teachers, temple monks, government officers, taxi drivers, checkpoint police, brothel owners, pimps, policemen, underworld gangs, bank officers, and tour operators. Further, not only did trafficking exist for large-scale commercial sexual exploitation, but for drug trafficking, begging, and domestic labor solicitation purposes. There was also, the report noted, significant trafficking in children for child labor in the jewelry, cloth weaving, construction, fisheries, and agricultural businesses.

Yet, against this onslaught of multi-participant human trafficking, the Thai government was able to report only 88 arrests in cases brought against traffickers during the period, September 2005 through February 2007. These 88 cases involved a total of 100 victims. According to the U.S. Department of State *Trafficking in Persons Report of 2007,* no public officials or law enforcement officials in Thailand were arrested for being complicit in trafficking in 2006.[19] Further, in the aftermath of the September 2006 military coup, Thai government efforts to combat trafficking remained uncertain.[16] It was against this backdrop of seemingly modest governmental efforts to combat the problem that the U.S. Department of State's 2007 *Trafficking in Persons Report* downgraded Thailand to "Tier 2," indicating dissatisfaction with the Thai government's compliance with the minimum standards for the elimination of trafficking called for under the "Trafficking Victims Protection Act," while also giving the Thai government credit for "making significant effort to do so."[17]

In addition to the Thai government, however, there were a vast number of other organizations – primarily, NGOs – with both an abiding interest and programmatic endeavors aimed at fighting the growing social ills of human trafficking, particularly the trafficking of women and girls. But, as will be seen momentarily, their combined efforts were rarely greater than the sum of their individual efforts, diligent and zealous though many of these organizations assuredly were.

Anti-Trafficking NGOs in Thailand – The Limits of Uncoordinated Zeal

Arrayed in continuous combat against illegal human trafficking was a large of non-governmental organizations (NGOs) that had arisen over the years to confront various facets of the overall problem. In fact, with a census of nearly 60 active anti-trafficking NGOs, Thailand had, as of 2007, by far the largest number of anti-trafficking NGOs of all the countries in Southeast Asia.[18] The NGO programs aimed specifically at trafficking in women and children in Thailand could be grouped into four main spheres: (a) surveillance, arrest, imprisonment, and repatriation; (b) removal from

hazardous work, provision of legal aid, negotiation on wages; (c) provision of welfare and development, education, counseling, and recreation; and (d) lobbying, advocacy, and data collection. As a matter of fact, NGOs with programs fit right in the first category: under the sphere of surveillance, arrest, imprisonment, and repatriation constituted the largest number of anti-trafficking organizations in the Kingdom of Thailand.

Despite the large number of NGOs involved and varieties of scopes of their missions, functions, and responsibilities, tensions and difficulties in combating the severity and complexities relating to trafficking problems still prevail to a large extent, reflecting both structural, functional and contextual issues.

In terms of sub-regions of the country, Pollock[19] stated that central Thailand is still mostly characterized by classic, anti-trafficking activities such as brothel raids, family searches, and repatriation. Interestingly, these traditional, current approaches to trafficking emphasize the importance of criminal justice outcomes. A focus that is primarily directed to the prosecution of traffickers has the potential to ignore or undermine the human rights of those who have been trafficked by failing to protect trafficked women adequately in destination countries.

Even worse, in the Southern part of the country, there is a glaring absence of NGOs working on the issues of trafficking. In the north-east (the region known as Isaan), many NGOs connect anti-trafficking efforts with the promotion of traditional culture by providing women and children with vocational training and education in such areas as: weaving, basket-making, organic agriculture and fishing; while unwittingly overlooking certain impacts of prevailing mainstream culture facilitating the recurring occurrence of human trafficking practices. Social values had to do with this. In the cultures of the Mekong, there was a relative normative acceptance of the concept of human servitude, in particular the servitude of children, women, and the poor. Trade in human is facilitated by social acceptance, especially in non-egalitarian structure like in

Thailand. A major way to curb human trafficking is to change these social values, which at its core found to be highly resistant to change. Up north, despite the fact that a handful of NGOs working to fight against human-trafficking problems, the region was also affected by some social values similar to those found in the Isaan communities. Women and girls of lower socioeconomic statuses were more or less regarded as sub-cultural groups, being inferior in terms of human dignity and human values compared to male counterparts. It was clear that women's greater disadvantage in most societies was not just biologically but socially determined. It could be understood that tensions and difficulties facing NGOs in combating these existing problems are nothing but tough and real.

So Many Anti-Trafficking NGOs…Such Limited Impact

With so many anti-trafficking NGOs arrayed the forces of human trafficking, a casual observer might wonder why trafficking in human beings, particularly women and children, continued unabated, and indeed, from all statistical indications, appeared to be *increasing.* Brian Brislin, the Regional Legal Expert on Human Trafficking of the United Nations Office on Drugs and Crime provided an explanation. Setting forth what he perceived to be the main barriers to effective trafficking enforcement (what he called, the "ten good reasons traffickers are whooping it up tonight"), he had this to say about the number one reason:

…the inability to date of all parties in the anti-trafficking community to come together and create a comprehensive, truly multi-sector strategy that equally addresses supply and demand while concurrently working towards reducing the harm that is inflicted on those currently in the hands of traffickers.[20]

In other words, as Iselin suggested, anti-trafficking NGOs continued to confront problems and challenge in combating human trafficking in Thailand, largely because many of them neglected to employ sophisticated methods for framing,

strategizing, and planning their operations so that they could be aligned with the strategic goals of each other – an alignment that could lead to greater inter-organizational coordination and more effective strategy execution. The complexity and multi-dimensionality of the phenomenon of human trafficking was clearly beyond the programmatic capabilities of any on NGO, or even a small cluster of NGOs. Not addressing the problem as a truly single community simultaneously coming at a problem from all its angle has become the major shortcomings facing them. The inability to date of all parties in the anti-trafficking community to come together and create a comprehensive, truly multi-sector strategy that equally addresses supply and demand, while concurrently working towards reducing the harm that is inflicted on those currently in the hands of traffickers. To have any sustainable impact on the problem, anti-trafficking NGOs needed to move in the direction of a multi-disciplinary, inter-agency approach. All sectors must sign up for various roles and the problem is tackled from every angle.

