

COMMUNICATION STRATEGY

**of the Permanent Secretary with stakeholders active
in preventing and combating trafficking in human
beings**

Author:

Veaceslav Gutu,
Communication Consultant

Chisinau, March 2013

CONTENT

1. PREAMBLE
2. STRATEGY GOAL
3. STRATEGY OBJECTIVES
4. MONITORING AND EVALUATION MECHANISM
5. ACTION PLAN
6. ANNEXES

Annex 1. Information Memo

Annex 2. Scheme of the basic institutional framework of anti-trafficking community

Annex 3. Communication tools

Annex 4. Questionnaire and aggregated results of the mini-opinion poll on communication in the anti-trafficking community

Annex 5. Concept of official web page and visual identity

ABBREVIATIONS

CPA	Central public administration authorities
LPA	Local public administration authorities
AC	Anti-trafficking community (=combating and preventing THB)
NCCTHB	National Committee for Combating Trafficking in Human Beings
TC	Territorial Commission for Combating THB
MDT	Multidisciplinary Team within the NRS
IO	International (funding/donor) organizations
NGO	Nongovernmental origination
NAP	“National Anti-trafficking Plan” = National Plan to Prevent and Combat Trafficking in Human Beings 2012-2013
NRS	National Referral System
PS	Permanent Secretariat of the NCCTHB
THB	Trafficking in human beings
NCU	NRS National Coordination Unit (within the MLSPF)

1. PREAMBLE

Trafficking in human beings (hereinafter referred to as THB) continues to remain a complex phenomenon and problem, benefiting from state authorities' special attention. A number of first-line public institutions, international organizations, and civil society organizations are engaged against this phenomenon. The implementation of the national anti-trafficking agenda, encompassed in the "*National Plan to Prevent and Combat Trafficking in Human Beings for 2012-2013*", provides for a very good coordination among all the stakeholders active in preventing and combating THB. The National Committee for Combating THB and its Permanent Secretariat have the coordination role. In this context, the systematic and institutional communication within the anti-trafficking community has become an imperative need, resulting from different national and international reports, the tasks included in the NAP and the analysis of the communication context of the anti-trafficking community¹.

The communication strategy of the Permanent Secretariat with the stakeholders active in preventing and combating trafficking in human beings (hereinafter referred to as the Strategy) aims to provide for an adequate communication mechanism of the PS with the anti-trafficking stakeholders. The Strategy will also create an empowering communication framework among the stakeholders active in combating THB, hence contributing to a better implementation of the national anti-trafficking agenda and policy. It will, as well, contribute to a better information and education of the population about the THB dangers and consequences, and to ensure a better visibility of the efforts undertaken by the Government and the entire AC to prevent and combat THB phenomenon in society.

The analysis of the communication context has led to identification of three priority problems and the given Strategy focuses on solving them:

- Ensuring PS communication with anti-trafficking stakeholders through traditional and specific communication tools, as well as general communication among the anti-trafficking actors;
- Consolidating the cooperation between the PS and the press;
- Contributing, through the same communication tools, to better information and education of public categories vulnerable to the THB phenomenon threats.

The Strategy includes the goal and the objectives meant to ensure the achievement of the respective goal, the target-groups it is focused on, the means for carrying out the objectives, the communication tools, the action plan with implementation deadlines and estimated budget, monitoring and evaluation mechanisms, and institutional visual identity.

The communication tools and activities of the Strategy take into account the available human and financial resources, the PS's capacities to implement the Strategy, as well as the partnerships, responsibilities, and involvement of anti-

Anti-trafficking community (AC) – is composed of institutions and organizations of different levels, with tasks and activities set forth in the national legislation on preventing and combating THB and in the NAP, representing four institutional categories - CPA, LPA, NGOs, and partner-international organizations. The list of the respective institutions is provided in Annex 1, which outlines the basic institutional framework of the AC. A number of other specific organizations and institutions (including subdivisions) out of the four categories and with responsibilities included in the NAP may be added to the respective list (e.g., *National Employment Agency, Tourism Agency, "Every Child" NGO, UNICEF, etc.*). Besides, during the NAP implementation, other implementation partners will be identified, especially NGOs, academic environment, international organizations. All of them will extend the AC and shall be connected to the communication circuit of the AC.

Anti-trafficking agenda – all the actions and activities to prevent and combat THB are covered in the NAP, approved via the RM Government Decision No. 559 dated 31.07.2012

¹ See Annex 1. Informative Memo.

trafficking stakeholders in ensuring efficient communication within the AC based on the suggested Strategy and tools.

2. STRATEGY GOAL

2.1. The goal of the Strategy is to strengthen the PS institutional communication capacities so as to increase the efficient implementation of the anti-trafficking agenda.

The “strengthening of communication capacities” means achieving a level of communication with the target groups, which would be focused, timely, and efficient.

The “institutional communication” means creating and applying institutional communication tools, the format of which depend on the institutional peculiarities of the target groups. The institutional communication also refers not only to the PS communication with the anti-trafficking stakeholders, but also among the AC stakeholders through the communication tools launched by the PS.

