



# **STOP THE TRAFFIK LITHUANIAN COMMUNITIES CAMPAIGN 2019 FULL EVALUATION REPORT**

November 2019

## TABLE OF CONTENTS

Table of Contents.....	2
Executive summary.....	3
Campaign context.....	5
Campaign overview.....	6
Campaign outcomes .....	12
Campaign reach .....	12
Objective 1: Relevance to me .....	13
Objective 2: Equipping with knowledge .....	16
Objective 3: Changes in behaviour .....	18
Platform limitations .....	21
Partner feedback.....	22
Campaign feedback .....	22
Provision of support: Lithuania .....	24
Provision of support: UK.....	24
Process limitations .....	26
Concurrent efforts.....	26
External collaboration .....	28
Relationship with STT .....	30
Santander activities.....	31
Key learning and recommendations.....	33
Appendix 1: Background on humankind research .....	38
Appendix 2: Key partner activities .....	38
Appendix 3: Audience samples.....	40
Appendix 4: Links.....	41
Appendix 5: Additional social media metrics.....	42
Appendix 6: Survey results summary .....	43

## EXECUTIVE SUMMARY

### CAMPAIGN ACTIVITIES

The Lithuanian (LT) Communities campaign ran on Facebook (FB) and Instagram (IG) over the course of two weeks in July 2019, first in Lincolnshire, UK followed by Lithuania. The target audience was Lithuanians living in both Lithuania and Lincolnshire at risk of labour exploitation in the UK.

The campaign was developed through secondary research carried out by Stop the and primary research with the target audience carried out by Humankind Research (HKR), an independent research agency specialising in social impact.

Stop the Traffik also formed a new partnership with Santander, and continued their partnership with Barclays, to deliver frontline staff training in branch and facilitate community awareness raising in Boston.

In total the campaign engaged 5 partners in Lithuania and 15 partners in the UK, with a focus on organisations working on the ground to directly support those vulnerable to or with experience of labour exploitation.

The following audience objectives were developed according to STT's Theory of Change and refined through exploratory research that fed into campaign development:

1. **Identifies the issue(s) as relevant to them:** raises awareness of labour exploitation and human trafficking (HT) and encourages self-identification
2. **Equips with knowledge:** provides information on labour exploitation, including sign-posting to local organisations, to prepare for safer migration
3. **Drives changes in behaviour:** encourages conversation around the issue and direct action in instances of vulnerability

Additionally, the key objectives with partners were to:

4. Increase local engagement, conversation and information sharing
5. (With banks) support the identification and reporting of potential HT at financial services organisations

Through an initial evaluation based on interviews with audience members and key partners and supplemented with social media metrics and pre and post-campaign survey data, the campaign was found to be effective at encouraging the target audience to recognise and seek support for labour exploitation – an issue that is commonly silenced.

The longer-term evaluation found that the sustainability of the audience outcomes was limited, and/or difficult to determine. The more encouraging long-term outcomes were the perspective shift and ongoing collaboration amongst those working in the sector in Lithuania.

This has been fuelled by the follow-up activities in Lithuania that STT has engaged in, including a round table discussion organised by the British Embassy.

The campaign was re-run in Lithuania from the 11<sup>th</sup> to 25<sup>th</sup> November, following some recommended edits, and there are plans to create another simple video with the checklist from the landing page in December. STT is also in discussion with the British Embassy in Lithuania about developing and running additional campaigns in the first quarter of 2020.

## CAMPAIGN OUTCOMES

### Audience

- Impressive reach via social media (SM), reaching 92% of Lithuanians living in Lincolnshire, UK and 15% of the total Lithuanian population in Lithuania
  - 11,972 people in Lincolnshire, UK
  - 348,873 people in Lithuania during the main campaign
  - 130,239 people in Lithuania in follow-up campaign
- Successfully raised awareness of more subtle forms of exploitation and encouraged people to reflect on their own experiences
- Landing page provided valuable overview of workers' rights in the UK and contact details of partner orgs; however there was a desire for more nuanced information
- Partners reported increase in calls regarding labour exploitation, and a notable openness to sharing personal stories
- Some indications of sharing campaign content and driving of conversation – more with those who audiences believe it to be relevant to, rather than publicly
- In Lithuania, 30.8% said they would behave differently in future situations of potential exploitation and in the UK, 20.6% said they would behave differently
- In Lithuania 52.8% and in the UK 64.5% of respondents who participated in the follow-up survey had taken some sort of action including discussing the issue, speaking with their employer and looking online for more information

### Partners

- Partners very supportive of campaign outcomes – particularly its effectiveness at shifting conversation away from victim blaming and opening up conversation
- Nevertheless, some challenges in offering support: Lithuanian partners well equipped to offer advice and a listening ear, but some limitations on specific help they can offer; Citizens Advice support limited by language barrier

- Some challenges relying on partners to monitor outcomes, particularly when this is not an established part of their process
- Lithuanian partners have done a lot to push the campaign forward and maximise impact e.g. trainings, PR – a sense of renewed energy specifically around work against labour exploitation
- However, they also flagged the difficulties of achieving sustained impact when a campaign is focused around a single video on social media available to the public only for a short period of time
- Santander training has triggered a series of activities, with exciting potential

## KEY LEARNINGS

The evaluation also highlighted some key learnings and recommendations for STT's work going forward:

- **COMMUNICATIONS STRATEGY:** A need to continue to raise awareness of even more subtle forms of exploitation; and encourage speaking out and seeking support
- **EXECUTION:** In campaign posts / videos, avoid any specific details that risk distancing potential audiences and distracting from core message
- **PARTNERS:** A need to manage expectations of the support that target audience will be able to receive from partners, particularly given challenges with resolving (international) cases of labour exploitation
- **DATA SHARING:** Opportunity to make the process of monitoring and information sharing with partners more well established, with a jointly developed process in place
- **SUSTAINED IMPACT:** Potential to consider strategy of single-point-in-time campaigns, and whether there is scope to extend the longevity of campaigns with a series of videos and complimentary efforts

## CAMPAIGN CONTEXT

STT is a global organisation, working strategically and systemically to prevent human trafficking. The intelligence-led prevention model works globally and locally to build partnerships with businesses, financial services organisations, law enforcement agencies and civil society to raise awareness and ultimately stop human trafficking.

STT runs targeted awareness-raising social media campaigns that deliver information to communities and signpost individuals to local help and support. The team usually works with Facebook, local and national law enforcement, government, financial institutions and local support and rescue organisations to develop and distribute campaign content.

For this campaign STT also partnered with Humankind Research, a qualitative research agency specialising in social impact and with expertise in informing strategies and communications for social change (see [Appendix 1](#) for further details). Research pre-campaign launch enhanced the contextual understanding of labour exploitation of Lithuanian migrants pre and post-departure, as well as upon return to their home country. Potential campaign messaging was also tested with the target audience in both the UK and Lithuania, resulting in specific guidance on how to communicate with them on this topic. Post-campaign launch, Humankind Research performed an initial independent evaluation of the campaign to establish its effectiveness. A similar process was then repeated in October-November to establish longer-term impact.

## BACKGROUND TO THE ISSUE

Lithuania has a huge emigrant population, and many people are vulnerable to trafficking and labour exploitation as they seek economic opportunities. Whilst sexual exploitation and forced criminality are also common, labour exploitation is by far the most prevalent and often goes unrecognised. Those experiencing labour exploitation mainly work in food processing, construction and agricultural industries, as well as domestic servitude (ref: STT Intelligence Report).

Often people are persuaded with promises of a better life, but ultimately forced to work long hours for little pay and can live in unsanitary and overcrowded conditions. Common destinations include the UK, Germany and Nordic countries. Boston and wider Lincolnshire in the UK is a particular hotspot given the prevalence of factories and agricultural land in the area. This was supported by findings in the UK pre-survey, in which around 30% of respondents reported that they had experienced exploitation – a highly significant figure, particularly given the murkiness around recognising more subtle forms of labour exploitation and the fear of reprisal for reporting.

## CAMPAIGN OVERVIEW

### CAMPAIGN OBJECTIVES

The following audience objectives were developed according to STT's Theory of Change and refined through exploratory research that fed into campaign development:

1. **Identifies the issue(s) as relevant to them:** raises awareness of labour exploitation and human trafficking and encourages self-identification
2. **Equips with knowledge:** provides information on labour exploitation, including sign-posting to local organisations, to prepare for safer migration
3. **Drives changes in behaviour:** encourages conversation around the issue and direct action in instances of vulnerability

The first objective was critical to delivering the second and third: as many people as possible needed to relate to the campaign in order to recognise the information as being relevant to their own situation, and that they are entitled to seek support. Without delivering on relevance, the target audience would be extremely limited, with a risk of alienating “less severe”, but more common, cases of exploitation.

Additionally, the key objective with partners was to:

4. Increase local engagement, conversation and information sharing
5. (With banks) support the identification and reporting of potential HT at financial services organisations

## CAMPAIGN PARTNERS

STT campaigns are developed in partnership. Partners provided contextual insight into labour exploitation and migration in Lithuania, and to some extent the UK, in order to help identify vulnerable groups and hotspots. STT brought this together with existing data and HKR’s primary research to develop the campaign. Partners were asked for further input as the campaign content was developed, as well as helping with the translation. As part of the campaign, local partners agreed to be signposted to for help and support and also disseminated the campaign within their own networks. Please see [Appendix 2](#) for detail on specific activities carried out by the key partners who were sign-posted to in the video / landing page.

**The following twenty partners were engaged with the campaign:**

### Lithuania Partners

- KOPŽI
- Missing Persons Families Support Centre
- Caritas
- Klaipeda Social and Psychological Services Center
- Vyrų Krizių Centras
- Lithuanian Ambassador-at-Large

### UK Partners

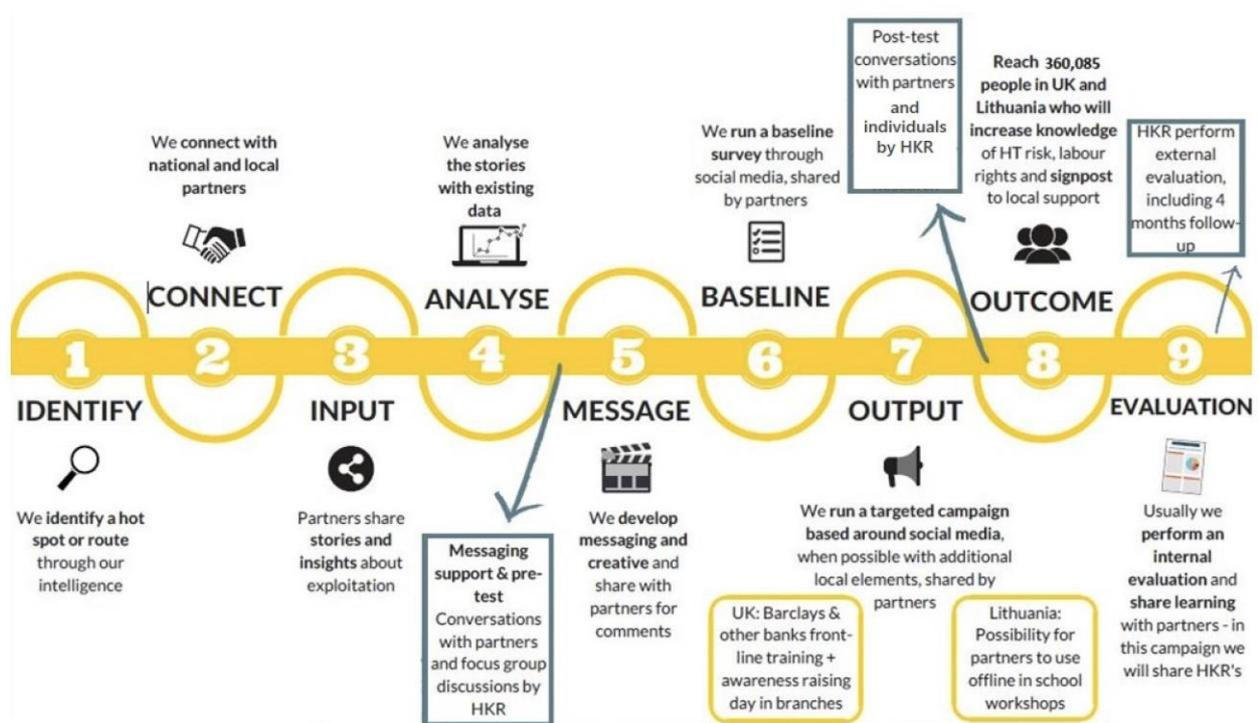
- Citizens Advice Mid Lincolnshire
- Citizens Advice Lindsey
- Citizens Advice South Lincolnshire
- Inclusive Boston

