



SUMMARY

of the research on awareness on human trafficking problem
*prepared for Counter Trafficking Program of
Mission of the International Organization for Migration in Ukraine*

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1. Research tasks and methodology

In April-July GfK Ukraine carried out the research on awareness of Ukrainian citizens' on different forms of human trafficking for Counter Trafficking Program of Mission of the International Organization of Migration in Ukraine (hereinafter referred as IOM).

Main research question are the following:

- < Which information should be disseminated to prevent human trafficking?
- < What are the target audiences of such information?
- < Which communication channels are the most effective?

Research data was collected via personal interviewing of the Ukrainian population at respondent's home. The interviewing was carried out in May-June 2011. Interview results are analyzed on three levels:

- < Population of Ukraine aged 14-65 years old;
- < Six macro-regions of Ukraine: West, Centre, Kyiv city, North, East, South;
- < Target administrative units which are planned to be covered by special activities of IOM: AR Crimea, Dnipropetrovsk, Lviv, Mikolayiv, Ternopil, Kharkiv regions.

Research sample makes up 2500 respondents:

- < 1000 respondents were interviewed within national sample representative for Ukrainian population aged 14-65 years old by administrative units, size of settlement and gender-age structure according to State Statistical Committee of Ukraine data as of 1 January 2010;
- < Besides, in six target administrative units a buster (additional) sample containing 1500 respondents was interviewed, designed specially to interview 300 respondents in every administrative unit in frames of both samples. Sample is representative for every administrative unit by size of settlement and gender-age structure according to State Statistical Committee of Ukraine data as of 1 January 2010.

Duration of the interview made up approximately 20 minutes.

2. Definition of the core concepts

2.1. Human trafficking

According to the Palermo Protocol of the UN Convention trafficking in persons lies in combination of three basic components; each of them can be found in the list given in the definition:

- < actions as: "recruitment, transportation, transfer, harbouring or receipt of persons";
- < by means of "the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation";
- < aiming at exploitation shall include "at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labour or services, slavery or practices similar to slavery, servitude or the removal of organs ".

In this research the external (international) and internal (in borders of one country) human trafficking is differentiated.

2.2. External labour migration

According to IOM definition¹ external labour migration is generally defined as a cross-border movement for purposes of employment in a foreign country.

¹ <http://www.iom.int/jahia/Jahia/about-migration/developing-migration-policy/migration-labour/labour/cache/offonce>

2.3. Internal labour migration.

According to previous definition internal labour migration is a movement for purposes of employment to other settlements of the same country (not including commuting that allows to return home every day).

3. Level of awareness on human trafficking problem

In this research the following indicators of awareness on human trafficking problem were singled out:

- < Level of awareness on different forms of human trafficking;
- < Opinion on main reasons for human trafficking;
- < Evaluation of risk to find oneself in a situation of human trafficking;
- < Level of awareness of methods for protecting oneself from a situation of human trafficking.

The question emerging is: **does awareness on human trafficking problem have impact on intentions towards risky behaviour in context of human trafficking?**

In this research index of intentions towards risky behaviour in context of human trafficking was calculated based on following parameters:

- < Intentions towards external labour migration (plans and desires to get employed abroad, readiness to cross the border illegally and get employed illegally, readiness to go to any unchecked employer, preferred spheres of employment);
- < Intentions towards internal labour migration (plans and desires to get employed in other settlements, readiness to get employed illegally, to go to any unchecked employer, preferred spheres of employment);
- < Potential consent on breaking his/her rights by employer (taking away of the passport, limitations of movement, untimely payment, etc.);
- < (only for women) Intention to marry a foreigner to move abroad.

Each of the risky intentions corresponds to a certain sum of points and the summary index calculated accordingly.

By means of correlation analysis it was revealed that **level of awareness on forms of human trafficking, opinion on main reasons of human trafficking and level of awareness of methods protecting oneself from a situation of human trafficking do not influence the intentions towards risky behaviour**. So for the majority of people knowledge about human trafficking is purely theoretical and they do not apply it to their own living conditions.