The Asia Foundation and the Inception of the Chiang Mai Model

A private, non-profit international non-governmental organization, The Asia Foundation ("TAF") was established in the year 1954 in Thailand to advance the mutual interests of the United States and countries in the Asia-Pacific region, and initiated to vigorously combat the anti-trafficking problems in Thailand since 2002, after 48 years of operating in Thailand. In addition to an annual appropriation from the U.S. Congress, the TAF was financially supported by contributions from corporations, foundations, individuals, and governmental organizations in the US, Canada, Europe, and Asia, and an annual appropriation from the U.S. Congress. Since its first inception, TAF has been programming in Thailand has supported the country's democratic institutions. The Foundation strives to promote informed, responsible public participation in local governance throughout Thailand, while ensuring mechanisms are in place to protect the rights of all citizens. Concerning its programs aimed at trafficking in women and children, TAF had operated in all-inclusive spheres of

activities concerning surveillance, repatriation, provision of legal aids, provision of welfare and development, education, counseling, networking, data collection, and funding. Over the years, TAF had been a major player in a number of endeavors in Thailand. Its vital role in the anti-trafficking battle would soon become its latest contribution to the advancement of human rights and the overall quality of life in the country.

Inception of the Chiang Mai Model

In early July 2002, in response to the aggravated problems of anti-trafficking problems in several parts of Thailand especially up north, TAF started developing and supporting a unique model to combat human trafficking in Thailand. Designed as a comprehensive, one-stop approach to the problem, the "Chiang Mai Model" was actually not an original conception of the TAF, but rather an adaptation and extension of a strategy that had been proposed a decade earlier by the Bangkok-based Centre for the Protection of Children's Rights (CPCR) to protect and rehabilitate victims of child abuse and neglect. [23]

Prior to the development of the CMM Strategy, victims of child abuse would receive services from doctors, law enforcement officers, and others, but never in a coordinated fashion. Recognizing the shortcomings of this approach, the CPCR developed dedicated *teams* to provide victims and their families a more comprehensive array of services, including legal, psychological, and social welfare services so that each child had at least three professionals that met regularly and worked together to address each case.

During the development of the CMM, TAF collaborated with CPCR in the endeavor to adapt the one-stop strategy to the unique demands, and complexities of rendering assistance to victims of human trafficking. However, up until 2002, the innovative nature of the CMM had not been developed to its full potential in terms of impacting significantly the human trafficking problem. Neither had it been widely

promoted and adopted by existing anti-trafficking NGOs. More specifically, no real concerted efforts had been made among NGOs, governmental bodies, and other relevant organizations to collaboratively engineer needed changes in their approaches to combating human trafficking. Rather, each organization in all spheres of anti-trafficking endeavors had continued to operate as they always had – with the result that the sum of their separate endeavors was amorphous, distributive, and fragmented.

Explained Yupa Phusahas,[21] the TAF Program Officer who supervised TAF's involvement in the development of the CMM, the starting point for developing the Model was "active listening". She continued:

> *Looking back by now, before the development and launch of the CMM, we had to get started by actively listening first…we listened to the needs, to the echoed voices among practitioners to solve existing problems facing human trafficking. From there, we built upon those valuable ideas of what and how things need to be done…doing things right and doing the right thing…Using information requires coordination with the information efforts of allies and friends. Since cooperation and peer network are essential. We need to advance our interests and address the challenges lying ahead of us together in combating against human trafficking. We actively look for opportunities to build up partnership and alliances to ensure mobilization. TAF has been supporting the original CMM and has replicated it since then. Thanks to CPCR's initiatives.*

Noteworthy Attributes of the Chiang Mai Model

The Chiang Mai Model (CMM) was characterized by its comprehensive approach to the human trafficking problems. Designed to protect the rights of victims and to provide them with needed services, while simultaneously striving toward the

conviction of traffickers, in incorporated two additional features that were especially noteworthy.

First, the CMM pursued a *gender-sensitive* approach to the victims of trafficking through the earlier-mentioned coordinated efforts of teams of multi-disciplinary professionals. There were several important attributes of this gender-sensitive approach. [22] In its essence, however, it explicitly took into distinctions between the biologically defined differences of "sex" and the socially conditioned roles and conduct of "gender" – thereby bringing into view a panoply of factors that had a bearing on human trafficking victimization (e.g., women's socially determined marginalization and disadvantages; interactions between gender and class, ethnicity, etc.; and, opportunities altering gender-based privations in the direction of justice, equity, and true partnership between men and women.

This gender-sensitive approach paid attention not only to women, but also to girls. Because girls, in particular, faced the double discrimination of both gender and age, in many societies they remained at the bottom of the social and economic ladder. The unfortunate result was that girls often had little opportunity to make decisions about their lives – leaving them vulnerable prey to the sordid entreaties of the merchants of human trafficking. [23]

Second, in addition to the gender-based attribute of the CMM, the Model has employed an unequivocal *human rights* approach. Elaborating on what this meant, Yupa Phusahas stated:

> *It is important to get this message across. A human rights approach here means that women and children who have been trafficked should be protected against discriminatory practices such as imprisonment, harassment by law enforcement officers, restrictions on movement or denial of citizenship rights. They should also be encouraged and supported to seek redress.*

Commenting further, Yupa averred that the dual *gender-sensitive/rights-based* approach was an avenue toward ensuring that fundamental human entitlements (social, economic, and political) were extended to women and girls in ways that increased their choices and enhance their dignity, freedom, and empowerment as human beings. Gender discrimination against women and girls, she allowed, was nothing less than a fundamental denial of human rights, the reversal of which necessarily lay at the core of any effective anti-trafficking strategy. Toward this end, the fostering of the capacity of social workers, police units, attorneys-at-law, and judges to implement and enforce relevant laws and prosecute trafficking was viewed as absolutely vital.[24]

Strategic Communication: A Critical Development Enabler at the Core of CMM Advocacy Campaign: The Big Five Attributes

Whether organizations operate within the public or private sector, they all share a common denominator. They all communicate at every level and have communication at their core. Truth is, not every organization perceives communication as one of the most critical elements of organization's functioning. What is communicated and how it is communicated is often done in an unorganized, incoherent, ad hoc, and non-strategic fashion.

Strategic communication, on the other hand, is long-term, proactive, people-oriented and is the integrated process of coordinating all organizational communications, both externally and internally, to develop and maintain mutually beneficial relationships with key stakeholders, by ensuring the right message is strategically targeted to the right audience at the right time and at the right place. Strategic communication involves the application of analysis, communication, and evaluation techniques to create and manage integrated, multi-faceted interventions, combining information, instruction, collaboration, process design, feedback, and incentive systems to improve communication results to achieve organizations' desired missions and visions.

Having developed the comprehensive, "one-stop," team-oriented Chiang Mai Model (CMM) for combating human trafficking and assisting trafficked victims, TAF then confronted the challenges that usually attend social and programmatic innovations – dissemination, acceptance, and widespread adoption. Absent these outcomes, the CMM would remain an interesting "idea" – one whose time had *yet* to arrive. To mitigate against the occurrence of such a disappointing outcome, TAF had to devise both an array of desired outcomes (i.e., *goals*) and a *strategy* for executing its *plan* via strategic communication. From the eyes of TAF, if its strategic communication was not so successful, it must be because all anti-trafficking organizations were not trying hard enough to coordinate it, including the very fact that their strategic communication was not agile and adaptive enough. TAF could not possibly succeed in carrying out its responsibilities without sustained, innovative, and high quality support from a wide array of organizations working against human trafficking.

