

# **Communication Strategy**

## **Fighting Human Trafficking in Liberia**

### **2018**



The Minister of Labor

## Acknowledgements

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## 1.0 Introduction

This communication strategy lays out the framework for public engagement on Trafficking in Persons (TIP) in Liberia. The strategy represents key support to the Liberia National Police (LNP) and other stakeholders as part of the efforts of the Government of Liberia and international partners to build public and stakeholder understanding about the nature and impact of TIP and to stimulate collective and effective actions at all levels to prevent the occurrence of TIP in Liberia.

The strategy grows out of a collaborative process commissioned by the International Development Law Organization IDLO. It involved LNP communications and personnel of the Women and Children Unit of the Police, members of the National Trafficking Taskforce and Civil Society groups.

Consistent with the terms of reference, the development of this communications strategy started with a desk review of the legal framework on TIP in Liberia.

This was followed by week-long needs assessment that scanned the efforts of the Liberian National Police and other TIP stakeholders to determine what is needed to improve TIP awareness. . A template for documenting cases investigated by the LNP to be shared with the media and relevant actors has also been designed.

The strategy also proposes a set of activity plans for the Liberia National Police and the Taskforce on TIP, reflecting a systematic methodology in the implementation of the communications strategy.

## 1.1 Background

In July 2005, Liberia adopted a national statute,<sup>1</sup> banning human trafficking in the country. The statute defines “Trafficking in Persons” as the recruitment, transportation, transfer, harboring or receipt of a person by means of the threat or use of force or other means of coercion, or by abduction, fraud, deception, abuse of power or of a position of vulnerability, or by the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation.

The law is very emphatic on exploitation as a core element of Trafficking in Persons. Its subsections define the constituent elements of the crime as follows:

- a. Keeping a person in a state slavery;
- b. Subjecting a person to practices similar to slavery;
- c. Compelling or causing a person to provide forced labor or services;
- d. Keeping a person in a state of servitude, including sexual servitude;
- e. Exploitation of the prostitution of another;

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<sup>1</sup> An act to Ban Trafficking in Persons within the Republic of Liberia 2005

- f. Engaging in any other form of commercial sexual exploitation, including but not limited to pimping, pandering, procuring, profiting from prostitution, maintaining a brothel, child pornography; and
- g. Illicit removal of human organs.

The law also names additional elements of TIP as Debt bondage, coercion, abuse of position of vulnerability and illegal removal of human organs. Debt bondage for example is - the status or condition of a debtor arising from a pledge by the debtor of his or her personal service or those of a person under his or her control as a security for debt, if the value of those services as reasonably assessed is not applied toward the liquidation of the debt or the length and nature of those services are not respectively limited and defined;

Beyond the enactment of the TIP statute, Liberia set up a Task Force' headed by the Ministry of Labor with the Justice Ministry as co-chair. Liberia also drew up a five years action plan that outlines detailed targets. There is a secretariat housed in the Ministry of Labor as the working group supporting the Task Force that follows through on the commitments expressed in the Action Plan. Budget constraint hampers effective implementation of TIP work, according to the needs assessment undertaken as part of the work to draft this strategy. However, the secretariat is routinely hosting taskforce members to share information on TIP trends. National information sharing mechanism is non-existent. Resource mobilization will be needed to re-enforce the TIP fight. Capacity needs to be improved. Manpower and inter-agency coordination need to be increased to effectively tackle TIP in the country.

Specifically the capacity of the Liberia National Police has to be enhanced in human and material resources. Two personnel trained in human trafficking investigation at the Liberian National Police is very insignificant to contend with the demands imposed by the law. It has emerged from this exercise that the Liberia National Police had embarked on fragmented and sporadic information sharing efforts amongst its personnel at especially road check points in some parts of the country. This is clearly not enough to provide the needed insight amongst the force in detecting what is a TIP offense to increase the prosecution profile in the country.

It is in this regard that the assumption holds true: that roles and responsibilities among community stakeholders, state actors and law enforcement personnel is weak to assert the four pillars of TIP in prevention, partnership, prosecution and protection in Liberia.