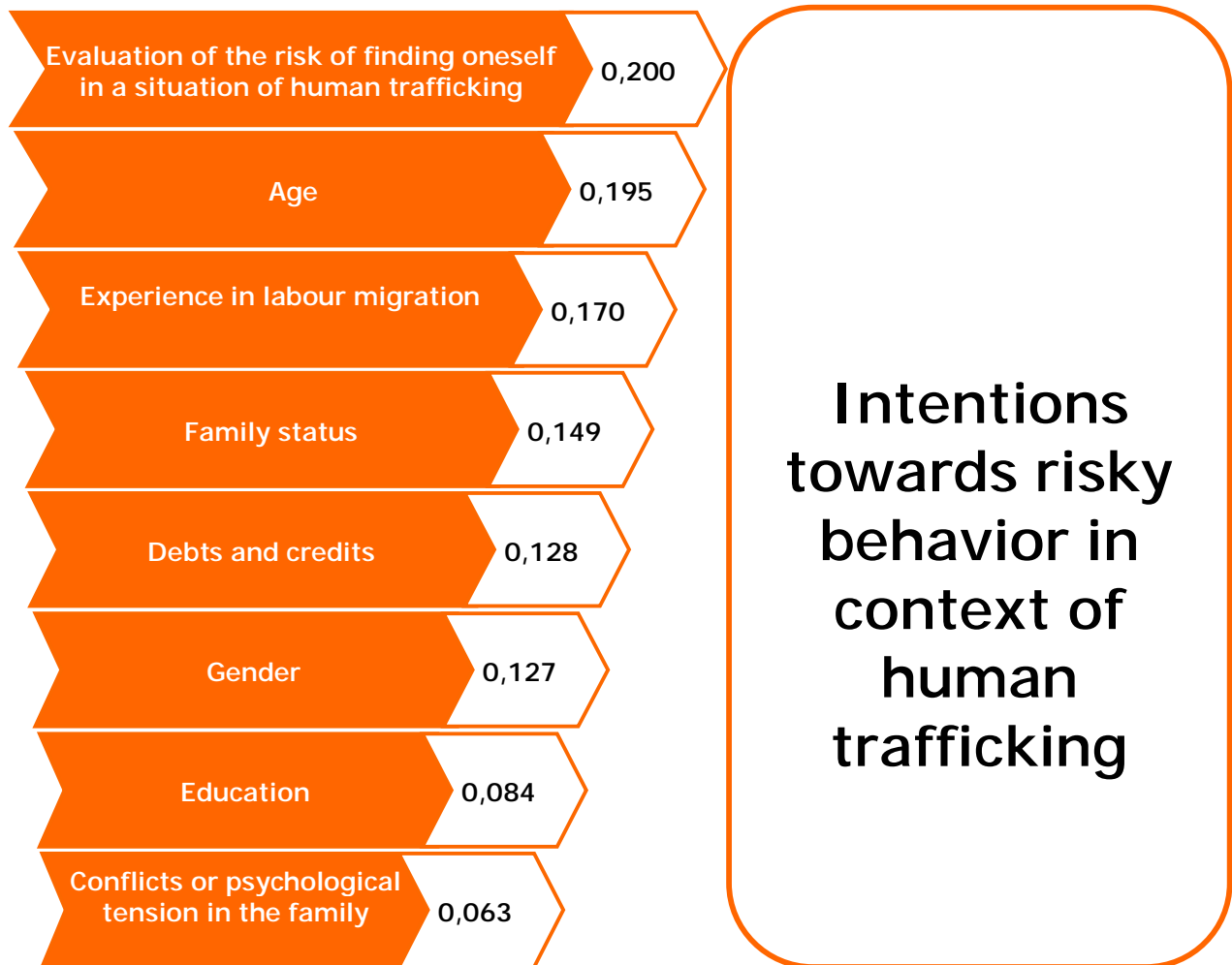
Intentions towards risky behavior are correlated with the following factors:

- < **Evaluation of risk to find oneself in a human trafficking situation:** those who deny the possibility to find themselves in a human trafficking situation ("this won't ever happen to me") are more inclined to perform risky behavior than those who recognize such a possibility ("perhaps it might happen to me" or "difficult to answer"). This means that communication of human trafficking situations as close and real would have the most impact on intentions towards risky behaviour: one should be informed that not only marginal layers of population become victims of such situations but ordinary and experienced people do, and one is drawn into such a situation by people one trusts – close people, friends, colleagues, employers, etc.;
- < **Age:** younger respondents are more inclined to perform risky behaviour than older ones;
- < **Experience of external and/or internal labour migration:** former migrants are more inclined to perform risky behaviour than those who do not have experience of labour migration. One can assume that labour migration experience should have learned people to be careful, but practice shows the opposite tendency: if a labour migrant wasn't involved into situation of human trafficking and he/she returned home safely with earned money he/she becomes more inclined to perform risky practices in future. Importance of the informational work within the former migrants is proved also by the fact that they show an example and tell stories about their successful trips to other people thus facilitating engagement into risky practices of more people;
- < **Family status:** single/divorced/widow respondents are more inclined to perform risky behaviour than married ones;