As the first step, TAF had to determine the nature of its overall approach to disseminating and gaining acceptance of the CMM. Several approaches were considered, based on TAF's contemplation of various communication modalities. Ultimately, TAF had chosen a strategic approach to communications in implementing CMM through an advocacy campaign. An advocacy was indeed essential to mobilize resources, to raise public awareness, partnership building and networking, and participation from targeted groups. The "Big Five" attributes of its strategic communication encompassed: 1) designing a communication philosophy; 2) rethinking the culture of combating human trafficking; 3) linking people with TAF strategy; 4) linking process to TAF strategy; and 5) emphasizing good sense of pragmatic complexity model of communication

A) Designing a Communication Philosophy

In order to communicate strategically, an organization as an entity needs to have philosophy for communicating. TAF has endorsed sets of philosophy in carrying out the CMM. To be serious about protecting the marginalized 'unpeople' who are the victims of trafficking, all parties have to look into the heart of the crime. The essence of trafficking is the extent to which people lose control over their own situation. In trafficking, victims lose almost total control and are stripped of their capacity for self-determination. The message crafted needed to be communicated strategically in its embedded philosophy.

The philosophical crux of gender-sensitive and rights-based approaches as earlier mentioned was held supreme in priority. Importantly, it recognized the very fact that women's less valued roles marginalized them from ownership and control over material (land, income) and non-material resources (political participation, time). A gender-responsive is rights-based. This dual approach is an approach to development that ensures fundamental human entitlements. Thus, recognition of women's human rights lied at the core of any anti-trafficking philosophy. Pragmatically, and equally important, concerning the law enforcement, as human trafficking by its nature has to do with a human rights offence since it is the denial of the most basic human rights to the victim; adopting a more broadly human rights-informed approach from one of seeking to apply punitive justice to applying restorative justice; through which the enforcement personnel attending the crime scene understand that no harm can be done to trafficking victims by denying human rights to these victimized and probably traumatized, and only after investigations changed the presumption if indicated. It was inadequate to make this merely comprehended, it must be clearly communicated in order to achieve such philosophical endorsement from all parties involved.

More to the point, TAF emphasized the incorporation into both theory and practice of the philosophical notion of *Transparency* in dealing with stakeholders. Advising, giving, and sharing information with *"best practices"* among participants to achieve *peoplistic type of communication* was highly encouraged. The benefits of being transparent included the closing of information and perception gaps, better understanding, and ultimately improvement of the trust factor in building and maintaining relationships with key stakeholders. Through peoplistic communication, all voices were heard and kept legitimized. The economics of trade in people concerning demand versus supply involving profit-motivated crime called human trafficking; along with, the dynamics of the market must be better understood. A comprehensive approach to human trafficking must be taken.

TAF believed that a peoplistic communicator could at best provide a friendly atmosphere in which everyone was welcomed to participate and communicate. Therefore, all program communication launched and supported by TAF was concerned with informing and creating awareness among targeted groups of audience about anti human-trafficking, and empowering them to take action. This worked to create an environment through which participants could at best discuss, debate, organize, and communicate their own perspectives on human trafficking issues. This can also be used to catalyse desired behavioral and social changes.

B) Rethinking the Culture of Combating Human Trafficking;

Using advocacy approach, TAF posited that if strategic communication could be carried out and implemented effectively and efficiently in combating human trafficking, it must be accompanied and equipped with the essence of social mobilization, and capacity building as packages. Social mobilization was a key to build partnerships. It denoted the process of bringing together all feasible and practical inter-sectoral allies to raise awareness of and demand for a particular campaign.

Herein allies included opinion leaders, nongovernmental organizations: such as professionals, media, private sector, communities and individuals. Significantly, social mobilization generated dialogues, negotiation, and consensus, engaging a range of players in interrelated and complementary efforts, taking into accounts the needs of peopled. Social mobilization also recognized that sustainable changes of culture of combating human trafficking required many levels of involvement.

Whereas capacity building involved the process of developing competencies and capabilities in individuals, groups, organizations, sectors, or countries that would lead to sustained and self-generating performance improvement. TAF's advocacy campaign consisted of the three core activities: 1) building infrastructure to deliver campaigning programs; 2) building partnerships and organizational environments to sustain campaigning programs; 3) building problem-solving capability through mentoring, training, networking, distance consultation and support, development and dissemination of support materials/ strategic addition of personnel, equipment or supplies to targeted groups to enhance their performances. It was obvious that TAF needed to create a more innovative capability so that in the future the system they were working with could respond appropriately to new problems involving the breath and depth of anti-trafficking problems that could evolve in any unpredictable and unfamiliar contexts.

A culture shift must occur. All parties needed to value strategic communication, provide access to decision-making and planning efforts, support efforts in the area where advocacy, communication, social mobilization, and capacity building must be fully integrated. Without such changes, current efforts to communicate strategically likely would fail.

C) Linking People with TAF Strategy;

Thinking of strategy should be interpreted as means to achieve desirable ends. For TAF, strategic communication should be seen as educative, yet relational process in broadening dialogues among arrays of targeted delegates from various organizations. *Perceptual alignment among key players was essential.* The strategic communication efforts then were made by TAFF staff in designing and launching an advocacy campaign to promote the CMM model to "the right audience". Importantly, communication should be understood as a two-way process, with "participation and dialogue" as key elements. Hence, TAF brought together these professionals-the multi-disciplinary team (MDT): e.g., medical practitioners, social workers, translators, non-governmental organizations (NGOs), media people, and other professionals – and strategically talked to them and talked with them about the vision and mission of the CMM, trained them to work together effectively to provide one-stop services for trafficking victims, and most of all, listen extra hard to each team member's contribution of their respective expertise to monitor, and participate in combating human trafficking.

The Survey-Feedback approach, where data can be collected about human trafficking and fed back to the team as a whole led by TAF as a basis for initiating problem-solving, was used with free wheel of ideas as norms; along with *the Process-Consultation approach*, where each team member can engage directly with each other, discuss their cases, and use their ongoing existing task-oriented activities related to human trafficking as a vehicle. Before the launching of the CMM, little was done to aggregate and to validate the information available. A comprehensive gain from all parties was needed. That is, huge range of information available can be cultivated and developed, and turned into meaningful advice, assisting in not only evidence-based, but also potentially offering a way of predicting change in trafficking patterns and flows. This would serve as intelligence-led interventions in all anti-trafficking effort.