The communication tools suggested in this Strategy are described in Annex 3. They represent *informative technical, electronic, and printed products, events and specific activities*.

The first set of proposed tools is general from the viewpoint of using the tools in PS communication with the primary target groups. The second set of tools is specific due to the communication mainly for a certain target-group or several target-groups.

All the tools are included in the *Action Plan* of the Strategy (Chapter 5), specifying the partners, implementation deadlines, estimated costs, and expected results.

Institutional communication also provides for an institutional visual identity (*mark or brand*). A separate concept suggests the visual identity for the PS and for the AC in general, which would include a *logo* (with a name-word), a *slogan* and *chromaticity* (p.6 in Annex 5).

The goal of the Strategy will be achieved via simultaneous implementation of three objectives.

3. STRATEGY OBJECTIVES

The identified objectives are outlines in relation to three major communication problems (see Chapter 1) and are focused on categories of institutions/organizations and population (target groups) related to the given problems.

The target-groups tackled by the Strategy objectives may be divided in *primary* and *secondary*. The primary target-groups encompass the following CA stakeholders – CPA, LPA (with the territorial commissions – TC), NGOs and partner IO. The secondary target-groups are the ones that go beyond the AC framework. This distribution of target-groups derives naturally from the AC existence and activity². Due to the important nature of the communication problem and to the strengthening of the relations with the *press*, the last one has been included in the primary target-groups, being tackled within the Objective 2 of the Strategy.

² See Annex 2. *Anti-trafficking Community (AC)*.

3.1. Objective 1: To increase the PS institutional visibility by consolidating the communication capacities with the primary target-groups.

3.1.1. Communication with CPA

The CPA authorities have a determining role in developing and implementing national anti-trafficking policies and anti-trafficking agenda with different levels of complexity and sector peculiarities. That is why, PS shall ensure a communication enabling the implementation of the major anti-trafficking tasks assigned to the CPA authorities, via application of adequate tools, serving as an institution of reference for information and coordination related to the anti-trafficking agenda. At the same time, through the communication platform provided by the given Strategy, the PS shall ensure an adequate visibility for CPA activities within the AC and the society, in general.

Communication tools. The main communication tools of the PS with the CPA are the following³:

- Web-page – using this tool, the PS shall provide the CPA, through dedicated columns, all the important information, as well as the information of major interest for the CPA. At the same time, the web-page will serve as a platform for ensuring the visibility for the PS activity, as well as the activity of all CPA mandated with anti-trafficking tasks;
- Anti-trafficking courier – shall ensure permanent and efficient information about all the major anti-trafficking elements and activities emerging within the CPA and AC in general, as well as about the calendar of anti-trafficking events; the distribution shall be provided through the e-mails of the CPA anti-trafficking communicators and decision-makers;
- Sub-group of CPA anti-trafficking communicators – aims to ensure the communication link between the PS and every CPA through a communicator appointed by each CPA. The sub-group will also be involved in updating the anti-trafficking web-page and newsletters.

The next set of tools shall be used in parallel with the one described above to strengthen the PS communication with the CPA, but also to increase the visibility of CPA anti-trafficking activities:

- *printed-out newsletter* – will reflect also the main achievements of the CPA;
- *joint public events* – they can be used, as needed, for presentation of anti-trafficking reports and publications, anti-trafficking campaigns' launch, debates related to national plans, etc.;
- *used social media* (Facebook, Odnoklassniki, YouTube) – to spread the major activities/outcomes of the CPA;
- *promotion of CPA relations with the PS partner-press* – through PS mediating and recommending different cooperation and relations between the press and CPA;
- *posting the banner* with the PS web-page (or the *generic video spot*) on the CPA authorities' web-pages;
- *national anti-trafficking week* – will serve as a wide platform for cooperation and communication of the PS with the CPA so as to organize and implement impact-activities for the society.

The key-message in PS communication with the CPA. The key message in PS communication with the CPA derives from the mandate and the major and strategic role of the CPA authorities in relation to anti-trafficking agenda implementation. Hence, the key-message shall be focused on the solid commitments of the Moldovan authorities to cope with the THB phenomenon by developing/adjusting the necessary legislative framework, developing and implementing national anti-trafficking plans and policies to prevent and combat THB, to assist

³ The detailed description of the tools is provided in *Annex 3. Communication Tools*.

THB victims, to establish specialized anti-trafficking institutions with trained personnel and modern equipment, etc. The importance of the given activity and the supported efforts of the Government and CPA authorities acquire a larger dimension through the lens of the conditions Moldova has to meet for obtaining the liberalized visa regime with the EU.

Hence, the message will underline the strategic role of every CPA authority for implementing the anti-trafficking agenda and will contribute to raising awareness about the strategic tasks and increasing CPA authorities' institutional accountability.