- < **Debts or credits:** those who have debts or credits are more inclined to perform risky behaviour;
- < **Gender:** men are more inclined to perform risky behaviour than women;
- < **Education:** respondents with secondary education are more inclined to perform risky behaviour than those who have higher one;
- < **Conflicts or psychological tension in the family** – the more is the frequency of conflicts in the family the more is the inclination to perform risky behaviour.

Correlation coefficients of these factors' impact on intentions to perform risky behaviour in the context of human trafficking are presented on Picture 1.

Picture 1. Factors impacting intentions towards risky behaviour²



At the same time the fact that the awareness of people in forms, reasons and methods of protection from human trafficking doesn't influence intentions towards risky behaviour doesn't mean that dissemination of the corresponding information is useless. This means only that **corresponding information should be disseminated the way that recipients imagined the reality of the human trafficking situations in their lives.**

Below we will outline the gaps that exist in awareness of population about the human trafficking.

² On the picture modular meanings of Spearman's rank correlation coefficient are presented. Correlation coefficient is a measure of statistical interconnection between two values. Correlation coefficient can take values from 0 (absence of interconnection between variables) up to 1 (absolute interconnection: if changing one value on x, other value changes on y).

3.1. Level of awareness on different forms of human trafficking

Within the forms of human trafficking most often Ukrainians have heard of the situations of sale or involvement into sexual slavery (92%), a bit less often respondents heard of sale or involvement into labour slavery (82%) and even less often – of sale or involvement children into forced beggary, use in porno-business and for other commercial aims (74%) and illegal adoption of children aiming at their further exploitation (67%). Inhabitants of the Central, Northern and Western regions (which are more inclined towards risky behaviour as we'll see further) have heard of different forms of human trafficking more often than inhabitants of East and South.

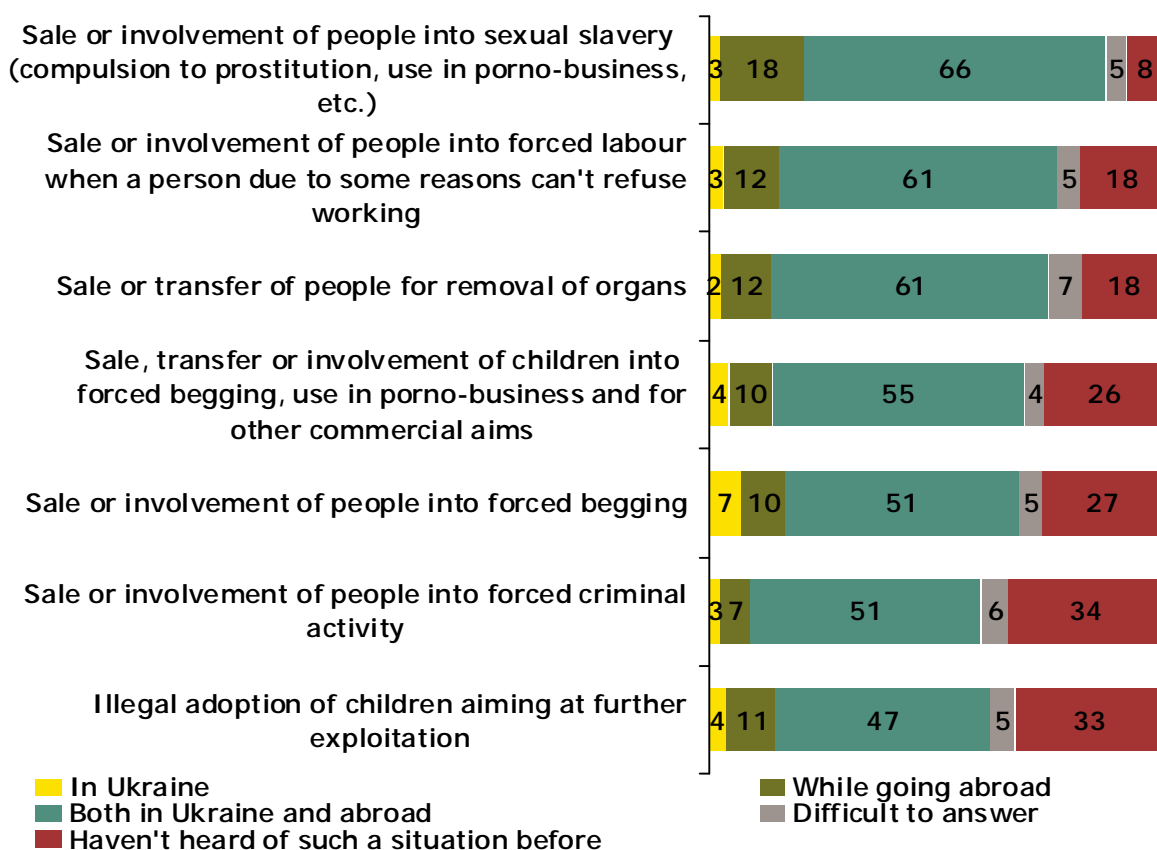
Majority of population knows that situations of human trafficking can happen to Ukrainians in Ukraine as well as abroad, though about 20% within those who heard of any form of human trafficking mistakenly consider that such situations happen abroad more or hesitate with answer (Kyivites are the ones to express this opinion most often).