D) Linking Process to TAF Strategy:

Once the overall approach for disseminating and winning acceptance of the CMM was determined, TAF proceeded to work through the particular array of aims and plans would inform their advocacy endeavors. In essence, the main advocacy issues addressed the agenda covering the institutionalization and legitimization of the socialization, externalization, and internalization of the CMM Model and its core messages, methods, goals, values among all targeted advocates in synchronized efforts to combat trafficking in women and children effectively and efficiently. One true strategic shared vision was set forth: the elimination of all forms of human trafficking. To achieve this, several steps needed to be well crafted to achieve total rewards communication. TAF needed to analyze the situation, define aims, goal, and objectives, conduct audience research, determine key messages, select the communication channel, implement and evaluate the overall advocacy campaign.

Several aims were deemed paramount. First, to create an open, problem-solving climate among the targeted advocates on policies and practices ensuring that all practitioners are provided with appropriate information, knowledge, education and services on human trafficking. The campaign provided opportunities for open discussions in depths on variety of topics and issues involving child labor, sexual abuse, child trafficking, arranged marriages and harmful cultural practices that continue to deny women and children their human rights. The enactment of these activities would be conducted in the atmosphere of trust, cooperation, engagement, and friendship; where *"constructive abrasion"* of ideas is highly encouraged, tolerated, and even supported among all advocates in order that the synergistic approach could be achieved;

Second was the objective of the efforts to locate information intelligence, decision-making and problem-solving responsibilities as close to information sources as possible. This would increase the sense of "professionalism with true sense of leadership and partnership" among targeted participants

A third aim entailed the attempt to gain full support of the adoption of the CMM from all targeted advocates in order that the joint commitment, participation, and collaboration to institutionalize this prototypical model throughout Asia-Pacific regions, at least throughout Thailand would be initiated and acquired.

Fourth, and final, was the all-important objective of the promotion of inter-organizational networks and meshworks as it requires intensive dialogues through coordinated management of meaning of ways to combat trafficking in women and children among staff both at participating organizations; and at organizations which do not regularly coordinate their works with other organizations.

Apart from setting the four top-of-the-line aims, TAF also systematically and strategically moved to work on the alignment of the CMM advocacy campaign goals, objectives, specific outputs, and targeted audience groups.

Concerning the CMM advocacy campaign goals, TAF made sure that they were inclusive of: 1) abiding by and supporting human rights; 2) stimulating active, proactive and constructive engagement from all advocates in identifying problems and solutions; together with advising information deemed to be important in fighting against human trafficking; 3) encouraging full participation from all advocates due to the fact that the protection of the rights of victims and successful prosecution of trafficker requires far more expertise than what either the police or prosecutors individually bring to a case. Thus, skills and inputs from medical professionals, social workers, translators, NGOs, and others are essential; 4) providing the training model

geared to develop a motivation and conception for combating human trafficking for all targeted advocates; and 5) building and maintaining networks all targeted advocates in synchronized efforts to combat human trafficking.

The advocacy objectives were about: 1) to increase knowledge and support among the target audience on policies ensuring that every group is provided with information, knowledge, education and services on human trafficking and related issues to combat the problems systematically and collectively; 2) to actively look for opportunities for effective discussion and brainstorming on disruptive moves in attempts to intervene the vicious system of human trafficking problems; 3) to build up partnership and alliances to ensure public mobilization, advocacy and campaigning on human trafficking; 4) to engage with policy forums and think tanks and deliver campaigns; 5) To advance interests and address challenges lying ahead; 6) to set up concrete plans for some disruptive actions for combating human trafficking were discussed extensively; 7) to provide coping plans with possible failures that may arise out of the program. Pertaining issues of past obstacles and failures were also brought up to its lime light.

Specific Output of the campaign included: 1) attitudinal enrichment among targeted advocates on fighting the human trafficking problems; 2) good understanding of development issues and programs in the future to fight trafficking in women and children; 3) the popularized versions of the CMM and its training materials; and 4) synchronized team works with CMM as models; by which collectively, team members conduct monitoring and surveillances of brothels and local human trafficking flows, victim rescues, and interview and evidence collection, and provide social services and medical care, witness protection, legal aid, and prosecution and repatriation assistance; and most of all to work as real multi-disciplinary teams.

Target Audience— the Influentials include policymakers and program professionals from other NGOs, NGO shelters; medical service centers, including psychiatric services; legal aid and advocacy organizations; social workers; and law enforcement officers, including police, prosecutors, immigration officials and judges. Communicating with them would be through and via face-to-face, paper-based, and technology-based communication channels.

THE CMM Advocacy Campaign: Strategic Actions

In pursuit of these objectives, TAF undertook a number of strategic actions, each of which the organization deemed vital to the effectiveness of its advocacy campaign. First, the TAF staff performed research to assess the scope and severity of the human trafficking problem, the availability of resources, and the current approaches to trafficking in Thailand. The purpose of this undertaking was to ensure that TAF had an accurate an understanding of the current trafficking situation as possible, in order to be able to address convincingly any objections from potential doubters of the prospective efficacy of the CMM approach.

Next , after identifying four or five local individuals who could be honed into a coordinating body for the eventual “MDT”, TAF, after identifying four or five dedicated local individuals to hone into a coordinating body for the eventual MDT, works very closely with this group for several months, providing advice, seed money, and facilitation assistance until the group develops its own work plans. Coordinating body members may be a preexisting NGO, or the Foundation any have to assist the group in a new NGO.

Third, TAF identified potentials champions in various partner organizations who will serve as members of the MDT, normally including government and NGO shelters; medical service centers, including psychiatric services; legal aid and advocacy organizations; social workers; and law enforcement officers, including police,

prosecutors, immigration officials and judges. In many cases, the Foundation may have to assist partner organizations in their own capacity building activities so that they can become stronger MDT partners.

Following this, TAF staff convened a core training team, comprised of experts in participatory training, law, media, law enforcement, women's and children's rights, social workers, shelter managers, and physicians. Other community leaders, such as religious figures may participate depending on the area's specific situation. Foundation staff and training team them conduct workshops to train stakeholders and members of the MDT in a gender-sensitive, human rights-based approach to trafficking and the importance of coordination and cohesion in anti-trafficking efforts.

The fifth strategic action entailed its external communications. TAF Staff work with partner organizations to design and implement a media program for the locality designed to overcome misunderstandings about trafficking, as well as to promote understanding of human rights issues related to trafficking and gender sensitivity. The target audience for this media campaign is both the general public in the locality and all individuals in government agencies and NGOs concerned with trafficking in persons.

