

A photograph of a yellow tractor in a golden wheat field under a clear sky. The tractor is in the background, slightly out of focus, and is moving away from the viewer. The wheat is in the foreground, in sharp focus, and is golden in color. The sky is a pale blue. The entire image is framed by a thick yellow border.

STOP THE TRAFFIK

Fenland campaign evaluation

September 2018

Fenland campaign overview

- Campaign activities in Jan-May 2018 included Barclays Bank frontline staff **training** and **community awareness** day, and a **social media campaign** in English and Lithuanian
- Over **14 key partners** ranging from Home Office, Lithuanian Embassy, local law enforcement, local bank, local NGOs and community members

Campaign **highly effective**:

- Reached **over 250,000 people**
- Raised online and offline **discussion**
- **Awareness of rights raised** in **72%-84%** of target population
- **49%-61% now know where to seek advice and support**
- **39%-51% will act differently** in future potential MSHT situations



MS/HT in Fenland

Intelligence reports have identified the Fenlands as a hotspot for labour exploitation

What happens to victims

- Mainly foreign nationals in migrant communities, often exploited by people of the same nationality
- Worked up to 12 hours a day, 7 days per week
- Unable to take leave or refuse shifts
- Being paid less than national minimum wage, often under the counter
- Sometimes hold legitimate jobs but are forced to pay some of their salary to their traffickers

Control methods

- Charging high amounts for transfers, giving extortionate loans for food, placing victims in overcrowded accommodation and often threatening them with homelessness
- Victims stuck in a cycle of dependency, when rent, deposit and bills are collected in advance and they are left in debt bondage
- Documents, credit cards and cash are taken from victims
- Often physical abuse and complete reliance on traffickers

Where it happens

- Factories (e.g. food factories), recycling plants, skip hire, fields (e.g. flower and vegetable picking), car washes, building sites (e.g. sub-contracted construction sites), shops, forced criminality.
- Petrol stations and other designated locations are often used as pick up points



Campaign objectives

Objective

Raise awareness

Know how to respond

English

Spot the signs

Report

Lithuanian

Know your rights

Contact local orgs for
information and advice



Campaign activities

- **Training** to Barclays' Wisbech branch frontline staff
 - By STOP THE TRAFFIK (STT), Barclays and Cambridgeshire Police, on 16th January 2018
 - Based on European Banking Alliance toolkit to which STT contributed
- **Customer awareness campaign** held in Barclays' Wisbech branch, involving Cambridgeshire Police and the Fenland District Council
 - 40 posters and 1,200 leaflets were printed by Barclays and distributed in the branch and within the community on 7th February 2018
- **Social media campaign** targeting people in and around Peterborough, Ely, March, Wisbech and King's Lynn on Facebook and Instagram ran between 10th-18th May 2018
 - In addition, 1,600 additional leaflets were printed by Barclays' Wisbech branch and distributed in various locations in the towns, including community centres, shelters, Lithuanian churches and businesses and various community connection points



Partners

Local/national government, authorities and FSO

Home Office

Lithuanian Embassy

Barclays Bank

Cambridgeshire Police

Norfolk Police

Gangmasters and Labour

Abuse Authority (GLAA)

Fenland District Council

Peterborough City Council

- Shared local intelligence and insights
- Shared contacts
- Resources
 - Designed and printed leaflets
 - Funded Facebook credits

Local NGOs and community groups

[ACCESS supporting migrants in East Anglia](#)

[The Ferry Project](#)

[The Rosmini Centre](#)

Community members

STT group volunteer

CrimeStoppers

- Shared local intelligence and insights
- Shared contacts
- Provided translation advice
- Shared campaign on Facebook
- Collected and disseminated leaflets
- Signposted for support, advice and reporting



Social media campaign

Reach

- 258,750 people
- Reached 44% of potential (35% through paid ads)
- Over 27% of the total population of key towns targeted
- Shared organically in UK and Lithuania
- For the Lithuanian community, the reach was in excess of 80% of the total social media targeted population
- English post raised discussions focused on migrant workers and immigration

Video views and clicks

- 21,000 individuals watched at least 75% of videos
- 10% of paid reach, 8% of total reach
- 12,000 clicked through to learn more

[See more results in Annex](#)

**STOP THE TRAFFIK** ✓
Written by Robyn Detoro [?] · 9 May · 🌐

Have you asked yourself these questions? Modern slavery happens everywhere, even around you.

STOP THE TRAFFIK.
PEOPLE SHOULDN'T BE BOUGHT & SOLD

Someone at risk of Modern Slavery?