- Safer jobs
- Jūratė Matulionienė of LT community Boston
- Association of Labour Providers
- Modern Slavery Helpline
- GLAA
- Lincolnshire Police Force
- ACCESS Supporting Migrants in East Anglia
- Rosmini Centre Wisbech

Other

- Barclays Bank
- Santander Bank
- Facebook

CAMPAIGN ACTIVITIES



- **STAGES 1-2:** Partnership development with local, national and international partner organisations in order to gather and triangulate intelligence, support campaign messaging development and ensure target audiences will have appropriate support on the ground

- **STAGES 3-4:** Data collection and analysis performed by STT's Centre for Intelligence-Led Prevention (CfILP). CfILP staff members and volunteers are researchers and analysts who collect data and information from open source and partners and analyse and interpret it to develop an intelligence picture
- **RESEARCH:** Primary research, including interviews and focus group discussions (FGDs), by Humankind Research in Lithuania and the UK for a contextual deep dive and messaging testing. This developed a deeper understanding of the conditions for vulnerability and established how much people know about migration and trafficking in target communities, as well as understanding how audiences reacted to, and understood, three potential campaign routes. The route with most potential to inform and change behaviour around labour exploitation and trafficking was identified, along with specific guidance on how to communicate information around the topic to target audiences (tone of voice, language, channels, etc). See [Appendix 3](#) for detail on the sample
- **TRAINING:** Of Barclays' (31st May) and Santander's (5th June) frontline staff in Boston to strengthen their ability to identify exploitation and report suspicious activity. The training was conducted by a member of STT and a member of the Modern Slavery Human Trafficking team at Boston Lincs (part of the Foreign National Offending team and Modern Slavery and Human Trafficking department) to approximately 30 branch staff, and was followed by community awareness raising activities
- **STAGE 7:** Social media campaign focussed on labour exploitation, from 5<sup>th</sup>-9<sup>th</sup> July in Lincolnshire and 9<sup>th</sup>-24<sup>th</sup> July in Lithuania, which included Facebook and Instagram posts showing different versions of the campaign video in the UK and Lithuania. The video signposted to Lithuanian organisations and the UK Modern Slavery helpline for support. The posts also linked to bespoke landing pages on STT's website that shared more information about workers' rights and signs of exploitation and signposted to more local organisations in both countries for help and support. The landing pages also included downloadable GLAA workers' rights pamphlets.

Please see [Appendix 4](#) for links to the posts and landing pages

## EVALUATION

Monitoring, evaluation and learning (MEL) activities are integrated into all STT campaigns and usually performed by the campaign team, supported by STT's MEL Specialist. For this campaign, STT engaged Humankind Research to perform external short- and long-term qualitative evaluations to complement internal survey analysis and partners' feedback, aimed to assess the campaign's effectiveness and provide actionable recommendations. HKR's evaluations focused on the target audience and a selection of partners (two key Lithuanian partners working on the ground, one key partner working on the ground in Boston, UK, and STT's newest financial services partner).

Short-term evaluation methods included:

- One hour in-depth Skype interviews with four key partners: KOPŽI (LT), Missing Persons' Families Support Centre (LT), Citizens Advice (UK) and Santander (UK) on 5<sup>th</sup> and 12<sup>th</sup> August

- 5 half hour telephone interviews with audience members (3 UK, 2 LT), recruited via post-campaign survey. A varied set of interviews defined by personal experience and the sample limitations. Took place throughout week commencing 29<sup>th</sup> July. See [Appendix 3](#) for detail on the sample
- Monitoring data from social media and partners
  - Facebook and Instagram metrics
  - Partners' feedback emails
- Pre- and post-campaign online surveys posted on Facebook
  - 440 people responded to the pre-survey (12/04-19/04) and 107 people to the post-survey (15/07-01/08) in the UK
  - 725 people responded to the pre-survey (03/06-07/06) and 161 people to the post-survey (24/07-09/08) in Lithuania
  - Post-campaign survey findings in Lithuania are limited given the small base size of those who we know watched the video (N=30 out of 161)
- Three-hour validation workshop with STT campaign team, MEL Specialist, and leadership for internal feedback on the overall campaign process and discussion of the findings and recommendations

Long-term evaluation methods included:

- One hour in-depth Skype interviews with four key partners: KOPŽI (LT), Missing Persons' Families Support Centre (LT), Citizens Advice (UK) and Santander (UK) between mid-October and November
- 3 half hour telephone interviews with audience members who were interviewed for the initial evaluation (2 UK, 1 LT) and 2 half hour telephone interviews with audience members who were fresh recruits from the follow-up survey (1 UK, 1 LT). A similarly varied set of interviews defined by personal experience and the sample limitations. Took place throughout weeks commencing 14<sup>th</sup> and 21<sup>st</sup> October. See [Appendix 3](#) for detail on the sample
- Follow-up online survey posted on Facebook
  - 31 people responded to the follow-up survey (08/10-17/10) in the UK
  - 36 people responded to the follow-up survey (08/10-17/10) in Lithuania

It is important to note that the overall evaluation approach was intentionally adaptive rather than fixed. The sustained interventions by STT and partners (in line with recommendations in the initial evaluation report) did have an impact on final outcomes, as predicted. These activities included:

- Attendance at the round table discussion hosted by the British embassy in Vilnius, with other local actors in the sector

- The campaign was re-run in Lithuania from the 11th to 25th November, following some recommended edits, and there are plans to create another simple video with the checklist from the landing page in December.
- STT interviewed in Lithuania by a local news station about the campaign and perspective on human trafficking and exploitation
- The relationship with Santander has continued to evolve:
  - STT has been consulting on a training package that will be rolled out across all branches of the bank in the Spring
  - A detailed typology to aid recognition of suspicious financial patterns has been developed, and will be shared with the JMLIT Expert Working Group and the Financial Int. Unit within every member Bank

## METHODOLOGICAL LIMITATIONS

We encountered a number of challenges throughout the research process:

### RECRUITMENT AND SAMPLING: QUANTITATIVE SURVEY CARRIED OUT BY STT

- There was a limited and non-representative sample in the pre / post / follow up-surveys, due to reliance on Facebook to recruit respondents. Furthermore, the people responding to the surveys at each stage were not necessarily the same people as this could not be controlled
- The post-campaign surveys targeted the whole population (like the pre-survey and campaign itself): in Lithuania, 22% of the potential population (who use Facebook in Lithuania, in Lithuania) saw the video. This limits the analytical value of the results as we cannot be sure that all the people who answered the post-campaign surveys had watched the video
- Base sizes on post and follow-up surveys were very low:
  - *In the UK, the pre-campaign survey had 440 responses, which theoretically gives the results a 5% margin of error. The post-campaign survey had 107 responses, which theoretically gives the results a 9% margin of error. The follow-up survey had 31 responses, which theoretically gives the results a 18% margin of error*
  - *In LT, the pre-campaign survey had 725 responses, which theoretically gives the results a 4% margin of error. The post-campaign survey had 161 responses, which theoretically gives the results an 8% margin of error. The follow-up survey had 36 responses, which theoretically gives the results a 16% margin of error*
- The survey analysis only includes basic statistical tools and was completed by an STT staff member rather than a statistician

## RECRUITMENT AND SAMPLING: HKR QUALITATIVE RESEARCH

- Our sample for the FGDs / interviews was limited and not representative, as we were recruiting for primary research via the surveys in the UK and via partners in Lithuania. Females over-represented, and young people under-represented – highlighting challenges with the hardest to reach
- The reliance on the Facebook survey for recruiting in the UK (due to the lack of partners on the ground in Boston) posed some potential risks for the HKR research team as there was no intermediary
- Similarly, our reliance on the Facebook post- and follow-up surveys for recruiting for the evaluation interviews was challenging – compounded by the fact that we needed to recruit people who had seen the video while the campaign was live

## CAMPAIGN OUTCOMES

The initial evaluation found the campaign to be effective at awareness raising, and specifically encouraging the target audience to recognise, and seek support, for labour exploitation – an issue that is commonly silenced.

The final evaluation found some evidence that the campaign had a sustained impact on audience attitudes and behaviours. However, direct causation is difficult to determine.

It should be noted that long-term campaign recall was limited (unsurprising given the short exposure time on a social media feed, and time elapsed):

- In the UK, 42.1% of post-campaign respondents remembered the Facebook (FB) post and 11.2% weren't sure; 12.9% of follow-up respondents remembered the FB post and 25.8% weren't sure
- In Lithuania, 18% of post-campaign respondents remembered the FB post and 7.5% weren't sure; 5.6% of follow-up respondents remembered the FB post and 22.2% weren't sure
- The two new respondents recruited for the final evaluation interviews could not recall watching the video

## CAMPAIGN REACH

In total the campaign reached 431,235 people across the UK and Lithuania. The original campaign reached 360,845 people, with 7,873 clicks to 'learn more', taking viewers to the landing pages with information on exploitation and trafficking.

- In the UK, the video reached 11,972 people of 13,000 potential (92% of Lithuanians living in the Lincolnshire area who use Facebook and Instagram in Lithuanian)

- In Lithuania, the reach was 348,873 people of 2,794,000 potential (26% of the total Lithuanian population who use Facebook in Lithuanian and 15% of the country's population). There was more pick up in rural areas than in urban centres
- Approximately 10% more females reached than men in both countries
- This reach was particularly encouraging for Lithuanian partners, whose capacity often limits prevention efforts:
  - *"To tell the truth I was really really surprised – first of all by the scope of the campaign, that so many people were reached - I couldn't believe it. Not even in our sweetest dreams could we imagine such big numbers to be reached, we never succeeded to have such a big audience."* (Kristina Mišinienė, Head of Centre, KOPŽI)
- Though it is difficult to compare metrics to previous STT campaigns, the most comparable is the campaign that ran in the Fenlands last year which targeted a similar audience on the topic of labour exploitation. People stayed watching this video longer than the Fenlands video and there was a higher conversion to landing page clicks/sessions
- In the campaign re-run in November, 70,400 additional people in Lithuania were reached. Overall fewer people were reached with the re-run than the original campaign, pointing to a need to develop new content in order to re-capture interest

## OBJECTIVE 1: RELEVANCE TO ME

The campaign's initial objective was to raise awareness of more subtle forms of exploitation in order for a wide target audience to identify the campaign as being relevant to them. Through interviews with audiences and partners, the video was found to be relatable and well understood, allowing audiences to connect their own life experiences with that of the narrators. The story was spoken about as feeling familiar and recognizable and crucially, not overly severe so as to alienate.