TAF then focused on supporting and facilitating the development of materials—an advocacy material of CMM called "Multi-Disciplinary Training Curriculum to Combat Human Trafficking for Practitioners" was developed by the seven key NGOs: Italian Cooperation, UNICRI (United Nations Interregional Crime and Justice Research Institute), ECPAT International, FACE (Fight Against Child Exploitation), CPCR (The Center for the Protection of Children Rights Foundation), TRAFCORD (The Anti-trafficking Coordination Unit Northern Thailand); and TAF as key linking pin; and then disseminated to the whole groups. Said popularized materials were disseminated during briefings/dialogues forum.

Finally, TAF engaged in a number of other popularization activities—aside from the development of the advocacy materials, creative activities that helped translated advocacy issues of realignment of awareness and skills on combating human trafficking into the language and medium accessible and easily understood were conducted.

With these strategic endeavors in place, TAF was then in a position to test the model via launching the first forum in its CMM advocacy campaign. The pioneer workshop was held in Ayudhaya, the ancient royal capital, in early November 2002. See Exhibit X for a detailed account of event and flow of the workshop agenda. After implementation and upon the completion of the programmatic campaign, TAF had conducted "summative evaluation" to answer the questions: did the CMM advocacy campaign reach its aims, goals, and objectives? What effects did the campaign have? What remained to be done and improved?

E) Emphasizing good sense of Pragmatic Complexity model of communication

Significantly, strategic communication possibly involves message influence strategies. To communicate is to influence. Based on the *Pragmatic Complexity model*, TAF carried out its advocacy campaigned in support of its major four principles: (1) deemphasizing control and embracing complexity; (2) replacing repetition with variation, (3) considering disruptive moves; (4) expecting and planning for failures.

Amid complex environment, TAF had spent massive efforts to understand dynamics of its environmental conditions in order to manage its advocacy campaign strategically and fit into the core of its problems. In fact, trafficking could emerge out of several conditions. It could be said that trafficking occurs when, a) in a flawed system incapable of preventing it from happening; b) there is a demand for victims, either be it a demand for low status, low paid workers, for commercial sexual exploitation, or for

labor in sectors in which nationals of the country are no willing to work for (demand can be characterized as *the three D's: dirty, dangerous, and degrading*); c) opportunities for traffickers; and d) a vulnerable pool of potentials victims; such as poverty and economic disparities, limited job prospects, abusive family environments, lack of education, lack of birth registration, legal status, and citizenship, consumerism, etc.. It is needed to recognize that while no country is totally sheltered from trafficking, it seems to be thriving when four conditions met.

Absolute control of the performances based on "past practices" or according to objectives which did not make sense for one's area of responsibility would not fit with complexity of the problem involving human trafficking. Importantly, a fragmentary, cumbersome bureaucratic process built to control and perfect information would not be compatible with the modern information environment, characterized

Initiatives and innovative moves derived from all participants under CMM would prove to be fruitful especially when members had learnt how to use communication as a strategy to disrupt and perturb existing systems such that they could begin to organize around new meaning-making frameworks of crafting its message to combat human-trafficking problems. All should take failures into serious consideration and prepare for coping plans. This would be possible only through the practice of cherishing good sense of strategic communication under fire.

The CMM Advocacy Campaign: A New Spirit in the Anti-Trafficking War

In 2004, just two years after the first run of the CMM advocacy campaign, Thai governmental agencies and anti-trafficking NGOs signed a memorandum of understanding that exclusive use of TAF's multi-disciplinary approach would henceforth be the *Modus Operandi* at both the national and regional levels. With this official support, replication of the CMM was greatly facilitated in several key provinces,

including Korat, Lampang, Lamphun, Tak, and Chiang Rai. In addition, some thirteen new workshops by TAF and its partners, aimed at promoting the use of CMM approach throughout Thailand, received a major boost.

Thus, in its advocacy of the CMM, TAF was able to demonstrate that trafficking in women and children was an issue of such complex multi-dimensionality as to require a concerted, comprehensive, and multi-disciplinary response. Henceforth, collaborative networking among the various anti-trafficking entities would be viewed as the *sine qua non* of serious efforts to combat the problem. TAF, then, with its advocacy approach to strategic communication, had shown the way by which collective capacities of anti-trafficking organizations and agencies could finally begin to both address the protection needs of trafficked victims and bring to justice those who continued to engage in such nefarious practices. TAF had every reason to be optimistic that such collaboration would become institutionalized and disseminated nationwide in the years to come.

Endnotes

[1] Based on United Nations Inter-Agency Project on Human Trafficking in the Greater Mekong Sub-Region (UNIAP), 2005, retrieved on February 15th, 2007, from mhtml:file://C:/documents%20and%20 Settings/user/desktop/human%20 Trafficking/ UNIAP

[2] an expert on Human Trafficking whose paper entitled "Barriers to Effective Human Trafficking Enforcement" was presented on November, 2002 to the UNODC or UN Office on Drugs and Crime in Honolulu under the theme of "The Human Rights of Challenge of Globalization in Asia Pacific US: Trafficking in Persons, Especially Women and Children". With the author's remark, his views expressed do not necessarily reflect those of the United Nations, nor any of the governments mentioned in the paper.

[3] A human rights agency called Internal Justice Mission Or IJM, an agency that secures justice for victims of slavery, sexual exploitation and other forms of violent oppression, actively operating in 14 countries in Asia, Africa, and Latin American to secure tangible and sustainable protection of natural laws through local court systems. It provided fact sheets on sex trafficking and Commercial Sexual Exploitation of 2005 via www.ijm.org

[4] *ibid,* based on the statistics released by the United Nations

[5] *ibid,* based on the statistics released by the U.S. Department of State

[6] *ibid,* based on the statistics released by the UNICEF

[7] *ibid,* based on the statistics released by the U.S. Department of State

[8] Retrieved from http://vietnamnews.vnagency.com.vn/showarticle.php?num = 035OC040760 on Feb 11, 2008.

[9] J.K Robert England, UN Resident Coordinator and UNDP Resident Representative, 2006

[10] retrieved from http://sciaga.pl/tekst/16435-17-modern_day_slavery_prostitution_i _Thailand

[11] Retrieved from http://www.humantrafficking.org/updates/636 on Feb 11, 2008

[12] retrieved from http://sciaga.pl/tekst/16435-17-modern_day_slavery_prostitution_in _Thailand

[13] retrieved from http://Human Trafficking\HumanTrafficking_org Thailand.mht

[14] based upon 2006 US Department of State Human Rights Report.

[15] based upon 2006 US Department of State Human Rights Report.