## **1.2 Why Communicate TIP fight**

A strategic communication plan is needed to help ensure consistency in communication among internal stakeholders. It also enhances the effectiveness of interactions among external stakeholders and the wider public. There is a consensus that trafficking in persons is a fundamental human rights violation, but mobilizing authorities and communities to fight the crime requires execution of the communication strategy that takes cognizance of the environment. The strategy therefore demands well-coordinated articulation of messages, tailored for specific stakeholders through most effective channels with due

regard to timing and resources. Random statements about TIP, which may be inaccurate and/or confusing, are to be avoided so that mobilization of support is not undermined.

### **1.3 TIP in the Context of Right to Know**

Accountability for national policy and committed resources requires full disclosure. Concerning TIP fight, it is especially important to provide citizens with information because the fight involves resources, personnel and the crime affects the communities and the country. The right of citizens to know is inherent in democracy and is an essential aspect of good governance. Where the assumption has been given credence that community ownership of the process must be built creating the right environment for the public to know what entails TIP becomes an imperative. It is only when conscious decision is taken to put people at the center stage of partnership to support TIP efforts that Liberia is going to make headway in dealing with the forms of the crimes that obtain in especially rural areas where knowledge about the crime is at its lowest. The appearance of secrecy must therefore be removed by proactive disclosure of those duty bearers including the Police and people encouraged to demand openness on the TIP process.

### **1.4 Goal**

The Communication Plan seeks to support the Liberia National Police and taskforce members in the professional design of strategic messages, identification of mix-media channels that assures harmonized awareness campaign and effective audience reach in enhancing public understanding of the various forms of Trafficking in Persons as a basis of instilling a sense of national ownership of the processes of mainstreaming, prevention, protection, prosecution and partnership of TIP.

### **1.5 Objectives**

1. Enhance internal communication coordination in the LNP and within TIP Taskforce and secretariat
2. Improve effective messaging for TIP campaigners and law enforcement officers
3. Improve documentation of TIP cases that enhances media coverage
4. Improve stakeholders and public engagement on TIP

## **2.0. Feedback Loop**

Feedback assures a common field of understanding between the sender and receiver for communication to be successful. It is important not to base communication on assumptions about likely reactions of stakeholders but on actual feedback. As such, the TIP communication strategy will also aim at obtaining feedback so that key players are kept up-to-date on new developments and clarifications made. Feedback is an essential part of communication, enabling on-going shift and update of messages base on public and stakeholder reactions.

## 2.1 Feedback Matrix

Feedback Mechanism	Timing	Purpose	Responsibility	Measure
Focal Groups	Monthly	To verify if LNP/taskforce needs are being met and identify new needs and issues	LNP & TIP Secretariat	# of people acknowledged that they heard of, understood and agreed that the particular communication/message was effective
Taskforce Meetings	Monthly	To solicit feedback about communications effectiveness	LNP & TIP Secretariat	# of people acknowledged that they heard of, understood and agreed that the particular communication/message was effective
Electronic- phone in shows Facebook comments Hotline	Daily	To solicit feedback about communications effectiveness	LNP & TIP Secretariat	# of people calling in to report, ask questions or comment on the issues communicated in the messages and awareness campaigns
Question/comment Box	Daily	To solicit inquiries, suggestions and concerns from the public	LNP & TIP Secretariat	# of people using the box and the type of issues raised about the messages

## 3.0 Communication Principles

As the LNP is expected to lead a variety of internal stakeholders to communicate TIP issues to a wide group of external stakeholders, it is important that the internal stakeholders be guided by agreed communication principles to ensure consistency and coherence in communicating with external stakeholders. The following principles shall inform the TIP communication approach:

### Transparency

Access and openness in the messaging campaign must be strictly adhered to.

### Collaboration

The LNP must make conscious effort in cultivating and sustaining the buy-in of community leaders and other stakeholders who would be relevant to taking decisions in preventing and dealing with some human trafficking offenses.

### Timely and Accurate Communication

It is important that information is delivered in a timely manner without compromising accuracy of such information.