Several possible formulations for the key message:

- To prevent and combat THB is a complex and strategic task of the Government and a solid commitment to the population and international partners.
- To fight against THB means accountability, commitment, and dedication for all the central public authorities.
- The success in combating THB may be achieved only via the plenary input of every public authority with anti-trafficking mandate.
- The punctual execution of the anti-trafficking agenda tasks secures a future without THB.

Tactics to be used by the PS in its communication with the CPA. The tactics used to communicate with the CPA shall aim to ensure the necessary cooperation to implement the Strategy and to establish an efficient and permanent communication platform with the CPA. For this purpose, the PS shall agree with the CPA upon some minimum responsibilities for the CPA in the context of the present Strategy, and namely:

- to appoint a communicator to ensure the constant communication with the PS in the context of the present Strategy; as a rule, all the CPA have specialists responsible for communication, who will be delegated to be members of the Sub-group of CPA anti-trafficking communicators;
- the communicators will have the task to supply the PS, by the end of every month, information (references) of general interest for the AC, as well as data about the events planned by the CPA for the following month – this will be CPA input to the development of the current edition of the “Anti-trafficking Courier”, contribution to the update of the monthly calendar of events, and the anti-trafficking web-page, in general;
- to provide to the PS the materials of major interest to be posted on the web-page and to be included in the biannual newsletter and on the PS social media outlets;
- at its turn, the PS shall propose some material to be posted on the CPA authorities' web-pages;
- to post the banner with the PS web-page (or to post the generic video spot) on the CPA authorities' web-pages;
- to collaborate with the PS so as to organize joint public events;

Besides, the PS shall use different occasions to disseminate the key-message to the CPA, such as: the meeting of the anti-trafficking working group, of the coordinating group, of the NCCTHB, and other so as to disseminate information related to the communication activities and the cooperation needed to achieve the communication objectives of the entire AC, including the AC visibility.

The PS shall foster and facilitate the collaboration relations between the CPA and the press, especially with the partner press, in both cases: if PS is the entity initially contacted by the press, it shall make reference to the relevant CPA and mediate the provision of information, as well as a pro-active approach, whenever it is necessary to cover in the media some events or relevant situations with CPA involvement.

Expected impact. The communication with CPA and the availability of the set of communication tools shall have the following impact:

- An established platform for mutual information and prompt communication with the CPA in relation to the most important events and news in the anti-trafficking community.
- Ensured constant updated of the main anti-trafficking information and communication tools with information from CPA activity.
- Increased visibility of the PS and CPA activity.
- More efficient collaboration among CPA due to better and more rapid mutual information through the joint communication platform.
- Gradual increase of the CPA's awareness about it being a part of the anti-trafficking communication platform, and hence an increased involvement of the CPA in anti-trafficking communication.
- Advanced awareness and increased accountability of the CPA as strategic institutions for the implementation of the anti-trafficking agenda.

3.1.2. Communication with LPA/TC

The LPA authorities, together with the TC, have the task to implement the national anti-trafficking policies and plans at the local level, whenever they do not have enough capacities and necessary resources. Hence, the PS will seek to ensure a communication aiming to provide constant information and useful and diversified materials for LPA so as to increase the action force and the anti-trafficking capacities of the LPA, including the local communication capacities.

Communication tools. The main communication tools of the PS with the LPA are the following⁴:

- Anti-trafficking communication plan LPA/TC – the tool used to foster and encourage communication at rayon level.
- Anti-trafficking courier – will offer the LPA/TC permanent and efficient information about all the major anti-trafficking events and activities occurred in the AC, including at the rayon level. The LPA/TC will have the possibility to be informed constantly about the materials and outputs of major interest, to take over ideas and success practices, to request from the PS report and materials or to take them from the anti-trafficking web-page, etc. The “Courier” will be the mechanism to be used by the LPA/TC to inform the AC about their activities to prevent and combat THB.
- Web-page – this tool shall be used by the PS to provide the LPA/TC an information and documentation platform to enhance the anti-trafficking activity capacities at the local level. At the same time, the web-page will serve as a platform for ensuring the visibility for LPA/TC activity by posting the contact data, the TC composition, minutes for the TC meetings, as well as different new regarding the implemented activity, etc.
- Regional anti-trafficking meetings – shall serve as a catalyst for the anti-trafficking activities at the local level, representing a framework for dialogue and exchange of experience at the local level, manifestation of attention from the CPA responsible for coordinating and monitoring the activities in the territory, an opportunity for dialogue with the civil society, informing and raising awareness of the population at the local level by widely involving the local press in events.

⁴ The detailed description of the tools is provided in *Annex 3. Communication Tools*.

The following set of tools will be used in parallel with the one described above so as to enhance the communication of the PS with the LPA/TC, as well as for increasing the visibility of LPA/TC anti-trafficking activities:

- *printed-out newsletter* – will also reflect the achievements of the LPA/TC;
- *used social media* (Facebook, Odnoklassniki, YouTube, Twitter) – spreading the activities and the major results of the LPA/TC;
- *posting the banner* with the PS web-page (or the *generic video spot*) on the LPA authorities' web-pages;
- *anti-trafficking week* – will serve as a large platform of cooperation and communication of PS with LPA/TC for organizing and implementing the respective activity with resonance in the society.