[16] Trafficking in Persons: A Gender & Rights Perspective, The United Nations Development Fund for Women (UNIFEM-East and Southeast Asia Regional Office, Bangkok), retrieved on February, 2008.

[17] ibid

[18] based on the US Department of State Trafficking in Persons Reports of 2007.

[19] retrieved from http://HumanTrafficking\HumanTrafficking_org Thailand.mht

[20] based upon AHPD, Pan-Asia Program Against the Trafficking of Women and Children, March, 2007, http://www.aphd.or.th/resources/pdf/booklet_aphd.pdf, retrieved on Feb 9, 2008.

[21] Jackie Pollock, an expert in anti-human trafficking working for Global Alliance Against Trafficking In Women (GAATW). www.gaatw.org retrieved on Feb 9th, 2008.

[22] Brian Brislin, ibid.

[23] Beginning in 1998, Ms. Yupa Phusahas served as a consultant to TAF where she traveled throughout Thailand to increase the political participation of women's group in advance of the first general election after the 1997 Constitution and, afterwards, to develop training curriculum on civic participation and local governance. See more details in Exhibit. No.5

[24] based on Because I am a Girl: The State of the World's Girls 2007, retrieved from www.becauseiamagirl.org on February 10th, 2008

[25] ibid.

[26] see diagram on Exhibit 1

Exhibits of Addendum

Exhibit 1: Some Pertinent Facts on Human Trafficking as Development Issues

Prostitution has often been seen as a development problem both from the demand and supply side. It is argued that, from the supply side, young women and girls are forced or pressured into the sex industry by poverty and a lack of alternative employment and income-earning opportunities. From the demand side, marked differences in income levels within the region contribute to a strong demand for women and children to be trafficked from low income countries like Thailand to high income countries where the income to be gained from prostitution by the procurers is many times greater than in the country of origin. More to the point, the increasing ease and frequency of international travel, together with the growing phenomenon of temporary migration for work has even increased the opportunities for trafficking; along with, the growth of transnational crime involved in a variety of forms of trafficking, including of drugs, has led to the expansion of these networks into trafficking for the purpose of prostitution and other forms of exploitation.

To note, agreed estimations suggested and indicated that trafficking, particularly in women and children, has significantly increased in scope and magnitude. A human rights agency called Internal Justice Mission attempts to provide statistical estimation and approximation fact sheets compiled from several legitimate sources of information on sex trafficking and commercial sexual exploitation. They are presented as follows:

- Human trafficking: the world's third largest criminal enterprise, after drugs and weapons (U.S. Department of State)
- Worldwide, there are nearly tow million children in the commercial sex trade (UNICEF)

- There are an estimated 600,000 to 800,000 children, women and men trafficked across international borders annually (U.S. Department of State)
- Approximately 80 percent of human trafficking victims are women and girls, and up to 50 percent are minors (U.S. Department of State)
- The total market value of illicit human trafficking is estimated to be in excess of $32 billion (U.N.)
- Sex trafficking is an engine of the global AIDS epidemic (U.S. Department of State)

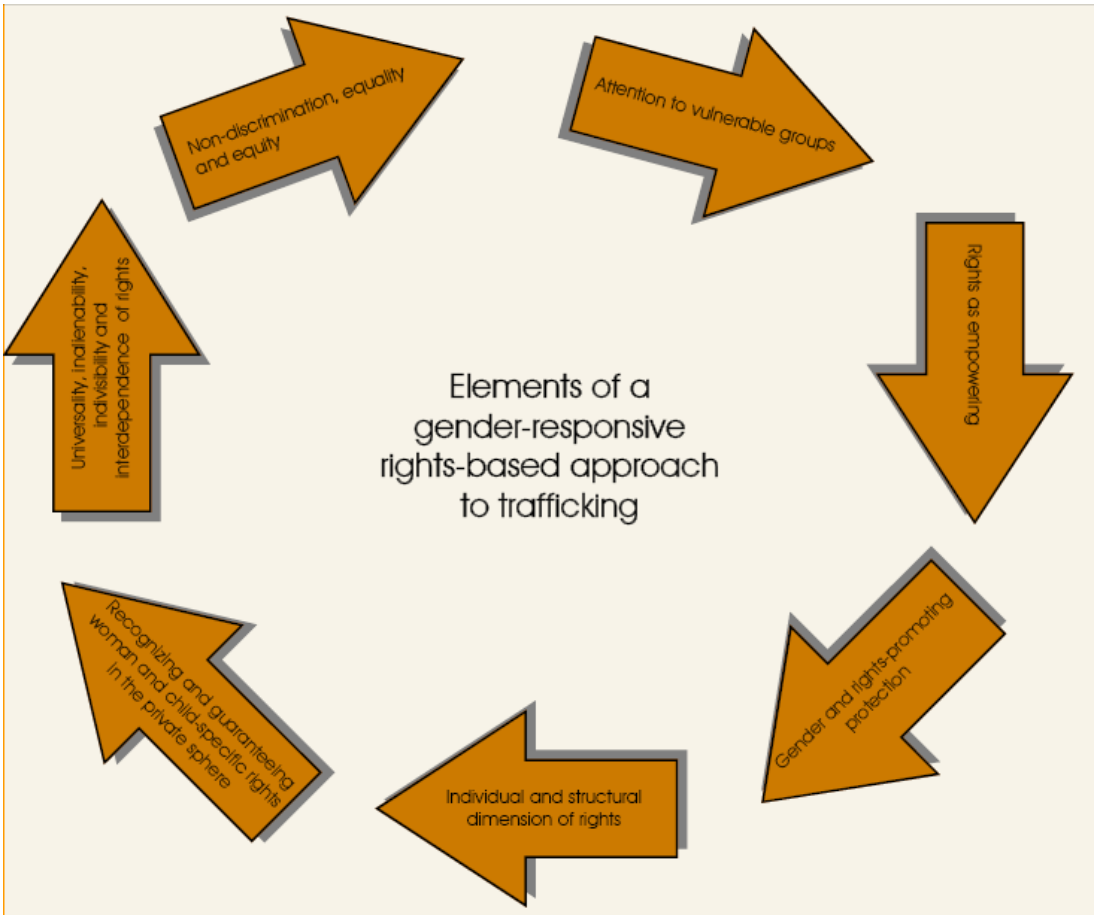
Exhibit 2: Definition of Human Trafficking

The first internationally agreed upon definition is embodied in the UN Protocol to Prevent, Suppress, and Punish Trafficking in Persons, Especially Women and Children, Supplementing the above-mentioned protocol in the year 2000. Key features of the Protocol include (1) defining trafficking as a crime against humanity, marked by the intent to deceive and exploit; (2) expanding the range of actions considered part of the trafficking process- recruitment, transportation, transfer, harboring, and receipt of persons in end-institutions; (3) addressing a wide range of means used, from blatant force to subtle inducements that capitalize on vulnerability, to achieve consent; (4) making consent to the intended exploitation irrelevant, where any of the means outlined in the definitions are used; (5) acknowledging men are also trafficked, thought emphasizing trafficking in women and children; (6) recognizing a range of purposes of trafficking, in addition to sexual exploitation; (7) containing right-based and protective social, economic, political and legal measures to prevent trafficking, protect, assist, return, and reintegrate trafficked persons, and to penalize trafficking and related conduct; and (8) calling for international cooperation to prevent and combat trafficking. In short, trafficking is the illegal trading of men, women, and children for the purpose of exploiting their labor.