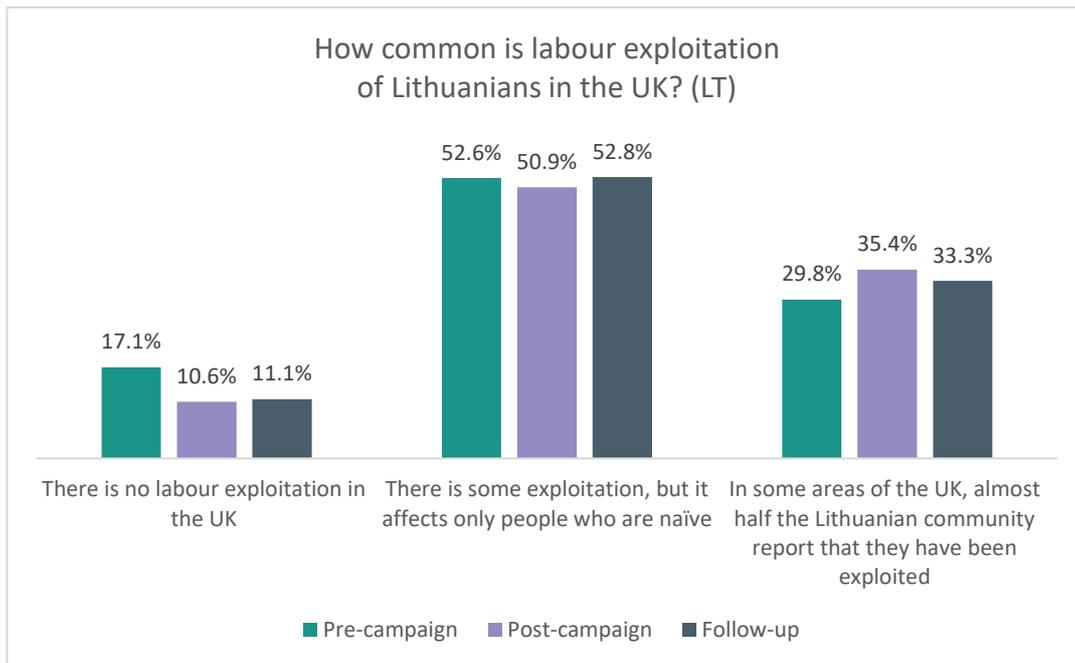
- Strong emotional cut through, with people particularly able to relate to feelings of insecurity
  - **DRIVEN BY: The first-person narration (especially with voice over)**
  - *The familiarity of the story depicted and the naturalistic voice were mentioned in interviews in both evaluations: "I remember the voice in the video. A tremulous, natural voice which doesn't sound artificial or acted out. I got an impression that it's a real story. I think we talk too little about it. There are so many job ads offering work abroad, and we talk too little about it."* (Female, 48, LT)
  - *However, there was one comment on the narrator's tone not being as genuine as it could have been; and a partner also commented on the accent/grammar not sounding localised enough*
- Almost everyone referenced similar experiences of their own, or people close to them, suggesting that the video encouraged personal reflection on a topic that is often kept private:
  - *"When the rush was over, when I was on the bus, when I started looking through the window, I began thinking about what awaits me. And then I got scared, I didn't know what to expect,*

*whether I'm going to come back, whether I'm going to see my family again. If I had seen this video at that time, I probably wouldn't have gone there. I would have been afraid." (Female, 38, LT, reflecting on migration to Germany)*

- Facebook comments on the video posts also included sharing of personal experiences and "tagging" of people whose story the video resembled
- The campaign's success at building relevance with the target audience by focussing on more subtle forms of exploitation was also supported by reports from Lithuanian partners:
  - "When you call it "labour trafficking" no one is interested - but when you talk about opportunities, being careful, different stories, if it can twist just like that – by being "normal" it is much more effective, it's making it relatable – and I think this campaign is doing just that... a Lithuanian person going from Lithuania, speaking the language, going through those thoughts, going through this story. There's nothing that makes them think that's not me – it's not someone living with a mother alone, father abused me – it's just as simple as I wanted the money and to go. We need more simple stories like this because that is how it happens, it's not usually this cruel cruel exploitation." (Rugilė Butkevičiūtė, Project Manager, Missing Persons' Families Support Centre)
- There was a strong understanding of the story arc and message (finding an organisation that can help), which provided a sense of hopefulness:
  - **DRIVEN BY: The positive uplift at the end of video**
  - An interviewer remembered and referred to this key message from the video in both evaluations:
    - ❖ "When you arrive here you feel insecure, that's what made me watch the video, relating to that feeling... But no matter how bad everything seems you can always find help." (Female, 46, factory worker, in UK for 2 months)
    - ❖ "I remember there was a guy, and when he went abroad, they took his passport, his money, he had to work without getting paid, and eventually he went to the police where he found help... When you see a video like that, you calm down, especially if you are a newcomer to the country because you know that there is help out there in case you need it." (Female, 46, factory worker, now in UK for 5 months, final evaluation)
  - In the post-campaign surveys, of the people who remembered watching the video or weren't sure, 67% of people in the UK and 66% in Lithuania correctly identified the core message: 'You should ask questions, find out more information and seek help if needed before accepting a job offer'
  - In both countries, a larger proportion of respondents in the post-campaign survey thought there was somewhere they could turn to for help than in the pre-campaign survey (UK 1.4% pre-test, 15% post-test; Lithuania 13.4% pre-test, 31.7% post-test)

However, for those with less experience/knowledge of labour exploitation there were still some issues with relatability, believing that the story applies to "less educated people", despite efforts in campaign development to reduce this stigma:

- The survey findings supported this, showing that roughly half of those in Lithuania continue to believe that labour exploitation only affects naïve people



The inclusion of the passport being taken away in the video was responsible for raising some of these issues with relevance and risked dominating the plotline.

- This brought back up issues with thinking it is ignorance rather than “it can happen to anyone”:
  - “I haven’t heard such stories when passports are taken away for some time. That is more people with no education, so it’s very easy to deceive them. But when it comes to work, I know that people work like that... a person feels insecure” (Female, 43, UK)
- In fact, base level of awareness of the need to retain one’s passport was strong, as evidenced in the pre-campaign survey at 70-80%. A reminder of the value of pre-survey findings for informing campaign development:
  - “Well I surely wouldn’t give my documents to anybody now. I knew you can’t give your documents to anyone, but I just haven’t thought about it much.” (Female, 38, LT)
- This specific inclusion continued to stick in this audience member’s mind months later, providing further evidence that it may have distracted from other elements of the plot and made the video less relatable:
  - “The thing that I think of most is that of giving your documents. I never had such an experience so this fact that you have to give your passport really stuck in my mind.” (Female, 38, LT, final evaluation)
- There would be more value in widening the potential audience by focusing on more subtle forms of exploitation. Other aspects like working conditions and unpaid holidays were felt to be more current and relatable
  - *More ‘extreme/unusual’ information, like passport being taken, could be conveyed solely through the landing page*

There was a useful recommendation for future campaigns in the final evaluation, building on this idea of widening the potential audience through relatability:

- "I think there could be more videos, more diversity in terms of situations depicted. This one was about a guy working in agriculture, there could also be videos about carwashes. So, there could be more stories, more diverse situations. People may work 60 hours a week and be ignorant of the fact that they are exploited." (Female, 43, UK final evaluation)

A relatable story allowed a wide target audience to engage with the issue of labour exploitation. However, still more work could be done to breakdown perception that it only happens to "naïve people" amongst more distant audiences. There is also an opportunity to extend the campaign with a series of videos showing different experiences of exploitation. This would encourage an even wider audience to relate and develop people's understanding of the issue and what to look out for.

## OBJECTIVE 2: EQUIPPING WITH KNOWLEDGE

The campaign aimed to provide the target audience with useful and actionable information on workers' rights, as well as providing the contact details for local organisations that could help.

- Partners reiterated the importance of equipping for safer migration vs. explicitly trying to prevent it, given the risk of disengaging audiences:
  - *"This encouraged me even more just to focus on the whole side of finding the job anyway – what support mechanisms can we provide people rather than showing pictures of Lithuanians bleeding in egg factories, saying this is the reality – not saying I won't show those photos anymore – but just saying look I get it. No judgement. Let's talk about a plan b, let's have a safety plan – let's talk about it. It's changing the narrative – shaping the narrative to reach the clients, speaking their language more."* (Rugilė Butkevičiūtė, Project Manager, Missing Persons' Families Support Centre)

The qualitative evaluation found the video and landing page to be valuable "starter packs" for safer migration, particularly for people pre-departure and more recently arrived in the UK. For those in the UK for some time, however, the campaign offered less "new news" and perceived utility (N.B. this tends to be a less vulnerable audience as they are more familiar with the job market and are often in a more stable position).

- Helped to deepen understanding and awareness of more subtle forms of exploitation, and more specifically what constitutes illegality
  - **DRIVEN BY: Straight-forward information on workers' rights**
  - *Useful for assessing personal circumstances e.g. working hours, holidays, and also served as a practical reminder to read info, analyse documents, Ts&Cs etc.*
  - *"When you work and you don't get any holidays, I think that's also exploitation... I went to that link and I was surprised that I didn't know anything when I came here. Everything was new to me... Also, information in the link about the number of working hours, etc. was useful. It's good to know it because everything is very different from what we have in Lithuania."* (Female, 46, in UK for 2 months)
  - *In both countries, around 60% of those who took part in the post-campaign survey correctly identified labour rights - indicating that there is still room for greater education on the topic. The statement that*

people had most difficulty identifying as false was "an employer has to give you work, if you have a contract", suggesting that this is a key area in need of clarification

- Further education is needed around the realities of working life in the UK beyond what is considered exploitation according to the law – particularly zero-hour contracts. This continues to be an area where people have low awareness, believing that employers have to provide a set number of hours. Education around the **legality** of this could help to deter people from taking risks
  - "Uncertain/unguaranteed working hours" was mentioned in the campaign video following insights from the primary research, however, the reality of legal but challenging issues such as this could be brought out more strongly in future messaging (along with continuing to raise the profile of more subtle forms of exploitation)
- Contact details of partner organisations seen as useful to keep for future and noted down by some. However, there were some issues with credibility and memorability, which became even more apparent over time
  - **DRIVEN BY: Scarcity of information / visibility of organisations that can help**
  - "You never know what might happen in future, and it might be difficult to find that information again. Just to be on the safe side, I noted the contacts down... This video really helped me. I watched it at the right time, just after I came here." (Female, 46, UK for 2 months)
    - In the longer-term evaluation, this woman said that she would not know how to find the information about the organisations now, nor does she remember their names as she has not needed to use them. This highlights the challenge of embedding key information in people's minds when it is not immediately being utilised
  - "I don't know them, they are not visible. I don't see them on the internet. I'm a member of such Facebook groups as "Working in UK", "Working in Ireland", "Working in Germany", "Working in Norway" and I never see any information about them in these groups. There's no link, no brochure there about such organisations." (Female, 43, UK)
  - "I talked only once about your organization, but my friends hadn't heard about it. I haven't heard about it either, to tell you the truth, though I'm very active, I like to know things, I go to various seminars and events, however, I've never come across this name. I only saw it on Facebook." (Female, 38, LT, final evaluation)
  - In Lithuania, 31.7% of respondents in the post-campaign survey said that they were aware of organisations that offer advice and support about working abroad, while only 13.4% had done so in the pre-campaign survey. In the pre-survey, most mentioned Lithuanian and British recruitment websites and agencies. In the post-survey most mentioned the embassy, government agencies, the recruitment agency or employer, and individuals such as family, friends or colleagues. The follow-up survey included mention of institutions, Citizens Advice, recruitment agencies, internet and acquaintances in the UK. Whilst overall this indicates a positive shift in believing there is help available, in none of the surveys were the Lithuanian campaign partners mentioned
  - In the UK, only 1.4% of respondents in the pre-survey vs. 15% in the post-survey believed that there is somewhere they can turn to for advice and support. In the follow-up survey this proportion reached 19.4%. Citizens Advice was most prevalent in all three surveys – with over a quarter mentioning the organisation in the post and follow-up surveys. This is encouraging as Citizens Advice was sign-posted to on the landing page, though not an unusual result for UK surveys. There was also one mention of STT in the follow-up survey

Overall, the landing page was not felt to offer the depth of information required. As online access opens up a plethora of information and traffickers get smarter, there is a desire for even more nuance and clarity around how to respond in different scenarios, and a need to build a clearer understanding of what help is actually on offer.