### Consistent and Coherent Communication



All partners involved in the TIP communication awareness raising must have consistent messages based on acceptable formats. This will help manage the messaging process properly and reduce risks.

#### 4.0 SWOT Analysis

As the strategy stresses coherent messaging and coordination amongst the TIP stakeholders and the Police, it is pertinent to assess the Strength, Weaknesses, Opportunities and Threats as a unit.

The table below captures the internal and external factors that could impact implementation of the strategy:

<b>Strength(Comparative advantage – to build on)</b>	<b>Opportunities(growth area – things to invest in)</b>
<ul style="list-style-type: none"> <li>• Legal Framework to operate</li> <li>• Political will</li> <li>• Available expertise (human resources)</li> <li>• A committed work force, the Secretariat to coordinate TIP</li> </ul>	<ul style="list-style-type: none"> <li>• Multiplicity of media outlets, including social media platforms</li> <li>• Technology (GSM companies)</li> <li>• Donor partnership/collaboration</li> <li>• Government's support in principle</li> </ul>
<b>Weaknesses(avoid or get rid of things you are not good at)</b>	<b>Threats(watch/monitor and manage)</b>
<ul style="list-style-type: none"> <li>• Lack of budgetary support</li> <li>• Poor information sharing about TIP</li> <li>• Limited enforcement</li> <li>• Limited trained professionals deployed at major ports of entries, borders or frontiers</li> <li>• Porous borders</li> <li>• Limited tracking of TIP cases</li> <li>• Misunderstanding about TIP</li> </ul>	<ul style="list-style-type: none"> <li>• Unwillingness on the part of community dwellers to report suspicious activities</li> <li>• Lack of protection for victims and TIP whistle blowers</li> <li>• Corruption diverting resources intended for the fight against TIP, would pose a threat to the overall effort</li> <li>• Poverty is the reason why many rural residents are willing to give their children in servitude to urban residents in the name of helping to educate them but they turn out to be street sellers denied of education</li> <li>• Cultural practices/behavior is closely linked to poverty and sometime forced parents to expose their children into exploitation</li> <li>• Negative perception in the community about TIP</li> <li>• Misunderstanding among stakeholders</li> <li>• Poor communication and inconsistent engagement among key stakeholders resulting in communications that are not fully integrated</li> <li>• Bad road conditions in vulnerable communities</li> <li>• Unmanned border crossing points</li> </ul>
<i>Internal factors – Strength &amp; Weaknesses</i>	<i>External factors – Opportunities &amp; Threats</i>

## **5.0 Target Audience**

The audience is defined in two layers - external and internal. This is important for effective and efficient communication.

The external covers the wider public within the geographical space of Liberia that needs to know about TIP issues. This is the primary audience segment of the strategy, which can be subdivided into ordinary citizens, policy makers, and local authorities in urban and rural settings of the country.

The best way to reach this primary audience bracket is the mass media - print and electronics or online and offline channels including newspapers, radio and television and social media channel especially facebook that has high user traffic in Liberia. The effort of mass media can be buttressed by folk media and peer education at rural settings. It is suggested that the aspect of interschool debates and symposium countrywide on TIP be outsourced to local CSOs that can moderate and manage such event professionally.

Peer education in schools and colleges using drama, skits, essay writing, debate and symposium on TIP can also be of essence to deepen the TIP knowledge base. This is because students are potential agents of change and can help drive the messages in households and communities.

Amongst the primary audience segmentation, residents of border crossing points must be especially reached with TIP messages. Billboards with graphical illustrations and cartoon posters targeting inter-security and local authorities' outreach campaigns can suffice here. It is also very important to use local songsters who can be hired to compose songs that send out some TIP messages in local dialects. This could be theme songs that accompany radio programs and jingles. Or used in community outreach programs and sounded via boomboxes.

The internal audience is at the level of taskforce members-constitutive of line ministries, CSOs and partners. There is the need for information sharing at this level. This comes in updates and minutes for the consumption of the members.