The key-message in PS communication with LPA/TC. This will be focused on the specific role of the LPA/TC in the anti-trafficking agenda – the good implementation of the anti-trafficking policies and plans at the local level, at the "first line", where there are closer relations with the most vulnerable groups and the groups more exposed to THB. Another facet of the key-message, which is rather complex, is the need to ensure a cooperation on the horizontal, as well as on the vertical for tackling the THB phenomenon.

Several possible formulations for the key message:

- Due to their status and relations with the population, LPA has the central role in preventing THB.
- THB may be stopped through daily perseverant and accountable collaboration of all the competent rayon bodies.
- The supported and constant efforts undertaken at all the levels: local, rayon, and central secure the success against THB.

Tactics to be used by the PS in its communication with the LPA/TC. The PS shall ensure a well-focused cooperation to establish an efficient platform for communication with LPA/TC. Hence, the PS shall agree with the LPA/TC, at the NCCTHB level, some minimum responsibilities for LPA/TC in the context of the present Strategy, and namely:

- all the LPA/TC shall develop their own communication plans at the rayon level; the PS shall provide certain benchmarks for such plans' content and structure, and shall permanently monitor the implementation of the respective plans, ensuring the reflection of the main activities on the web-page;
- the role of communicators to ensure the constant communication with the PS in the context of the present Strategy shall be assumed by the secretaries of the TC, who will ensure the provision to the PS, by the end of every month, of the information (reference) of general interest for the AC, as well as data about the events planned by the LPA/TC for the next month – this will be the LPA input to the development of the current edition of the "Anti-trafficking Courier", contribution to the update of the monthly calendar of events, and the anti-trafficking web-page, in general;
- the PS shall watch for all the communications to have personal e-mails and to be subscribed to the "Anti-trafficking Courier". Besides, the communicators will have the mission to subscribe the rayon decision-makers to the "Anti-trafficking Courier" and to promote the PS communication tools at the local level – web-page, anti-trafficking courier, and anti-trafficking social media;
- the PS shall encourage/promote the electronic communication (e-mail) culture among the LPA/TC to exchange messages with information and to receive the "Anti-trafficking Courier" (by communicators), as well as for constant use of the anti-trafficking web-page and social media. This is in line with the e-governance official policy and "paperless government" policy;

- the PS shall agree with the TC about posting some materials of major interest on the PS anti-trafficking web-page, biannual newsletter and social media;
- collaboration with the TC so as to post the PS web-page banner (or the generic video spot) on the LPA authorities' web-pages;
- collaboration with the TC for organizing some joint public events;
- as for the regional meetings, the PS shall start initial consultation with the TC responsible for the organization, as well as with the participating TC, and afterwards shall come up with general recommendations for the content and format of the respective meetings;
- just like in the case of the CPA, the PS shall use different occasions, events, monitoring visits, etc., to disseminate the key message among the LPA/TC, as well as of the information about communication and cooperation activities needed to achieve the communication objectives of the entire AC, including AC visibility.

Expected impact. The communication with LPA/TC and the availability of the set of communication tools shall have the following impact:

- An established platform for mutual information and prompt communication with the LPA/TC in relation to the most important events and news in the anti-trafficking community.
- Increased visibility of the PS activity at the local level and the LPA/TC activity at the AX level.
- Enhanced activity capacities of the LPA/TC by providing different information and useful material related to preventing and combating THB.
- Enhanced communication capacities of the LPA/TC at the local level, including with the press and the civil society, by developing and implementing the communication plan.
- Increased level of LPA/TC responsibility for the role they have in implementing the anti-trafficking agenda at the local level.

3.1.3. Communication with NGOs

The partner NGOs have assumed themselves important tasks within the anti-trafficking agenda, which usually are carried out in cooperation with the CPA authorities. The respective partnerships represent the key for successful implementation of anti-trafficking activities. Hence, the PS will build the communication with this target-group, which will encourage and promote the role of NGOs and partnerships with the state institutions in advancing the anti-trafficking agenda, and will increase the visibility of NGOs' activities and results.

Communication tools. The main communication tools of the PS with the partner NGOs are the following⁵:

- Web-page – using this tool, the PS will provide for the partner NGOs a communication platform meant to ensure high visibility for NGOs' anti-trafficking activities and for their partnerships with the state and international institutions.
- Anti-trafficking Courier – will serve as a permanent and efficient source of information about all the major anti-trafficking events and activities occurred within the NGOs' framework.
- Sub-groups of NGO anti-trafficking communicators – will ensure the reverse communication link between the PS and every partner NGO through a communicator appointed by every NGO. The sub-group will contribute to updating the anti-trafficking web-page and newsletters with news and materials from NGOs' activity.

⁵ The detailed description of the tools is provided in *Annex 3. Communication Tools*.