- In both post-campaign surveys, around half of respondents said that the website didn't provide them with the information they were looking for (54% in the UK and 50% in Lithuania - N.B. very small base sizes)
- Many of the target audience are members of a range of Facebook support groups and already gather their own information
- A desire for more information on how to respond in different scenarios e.g. verify jobs, find housing, negotiate contracts
- A need for more detail on what type of help partner organisations can offer in order to increase their perceived utility (e.g. a series of case studies describing the experience of people who have been supported)
- This was reinforced in the longer-term evaluation, as the lack of clarity around what support the organisations offer continued to be a sticking point:
  - *"The biggest problem is that it's not clear what these organisations do. It's ok that we have such organisations, but we don't know what they do. If I'm in trouble, can I seek help there? It's not very clear... I mean would they support you with money, for instance, buy tickets to your home country, or maybe with legal assistance and consultation about labour relationships and labour law. I really missed such information. I don't know what kind of help they could provide."* (Female, 38, LT, final evaluation)

**Campaign seen to provide useful basic information to help prepare for safer migration and employment. However, a need for better understanding of legal but challenging issues such as zero-hour contracts. There is also a strong desire for more nuanced information around how to respond to risk and a need for more familiarity with partner organisations and the range of support they can offer. Partners should consider spreading information via channels audiences are already using e.g. Facebook groups for workers.**

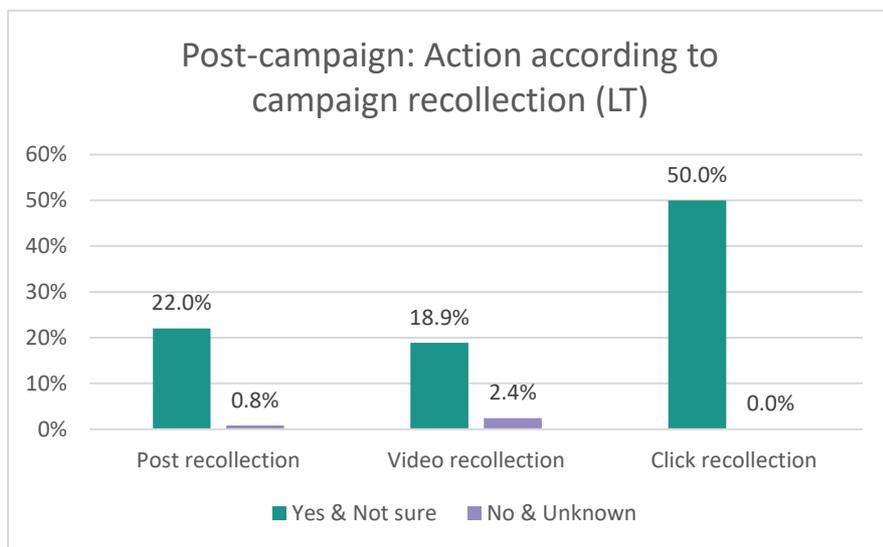
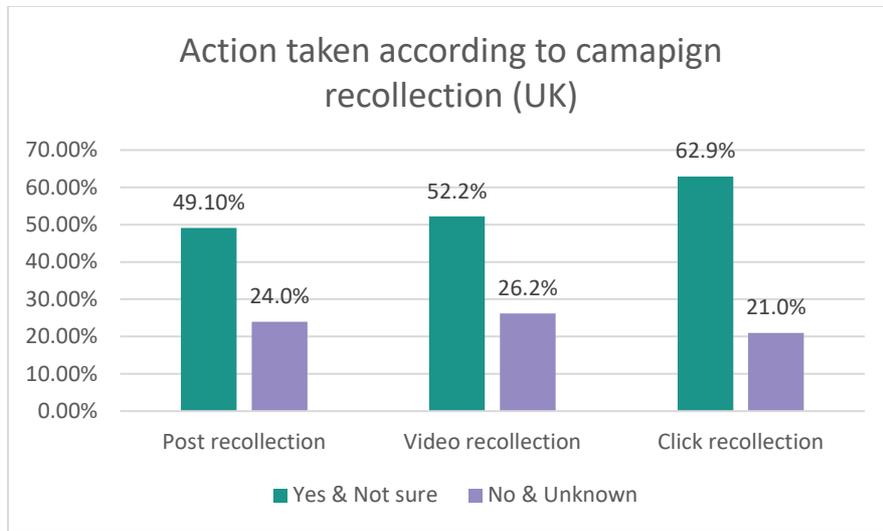
### OBJECTIVE 3: CHANGES IN BEHAVIOUR

The final objective was to impact actual behaviour of the target audience; specifically encouraging conversation around the issue and direct action in instances of vulnerability.

The post-campaign survey found that those who remembered watching the video or weren't sure were much more likely to take action after seeing it than those who didn't:

- In the UK, of those who remembered / weren't sure, 52.2% took action vs only 26.2% of the respondents who didn't remember or didn't answer

- In Lithuania, of those who remembered / weren't sure, 22.0% took action vs only 0.8% of the respondents who didn't remember the post or didn't answer (N.B. very small base size)



- Most common activities were discussing the issue, sharing on social media and/or looking online for more information
- However, in the UK post-campaign survey, of the people who said that they had experienced exploitation only 6.5% had sought information, help or advice and 35.5% had spoken about these issues with others. This is possibly because only a week or so had passed since the campaign, so there was not an immediate result, but does point to greater barriers for those who have been exploited
- Overall there seemed to be potential for longer term behaviour change with 30.8% of those in Lithuania saying that they would respond differently in future situations of potential exploitation and 20.6% in the UK

Encouragingly, the follow-up survey reflected this, finding that a larger proportion of people had taken at least one action since seeing the campaign:

- In the UK, this was 37.4% in the post-survey vs. 64.5% in the follow-up survey, with the majority discussing the issue (16.8% and 22.6% respectively)
- In Lithuania, this was 6.2% vs. 52.8%, with the most common behaviours being discussing the issue (22.2%) and speaking with their employer or recruitment agency about their working conditions (19.4%)
- However, it is worth noting that this was a small and self-selecting sample, with those responding to the survey potentially having a pre-existing interest in the issue

This behaviour change was also reflected in a follow-up interview:

- "Maybe now I'd search for more information. Before coming here, I didn't try to find any information at all. Working conditions, everything. I would have liked to know more about everything." (Female, 46, factory worker, now in UK for 5 months, final evaluation)

In audience interviews, there were some indications of sharing and driving of conversation, and recognition of the importance of talking about the issue of labour exploitation. However, this was more likely to be directly targeted to those the sharers believed it to be useful / relevant to rather than to their general network.

- In the UK, the campaign was shared 159 times on Facebook, received 194 reactions and 71 comments
- In Lithuania, it was shared 551 times, received 741 reactions and 98 comments
- Audiences reported private discussion with friends and family soon after seeing the video, and in particular an openness to recounting / discussing different experiences:
  - *"With my family – we all recounted all the cases that we know - that guy from Spain, my husband's brother, my husband's brother's friend, myself. So we remembered all these situations."* (Female, 38, LT)
  - *One woman showed the video to a friend with whom she travelled to UK - "I probably wanted to rejoice over the fact that we can seek help"*
  - *One woman had an explicit discussion with her daughter who is thinking about going abroad to work*
  - *In the final evaluation interviews, these audience members stated that they had not had further conversations about the campaign. This underlines how valuable viewing of the video is for stimulating open conversation*
- There seemed to still be some barriers to sharing / talking about the issue more publicly, perhaps due to the persistent sense of shame / stigma attached to the topic. This is important to note when thinking about Facebook shares as an evaluation metric

Lithuanian partners also reported increases in calls to their hotlines in the short-term evaluation, and a marked openness to talking about personal experiences. Whilst numbers are small, this indicates that the campaign has helped to raise the profile of more subtle forms of

exploitation and to bring silenced experiences to the fore - encouraging people to “not keep silent, that they should seek help” (female, UK).

- KOPŽI estimated 45-50 calls in last month (usually 25-45), and increase in emails/letters - with people specifically referencing the campaign as trigger (including UK cases)
- Staff reported ease with which people shared their experiences, noting that usually this would be a much harder process:
  - *“When they called they started speaking about their experiences very quickly, at the very beginning of the conversation... kind of a key to open their personal experience and it’s interesting to think about this because usually when you ask directly about what has happened people are negating these experiences, but now this visual means is opening this up. The first sentence was always started like “I saw this film and now I want to tell you....”. Usually when they call our emergency number, they are very shy and unsure in the beginning. In many cases they say maybe it’s not the right number I collected, I don’t know if you can understand me, or it happened not with me but with my friend.... Quite a long introduction – but here it was really quite brief – quickly entering the topic. Our team were discussing this miraculous effect of the visual means helping to open your feelings.” (Kristina Mišiniene, Head of Centre, KOPŽI)*
- Missing Persons’ Families Support Centre reported 31% increase in calls in July vs. previous year, with a marked increase in calls regarding labour exploitation
- Citizens Advice also saw an increase in people asking for support on employment issues: 42 cases in July vs. 34 in June and 23 in July 2018

Despite these promising spikes in calls in the weeks after the campaign, no sustained increase was reported in the period between the short-term and long-term evaluations.

The video starts a journey of considering taking action. The proportion of audience members who reported to have taken action since seeing the video is encouraging, and points to longer term behaviour change. Potentially more work is needed to strengthen this nascent journey towards seeking support and ensure that it is sustained over time.

## PLATFORM LIMITATIONS

The nature of **Facebook and Instagram platforms** as the key channels presented some challenges:

- Some issues with memorability / recall
  - **DRIVEN BY: Format of a short video on SM feed, running for approx. one week in each country**
  - *When we first contacted people for interviews after they had responded to the Facebook survey or commented on the video post, some had to be reminded of the video. Similarly, in the final evaluation interviews with “fresh” recruits, they did not recall the video*
  - *In the post-campaign survey in the UK, 42% remembered the post and 27% remembered watching the video (we know that 92% had in fact watched it, according to Facebook targeting)*

- There is also a sense of impermanence in this format, as it shows up on a SM feed and then disappears into the ether. Some interviewees expressed a desire to access the video and landing page again, and this would also increase the likelihood that information is retained:
  - *"I didn't go to that link when I was watching the video, and I wanted to do it later but couldn't find the video anymore... I just wanted to watch it again and to read it."* (Female, 38, UK)
  - *There was an increase of Lithuanian followers on both STT's FB and IG pages following the campaign, creating a more permanent touchpoint. Engagement with the STT Facebook page also increased during July/early August, with 1003 people in Lithuania engaged early August and a good spread of locations throughout the country. As of 30<sup>th</sup> August 2019, Lithuania is the third most engaged country after the UK and USA, and Vilnius the second most engaged city after London – illustrating some continued engagement*
  - *Important to consider what the key search term audiences are left with is so that re-finding is made easier, and consider other ways to enable them to save or return to the video and landing page*
- Whilst the reach that is possible via social media is second to none, using this as the primary channel (and only channel in Lithuania) potentially missed some of the hardest to reach audiences who aren't online
  - *"I think people who need this video the most will not see it. They don't have the Internet, or they don't know how to use it. I think there should be some posters, print posters with phone numbers given on them. Information should be more accessible."* (Female, 43, UK, final evaluation)
- Reliance on Facebook ad-credits donation for publishing the campaign also impacted the overall timeline by approximately 6 weeks as there were delays due to internal (Facebook) processes changing

**Some limitations with social media as the main channel; opportunity to maximise reach and impact by using more channels, including some "offline" assets. Important to continue doing this and thinking about additional ways to do this**

## PARTNER FEEDBACK

Partner objectives were less defined, however their feedback served as a proxy for audience response, as well as being critical to understanding their experience being part of the campaign and role going forward.

## CAMPAIGN FEEDBACK

The campaign was viewed as being effective at awareness raising with impressive reach, and much needed given the prevalence of labour exploitation and lack of public attention on the issue.