More than 50% of population knows that a person of any age and gender can become a victim of different forms of human trafficking, and an under aged girl as well as adult woman can be involved into sexual slavery. With that about a third of population does not believe the fact that people over 45 years old can become victims of human trafficking (mostly Kyivites).

People with experience of external and/or internal labour migration are more aware of different forms of human trafficking though as we saw earlier this does not impact their intention towards risky behaviour.

Within men and women there is no significant difference in level of awareness in different forms of human trafficking.

Diagram 1. To your mind do these situations happen or might happen to Ukrainians: in Ukraine or while going abroad, or in Ukraine, or abroad? % by population of Ukraine



3.2. Opinion on main reasons of human trafficking

44% of population know that one can face a human trafficking situation via illegal migration or employment abroad, 31% - via debts, 28% - via kidnapping, 20% - via marriages with foreigners, 16% - via illegal employment in Ukraine, 9% - via sale by friends or relatives, 31% of population pointed to all of the reasons.

Between men and women there is no significant difference by level of awareness about main reasons of human trafficking. Opinion of people that have experience in external and/or internal labour migration doesn't differ from the national one.

3.3. Risk evaluation of facing human trafficking situation

70% of population fully exclude possibility to face situation of human trafficking – there are more people with such opinion in West, South and East and less in Kyiv city, North and Centre. 67% of people with experience in external and/or internal labour migration fully exclude possibility to face situation of human trafficking – by this indicator they insignificantly differ from general population in spite of heightened intention towards risky behavior.

Majority of answers on the question about reasons of such a position concern external migration: 45% exclude risk of human trafficking due to the fact they do not go abroad, other 20% due to the reason they do not go to other countries illegally (such answers are mostly characteristic of South). About half of answers reveal confidence in oneself: 24% pointed out that they have business only with reliable organizations and people (people with experience in external and/or internal labour migration answer this way more often), 15% - that they do not have debts and/or need in doubtful earnings, 14% - that they do know how to protect themselves from human trafficking (such answers are more spread in Kyiv city, East and Centre). A widely-spread one is position of exclusion of oneself from the risk group: 21% suppose that they do not belong to the risk group by gender or by age and the same number simply do not believe that this can happen to them (such answers are mostly spread in East and also within men).

At the same time a relative majority of those who do not exclude possibility to face situation of human trafficking could not answer why they suppose so (46%), another 22% answered that they belong to risk groups by gender or age, 16% - do not know how to protect themselves from human trafficking, 10% - that they are employed by different people and do not know what to expect from them.

3.4. Level of awareness of methods for protecting oneself from a situation of human trafficking.

52% of population know that in case of facing situation of human trafficking abroad one can count on help from embassy or consulate of Ukraine, 39% - on help of local law-enforcement authorities, 36% - on help of international organizations, 32% - on help of Interpol, 24% - on help of hot-line for preventing human trafficking in other countries. Besides, 25% of population do not trust the help of any organization and suppose that in facing human trafficking situation one can count only for oneself or relatives and friends (people with experience of external and/or internal labour migration most often do not believe in any help – 35%). Men do not believe in help of any organization more often than women.