The next set of tools shall be used in parallel with the above-described one to enhance the PS communication with the partner NGOs, as well as for a better visibility of the NGOs' anti-trafficking activities:

- *printed-out newsletter* – will also reflect the main achievements of the NGOs;
- *used anti-trafficking social media* (Facebook, Odnoklassniki, YouTube) – spreading the major activities/results of the NGOs;
- *posting the banner* with the PS web-page (or of the *generic video spot*) on the NGOs' web-pages;
- *anti-trafficking week* – NGOs' active involvement in the activities organized during the anti-trafficking week;
- *joint public events* – launch of anti-trafficking reports and publication, awareness campaigns, etc.

The key message in PS communication with the NGOs. In line with the role of the partner NGOs in the anti-trafficking area, the key message will focus on pointing out the importance of partnerships between NGOs and state institutions for carrying out the anti-trafficking agenda. The NGOs and the civil society in general, per se, are closer to the population and its problems. Hence, the involvement of the civil society in combating and preventing THB, through the existing partnerships, represents a significant contribution to the state's efforts to combat THB.

Several possible formulations of the key message:

- Partnership with civil society is crucial for implementing the anti-trafficking agenda;
- The state needs the NGOs' support to prevent and combat THB.
- Only through joint efforts we will succeed to stop the bondage of the XXI century.

Communication tactics for PS with NGOs. The PS shall agree with the partner NGOs to collaborate efficiently for establishing a communication platform, which would imply certain responsibilities for NGOs:

- to appoint a communicator for ensuring constant communication with the PS in the context of the present Strategy;
- to provide to the PS materials of major interest to be posted on the web-page, in the Anti-trafficking Courier, in the biannual newsletter and on the PS social media; the PS, at its turn, will provide certain materials to be posted on the NGOs' web-pages;
- to post the banner with the PS web-page (or of the generic video sport) on the NGOs' web-pages;

The PS shall collaborate with the NGOs to organize joint public events (launch of publications, awareness campaigns, etc.).

The PS shall cooperate with the partner NGOs for launching some mechanisms of anti-trafficking dialogue with the civil society and extending the civil society's involvement in preventing and combating THB, including at the local level – "The forum for anti-trafficking dialogue with the civil society" and "NGOs' coalition for combating THB" (Annex 3).

The PS shall support and encourage, through different ways and means, the cooperation and partnership relations between the NGOs and the state structures with anti-trafficking mandate.

The PS shall use different meetings (of the NCCTHB, coordinating groups, and others) to strengthen the communication message to the civil society.

Expected impact. The communication with the partner NGOs and the availability of the set of communication tools shall have the following impact:

- Better information of the AC about the civil society's contribution to prevent and combat THB.
- Enhanced communication between the NGOs with anti-trafficking and different public authorities and structures, including the local ones.
- Increased visibility and credibility of the NGOs in relation to preventing and combating THB, as well as the assistance provided to THB victims and potential victims.
- Launched new mechanisms for extending civil society's involvement in combating THB.

3.1.4. Communication with international organizations (IO)

The partner international organizations have a considerable role in implementing the national anti-trafficking agenda through the provided financial support and technical assistance, implementation and promotion of the best international practices in combating THB, etc. The communication of the PS with the IO will contribute to increasing the efficiency of the support provided by the IO through the communication platform, which will ensure supply of information, update statistical data, and reports, will identify the new problems and challenges generated by the THB, and will promote the dialogue and the strategic partnerships with the competent state institutions and civil society.

Communication tools. The main communication tools of the PS with the partner IO are the following⁶:

- Web-page – this tool will be used by the PS to provide a communication platform for the IO to supply information of major interest for the IO and to increase the visibility of the assistance granted by the IO.
- Anti-trafficking Courier – will serve as a source of periodical and efficient information about all the major anti-trafficking events and activities produced within and with the support of the IO, as well as in the entire AC.

The following set of tools will be used in parallel with above-described one so as to enhance and diversify the communication and cooperation between the PA and partner IO:

- *posting the banner* with the PS web-page (or of *the generic video spot*) on the IO web-pages;
- *used anti-trafficking social media* (Facebook, YouTube) – spreading the major activities/results of the anti-trafficking assistance provided by the IO;
- *printed-out newsletter* – will also reflect the anti-trafficking impact of the IO support;
- *anti-trafficking week* – active involvement of IO in the activities during the anti-trafficking week;
- *joint public events* – launching anti-trafficking reports, studies, and publications, awareness campaigns, press conferences on the occasion of the visits paid to Moldova by high officials of IO, etc.
- *creation of a platform of dialogue for the donors active in anti-trafficking area* – open for all the interested donors and civil society⁷.

Key message in PC communication with IO. The key message will reveal the state authorities' rightful acknowledgement of the important significant support provided by IO to combat THB, as well as the total availability of the Moldovan authorities and civil society to closely cooperate with the IO for the success of the anti-trafficking efforts.

⁶ The detailed description of the tools is provided in *Annex 3. Communication Tools*.

⁷ It is suggested as a recommendation. See also 5. Action Plan – *Task 2. Additional recommended activities*.