There is also need to create a facebook chatroom for the taskforce as an extension of the account to be set up as a rallying point for sustaining the partnership. Taskforce members are going to be mentored under this project on how to compose user friendly press releases for print and electronics as well as how to cultivate media synergy that is lacking at the moment. Topics for talkshows will also be proposed by the consultant during the strategic application session with the taskforce members.

## **5.1 Audience/ Stakeholder Identification, Analysis, and Mapping**

Different stakeholders need to be engaged to facilitate the TIP awareness. Effective engagement will depend on appreciating their knowledge about, attitudes towards, and concerns regarding TIP. To determine which stakeholders require attention it is necessary to identify, analyze, and map stakeholders involved in the awareness. Stakeholder mapping is a collaborative process of research, debate, and discussion that draws from multiple

perspectives to determine a key list of stakeholders across the entire stakeholder spectrum and the relationship of such stakeholders to the issue at stake.

Because stakeholder mapping is the core of the scientific process of messaging and communication in general, the communication plan drafting process undertook mapping of stakeholders to get a clearer picture of the various perspectives, knowledge, and expertise. The process of stakeholder mapping is broken down into four (4) phases, each of which was underpinned by rigorous desk review, interview and discussions.

Category of Stakeholders	Breakdown of stakeholders		
Government of Liberia	<b>Legislature</b> 1. Leaderships 2. Standing Committees 3. Members 4. Chiefs of Office Staff 5. Secretariat: (House & Senate)	<b>Executive</b> Cabinet ministers Commissions Autonomous agencies Liberia immigration Service (LIS) Armed Forces of Liberia (AFL)	<b>Local gov't</b> 1. Superintendents 2. County Officers of key ministries 3. Mayors/Commissioners 4. Chiefs, Elders 5. County Service Centers
Donors/Int'l community	<b>Embassies</b> 1. United States Embassy 2. German Embassy 3. Nigerian Embassy 4. Swedish Embassy 5. Ivorian Embassy 6. Embassy of Japan 7. French Embassy 8. Sierra Leone Embassy 9. Guinea Embassy 10. UK Embassy	<b>International Organizations</b> 1 World Bank 2. AfDB 3. USAID 4. ECOWAS 5. European Union 6. African Union 7. Mano River Secretariat 8. UN Agencies	<b>INGOs</b> 1. World Hope International 2. IMO 3. Red Cross 4. GIZ 5. SIDA 6. JICA
Border crossing points and Vulnerable Communities	<b>Border Communities</b> 1. Bo Waterside, Cape Mount 2. Ganta, Nimba county 3. Logatuo, Nimba County 3. Toe Town, Grand Gedeh County 4. Pleebo, Maryland County 5. Vahum, Lofa County 6. Zorzor, Lofa county	<b>Vulnerable Communities</b> Bopolu, Wesua, Kongo (Gbpolu) Fish Town, Tiehnpo (Rivergee) Greenville, Juazohn (Sinoe) Barclayvill, Sasstown (Grand Kru) Zwedru, Pelokehn (Grand Gedeh) Buchana, Grand Bassa Cestos, River Cess Gbarnga, Suakoko (Bong County)	<b>Intellectual Community</b> Universities Schools Hartie Centers
Private Sector	Liberia Chamber of Commerce Concessionaires	Liberia Business Association	Liberia Marketing Association Labor & Trade Unions Movie Union Musician Union
Civil Society/NGOs	<b>Women interest groups</b> 1. Women NGO Secretariat 2. WANEP 3. MAWOPNET	<b>Youth Interest Groups</b> 1. Federation of Lib Youth (FLY) 2. Liberia National Students Union (LINSU)	<b>Other Dev groups</b> 1. 2. CENTAL 3. IRDD 4. Coalition of Human Rights