In case of facing a situation of human trafficking in Ukraine 47% of people know that they can count on help from Ukrainian militia, 32% - on help from hot-line for preventing human trafficking in Ukraine, 30% - on help of Centres for social services for family, children and youth in Ukraine, 29% - on help of international organizations, 27% - on help of Ukrainian non-governmental organizations. Besides, 40% of population do not trust help of any organization and suppose that in facing human trafficking situation one can count only for oneself or his/her relatives and friends (people with experience in external and/or internal labour migration most often do not believe in any help – 53%). Again men do not believe in help of any organization more often than women.

More than a third of respondents (from 30% to 54%) consider following means of protection from human trafficking to be effective:

- < Go abroad only legally (women consider this mean to be effective more than men);
- < During foreign travels not to give anyone one's passport;
- < To work abroad only by officially signed contract;
- < In any travels leave relatives or friends contact information going to any travels, make agreements about timing of telephone contact and code words that would allow them to realize that you are in danger.

Less than a fourth of population trusts in effectiveness of such means as "employment abroad only with the help of the firms that have appropriate license", "during travels abroad to have telephone numbers of Ukrainian embassy, local police and/or organizations that give help in situations of human trafficking", "during foreign travels to have several copies of international passport and to leave one copy to relatives or friends at home", "during travels in Ukraine to have telephone numbers of Ukrainian organizations that give help in situations of human trafficking".

4. Vulnerability to human trafficking

In this research following criteria to sketch vulnerable groups in context of human trafficking were singled out: **intentions towards risky behaviour** (in particular, towards labour migration, risky employment, marriage with foreigners); **living conditions increasing risk of human trafficking situation** (financial difficulties, debts, low level of education, family illbeing, younger and middle-aged age categories; **experience of internal and/or external labour migration**. There is a direct correlation dependence between these criteria, i.e. living conditions that increase risk of facing human trafficking situation and also experience of labour migration facilitate intentions towards risky behaviour.

4.1. Intentions towards risky behaviour

9% of Ukrainian population plan to go abroad in search of living or seek such possibilities, about a third of them admit possibility of illegal cross of the border, 78% would agree on illegal employment in any sphere of occupation (most often in agriculture), 13% are ready to go to work on any employer who would offer an attractive payment.

6% of Ukrainian population are planning to go to other Ukrainian settlements in search of living or seek such possibilities, (3% of population are seeking possibilities to earn both abroad and in Ukraine). 28% of them admit possibility of illegal employment without a contract, 17% are ready to go to work on any employer who would offer an attractive payment.

24% of Ukrainian population would tolerate penalties for making failures in work, 16% - limitations of movement, 11% - untimely payment and work in illegal enterprise and 3% - taking passport away by employer.

2% of female population of Ukraine plan or seek for possibilities to marry a foreigner.

Citizens of Central region are more inclined towards risky behavior, citizens of North and West are on the second place, and citizens of East, South and Kyiv are much less inclined.