Several possible formulations of the key message:

- The Government and its competent structures rightfully acknowledge the multidimensional support of its international partners for implementing the anti-trafficking national agenda.
- International assistance and cooperation are essential factors to prevent and combat THB.
- The trilateral synergy of the anti-trafficking stakeholders – government, donors, civil society – represents the foundation for successful prevention and combating of THB.

Tactics to be used by the PS in its communication with the IO. The PS shall agree with the partner IO to collaborate efficiently for establishing a communication platform, which implies certain responsibilities for the IO:

- every IO will appoint a communicator for ensuring constant communication with the PS in the context of the present Strategy;
- to supply to the PS materials of major interest to be posted on the web-page, in the Anti-trafficking Courier, in the biannual newsletter and the PS social media; at its turn, the PS will suggest certain materials to be posted on the IOs' web-pages;
- to post the banner with the PS web-page (or the generic video spot) on the IO web-pages;

The PS shall identify with the IO the joint public events and each other's role in organizing such events (launch of publications awareness campaigns, visits of high officials, etc.).

The PS shall support and encourage, through different ways and means, the cooperation and partnership relations between the IO and state structures with anti-trafficking mandate.

The PS shall use different meetings with the IO and entire AC (of the NCCTHB, coordination groups and others) to strengthen the communication messages and to disseminate the information of major interest for IO.

The PS shall collaborate with the IO to identify and promote some mechanisms for extending the involvement of Moldovan civil society in anti-trafficking activities.

Expected impact. The communication with the partner IO based on the present Strategy shall have the following impact:

- Increased visibility level for the assistance provided by the IO to the country and its impact.
- Better information of IO about the implementation of the anti-trafficking agenda and the newly emerged problems/challenges.
- More efficient harmonization of the anti-trafficking policies and their adjustment to the European and international standards.

3.2. Objective 2. To enhance cooperation with press to adequately inform the population.

The important role of the press and the need to enhance the cooperation with the press so as to inform, raise awareness, and educate the population regarding the THB phenomenon were pointed out in a number of national and international studies and reports⁸. This need was also acknowledged and reconfirmed within the analysis of the communication context of the

⁸ See Annex 1. Informative Memo (p. 2.3).

activities carried out by the PS and AC in general⁹. Besides, the consolidation of the relation with the press will also lead to increasing the institutional visibility of the PS and AC.

Communication tools. The tools to be used by the PS to communicate with the press are the following¹⁰:

- Press releases – will be used to inform operatively the press in relation to different important events from the PS and AC activity.
- Press conference – will be organized on the occasion of the events of major importance;
- Ad-hoc interviews – will be ensured and promoted by the PS with the AC representatives, as needed;
- Web-page – will represent the main information and documentation source for the press in relation to the anti-trafficking subject;
- Anti-trafficking Courier – will provide the press with constant information about the most recent news in the anti-trafficking area, including about the calendar of anti-trafficking events;
- Partnership with the press – will ensure a closer and more systematic cooperation framework for consolidating the relations with the press.
- Anti-trafficking contest for journalists¹¹ – will foster and encourage the national and local press to cover in the media the THB phenomenon and its threats. The Award Gala will be organized in Chisinau during the “Anti-trafficking week”.
- Radio-TV shows – with the participation of the anti-trafficking stakeholders’ representatives due to mediation provided by the PS and mainly in partnership with the press, but also in the collaboration with other interested media outlets.

The key message in PS communication with the press. This message will focus on the need to make the press more accountable for a deeper, more diversified, and more objective approach to the THB phenomenon, respecting the THB victims’ rights, revealing the risks for the vulnerable categories, and covering in the media the efforts and policies of the state and AC to prevent and combat THB, as well as the assistance provided to the THB victims.

Several possible formulations for the key message:

- A modern, committed and accountable press should be always close to endangered people, and THB is a big danger;
- The society expects the press to provide honest and timely information about THB risks and consequences;
- Press and AC – towards a sustainable cooperation in preventing and combating THB.

Tactics to be used by the PS in its communication with the press. The PS will develop sustainable and solid relations with the press in the context of the Strategy:

- The establishing of specific (strategic) partnerships with a number of media outlets will ensure a consistent and permanent coverage in the media of the PS and AC activities, and respectively a higher visibility for these activities.
- PS will seek for its internet page to be a comprehensive source of information and documentation for the press.
- PS will mediate the presence of CA representatives in Radio and TV shows;
- PS will subscribe the partner press and the vast majority of the potentially interested press to the “Anti-trafficking Courier”, thus promoting the periodic communication with the entire press about all the important events in the AC;

⁹ See Annex 1. Informative Memo (Chapter 2).

¹⁰ The detailed description of the tools is provided in Annex 3. Communication Tools.

¹¹ It is suggested as a recommendation. See also 5. Action Plan – Task 2. Additional recommended activities.