	4. Southeastern Women Dev Org.	3. Mano River Youth Parliament etc	Defenders
Media	<b>National radio stations and Newspapers</b> <ol style="list-style-type: none"> <li>Heritage</li> <li>Inquirer</li> <li>News</li> <li>FrontPage</li> <li>Analyst</li> <li>New Dawn</li> <li>New Democrat</li> <li>Daily Observer</li> <li>ELBC</li> <li>Truth FM</li> <li>Fabric FM</li> <li>Okay FM</li> <li>Prime FM</li> <li>Capital FM</li> <li>Joy FM</li> </ol>	<b>County Community Radio stations</b> <ol style="list-style-type: none"> <li>Voice of Rural Mont</li> <li>Radio Kakata</li> <li>Radio Gbarnga</li> <li>Radio Nimba</li> <li>Radio Gee</li> <li>Voice of Sinoe</li> <li>Smile FM</li> <li>Radio Gbarpolu</li> <li>Radio Bomi</li> <li>Radio Gbehzon</li> <li>Rivercess Broadcasting Corp</li> <li>Voice of Harper</li> <li>Voice of G. Kru</li> <li>Radio Kintoma etc</li> </ol>	<b>Media Development Groups</b> <ol style="list-style-type: none"> <li>PUL</li> <li>Publisher Association</li> <li>FEJA</li> <li>LMC</li> <li>ALICOR</li> <li>CEMESP</li> <li>LIWOMAC</li> <li>LMDI</li> </ol>

## 6.0 Message

All communications on the TIP will be based on messages generated from the TIP statute, Action Plan and cleared by the LNP and Task force Secretariat. As project manager, LNP will work with the Secretariat to ensure that all parties have access to the same messages on a regular basis, and a message bank is developed within LNP and the Secretariat that will be continuously updated.

These key messages are intended to guide the choice of the medium or channel that the LNP and taskforce can employ.

The communications messages are further premised on the objectives set out for the communication strategy and are targeted per specific audiences in a user-friendly format. Where possible, messages will be translated in key local languages across the country including Liberian English.

### 6.1 Message Bank:

Primary Audience	Communication Objective	Key message	Channel (S)	Monitoring Indicator
Officials (Police Immigration, Taskforce & others)	To raise awareness on human trafficking Especially for protection of vulnerable population	-Human Trafficking is a crime - Everyone Has a role to play in stopping modern day slavery, known as human trafficking.	-Meetings with relevant Government Ministries/ departments to enhance coordination on TIP management	- -Number of coordination meetings held to combat TIP -Number of officials reached with mixed information and/or

			-	messaging
Stakeholders - Media/ Traditional (community) leaders, CSOs, Human Rights organizations	-To enhance awareness and coordination -To create visibility for existing law and implementation thereof	-People who are trafficked are victims, do not punish them. - No one should be forced, deceived or pressured into work for sex	-Sensitization meetings with stakeholders - IEC materials -Capacity building -Stakeholder evidence based position paper/presentation on TIP	-Number of sensitization meetings held -Number of capacity building activities held - Position paper in support of the law
Young people (15 to 35 years)	-To raise awareness among young people to take precautions on trafficking - To equip young people with information on human trafficking	- Be mindful of migration it has its down side -Human Trafficking is real; find out more about the place where you are going	-Use of IEC materials suitable for young people. -Prepare a shortlist on safe migration for young people - Conduct training on TIP for your people -Use facebook platform to reach the youth population with appropriate messages	- Number of young people trained - Number of sensitization programs held in target communities - Number of youths sensitized -Number of IEC materials distributed - Number of facebook posts and comments generated

#### Indicators /signs of trafficking: (factsheet/flyers/poster)

- Anyone under the age of 18 engaged in commercial sex
- Evidence of being controlled (such as fear or anxiety)
- Inability to leave home or workplace freely
- Signs of physical/sexual abuse and/or Malnourishment
- Unaware of current location/date/ time
- Not able to speak for oneself or share information
- More people living in a small space/room
- The person may have limited contact with their families or with people outside of their immediate environment
- The person may have false identity or travel documents
- The person may work excessively for long hours and maybe living with employer
- Not in control of own money, identity document or other personal possessions
- If you think you have come into contact with a victim of human trafficking call the National
- Human Trafficking Hotline at: **00003333**

#### Exploitation Tactics are used worldwide to recruit victims of human trafficking:

- Traffickers partner with organized crime syndicates and corrupt government officials to recruit victims into the trafficking ring.
- Traffickers partner with family and friends to pretend as employment agents to attract you into sexual exploitation or forced labor rings.
- Traffickers use email and social networking to post deceitful overseas work to recruit victims. Once victims reach out for the job, traffickers force them into human trafficking.