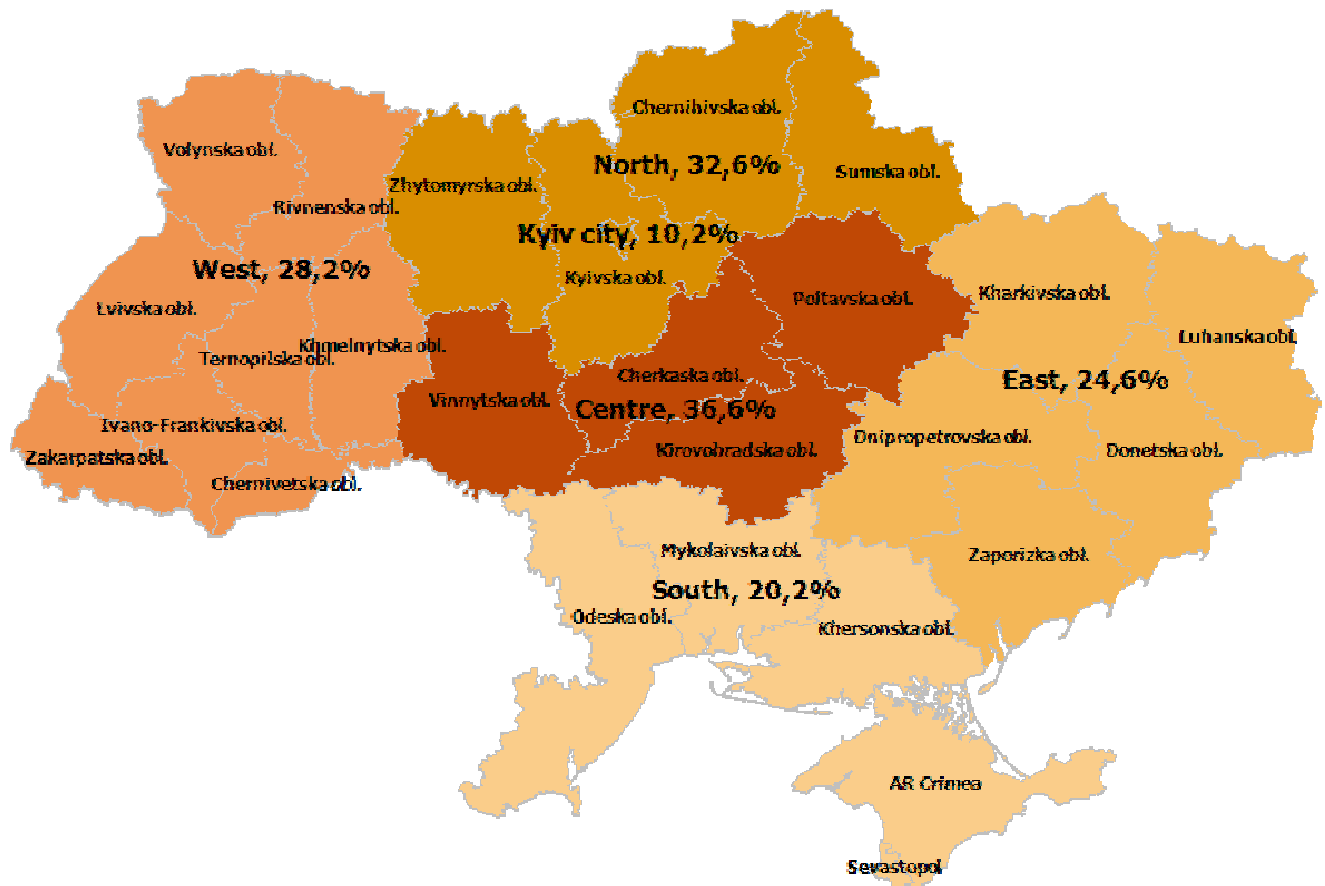
4.2. Living conditions increasing risk of human trafficking situation

We have singled out following living conditions that increase risk of facing human trafficking situation despite of the fact whether a respondent is inclined towards risky behavior or not: being in a junior age group, tough material state and having debts, secondary education, conflicts or psychological tension in the family, presence of family members who abuse alcohol and/or drugs, presence of family members with criminal records.

At the same time during research process it became evident that persons with mentioned characteristics are more inclined to risky behaviour in context of human trafficking. Thus gradation of regions by inclination to risky behaviour is close enough to the part of population forced to save on food and/or on clothes – there are more such people in the Centre, least in Kyiv city (see Map 1). Significant regional differences are observed only by material state and fact of debts, by other indicators of living conditions that increase risk of facing human trafficking situation there is no significant difference between regions. By living conditions that increase risk of

facing human trafficking situation there is a difference between men and women: there are more persons aged 55-65 and having higher education within women.

Map 1. Share of population that saves on food and/or clothes in different Ukrainian regions



4.3. Experience of external and/or internal migration

10% of population already had experience of labour migration, 11% - experience of internal labour migration, 3% - experience of both internal and external labour migration (they were joined in one group "Former migrants" that makes up 18% of population). About third of them plan or seek possibilities to move in search of leaving abroad or in borders of Ukraine, another words they lead a migration way of life. External migration experience increases inclination to risky behaviour during external migration, and internal migration experience increases inclination to risky behaviour during internal migration.

At West, North and Centre part of people with external migration experience makes up 13-16%, and in other regions – 6-8%. Part of former internal migrants is the same in every region – it is evident that internal migrants go more often to the closest big city.

72% of Former migrants are men, they are younger than general population, there are more people with professional or secondary education within them. They have debts and credits more often than general population and also witness more conflicts or psychological tension in the family.