## EXECUTIONAL FEEDBACK

- The key to its effectiveness was viewed as being in shifting the conversation away from victim blaming, and creating an easier entry point to support
- The video also subverted expectations by focusing on more subtle forms of exploitation, with the critical effect of normalising speaking out and seeking support:
  - *"In the beginning and maybe til the end I wished the video to be more drastic – some blood as I say – to show more harsh reality – and I thought that people will also think the same and it turned out that I was not correct – that it was enough blood! I am thinking that the first reaction was that people felt some relief, even with angry comments, that they are suffering, that their exploitation was recognised – the problem is here it is very often negated."* (Kristina Mišinienė, Head of Centre, KOPŽI)
  - *This focus on more "subtle forms" meant that it gained less traction than other posts on Missing Persons' Families Support Centre FB page – but arguably this is not the most important metric*
    - *"In order for it to go viral you either need violence or something that is really intense... so it's like what do we want more – shares of course we do to measure success of the campaign, but if we did it by misinterpreting the whole issue – if it was people crying, talking about rape 15 times, do we want that?! If we had that, of course we would probably receive calls from the media, people saying omg is this really happening, it's so bad, crazy – we would have this massive response. Now we showed this true situation, how it really is, people didn't go omg.... It's more like ok really I should call because it is so mild that it is normalised"* (Rugilė Butkevičiūtė, Project Manager, Missing Persons' Families Support Centre)
  - *N.B. Whilst this departure from showing extreme situations was valued by key partners, it is unclear how much these perception shifts have been embedded through the whole organisation*

## FEEDBACK ON THE PROCESS

- Partners emphasised the value of face-to-face research for informing the campaign and opening up new ways of approaching the topic:
  - *"It really works when you come to the country to do the research – when you are involved in the campaign, and have spoken to people yourself, see how the situation is – if you have this opportunity it's way better than us saying how it is, you can hear from people, ask additional questions that might lead you to things that are very interesting and different to what we think we know."* (Rugilė Butkevičiūtė, Project Manager, Missing Persons' Families Support Centre)
- However, summer reportedly is not the best time to run the campaign in Lithuania given migration patterns
  - *People less worried about finding work at this time of year due to warm weather / holidays – autumn is a key period of vulnerability*
  - *This informed the decision to re-run the campaign in Lithuania in November*

**A valuable campaign which subverted expectations by focusing on more subtle forms of exploitation, but with potential for greater impact by running in the autumn to align with migration patterns.**

## PROVISION OF SUPPORT: LITHUANIA

STT's success in its aim of disruption (i.e. people made more aware of exploitation and subsequent increase in calls for help) also made visible challenges with partners' capacity and support they can offer.

- Victims of labour exploitation tend to have specific outcomes that they are seeking e.g. getting back money or things they left behind - but there are limits to what partners are actually able to do, especially remotely. The main challenge appears to be low staff numbers, meaning that partners do not have the means to immediately support every case
  - *"To be sincere we felt glad that they called us, but we felt really quite embarrassed to tell them that we can't help them, at least immediately – our rule is not to promise things we can't do – we had to be very cautious not to promise. We still encourage them not to stop fighting, we encourage them to write letters and call the offices, we also think that maybe Lithuanian labour inspectors can do more than they are doing now – they have quite good cooperation with British police, we want them to mediate here and think about solutions. Very important to show people they are not alone – even if we can't support them now and find quick solutions, still we are asking them what they would like to do and we go on thinking..." (Kristina Mišiniene, Head of Centre, KOPŽI)*
  - *KOPŽI received some "angry/sad" calls about complex cases where no one had helped. They tried to refer these to the general prosecutor's office, but the response was that as they took place in the UK/overseas, they were not able to help. In these instances, KOPŽI could have referred back to STT to escalate the case to their local partners and receive support – there is a need to discuss these cases directly and establish this process*
- Most cases result in consultations, which tend to consist of talking through advice, what checks to make, and reminders to keep information and contact details of organisations that can help
  - *"We can provide info and give them our number and partners – we say feel free if you need advice to call, keep the address of the webpage or better print out the information, have several copies in your luggage or with you to be safe and know the support is available and not shameful. The biggest asset is to get the contact details." (Rugilė Butkevičiūtė, Project Manager, Missing Persons' Families Support Centre)*

**The Lithuanian partners are experts at offering a listening ear and pragmatic advice in these cases, however there is only so much specific support they can offer due to capacity and legal constraints. This highlights the importance of managing audience expectations in order to avoid disillusionment.**

## PROVISION OF SUPPORT: UK

Citizens Advice faced some similar challenges dealing with cases of labour exploitation, exacerbated by the fact that they support such a wide range of issues for people of all nationalities (i.e. supporting Lithuanian migrant workers is not their area of focus).

- Subtle exploitation can be hard to act on, and with issues like zero-hour contracts the most they can offer is financial advice
- Citizens Advice also reported limited awareness of their services as they do not advertise in local languages because they don't want to imply language services

- *In the pre-survey 23% of UK respondents mentioned Citizens Advice (and 28% in the post-survey), suggesting that there was some pre-existing knowledge of their service*
- Also, Citizens Advice report some trust issues as they are seen as a statutory agency rather than independent charity and are housed in the same building as the council
- Their efforts against labour exploitation are also constrained by available resources, though there is a desire for more work to be done
  - *"I would like to see more of it, more visibility, more support around housing and employment, rights and responsibilities – if we had more material we could publicise and share, or events we could work jointly on, but it's always down to funding and resources really." (Kate Bird, Project Reporting and Development Manager, Citizens Advice Mid Lincolnshire)*
- Citizens Advice were keen to have training from STT as part of the campaign; however, it didn't work out for technical reasons. There is still potential to connect them with other local organisations for this

Most critically, the user journey for accessing Citizens Advice as a non-English speaker seems to be the biggest barrier as there is no Lithuanian language phone line. Even once in branch, the use of the telephone translation service in consultations is cumbersome.

To get around the lack of a Lithuanian language phone line, the Lithuanian partners were sign-posted to at the end of the UK video (along with the Modern Slavery Helpline). Whilst this was crucial to overcoming the language barrier in the user journey, the support they were able to offer from overseas is limited. KOPŽI did report some calls from the UK in the period after the campaign, likely as a result of this signposting, however at the time of the final evaluation, KOPŽI reported that one of these cases is still live. It highlights the difficulties with resolving multi-country cases:

- *"There's still an open case, the UK-LT one – we are corresponding with British police, there's a Lithuanian officer in the British embassy in Vilnius, but we understand it's a long way and no one is very interested in this. If the victims can't bring hard, precise evidence neither police is willing to put much effort into raising a case. This is the biggest problem." (Kristina Mišiniene, Head of Centre, KOPŽI, final evaluation)*

**Overall the support that Citizens Advice was able to offer the target audience was limited, particularly due to the language barrier. The challenges for Lithuanian partners to work on UK cases remotely also became apparent. This suggests that further interrogation of the audience journey from sign-posting, to referral, to support would be beneficial.**

**CONSIDERATION:** The limitations of the support that partners were able to offer raises a key question around the boundaries of STT's work, responsibility in overseeing outcomes, and ultimately choices in terms of where campaigns are run.

There is an argument for choosing to run campaigns where support is available, to complete the audience journey and ensure that the awareness and knowledge that are raised can be followed up upon in a meaningful way.

Having said that, the areas without the practical support tend to be those most in need. Here there is arguably a need for awareness and knowledge raising as an end in itself. However following discussions in the validation workshop, STT concluded that it is still important to provide signposting to other orgs, even if their support will be limited.

## PROCESS LIMITATIONS

There were some difficulties with relying on partners to monitor outcomes of the campaign, given that it wasn't always a clearly defined part of their existing processes. It was also difficult for partners to assess the campaign's direct contribution to outcomes e.g. there has been increasing unemployment in Boston in the last year as companies go into administration, which is likely increasing drop-ins to Citizens Advice.

- KOPŽI did not record the exact numbers of calls over this period as they do not usually monitor numbers, and could only give an estimation
- Hard to track outcomes from other Lithuanian organisations they shared the campaign with and encouraged to share / use it
- Citizens Advice doesn't require people to share their nationality, so the number of Lithuanian cases is unclear
- Citizens Advice had quite a narrow definition of Human Trafficking at the outset, which didn't include the more subtle labour exploitation under the remit of STT's work, so were not monitoring these cases closely (N.B. STT found this was similar with partners in previous UK campaigns)

Partners also felt that not enough time had passed between the campaign and the initial evaluation to fully monitor changes and establish impact. However, in the final evaluation it was even more challenging to establish direct impact on the target audience via partners as they could not confidently attribute more recent cases to the campaign.

- *"Sincerely I can't say anything about long term effects of the campaign – I would like to see it, to touch these effects, but really now looking from today's perspective I think we can speak only about short-term effects. Perhaps we discussed with our team that maybe it could be good to repeat the campaign, so then we could speak about long term effects"* (Kristina Mišiniene, Head of Centre, KOPŽI, final evaluation)

**There was a strong desire from partners for longer term evaluation shortly after the campaign. However, it proved to be challenging for partners to comment on the sustained impact on audiences over this time frame. More work with partners to jointly develop specific processes around monitoring outcomes would be beneficial.**

## CONCURRENT EFFORTS

The Lithuanian partners interviewed have used the campaign assets for their own training programmes. Both partners regularly host training programmes with a range of audiences – from school children, to business entities and institutional actors. They had already incorporated the campaign assets into their curriculums at the time of the initial evaluation, and believe they are a valuable resource. They also shared the assets with partners, including the police, and have encouraged them to also use them as a training tool.

- Although summer was "off season" for their training programmes, autumn was understood to be a crucial period for boosting engagement. Both partners reported showing the campaign

video across their trainings with different audiences, and that it was a valuable tool for their sessions

- *Missing Persons' Families Support Centre reported to have shown the video to 250 people via their training programme by November*
- *"It is a tool for us – it is one of the reasons I wanted to join the campaign – to receive some tool because we can't afford to create such professional things... This video is quite open, it calls things their real names, so you can go directly to the discussion – usually 'til now we have to repeat a few times. Still GB is the dream country for many Lithuanians and you can tell many terrible things about GB but people are not believing this and when you see such video you can have quite a realistic discussion about the outcomes... it is a signal that if you are not prepared, do not know your rights, this can happen to you."* (Kristina Mišinienė, Head of Centre, KOPŽI, final evaluation)
- Missing Persons' Families Support Centre reported that the campaign helped to build relevance and trust with the target audience when used in training:
  - *"In training when you talk about labour trafficking it's very far from people, but when you show the video and it's a story that happened in Lithuania it works really well. I think that works better than me showing a very touchy video of something that happens in the US because they say we are miles away. Having these local examples is very very good - it's a short, concrete, story from Lithuania. Especially doing training in rural areas they don't think you're on the same level – they say we are not from a big city, we have no opportunities here and so we say ok we know that, but when you tackle this issue please use these contacts, we pass on the details – they hear about this organisation from a Lithuanian person in Lithuania. It's a valuable resource."* (Rugilė Butkevičiūtė, Project Manager, Missing Persons' Families Support Centre)
  - *This was reiterated in the final evaluation. In particular, the video's utility with school children (7-18 years old) was emphasised:*
    - *"The children don't like when you are talking a lot so they like a video, and then a discussion. We show it and we think it is necessary and helpful... when you talk to the school children they don't understand sometimes – you need the video to show the examples."* (Augusta Kierienė, Social Worker, Missing Persons' Families Support Centre, final evaluation)
- Partners have also shown the campaign video in their centres, however this has proved less successful than the trainings, potentially due to the more extreme circumstances that these people face:
  - *Missing Persons' Families Support Centre reported to have shown the video to 30 people in their centre by November*
  - *"We are showing also in our centre – a lot of people come through the centre who have suffered, could suffer, homeless people... When we show the video they say oh I think this situation will never be for me, everybody thinks they won't suffer from HT. They say how can it be, how can he not run from there. If they suffer from it, they think they will run away, or get help."* (Augusta Kierienė, Social Worker, Missing Persons' Families Support Centre, final evaluation)
  - *This suggests that the campaign might have more utility in early-stage prevention, with less vulnerable audiences who are less likely to rationalise their decision to accept risk.*

Both Missing Persons' Families Support Centre and KOPŽI have incorporated the campaign assets into their training programme curriculums. September to December has been a key period for trainings with a range of target groups, and therefore presented a huge opportunity to expand the reach of the campaign. Partners have found the video to be a valuable asset in their trainings, helping target groups to better understand the realities of labour exploitation and discuss the topic more openly.

## EXTERNAL COLLABORATION

At the time of campaign launch, both KOPŽI and Missing Persons' Families Support Centre shared the campaign with a host of local partners, encouraging them to disseminate it within their networks. They received a very positive reaction about the focus on labour exploitation of Lithuanians from UK organisations. Both partners also discussed the campaign with various other actors, and identified a number of opportunities going forward:

- KOPŽI discussed the campaign with their contact at the UK embassy in Lithuania
- KOPŽI secured a slot on Lithuanian National Radio (the biggest radio broadcaster in the country) with a person from the Lithuanian embassy in the UK to talk about the campaign. Kristina Mišinienė was also keen to arrange other PR opportunities with local media, though this did not come to fruition
  - *"Our country is a country of steel and campaigns alone are not shattering this – the attitudes of ministries or some official person... so I think that if STT think it's ok when September comes we should try to post the videos in some public portals – news portals – and maybe then the officials could be reached. Because now the summertime they are not reacting to anything."* (Kristina Mišinienė, Head of Centre, KOPŽI)
- Missing Persons' Families Support Centre talked with the Ministry of the Interior about how to develop good practice in efforts against HT e.g. sharing events, developing tools. Rugilė Butkevičiūtė suggested sharing more with them about the experience of collaborating with STT and the outcomes to encourage others to do the same
  - *Missing Persons' Families Support Centre would also like to organise events with the Ministry of the Interior e.g. a conference on HT, with STT as a speaker*

Over the following months, collaboration efforts continued to bear fruit thanks to the continued work of STT and its campaign partners. Most significantly, in September STT was invited by the British Embassy in Lithuania to meetings with a range of NGOs, governmental and other actors.