#### **(Jingle/talk show)**

“All work or service exacted from any person under the threat of any penalty and for which the said person has not offered himself voluntarily,” is forced labor. Report it to the police

#### **Assorted messages: (Bumper Stickers/jingle/billboards)**

- Human trafficking victims are men, women, and children of all backgrounds – know the facts
- Join the effort to stop human trafficking: Report suspicious activities to local law enforcement personnel
- Beware of human trafficking: It is a Crime
- Don’t hold and abuse vulnerable people you choose to help against their will
- Real employers don’t demand sex
- The trafficking of girls and boys and adolescents for sex trade is a criminal. The police will soon find you.
- The production, promotion and distribution of pornography involving children is punishable.
- Take a second look—a victim of human trafficking may look like many of the people you see every day. Call the police if you have doubts at hotline:

#### **Adoption (jingle/talkshows/town hall meetings)**

- If you want to adopt a child, go first to the Ministry of Gender, Children and Social Protection for guidance
- Don’t sell your child for any price
- Before you give your child out for adoption go to the Ministry of Gender, Children and social protection for advise
- Adoption is good, but it may lead to trafficking

#### **Radio Drama/Skit – Conversation between a Car loader, Cabman and a police officer in a park**

explaining the meaning of human trafficking)

**Carloader:** Big brother you know there is a new law for drivers they call human trafficking?

**Cabman:** What?

**Carloader:** I heard on the radio they were talking about human trafficking, the Police will stop you and check your car if you are carrying human beings...no more passenger business in this country

**Cabman:** You can lie, not so-you ever went to school?

**Carloader:** But I swear I heard the news...

**Cabman:** You have radio to listen to news? Don't tell me that nonsense-human trafficking.

**Carloader:** Okay, here is the officer coming let's ask him

**Cabman:** I am not idle, go away with your human trafficking story

**Car loader:** Officer, please come, I am just telling the big brother about the new law on human trafficking. Is it not true that no more passenger business, only private cars....

**Officer:** (He laughs). You boy, ...human trafficking is not what you are talking about

**Cabman:** So what is the human trafficking officer, before he goes on with the lies all over the place?

**Officer:** The Human trafficking law says, you don't trick, or force somebody-man, woman and children to work as slaves, or use them to make money, the way some people can go in the interior and take people children and lie to their parents that they will send them to school, but they bring them and use them to sell for them on streets, or those who can lie to people that they have jobs abroad and fool young girls only to turn them to prostitutes, or to make people live with you to use them like slaves - that is exploitation, which is also human trafficking...

**Cabman:** hmmm! Human trafficking! This is serious...

**Car loader:** So if I see somebody doing all what you have said, what should I do - arrest them?

**Officer:** No, you have to report it to the Police; they know what is human trafficking better, because some of the things you can see as human trafficking may not be a crime....

**Carloader:** But officer, what is the benefit of this law, because there are important things than this human trafficking

**Officer:** Human trafficking is a human rights issue. Nobody should misuse or exploit anybody to make money by force or trick...This is everybody's business...

**Cabman/Carloader:** Okay officer thank you for educating us we now know what human trafficking is about and we will report anybody committing the crime to go to jail!

## 7.0 Information Packaging

The Liberia National Police will from time to time look at the messaging data bank accompanying this strategy to customize materials based on the local context and need. There are messages that can be processed into different forms and circulated via appropriate channels as specified.

The integrated and coordinated channels and messaging options takes cognizance of the selected interest of listeners and readers in any given demography. There are those less given to listening to jingle short messages, but can be attracted to drama, skits and/or well moderated talkshows. Those who might miss out on the radio broadcast are very likely to pick one article or story in the print and social media that is bound to provide them with information and knowledge on what is happening in fight against trafficking in persons. Development partner and researchers in academia can find the website resourceful from time to time; where qualitative and quantitative data can be accessed.