4.4. Sketching vulnerable groups

As far as there are many criteria of vulnerability we did not put ourselves as a task to define an absolute threshold of vulnerability, i.e. the minimum number of criteria that allows to define a person as a vulnerable one. Instead we propose to single out vulnerable groups by relative indicator – when a total meaning of vulnerability criteria is higher than average for population of Ukraine.

According to these criteria most part of vulnerable groups within the population is observed in the Centre, North is on the second place, then comes West, East, South and Kyiv-city.

Table 1. Share of vulnerable groups within population, %

Vulnerable groups	West	Kyiv	South	North	East	Centre	Total
Population with indicators of <i>intentions towards risky behavior</i> higher than average meanings	48	31	26	45	29	56	38
Population with indicators of <i>living conditions that increase risk of facing human trafficking situation</i> higher than average meanings	35	20	37	36	34	42	35
Former migrants	18	15	18	24	15	23	18
Do not belong to any of these vulnerable groups	32	49	50	26	43	23	37

5. Communication channels

Ukrainians rather trust than don't information on labour migrants received from law-enforcement authorities, church, state authorities of national level and international organizations, Ukrainian non-governmental organizations and local authorities. The same information received from employment agencies, marriage agencies, unknown people who have experience of travels abroad, and well-known persons people rather don't trust than do.

TV remains the most popular mass media in Ukraine that is used as a channel to receive information by 95% of Ukrainians, about 40% of population also regularly receive information from radio, local and national press and Internet. Men more often than women use Internet, and women use TV and press more often (this is partly explained that among women there are more elderly ones).

TV and Internet are leading by level of users trust in all of the regions except Centre where the most trust is given to local press. Men trust Internet more, women – the TV.

Within whole population as well as within inhabitants of all of the regions and vulnerable groups representatives leaders of the TV broadcasting is Inter, 1+1, STB, ICTV, TRK Ukraine and Novy Kanal, leader of Internet news space is ukr.net, leaders of radio broadcasting are Hit FM, Russkoe Radio, Nashe Radio, Chanson and Luks FM, leaders of the social and political weekly editions are "Facts and Commentarii", "Segodnia", "Komsomolska Pravda".

6. Research recommendations

6.1. Which information should be disseminated to prevent human trafficking?

- < First of all people should be informed that any person might become a victim of human trafficking in relatively ordinary living conditions: experienced migrants, men and women, young and old, etc. Also it is worth stressing that people are drawn into these situations predominantly by those whom they trust (close people, friends, colleagues, employers, etc.). Until people are aware of personal danger of human trafficking they do not take this risk into consideration and act accordingly;
- < According to revealed gaps in awareness of population it is recommended to inform it more about:
 - Labour slavery, that any person of any age and gender can become a victim;
 - Trafficking of children;
 - Internal human trafficking and conditions of facing corresponding situations (in particular about the danger of illegal employment in different spheres);
 - Necessity to have telephone numbers of organizations that give help in situations of human trafficking in foreign travels as well as in travels in borders of Ukraine;
 - Real cases of help by IOM and similar organizations;

- Recommendation to leave relatives or friends contact information when going to any travels, make agreements about timing of telephone contact and code words that would allow them to realize that you are in danger;
- Recommendation to seek for work abroad only with the help of firms that own a corresponding license;
- Recommendation to have several copies of international passport while going abroad and to leave one copy relatives or friends at home.

6.2. What are the target audiences for such information?

- < We recommend to define Former migrants as a main target group for communication: firstly, because of the higher intentions to perform risky behaviour, secondly, because they act as informants for the rest of population without such an experience;
- < According to the share of the vulnerable groups we recommend the following prioritization of communication within regions (from most to least priority region): Centre, North, West, East, South, Kyiv.

6.3. Which communication channels are the most effective?

- < Trust to information message is higher if its source is law-enforcement authorities, church, state authorities of national and local levels, international organizations and Ukrainian non-governmental organizations.
- < Concerning channels of communication it is recommended to use primarily TV and Internet (the last one is also used more often by youth and 'opinion leaders'), radio and press are less effective. It is reasonable to broadcast social ads on TV or radio about the reality of human trafficking danger, and to give concrete advices in Internet (news sites, sites of employment and foreign embassies, postal servers, search systems, social networks, etc.) and press.