- These included The Ministry of Interior, the Ministry of Social Security and Labour, the Labour Inspectorate, the First Lady's office, an MP, prosecutors and law enforcement, local activists and the US Embassy

The British Embassy also hosted a round table discussion in Lithuania with NGOs working in the field of human trafficking and a range of governmental actors. This event was reported to be a very positive experience by both Lithuanian partners, with tangible outcomes:

- The embassy was open to recommendations for invitees from KOPŽI, including important NGOs in the field focused on research who have previously not been part of such discussions:
  - *"Usually such NGOs are excluded from discussion about anti trafficking. They survive somewhere in the outskirts of the topic but at the meeting they could speak their voice and they could speak about what they are doing. I am really proud of this." (Kristina Mišiniene, Head of Centre, KOPŽI, final evaluation)*
- It offered an opportunity to understand cross-sector perspectives on the issue, and developed a better understanding of prevention:
  - *"This meeting in the embassy was really, really great, I think somehow it pushed us also to a better understanding of prevention. It was good for us all to be gathered around one table, hearing the attitudes of STT, of the embassy, and at least for our centre it was really an important meeting" (Kristina Mišiniene, Head of Centre, KOPŽI, final evaluation)*
  - *"It was very interesting meeting, we were talking with other organisations from Lithuania, introduced our projects, what we do, how we work, what we want to do in the future. STT were asking a lot and were very interested in our work." (Augusta Kierienė, Social Worker, Missing Persons' Families Support Centre, final evaluation)*
- STT's role in the discussion was highly valued, underpinned by the evidence-based approach:
  - *"That's why we are all listening to STT with our mouths open because really they presented numbers and tendencies that are very strong and interesting." (Kristina Mišiniene, Head of Centre, KOPŽI, final evaluation)*
- A supportive and friendly attitude from the embassy towards the NGOs was noted:
  - *"Really I was quite surprised by the extremely friendly attitude from the embassy towards our activities and their willingness to support us." (Kristina Mišiniene, Head of Centre, KOPŽI, final evaluation)*
  - The embassy has also expressed interest in supporting collaboration between KOPŽI and La Strada International Association, who work on HT across Europe

An association of Lithuanian NGOs working on human trafficking also officially formed around the same time as the round table took place, having had initial discussions in the Spring. The aim is to increase collaboration, and in particular ensuring case referrals and information sharing between organisations that work in different regions of LT. Both KOPŽI and Missing Persons' Families Support Centre are members, as well as others who were part of the campaign.

- Although formation of the association cannot be attributed to the campaign, it may have played a role in encouraging collaboration:
  - *"I think the campaign did help to work together more, before the campaign they didn't have that mind to open that association, so I think it was linked to that work together." (Augusta Kierienė, Social Worker, Missing Persons' Families Support Centre, final evaluation)*
- Significantly, this autumn Missing Persons' Families Support Centre referred a victim of HT to KOPŽI for the first time in 10 years:

- *"I am not exaggerating but I think working together on the campaign, speaking together, meeting together, it somehow pushed us to trust each other more."* (Kristina Mišinienė, Head of Centre, KOPŽI, final evaluation)
- N.B. This association still struggles to find the resources for prevention efforts, with most focusing on victim support

An interview of STT by local media was also arranged by the British Embassy whilst in Lithuania for the round table. This was reported by KOPŽI to have been a success, generating constructive public discussion on the news portal where it was published:

- *"A lot of Lithuanian migrants were responding in the discussion about their situation. Maybe the biggest change that I see is usually, before, when such discussions were given there were a lot of angry comments saying 'you people simply envy us that we are in GB and have jobs and created a good life, that's why you are giving fairy tales about exploitation'. Now I see less and less angry comments, and more and more wise discussion about the situation... Quite often our prevention here is taken as propaganda, or EU propaganda, but this time I don't know but I think really Sarah's approach to things is quite new. It's not my approach, because I'm always pushing very categoric and speaking quite dramatically – but Sarah spoke in quite mild and scientific terms."* (Kristina Mišinienė, Head of Centre, KOPŽI, final evaluation)

**There was a clear opportunity to use the initial momentum around the campaign and the willing support of partners to increase public attention, engage officials and encourage inter-sector collaboration. The round table hosted by the British Embassy was found to be a success, and ongoing collaboration between organisations is facilitated by the newly formed association of NGOs working in the sector.**

**All of this activity is extremely encouraging and suggests that the campaign has been a useful initiator for ongoing work. In light of this, it may be worth considering the role of campaigns as the beginning of a longer-term workstream, with collaboration between organisations at the centre.**

## RELATIONSHIP WITH STT

STT has been highly valued as a trusted and well-established partner. Overall, the experience working together has been positive, and the open communication particularly encouraging. The Lithuanian partners felt that a strong information feedback loop was established from the outset, with useful ongoing discussions around the campaign and regarding collaboration opportunities. It is important to note, however, that information sharing between STT and partners has petered off over the months following the campaign.

There is a desire to continue the relationship, particularly for partners to be able to go to STT for advice on things like UK laws and support on UK-Lithuania cases. Partners' willingness to share data, and desire for increased focus on prevention, are critical to reaching STT's goal of more intelligence-led prevention.

An ongoing relationship has been harder to maintain with Citizen’s Advice given their less specific focus on the issue and fewer follow-up activities requiring collaboration.

The relationship with STT has also helped to strengthen partners’ credibility when talking to both the target audience and institutions:

- *"Stop the Traffik probably helps to free people from slavery, maybe they have a worldwide network and connections around the world, and they know the "hotspots", they probably also work with the law enforcement agencies so that more people don't suffer." (Female, 38, LT)*
- *"We say we are cooperating with organisation in the UK, they see those victims, that's why they are contributing to this project – why would they want to do this video is there wasn't this huge problem. Sometimes when we do something, they say what do you know about Sweden or UK – they say I have loads of friends living there nicely, but we have to be able to say with credibility." (Rugilė Butkevičiūtė, Project Manager, Missing Persons’ Families Support Centre)*

The campaign also raised UK partners’ awareness of exploitation, resulting in one partner reporting suspected harmful activity involving several businesses in the area. The relationship that had been formed with STT meant that the partner felt able to come forward with this suspicion, and that the case could then be investigated escalated (N.B. Confidential - details cannot be disclosed).

**Information sharing and communication was very strong around the campaign, particularly with Lithuanian partners. However, a systemic change cannot be reported, as information sharing has petered off in the months that followed. This is a crucial facet of STT’s work and therefore important to continue to establish this feedback loop and understand how information is being used on both sides. There is also room to think about how to build a fruitful ongoing relationship with Citizens Advice and other relevant organisations in Lincolnshire, where contact has been more limited.**

## SANTANDER ACTIVITIES

The newly formed relationship with Santander resulted in a number of new initiatives. There has been a strong internal drive on prevention of HT as a priority area, meaning that internally the bank has been working hard to build this relationship and learn more about HT from different perspectives.

The training was very well received and pitched at the right level. It allowed branch staff to identify with the context and is reported to have enhanced knowledge on the topic, resulting in new reports of potential human trafficking. There was also a good reception to leafleting the public, who were surprised by the facts and figures.

- Branch staff initially wondered why Boston had been selected, having not realised the prevalence of exploitation in the area
- Preparation time was limited, meaning that they were not able to create their own branded materials to use in the training or leafleting

- The training built an understanding of nuance e.g. people can be trafficked more than once, debt bondage and equipped them to identify and report
  - *"It has empowered people to feel that they can report – people came away feeling more equipped to identify and then report it. Before, they were worried about being right, what are the implications if I get it wrong, is it actually happening or am I imagining it. What's helped is the direct messaging – report it, even if not sure. Our employees are the eyes and ears." (Sam Margiotta, Senior Manager, Financial Intelligence Unit, Santander)*
- Branch staff recognized some behaviours / indicators detailed in the training which made them think differently about certain customers (specifics are confidential)
- There were also some new reports of potential human trafficking. However, a need to monitor this over more time in order to show true quantitative value

Despite being a relatively new relationship, it has progressed steadily, with opportunities discussed during the initial evaluation taking shape:

- STT was made a charity partner and is now being brought on as a consultant to develop a bespoke training package on HT and modern slavery that will be rolled out across the bank in 2020. This has been driven forward by the bank's Financial Intelligence Unit and Sustainability Team
- A relationship was established between Santander and STT to supply and corroborate intel, including from this campaign and the ongoing evaluation, with that of financial institutions and the Gangmasters and Labour Abuse Authority (GLAA). The collaboration was envisioned as a short-term secondment but as the work began to take shape it was agreed to make this an ongoing collaboration. The organisations are developing a detailed typology alert in relation to modern slavery and recruitment agencies
- The ambition is to share intelligence to develop typologies holistically, rather than through one single organisation's lens. This detailed analysis will be shared with the National Crime Agency's Joint Money Laundering Intelligence Taskforce (JMLIT) Human Trafficking & Organised Immigration Crime (HTIC) Expert Working Group, attended by law enforcement and financial services organisation representatives. It will then possibly be disseminated via the Financial Intelligence Units within every member Bank, and used to enhance anti-laundering controls to detect suspicious activities, contributing to system change:
  - *"JMLIT's HTIC group meets bi-monthly and that's where we need to get the intelligence to, into that forum. If it gets into that forum then it will get across the industry... We certainly have taken the success of the Boston event to that to the group, said it was very valuable, something this group needs to be more involved with. It provides that opportunity, that platform to share the intelligence – specifically in relation to trafficking. We are also feeding in about the traffic analysis hub, and the wider support piece we're doing with the secondment." (Sam Margiotta, Senior Manager, Financial Intelligence Unit, Santander)*
- Santander has been able to leverage STT's expertise, resulting in an enhancement in the team's knowledge and understanding:
  - *"For example, the team have a better understanding of the difference between trafficking and smuggling, which didn't exist before. And just having access to a source where we can go with*

*things we are seeing allows us to have more confidence in our knowledge.” (Sam Margiotta, Senior Manager, Financial Intelligence Unit, Santander, final evaluation)*

- Santander was keen to be involved in the development of the Traffic Analysis Hub and feed their anonymized data into it. However, it has transpired that TA Hub is not yet ready to receive this data and needs further development time. TA Hub is a partnership across financial institutions, NGOs, law enforcement and government agencies aiming to share data in order to stop human trafficking. There is a desire to use the information to inform typologies and build algorithms to proactively identify financial crime

The initial in-branch training with Santander was viewed as a very successful ‘pilot’, which has led to multiple other work streams with a lot of potential. The key deliverables that are being worked on currently are the bespoke training package and the development of a typology alert to be disseminated and used across financial institutions and law enforcement.

## KEY LEARNING AND RECOMMENDATIONS

### ACTION POINTS FROM INITIAL EVALUATION

The initial evaluation highlighted a number of opportunities for STT over the following months. Being able to identify and act upon these opportunities was central to the design of an adaptive evaluation approach.