Exhibit 3: The Chiang Mai Model's Multidisciplinary Team



Exhibit 4: Elements of a gender-responsive rights-based approach to trafficking



Source: ***The United Nations Development Fund for Women (UNIFEM-East and Southeast Asia Regional Office, Bangkok) (กองทุนการพัฒนาเพื่อสตรีแห่งสหประชาชาติ).*** *Trafficking in Persons: A Gender and Rights Perspective From*

http://www.unifem-eseasia.org/resources/others/traffic.htm

Exhibit 5: A gender-sensitive Perspective:

• distinguishes between the term sex (biological distinctions) and gender – the different roles, attributes and conduct that society deems socially appropriate for men and women
• holds that gender inequalities are socially conditioned, they can be changed at an individual and societal level in the direction of justice, equity, and partnership between men and women.
• refers to the relative status and position of men and women, and women's greater disadvantage in most societies, as not just biologically but socially determined;
• recognizes that women's less valued roles marginalize them from ownership and control over material (land, income) and non-material resources (political participation, time);
• considers the interaction between gender and other social categories such as class and ethnicity;

This gender-sensitive approach pays attention not only to women, but also to girls. In particular, girls face double discrimination of their gender and their age, and in many societies remain at the bottom of the social and economic ladder. Yupa added up that girls face the double challenge of being female and being young, which can result in them having little opportunity to make decisions about their lives. In both theories and practices, girls could face discrimination in five crucial areas: invisibility, capacity, physical and mental discrimination, family and household responsibilities, and local and national customs and traditions.

Exhibit 6: The Diagram of Campaign Strategy



Adapted from SARA/AED Advocacy Training Guide by R Sharma an Advocacy Institute Advocacy Resource Handbook, 2004

Source: ***Millennium Campaign.*** *The Millennium Development Goal Campaigning Toolkit. From http://www.millenniumcampaign*

Exhibit 7: Yapa Phusahas

THE ASIA FOUNDATION: EXPERT PROFILE



Yupa Phusahas
Program Officer, Thailand
Email: yupa@asiafound.org

Expertise: *Women's empowerment; women's political participation; human rights; and civic participation in governance.*

Beginning in 1998, Yupa Phusahas served as a consultant to the Foundation where she traveled throughout Thailand to increase the political participation of women's groups in advance of the first general election after the 1997 Constitution and, afterwards, to develop training curriculum on civic participation and local governance.

Since October 2001, Ms. Yupa has been the Foundation's full time Program Officer in Thailand, where she manages and develops programs focused on women's empowerment, trafficking in persons, legal and constitutional reform, and civic participation in local governance. In recent years, she has also contributed her expertise to The Asia Foundation's civic participation in local governance programs in the conflict-affected areas of southern Thailand. During her years at the Foundation, she has regularly contributed her proficiency in developing national training curriculum on counter-trafficking programs based on human rights and gender perspectives. In addition to her role at the Foundation, Ms. Yupa serves on several committees of both governmental departments and independent organizations, such as on a sub-committee of the National Human Rights Commission of Thailand, and on two

separate sub-committees under the Ministry of Social Development and Human Security: one promoting women's participation in politics and administration and the other developing national training curriculum on anti-human trafficking.

Prior to working at The Asia Foundation, Ms. Yupa spent seven years as a lecturer at Yonok College before attending training courses on gender issues. She then served as a trainer on gender equality for women's advocacy organizations while also holding the position of coordinator at the Center of Education for the Advancement of Lanna Women, Faculty of Education, Chiang Mai University.

Education: B.A. in history from Chulalongkorn University; M.P.A. in Public Policy and Project Management from National Institute of Development Administration; and Mini M.B.A. from Yonok College.

Source: *http://asiafoundation.org/about/profile/yupa-phusahas*

Exhibit 8: Trafficking mechanisms and techniques

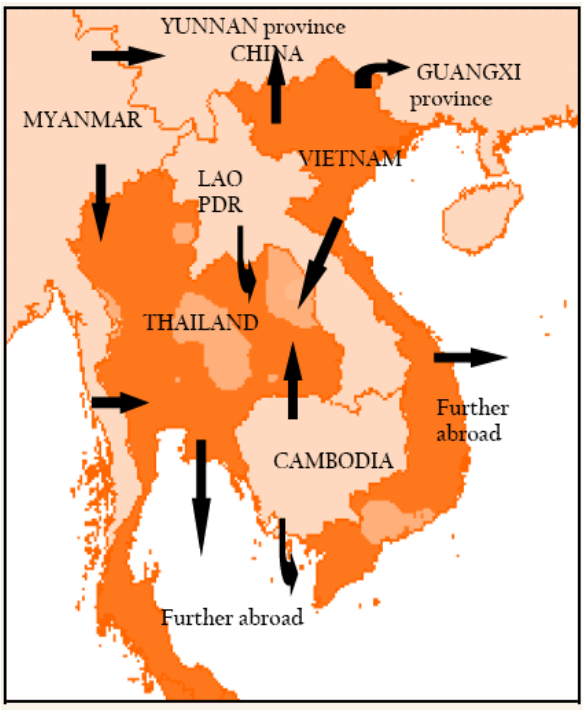
TRAFFICKING NETWORKS IN SOUTHEAST ASIA

- are widespread
- range from the small and informal to highly organized crime syndicates
- are primarily of Asian origin, though there are growing links with organized networks in countries of Eastern Europe and the former Soviet Republics, and countries of South America
- operate transnationally, either by living in or establishing local partnerships in source countries
- often follow migration routes and patterns
- use blatant force such as kidnapping or rape, but also less obvious inducements and deception that exploit an individual's vulnerability to achieve consent
- are often closely linked to other sectors of the national or international crime industry, such as loan sharking, gambling, illicit trade in narcotics and arms and corporate extortion

Main trafficking routes

Countries of origin	Transit countries	Countries of destination
• Cambodia		• Cambodia
• China	• Cambodia	• China
• Lao PDR	• Myanmar	• Thailand
• Myanmar	• Thailand	• Singapore
• Thailand		• Taiwan
• Vietnam		• Malaysia
		• Hong Kong
		• Japan