Crimestoppers UK:
Emergency call:

The Fens are a hotspot for human traf

 124,821 people reached

52K Views

 Like  Comment

 186

306 shares



**STOP THE TRAFFIK** ✓
9 May · 🌐

Visi dirbantieji Jungtinėje Karalystėje, nesvarbu, ar jie yra britai, ar užsieniečiai, turi tam tikras įstatymines teises.
[See Translation](#)

STOP THE TRAFFIK.
PEOPLE SHOULDN'T BE BOUGHT & SOLD



Ar žinote savo teises?

[Learn More](#)

English post engagement

Reach

FB & IG, Paid & organic	220,000
Paid/Potential	34% (double in IG)
All/Potential	39%

FB Pages and groups share

Shares by pages and groups	16
# followers/group members	25-43,250

	FB	IG	Total
Reactions	187	434	621
Comments & replies			
	229	18	247
Shares	303	11	314

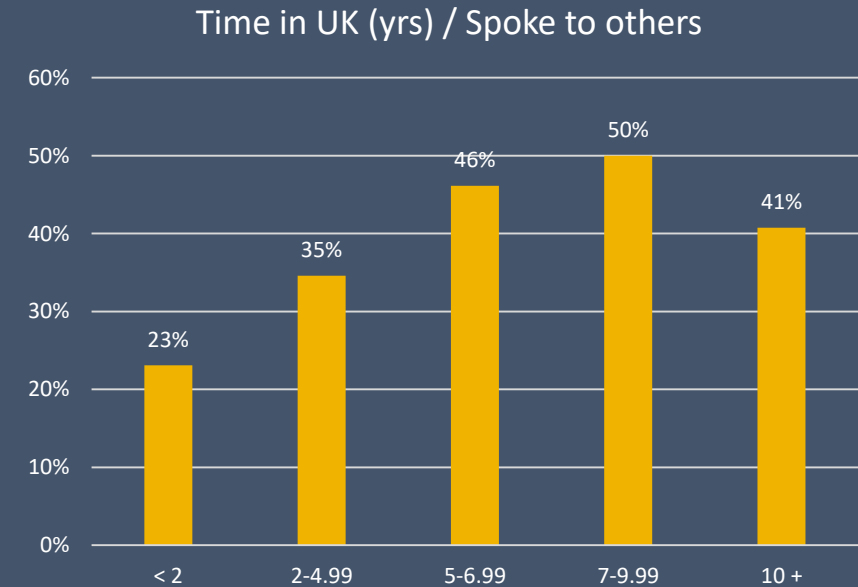


- 71 initial comments generated 158 replies
- Discussion focused on migrant workers and migration (60% of comments/replies)
- 16% showed awareness and willingness to learn
- 6% shared exploitation stories (witnessed or experienced)
- Report to GLAA regarding a particular local business

Lithuanian post engagement

	FB	IG	Total
Reactions	225	31	256
Comments & Replies	7	0	7
Shares	238	1	239

- Hardly any online discussion, however:
 - **43%** (74) survey respondents reported they had **discussed workers' rights with others**; 55% of those who remembered the campaign
 - Most discussed with others in UK; none with others in Lithuania
 - Men more likely to discuss with others than women - 46% vs 39%



Campaign results

Lithuanian audience knowledge

High level of knowledge about UK workers' rights

- **80%** knew the UK minimum wage
- **78%** knew that employers should pay for training and protective equipment
- Who to approach for support/advice
 - **55%** would approach local organisations ACCESS, Ferry Project – as appeared on video
 - **21%** thought there were several options available (local organisations, police etc.)
 - **11%** felt there is nothing to do
 - Mostly people aged 50 and over
 - More women than men
- Other options mentioned included the Citizens Advice Bureau and ACAS



Lithuanian campaign impact

- **47%** who remembered it, felt **the campaign was useful**
- **27%** who remembered it, **did something different** in relation for their employment (e.g., talked to employer about rights or asked to work less hours)
- **45%** said they **will act differently in the future**
- More so men than women
- More so when less time in UK

Awareness

Partners felt their relevant clients were already aware of MSHT following a few campaigns in the last two years in area (including the previous STT campaign)

Reporting

Some increase in reporting was indicated by partners Crimestoppers and ACCESS

Barclays recorded an increase in internal reporting of suspicious behaviour

Campaign results

Objective

Raise awareness

Know how to respond

Lithuanian

Know your rights

Contact local orgs for
information and advice

Results

78%-80%
answered correctly

55% chose this
option
21% said several
options applied



Key learning

Discussion

Social media campaigning can lead to offline change: the English-language posts resulted in high levels of online discussion while the Lithuanian-language posts resulted in high level of offline discussion

Partnership

Enthusiastic partners found the campaign and its development mutually beneficial

Systemic and ongoing

Partnering with national and local organisations from a wide range of sectors, in several phases, enabled wider and deeper engagement

Content

A non-victimising approach focusing on labour rights, simple and direct, using simple local imaging and native language drew very high levels of engagement