- Consider **rerunning campaign in autumn** – migration flashpoint, and repeated exposure influences perception, knowledge and behaviour (ref: effective frequency in advertising) → The campaign was edited to remove the inclusion of the passport, following the initial evaluation recommendation, and rerun in Lithuania in November. A supplementary video using the infographics from the landing page has also been created, with plans to run it on social media in December. Further reruns and development of extensions to this campaign targeting specific audiences are in the pipeline for the first quarter of 2020, with the support of the British Embassy in Lithuania.
- **Disseminate further campaign assets** for maximum reach - including offline e.g. posters, leaflets in international shops and cafes (where people naturally are / would be passing by). Some leafleting has already been done as part of the awareness day in Boston, but this could be replicated in Lithuania by providing campaign materials to partners → This has not yet been actioned
- **Increase publicity** via conference and news / PR opportunities through Lithuanian Partners - KOPŽI would like to get attention of news portals and invite STT to speak about the campaign, potentially to parliament, to continue to spotlight the topic of

labour exploitation → STT's activities while in Lithuania following the campaign were valuable for gaining publicity, and included an interview with local media

- Continue to **collect information / data from partners** in order to build intelligence and be predictive – e.g. gather case studies to put into database and **ensure reciprocity** by making data accessible (ref: utilization focused evaluation) → This has not yet been actioned
- The National Crime Agency and British Embassy in Vilnius have invited STT to a **roundtable with government and NGO/CSO representatives** in September to discuss next steps and potentially deliver another campaign later this year/early next → This was deemed a very fruitful meeting by STT and partners. The Embassy is considering supporting further campaign activities in Lithuania next year. They have also agreed to fund a representative from each of KOPŽI and Missing to attend STT's learning event in February 2020.
- The **relationship with Santander** that began with the in-branch training has progressed to the secondment, and there are plans to develop a full training programme and be more involved with the TA hub → STT has been consulting on a training package that will be rolled out across all front-line and high-risk roles in 2020. This partnership has also resulted in the development of a detailed typology for identifying suspicious activity that will be shared with the JMLIT HTIC Expert Working Group and therefore the Financial Intelligence Unit within every member Bank.

## CAMPAIGN CONTENT

### Key Learning

- Importance of showing reality of trafficking and exploitation, rather than extreme situations for shock-factor
- A need to raise awareness of other challenging aspects of work abroad, even if not illegal e.g. zero hour contracts
- A need to continue to break down stigma that it is naïve / less educated people who are victims
- Importance of normalising speaking out about experiences and asking for help in order to overcome barriers and shame (especially amongst men)
- Encountering the campaign primarily on SM feed (and usually only once) can make the information difficult to recall/retain, and also limits accessibility
- Partner organisations are not that well known, with subsequent impact on memorability and credibility
- Summer is not the best time of year for running a campaign on trafficking and labour exploitation in Lithuanian given the migration patterns

### Recommendation

- Raise the profile of *even more* subtle forms of exploitation - still some push back that it's "not me"
- Be more explicit in campaigns around situations like zero hour contracts to help educate about the reality
- Don't focus on the well-known warning signs; more to do especially for those without experience of exploitation
- Campaign explicitly around sharing experiences / speaking out to keep encouraging conversation. Language is essential e.g. call it "consultations", rather than "victim support"
- Show more than one single point in time video, including other channels/ touchpoints (e.g. FB groups, training in vocational schools; Est. European shops) for maximum reach and sustained impact
- Help to publicise partner organisations, particularly through channels audiences are already using
- Consider re-running in the autumn, and for future align with the most vulnerable period

## PARTNERS

### Key Learning

- Immediate support partners can offer is somewhat limited by capacity and legal constraints
- Partners rarely get info on international cooperation on HT – want to keep abreast of changes / outcomes
- Collaboration with the British Embassy and other institutional/governmental actors following the campaign has been very fruitful, and also resulted in opportunities for the NGO partners
- Desire for series of campaigns / messages to deepen knowledge amongst this audience. Primary research has provided a wealth of personal case studies, including pre-migration
- Partners feel the campaign would be useful to other migrant groups e.g. Russian, Latvian, etc. facing similar challenges
- There are other silenced topics, and new types of exploitation that partners want to draw attention to

### Recommendation

- Ensure due diligence of support on offer and help partners in resolving UK-LT cases. Focus on portable assets in campaigns e.g. labour laws, your rights, phone numbers, etc.
- Continue strengthening feedback loop / data sharing – partners would all like to continue working closely
- Consider collaboration with other influential actors throughout the campaign in order to maximise impact, and make this a formal part of STT's campaign model
- Think about how the campaign evolves e.g. to other perspectives / case studies, next layer of information. Utilise research for developing further messaging
- Cost-effective to change the voiceover and broadcast the campaign to other at risk groups – but a need to identify specific partners and ensure messaging resonates
- Consider other areas for future focus e.g. recruitment via online, criminal activity

## PROCESS

### Key Learning

- **Face-to-face research with target audience highly valued as it opened up new ways of approaching the topic**
- **Widespread collaboration following the campaign has been extremely encouraging, and has greatest potential for sustained impact**
- It can be challenging to rely on partners for monitoring outcomes when this is not an established part of their processes – particularly for establishing long-term impact
- The reliance on Facebook surveys for recruiting for face-to-face research posed some potential risks for the HKR research team as there was no intermediary

### Recommendation

- **Consider how to hear the voices of those we seek to support first-hand and put this at the heart of campaign development**
- **Consider the role of campaigns as the beginning of a longer-term workstream, with ongoing collaboration between organisations at the centre**
- Work jointly with partners to agree on these processes to ensure this is efficient and timely, and consider alternative metrics for long-term impact
- Mitigate against this in future research e.g. budgeting some contingency for professional recruiters where partners are not available

## APPENDIX 1: BACKGROUND ON HUMANKIND RESEARCH

Humankind Research is a qualitative research agency specialising in social impact. That means we find out what people think, feel and do in a range of areas within development and sustainable business, using those findings to inform strategies and communications for social change.

We specialise in unearthing deep human and cultural insight that helps drive real and lasting transformation – understanding the people behind social and environmental phenomenon. Our outputs typically include bringing to life specific audiences and their needs, evaluation of comms / content, and recommendations on launching or strengthening comms and programmes.

We are guided by a strong moral ethos: we launched as a B Corp and offer not-for-profit clients a 40% reduction on corporate fees.

Every project is different, and we draw on a range of expertise, methodologies and specialists to deliver beyond the remit of a typical research agency.

For further information, please go to <https://www.humankind-research.com/> or contact Alex Bennett-Clemmow, Project Director: [alex@humankind-research.com](mailto:alex@humankind-research.com)

## APPENDIX 2: KEY PARTNER ACTIVITIES

The activities of STT's key partners who were interviewed by HKR as part of the evaluation are outlined below:

### KOPŽI (Lithuania)

- Approached by STT to help promote campaign and monitor cases
- Contact details and opening times for drop in included in video and landing page
- Provided intelligence on situation in Lithuania
- Recruited x2 focus groups in Kaunas and Šiauliai
- Aided translation and language choices for video development
- Dissemination of the campaign – shared on own SM and sent to other NGOs, ministries, and press
- Hotline providing support to victims, including legal support, as well as prevention work
- Since campaign, increasing focus on labour exploitation, both in LT and UK

### **Missing Persons' Families Support Centre (Lithuania)**

- Approached by STT to help promote campaign and monitor cases
- Contact details and opening times for drop in included in video and landing page
- Provided intelligence on situation in Lithuania
- Recruited focus group in Vilnius with vulnerable women
- Aided translation and language choices for video development
- Connected with SM manager for management of Lithuanian posts (new requirement from Facebook)
- Shared on Facebook page (10k+ active followers) and with other NGOs / partners in LT, encouraging them to share and use in trainings
- Used video in own training / events with community members and in schools
- Running concurrent campaign posting up to four messages per month with informational content on human trafficking on FB feed (July - December)
- Hotline offering support and free consultations

### **Citizens Advice (Lincolnshire, UK)**

- Cover mid Lincolnshire, office and drop in centre in Boston
- Approached by STT to help promote campaign and monitor cases
- Contact details and opening times for drop in included in video and landing page
- Shared video on FB but low reach and not much engagement; not able to show individually in centres as people come when at crisis point

**Additionally, a new relationship with Santander bank has been formed, with an overview of their activities connected to the campaign outlined below:**

### **Santander**

- Boston training initial engagement – approached by Barclays at STT's request
- STT supported their internal financial crime campaigns, coming to five staff anti-financial crime culture conferences throughout July as guest speakers
- Engaged with Traffic Analysis Hub
- Secondment/ongoing collaboration of Intelligence Manager into STT, to develop intelligence with financial crime lens
- Member of JMLIT's HTIC Expert Group, to enable intelligence sharing between law enforcement and financial institutions
- Onboarded STT as Charity Partner

## APPENDIX 3: AUDIENCE SAMPLES

### Exploratory research sample – focus group discussions

Location	Our respondents
Boston, UK	6 people aged 40-60, mix of genders, in the UK for 5-17 years, range of types of employment, all with experience of exploitation
Boston, UK	Paired interview, women in 50s, both working in factories and experiencing exploitation
Wisbech, UK	Depth-interview with male respondent, late 40s, currently unemployed seeking work in factory, previously homeless and involved in criminal activity
Kaunas, Lithuania	6 people aged 23-46, 4 men and 2 women, all have worked overseas and experienced severe exploitation
Šiauliai, Lithuania	6 women aged 22-34 from surrounding rural areas, all living in safe house with young children, some have previously been abroad, all vulnerable
Vilnius, Lithuania	6 women aged 30-45, some with disabilities living in <u>carehome</u> , all vulnerable

### Short-term evaluation sample – telephone interviews

Location	Our respondents
Lincolnshire, UK	43 year old female, 9 years in UK, part-time job as warehouse operator and studying master's degree. Some experience of exploitation
Lincolnshire, UK	46 year old female, in the UK for 2 months, working in a factory, plans to return to Lithuania in the autumn. Fearful of exploitation
Lincolnshire, UK	38 year old female, 14 years in UK, working for an American company selling burgers. Not experienced exploitation
Small town, Lithuania	48 year old female, has worked in UK and Germany in factory and fields, and thinking of going abroad again. Experience of exploitation
Small town, Lithuania	38 year old female, worked in Germany 10 years ago as carer for elderly. Daughter currently considering work abroad. Many people around her with experience of exploitation

### Long-term evaluation sample – telephone interviews

Location	Our respondents
Lincolnshire, UK	43 year old female, 9 years in UK, part-time job as warehouse operator and studying master's degree. Some experience of exploitation
Lincolnshire, UK	46 year old female, in the UK for 2 months, working in a factory, plans to return to Lithuania in the autumn. Fearful of exploitation
Lincolnshire, UK	58 year old female, working in factories in UK for 14 years. Recent experience of exploitation
Small town, Lithuania	45 year old male, previously worked in the UK and other European countries as a lorry driver. Experienced exploitation in LT
Small town, Lithuania	38 year old female, worked in Germany 10 years ago as carer for elderly. Daughter currently considering work abroad. Many people around her with experience of exploitation

## APPENDIX 4: LINKS

### LITHUANIA POSTS

#### Cities (targeting Vilnius/Kaunas only)

Facebook: [www.facebook.com/257186392196/posts/10156337709862197](https://www.facebook.com/257186392196/posts/10156337709862197)

Instagram: [www.instagram.com/p/BzvDd6kDVYQ/#advertiser](https://www.instagram.com/p/BzvDd6kDVYQ/#advertiser)

#### Rural (targeting the rest of Lithuania)

Facebook: [www.facebook.com/257186392196/posts/10156337710507197](https://www.facebook.com/257186392196/posts/10156337710507197)

Instagram: [www.instagram.com/p/Bzstf2SgnBu/#advertiser](https://www.instagram.com/p/Bzstf2SgnBu/#advertiser)

### UK POSTS (targeting south and west Lincolnshire)

Facebook: [www.facebook.com/257186392196/posts/10156325450757197](https://www.facebook.com/257186392196/posts/10156325450757197)