- PS will promote its internet page addresses and its social media accounts through banners posted on the web pages, and if possible on the most popular web-pages in Moldova.
- PS will invite the press to attend the most important public events, mediating also ad-hoc interviews during the respective events;
- The distribution of press releases and invitations to events shall be carried out through electronic messages (invitation press releases) and by posting the invitation on the web page;
- PS will establish in reasonable time a group of journalists specialized in THB and will organize small events dedicated to the consolidation of the respective group (see Annex 3).
- PS will explore the possibility to organize several meetings of the Press Club through a press partner, ensuring the participation of important stakeholders from the AC, including the civil society;
- The anti-trafficking contest for the journalists will aim to encourage the journalists to write essential materials, reflecting objectively the THB phenomenon, as well as the efforts undertaken by the government and the AC to combat the respective phenomenon. The best materials will be posted on the PS web-page and eventually on other anti-trafficking stakeholders' pages¹².
- The international press accredited in Chisinau and the press from the left side of the River Nistru will be connected to the PS communication flow (*subscription to the "Anti-trafficking Courier", sending of press releases, spreading the web-page address*).
- The consolidation of relations with the local (rayon) press shall be the task of the TC through the Anti-trafficking Communication Plans of the LPS/TC.

Expected impact. The consolidation of the relations between the PS and the press will have the following impact:

- The press will be more informed and adjusted to the anti-trafficking activity of the PS and AC;
- The press will have a number of tools and documentation sources to develop relevant materials to inform the public;
- The press partners of the PS will have the possibility to provide timely columns and periodical shows to inform and raise the awareness of the public, as well as to cover operatively in the media the main events from the AC.
- Increased visibility for PS and AC activities;
- Increased level of population information and awareness about the THB phenomenon and its threats.

3.3. Objective 3. To ensure PS communication with the secondary target-groups so as to extend the information and education framework.

The secondary target-groups include categories of institutions and public beyond the AC. These would be 3 groups: *NGOs with THB-related activities, Moldovan diaspora organizations, vulnerable categories of population* (youth looking for job, young unemployed women from the socially deprived regions, children left behind, children from residential institutions and placement centers, women exposed to domestic violence, men in difficult economic situations, students in their last year of studies at the university, victims and potential victims of THB, migrants and potential migrants, etc.).

It is very important to ensure an adequate communication with the respective groups, as it is focused on tackling the third communication problem (see 1. *Preamble*). Generally speaking, the communication with the secondary target-groups will complement and enhance the communication and information to be carried out through the press.

¹² It is suggested as a recommendation. See also 5. Action Plan – Task 2. *Additional recommended activities*.

Communication tools. The tools to be used by the PS in its communication with the secondary groups are the following¹³:

(i) in case of the NGOs with THB-related activities: *web-page, anti-trafficking courier, printed-out biannual newsletter, web-page banners posted on mutual basis.*

Specific tools: *forum of anti-trafficking dialogue for the civil society and the NGOs' Anti-trafficking Coalition.*

(ii) in case of the Moldovan diaspora organizations: *web-page, anti-trafficking courier, web-page banners posted on mutual basis, social media Facebook and Odnoklassniki.*

(iii) in case of *vulnerable categories of population*: *web-page* (through useful posted information, and namely – anti-trafficking “hot-lines” on the page, useful advice to avoid becoming a THB victims, THB victims’ confessions, contact information for different services, consular offices, agencies to call in extreme cases ,etc.); *social media Facebook and Odnoklassniki.*

The key message in PS communication with the secondary target-groups.

(i) In case of *NGOs with THB-related activities*: the message will focus on the need for a larger involvement of the civil society in preventing and combating THB, as well as in assisting THB victims through collaboration with different agencies and services of the state. Models of messages are similar to those in point 3.1.3.

(ii) in case of the *Moldovan diaspora organizations* and *vulnerable categories of population*: the message will be complex and will be focused on the awareness among these groups about the danger and the serious consequences of the THB. The message will point out the need for prior information of all those who have certain concerns or suspicions to be trafficked, as well as the existence of some possibilities to assist those who have suffered.

Several possible formulations of the key message:

- THB may end up with abduction of persons, bondage work, sexual exploitation, drug use, death.
- THB destroys dreams, fates, and lives.
- THB dangers may be avoided. Call and find out how ...
- The state provides assistance to THB victims. Get informed ...

Tactics to be used by the PS in communicating with the secondary target-groups.

(i) in case of *NGOs with THB-related activities*:

- At the central level, the PS will collaborate with the partner NGOs, IO, and other AC stakeholders to identify the potential NGOs with THB-related activities, which would like to extend their activity in the THB area;

- The PS will collaborate with several national networks of NGOs and National Boards of NGOs, including partner NGOs, NCU and other AC stakeholders, to encourage the establishment of a NGOs’ Forum for anti-trafficking dialogue. At the local level, this activity will be carried out through collaboration between the TC and MTD. The activity of the Forum will culminate with the creation of the NGOs’ Anti-trafficking Coalition during the “Anti-trafficking Week”.