NB. Trafficking also takes place internally



- operate underground and are often out of the reach of the legal system or closely connected to power centres
- are adept at avoiding detection and arrest by control and manipulation of those trafficked and complicity of public officials
- are facilitated by advances in transport, information and communications technologies, particularly the internet

Source: ***The United Nations Development Fund for Women (UNIFEM-East and Southeast Asia Regional Office, Bangkok) (กองทุนการพัฒนาเพื่อสตรีแห่งสหประชาชาติ).*** *Trafficking in Persons: A Gender and Rights Perspective. From http://www.unifem-eseasia.org/resources/others/traffic.htm*

Exhibit 9: Supply and Demand of Trafficking of Women and Children

Supply	Demand
Socio- cultural	**Socio-cultural**
Illiteracy and inadequate educational and employment opportunities as well as lack of gender perspective in education.	**Male attitudes** and perceptions of women in society, and women's unequal socio-economic status.
Patriarchy, which is the main cause for discrimination of women and girl-children.	**Pornography** and its role in demand for sex. This is coupled with and ever increasing use of the internet as its vehicle and as a means for traffickers to market women and children.
Erosion of traditional family values, and the pursuit of consumerism, encourages the sale of women and children.	**Patriarchy** resulting in the unequal power relations between men and women and the discrimination of women.
Racial discrimination, racism and related intolerance, which makes the women from such communities more vulnerable to trafficking.	**Consumerist behaviour** with the commodification and the commercialization of sex leading to the consideration of women's bodies as commodities and objects for sexual pleasure.
The media and new technologies, which through advertising and the commercialization of sex, present women's bodies as objects for sexual pleasure.	

Supply	Demand
Economic	**Economic**
Economic disparities within the countries, and between countries and regions, which is the primary cause for the growth in trafficking in women. **Feminisation of poverty** because women constitute 70% of the world's poor and they support their families through precarious employment in the growing informal sector. **Globalization** and its differential impact on women through economic restructuring and transition with cuts on social spending which affect women. **A lucrative business** with high monetary returns because women are sold and resold a number of times. The relative danger of being apprehended is low and this attracts crime syndicates. **Economic difficulties** in relation to economies in difficulty or in transition.	**Demand by employers** for unskilled and cheap labour markets. Women's labour is usually in low status work in the domestic and entertainment spheres, and in the informal sector. **An expanding commercial sex industry** and increase demand for sex. The variety of ways it merchandises women and children are: prostitution, sex trafficking, sex tourism, mail-order brides, to name but a few. The growth in child sexual exploitation is due to male client preferences for younger women and girls because of a fear of HIV infection. **Development policies** promoting tourism, and patterns of development that depend on temporary migrant workers.

Supply	Demand
Political	**Political**
Feminisation of International Migration as women enter the labour market - together with a lack of regulation for labour migration - which provides increased opportunities and channels for trafficking.	**Unequal and exploitative political and economic relations** dictated by the North, which results in the deterioration of conditions of life in the South.
Civil and military conflicts push people to flee their homes and their countries. Of the 25 million refugees in the world, 80% are women and children. They become easy prey in the hands of the traffickers.	**Military bases** both past and present have created enormous prostitution infrastructure.
The growth of transnational crime and the expansion of drug trafficking networks act as mechanisms for other forms of exploitation.	**Restrictive migration policies,** which have decreased the possibilities for regular migration.
Weak law enforcement mechanisms and measures to penalize offenders.	**Sales of arms** and the increase of armed conflict within and between with the consequent increase of displaced people and refugees who fall victim to traffickers.
Corruption by police, law enforcers, officials and peacemakers.	**Weak law enforcement** mechanisms and measures to penalize offenders.

Source: ***Asia Partnership for Human Development.*** *STOP! Trafficking of Women and Children. From http://www.aphd.or.th/resources/pdf/booklet_aphd.pdf*

Exhibits 10: The Ayudhaya Workshop as Pioneer of CMM: Narrative Episodes

Vital to the success of any campaign is the synchronized efforts of the various groups of practitioners. Yapa and her teammates worked very ambitiously to put CMM into test and launch the the first forum known later as “The Ayudhaya Workshop”, held at Krungsri River Hotel, Ayudhaya, Thailand, during November 1-3, 2002. The 3-day schedule was tightly set with agenda loaded with themes relating to human trafficking. The first day was the departure from Bangkok, registration and Program overview. The real workshop started from Day Two from 9.00. a.m. to 9.00 p.m. Yupa’s narration was full of detailed information. She told that:

On November 2nd, after the Opening Remarks by Dr. James R. Klein, Representative of TAF, there was a pantomime performance as political act on stage entitled “On the Reflection of Trafficked Persons’ Lives” by Gupfai Play Group. The performance was actually symbolic in style and in tone, and was intended to build up ambiance and emotional connection among our participants upon the problems of human trafficking problems. It worked exceptionally well. People get the very sense out of the performativity on stage. It moved people’s feeling.

> Then we moved to the first theme’s discussion “the Genesis of Trafficking in Persons” where we discussed the definitions of trafficked persons and forms of human rights violation in trafficking in persons; push and pull factors of trafficking; women’s and children’s rights, and sort of…legal protection by mechanism at the national, regional, and international levels. It was really great.
>
> After lunch, we got back and started talking about “trafficking in women and children in the gender dimension”. The content related to sex and gender, and the cultural factors resulting in discrimination and violence against women. Our resource persons worked very well in making it

conversational…We also discussed under the theme of “Definitions, Forms, and Effects of Trafficking in Persons” where we enjoyed discussing definitions and nuances of trafficking in women and children, smuggling, illegal migration, child migrant labor, and prostitution.

Another related topic just indeed stirred attention from the floor…the effects of trafficking in persons at the individual, communal, and societal levels. After dinner, we got back. The last theme was something we communicated our CMM; “Assistance of Trafficked Persons by Multi-Professional Teams”. I also was one among the teams of Resource Persons under this section leading discussion on roles and responsibilities of multi-professional teams and related bodies in assisting trafficked women and children in compliance with the legislation and the Memorandum of Understanding; and difficulties and needs of multi-professionals.

The last day topics covered comprehensive approaches to combat trafficking in Persons: Prevention, Prosecution, Reintegration and Repatriation. The content focused on the process, difficulties, and solutions. Also experiences sharing and advising with our best practices by organizations working towards combating the problems. The very last topic dealt with building-up a network on anti-trafficking in women and children. We also introduced the Website “Back to home”. Evaluation, wrap-up, and closing came up on the end of our agenda. This was our initiatives. It was a real success.