Instagram: <https://www.instagram.com/p/Bzh26Pfggs/>

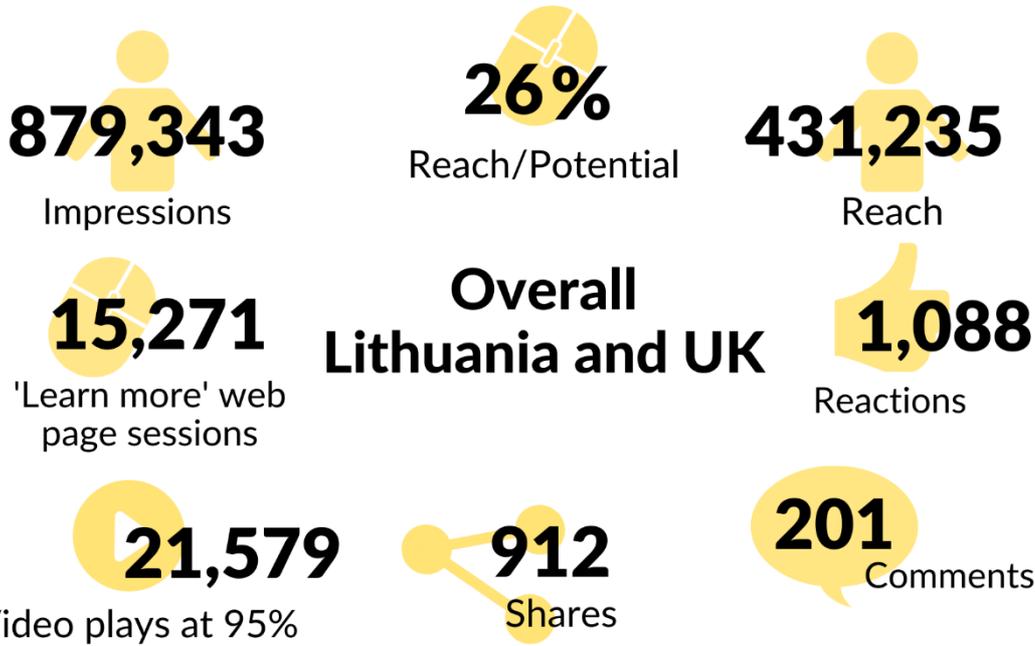
### LANDING PAGES

Lithuania: <https://www.stophetraffik.org/landing-page/lithuania-labour>

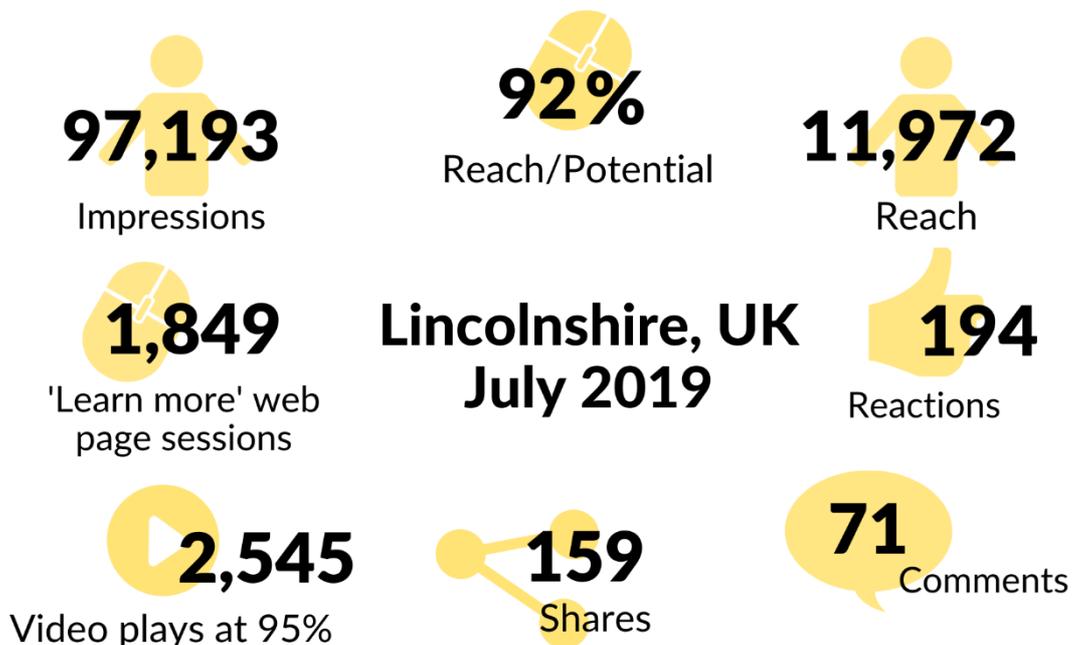
UK: <https://www.stophetraffik.org/landing-page/lithuania-labour-uk>

APPENDIX 5: ADDITIONAL SOCIAL MEDIA METRICS

### Lithuanian Communities July and November 2019



### Lithuanian Communities July and November 2019



# Lithuanian Communities July and November 2019



**782,150**  
Impressions

**26%**  
Reach/Potential

**419,263**  
Reach

**13,422**  
'Learn more' web  
page sessions

**Lithuania**  
**July & November**  
**2019**

**894**  
Reactions

**19,034**  
Video plays at 95%

**753**  
Shares

**130**  
Comments

## APPENDIX 6: SURVEY RESULTS SUMMARY

### UK

#### General

- **Time in UK:** Most of the follow-up respondents have been living in the UK for 6 years and over, and more post-test respondents have been living in the UK longer than the pre-test respondents.
- **Experience of exploitation:** In the pre-test 31.3% of respondents reported that they had experienced exploitation, with a similar 29.0% of reporting respondents in the post-test and 25.8% in the follow-up.
- **Recollection (post-campaign only, except as indicated):**
  - **Post:** 42.1% of post-campaign respondents remembered the FB post and 11.2% weren't sure (53.3%); 12.9% of follow-up respondents remembered the FB post and 25.8% weren't sure (38.7%)
  - 27.1% of post-campaign respondents remembered watching the video and 15.9% weren't sure (43%); 6.5% of follow-up respondents remembered watching the video and 22.6% weren't sure (29.1%)
  - **Clicked to 'Learn More':** 34.6% remembered clicking, however only 20.6% also remembered the post or video. 12.1% weren't sure (32.7%)
  - **Message** (of the people who remembered the post or weren't sure): 61.4% chose the correct main message. Of the people who also remembered the video or weren't sure, 67.4% chose the correct main message.

- **Video helpfulness:** 35.1% thought the video was helpful while 38.6% weren't sure (73.7%). Respondents thought the video clarified employee rights and it showed a person shouldn't believe everyone
- **Landing page helpfulness:** of the people who remembered clicking or weren't sure, 28% said they got the information they were looking for and 16% weren't sure (44%). Respondents said they would have wanted to see information on what do about specific instances of exploitation.

## Knowledge

- **Identification of labour rates** was, on average, marginally higher by 4.1% in the post-test (56.5% vs 60.6%). In the follow-up it was 54.8%.
  - For respondents who remembered the post, watching the video or clicking, or weren't sure the average score was 62.4%
  - The highest score of 70.3% was attained by respondents who didn't remember clicking, suggesting they already had a high level of knowledge.
- **Checks before a job:** Most responses mentioned contract (50% in post-campaign and 40% in follow-up), while others suggested to check proposed working conditions (20.6% and 20.0%) and information about the business or employer (legal or reviews).
- **Accessing advice and support:** only 1.4% of pre-test respondents said they knew where to find advice and support while 15% did in the post-campaign and 19.4% in the follow-up. Over a quarter of post-campaign (28.0%) and follow-up (28.6%) responses mentioned CAB (signposted to on the landing page but also usual for the UK surveys), 5.1% more than the pre-test. There was also one mention of STOP THE TRAFFIK!

## Potential behaviour change

- **Action after seeing the campaign:**
  - 37.4% of post-campaign and 64.5% of follow-up took action – most discussed the issue (16.8% and 22.6%), shared on social media (12.1% and 3.2%) and/or looked online for more information (12.1% and 16.1%). 9.3% of post-campaign respondents, most of them 3 or more years in the UK, spoke with their employer or recruitment agency about their working conditions. 6.5% (2) of follow-up respondents did the same, one of them over 6 years in the UK and the other only 7-12 months.
  - Post-campaign respondents who remembered the post, video or landing page were more likely to take action than respondents who didn't remember, by 30.2% on average.
  - However, of the people who reported to have experienced exploitation in the post-campaign survey,
    - In the pre-test 9.5% sought information, help or advice while only 6.46% of the post-test.
    - In the pre-test, 68.6% spoke about these issues with others while following the campaign only 35.5%.
- **Future response (post-campaign only)**
  - Overall, 20.6% of respondents said they would behave differently in the future in a potential exploitation situation.
  - Respondents who remembered the post, video or landing page were more likely to take action than respondents who didn't remember, by 14.4% on average.

## LITHUANIA

### General

- **Experience of exploitation:** In the pre-campaign 46.8% of respondents reported they had experienced exploitation, with only 8.7% of reporting respondents in the post-campaign (very low response rate on the question). In the follow-up this was reported for 33.3%.
- **Recollection** (post-campaign only, except as indicated):
  - **Post:** in the post-campaign 18% remembered the post and 7.5% weren't sure (25.5%); in the follow-up 5.6% remembered the post and 22.2% weren't sure (27.8%)
  - **Video:** in the post-campaign 11.8% remembered watching the video and 11.2% weren't sure (23%); in the follow-up 8.3% remembered watching the video and 11.1% weren't sure (19.4%)
  - **Clicked to 'Learn More':** 8.1% remembered clicking, and 4.3% weren't sure (12.4%)
  - **Message** (of the people who remembered the post or weren't sure): 80.5% chose the correct main message. Of the people who also remembered the video or weren't sure, 65.9% chose the correct main message.
  - **Video helpfulness:** 43.9% thought the video was helpful while 34.1% weren't sure (78%). Respondents thought the video gave useful information and warned others not to trust everyone
  - **Landing page helpfulness:** of the people who remembered clicking or weren't sure, 35% said they got the information they were looking for and 5% weren't sure (40%). Only one respondent said what was missing: what to do if you see exploitation.

### Knowledge

- **Prevalence of trafficking of Lithuanians in the UK** - more than half of respondents on both surveys thought there was some exploitation. 29.8% of pre-campaign respondents, 35.4% of post-campaign respondents, and 33.3% of follow-up respondents knew that in some areas of the UK almost half of the Lithuanian community report that they have been exploited
- **Correct identification of labour rates** was 55.8% in the pre-survey, 60.6% in the post-survey and 60.0% in the follow-up survey
  - For respondents who remembered the post, watching the video or clicking, or weren't sure the average score was 59.4%
  - Most respondents knew that 3-4 of the labour rights statements were true, however only 16.4% in the pre-campaign and 11.2% in the post-campaign surveys thought knew that the statement 'an employer has to give you work, if you have a contract', is false. In the follow-up this was 19.4%
- **Checks before a job (post-campaign and follow-up only):** 38% of post-campaign responses and 18.8% of follow-up responses mentioned checking information about the business, agency or employer. About a quarter (26.8%, 25.0%) suggested checking the contract, while 18.3% of post-campaign responses and 25.0% of follow-up responses were about checking reviews/feedback.
- **Accessing advice and support:** only 13.4% of pre-test respondents said they knew where to find advice and support while 31.7% did in the post-test. This came back down to 19.4% of follow-up respondents. Only one response mentioned our campaign partners – CAB in the follow-up. The embassy, Lithuanian and British recruitment agencies and websites and family, friends or colleagues were suggested.

### Potential behaviour change

- **Discussion** of these issues with colleagues, friends or family was reported by 57.7% of pre-campaign but only 4.3% of the post-campaign. It was 22.2% of the follow-up surveys. In both

pre-campaign and post-campaign, respondents were more likely to discuss with people in the UK rather than with people in Lithuania. In the follow-up, it was

- **Action after seeing the campaign/since July:**
  - 6.2% of the post-campaign survey respondents took action – most discussed the issue (4.3%), shared on social media (3.1%) and/or looked online for more information (3.1%).
  - Respondents who remembered the post, video or landing page were more likely to take action than respondents who didn't remember, by 28.0% on average.
  - 52.8% of the follow-up survey respondents took action – as in the post-campaign, most discussed the issue (22.2%) and many spoke with their employer or recruitment agency about their working conditions (19.4%). Others looked online for more information (11.1%) and/or shared the video on Facebook or Instagram (8.3%).
- **Future response:**
  - Only 13 (8.1%) respondents answered this question. 30.8% of them said they would behave differently in the future in a potential exploitation situation (2.5% of total).
  - Respondents who remembered the post, video or landing page were more likely to take action than respondents who didn't remember, by 11.1% on average.