- The partner NGOs, supported by the PS, will organize an event to present the anti-trafficking activities within the Forum and will talk about the importance to involve civil society in the given area, about the existing problems and challenges.

¹³ The detailed description of the tools is provided in *Annex 3. Communication Tools.*

(ii) In case of *Moldovan diaspora organizations*:

- The PS will cooperate with the MFAEI and the Bureau for Relations with Diaspora to facilitate the outreach of Moldovan diaspora organizations and to identify some modalities of cooperation with and information of diaspora;
- The PS will participate at the annual Diaspora Congress and will organize a round table / workshop for a dialogue with the diaspora representatives so as to identify some efficient communication and cooperation opportunities.

(iii) in case of *vulnerable categories of population*:

- the PS will constantly use its social media networks to post useful information for the respective categories of population, will promote the address of its internet page and the content of the respective page.
- The PS will collaborate with the NRS/NCU/MDT and LPA/TC to promote the web-page and the social media networks at the local level (through local press, posters and/or leaflets exposed in mayoralities, post offices, etc.).
- The PS will explore the possibility of cooperation with the mobile telephony operators to send SMS messaged with the anti-trafficking web-page address.

Expected impact. The PS communication with the secondary target-groups will have the following impact:

- Increased level of NGOs' involvement in anti-trafficking activity with benefic effects in relation to information and collaboration with the state authorities at the central and local levels;
- Ample and constant information of Moldovan migrants (especially the ones in difficult situation) through diaspora organizations and PS communication tools;
- Increased level of information of the vulnerable categories of population about the THB risks, information sources, and assistance provided by the state to the THB victims and potential victims.

4. Monitoring and evaluation mechanism

Monitoring and evaluation represents an important tool for self-assessment of activities, as well as for proving to the hierarchically senior institutions and strategic partners the impact of the efforts undertaken during a certain period of time, including from the perspective of the improvements that may be operated in the Strategy.

Monitoring. Will be launched immediately after starting the implementation of the *Action Plan* and will cover the supervision and documentation of the processes for implementing the communication activities set forth in the *Action Plan*. Documentation shall be carried out for every communication objective and will include the information collected regarding the main aspects observed as a result of the implementation process supervision. Special monitoring shall be carried out for the materials appearing in the press (electronic, video, audio and printed), which will include collecting the respective materials from two perspectives: selective posting on the web-page (with their constant archive) and subsequent evaluation of the way the anti-trafficking process is covered in the media. The monitoring of the local events and press shall be carried out with the TC assistance on periodical basis. The documented monitoring shall serve further on for the evaluation of the communication activities.

Quantitative evaluation. This type of evaluation implies a strict record keeping on the implementation of every activity set forth in the Action Plan within the pre-established deadlines. Hence, a special line was inserted in the last column of the Plan ("Expected results"). Special evaluation shall be provided in case of the web-page and the social media

networks, from the viewpoint of the number of visitors/friends and number of people accessing the page/networks. A deeper evaluation of the last two may be included in the qualitative evaluation.

Qualitative evaluation. It is more difficult to carry out this evaluation, because ideally it should include laborious opinion polls, implying adequate costs. Hence, it is suggested to use the following methods, which would allow elucidating the qualitative aspects for the communication process:

- *An institutional survey* according to the requirements set for sociologic surveys within the AC, which would evaluate the general activity within the AC framework, with a separate compartment dedicated to assessing the communication activities of the PS and the communication in general within the AC. Sample – 450-600 respondents. Suggested period – last quarter of 2013;

- Use of the *feedback/reaction/opinions mechanism on the web-page and on the social media networks* and their synthesis by the end of the year for quality/usefulness evaluation. Period – permanently, with a synthesis by the end of the year.

- The *qualitative evaluation criteria* for the web-page shall be the following: number of accessed sub-pages, number of downloads of documents/products, duration of navigation, geography of visitors (= criteria of the value and manifested interest).

- Distribution within the communication activities of a *participation and evaluation questionnaire* to be used by the participants to evaluate a concrete event, the distributed materials, as well as other communication aspects and tools (for instance the web-page). This questionnaire will be used to test/evaluate the level of participants' satisfaction and different opinions related to communication and efficiency of communication tools, including of the web-page, especially taking into account that all the materials distributed during the events will include the address and the eventual additional references to the web-page. Period – on the occasion of some important events and a synthesis by the end of the year.

- Synthesis of press monitoring related to different *attitudes expressed in the materials* (positive, critical, negative, and constructive) regarding the implementation of the communication process. Period – permanently, with a synthesis by the end of the year.

- At the level of the qualitative evaluation of the public opinion, including by different categories of population and risk groups, it is necessary to carry out a *national survey* on a representative sample (about 1200 respondents). It is recommended to carry out this survey by the end of 2013 (or the beginning of 2014). The results of the survey would serve for a better outline/adjustment of the Communication Strategy and for developing the Action Plan for a new cycle of the NAP. Being carried out on annual basis or once per two/three years, such a survey would allow evaluating really the increase of the information and awareness level of the population regarding THB and its risks.