Key recommendations

Content

- Translate to multiple languages when populations are highly mixed, as in Fenlands
- Limit use of text and increase use of images and icons for lower literacy audience
- Another avenue of engagement could be housing rights

Follow-up campaigns suggestions

- Awareness raising in source country (Lithuania)
- Awareness raising in UK to internal UK trafficking
- Migrant workers' rights aimed at other nationalities/demographics

Annex



Campaign activities

- 5 different locations across the Fenlands
- 4 posts on Facebook and Instagram in English & Lithuanian
- English posts: labour exploitation
- Lithuanian posts: migrant workers' rights
- Link to GLAA leaflet & STT intel report
- 2800 flyers distributed across community



English post

video views, clicks, downloads

Video

Video length: 38 secs

	FB	IG	Total
75% video			
Views	9,100	4,300	13,400
View/Paid reach	9%	8%	
View/All reach	7%	4%	
100% video			
Views	4,300	3,300	7,600
View/Paid reach	2%	18%	
View/All reach	2%	8.5%	

Clicks

	FB	IG	Total
Link clicks	9,600	290	9,900
Link clicks/Reach	9.7%	0.3%	
CTR	4.3%	0.2%	

Top 10 cities


English intelligence page views

Fenland and area	3,550
Other UK	3,050
(London, Birmingham, Edinburgh, Bristol)	
Total	6,600

STT report
downloads

76




STOP THE TRAFFIK

Written by Robyn Detoro · 9 May ·

Visi dirbantieji Jungtinėje Karalystėje, nesvarbu, ar jie yra britai, ar užsieniečiai, turi tam tikras įstatymines teises.

[See Translation](#)

STOP THE TRAFFIK.
PEOPLE SHOULDN'T BE BOUGHT & SOLD

Laikas Patikrinti, ar:

Jums mokamas nacionalinis minimalus atlyginimas

Jums suteikiama pakankamai pertraukų ir laisvadienių

Jūs teisėtai atsisakėte 48 valandų + darbo savaitės

Ar žinote savo teises?

[Learn More](#)

33,194 people reached

21K Views

Like Comment Share

225

Most relevant

237 shares

7 comments

Lithuanian post

Reach

FB & IG, Paid & organic 38,750

including over 6,000 in Lithuania

Potential/Paid 79%

(lower on IG)

Potential/All 164%

FB Pages and groups share

Shares by pages and groups 11

No. followers/group members 350-43,250

Ad recall

Survey respondents who remembered the ad

24% 50

Survey respondents who remembered the leaflets

7% 15

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👍 🤔 😬 225 Most relevant ▾

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Lithuanian

video views, clicks, downloads

Video

Video length: 27 secs

Survey respondents who remembered
watching the video 13% 27

	FB	IG	Total
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75% video

Views	4,600	450	5,050
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View/Paid reach	68%	7%
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View/All reach	13%	11%
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100% video

Views	2,700	240	2,940
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View/Paid reach	19%	6%
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View/All reach	8%	6%
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Clicks

	FB	IG	Total
Link clicks	2,080	20	2,100
Link clicks/Reach	14.3%	0.5%	
CTR	2.5%	0.4%	

Top 10 cities

Lithuanian intelligence page views

Fenland and area	1,112
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Other UK	760
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(London, Birmingham, Bristol)

Vilnius, Lithuania	36
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Total	1,908
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GLAA report

downloads	136
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Evaluation

Purpose

Effectiveness: What difference did the campaign make for people in the target audience?

Learning: What has gone well and what would have been done differently in hindsight?

Methodology

- Desk-based research
 - Existing docs, existing FB metrics and analysis
- Local partners feedback
 - Emails
 - Interviews with 4 local partners were conducted
- CfILP team discussions
- Survey of Lithuanian-language target population

Survey

- Survey ran for 2 weeks (31/07-12/08/18)
- Links on Facebook ads in Lithuanian
- On a tablet at ACCESS reception area
- **282 Responses**

Survey Facebook metrics

Official reach 8,124

Unofficial reach 13,073

5,561 organic, 7,929 paid

35 shares, including local MP

6 comments

43 reactions

Unique link clicks 728

38% of clicks led to survey responses

Full results of survey available upon demand

Links

Lithuanian

[Facebook post](#)

[Instagram post](#)

[STT website intelligence page](#)

English

[Facebook post](#)

[Instagram post](#)

[STT website intelligence page](#)



EMBASSY OF THE
REPUBLIC OF LITHUANIA
IN THE UNITED KINGDOM



Gangmasters &
Labour Abuse Authority



Cambridgeshire
Constabulary



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STOP THE TRAFFIK

Registered in England & Wales No.6657145

Registered Charity No.1127321

Registered address:

1 Kennington Road, London, SE1 7QP, UK

Email: info@stopthetraffik.org

Call: +44 (0) 207 921 4258



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