All messages and information earmarked under this plan will seek to provide TIP enlightenment, challenging the citizenry and communities to help in detecting and reporting TIP, providing advocacy for political will in human and material resources, showcasing progress and challenges that must be dealt with to change the country's narratives on TIP.

## **8.0 Channels**

Channels are the conduit for the delivery of messages. In developing the communication messages, a variety of channels will be considered with the following four broad channels selected:

1. Digital and Social Media
2. Mass Media
3. Community –engagement
4. Interpersonal

### **Website**

A website is recommended under this plan to serve as clearing-house and repository of all TIP messages, reports and documentation that are deemed necessary for public consumption. The Police and taskforce members will designate those to be trained in its routine upload and response to queries from members of the public. It shall have social media [facebook] functionality to serve as mutual brand marketing conduits. In order words users will know about the website when they log onto the facebook page, or know about the facebook page of the taskforce when they log onto the website. Texts in reports, press releases, audio messages and videos can be accessed from the online space. The website and social media platforms will have information on partners in addition to the variety of activities that are carried out on TIP in Liberia. It will also be a knowledge based management effort to share success stories, lessons learnt and challenges that others might learn from.

### **Social Media**

Social media, especially Facebook is the destination of most Liberians with huge user traffic of young people. A dedicated Facebook page on TIP to be managed by Police is recommended. Said platform will interface with the website to enhance the free of flow information, feedback and the instant reaction. The Liberia National Police will be trained by the website developer in this aspect of cost effective social media information sharing window that can reach out to a mixed and wide array of audience bracket.

### **Radio**

Radio is the most effective medium of communication in Liberia. The Liberia National Police and the taskforce will transmit its messages to stakeholders, partners and members of the public through both national and community radio stations across the country.

The strategy initially targets five Monrovia based radio stations two television stations, including the ECOWAS and State radios, to use peak time slots weekly to disseminate two



messages apiece in the urban setting. The two cited radio stations have comparative advantage in reach and penetration in terms of coverage across the country. At least two talkshows per month involving the Police and taskforce members using targeted radio stations can be a means of capturing feedback form phone-in and provide clarifications on doubts that spot messages and jingles may carry.

Additionally, one widely listened to community radio station is targeted in each of the 15 counties to send out TIP message types to meet the specific needs of those rural communities..

Radio messages will come in three forms. One person or dialogue style voiced Jingle spot messages interspersed with appropriate theme songs conveying instructions on legal instruments on TIP to be translated in local languages and Liberian English.

There will be skits and/or drama scripted and recorded also in Liberian English as an innovative, creative and entertaining strategy to hold listeners attention. This will fill gaps in spot jingle messages that may be boring to some segments of the audience. There will also be extended talkshows involving designated and knowledgeable taskforce or Police discussants to deepen the messages. Talkshows that have phone-in segments make for clarification on TIP issues that would have been misunderstood in the jingles and skits.

### **Newspapers**

Newspapers complement radio. Newspapers are circulated principally in Monrovia, the capital where there is an overwhelming presence of stakeholders, including government, private sector, donors, and civil society as well as the media. No fewer than two press releases and/ or media advisories on actions and developments from stakeholders' engagement can be proposed every month. This becomes an effective means of marketing activities of the taskforce and influencing policy. When the Police routinely use newspaper insertions they would be giving visibility to their works on TIP, targeting Policy makers and duty bearers whose synergy to the collective success of the effort cannot be underestimated. Besides, the papers are also useful for documentation and reference.

### **Bill boards**

An initial five billboards are earmarked to be strategically located at key border crossing points and ports of entry to include international Robert and Springs Payne airports in Liberia as part of the awareness drive.

### **Outreach**

Peer education in schools and colleges using drama, skits, essay writing, debate and symposium of TIP can also be of essence to deepen the TIP knowledge base. The LNP, the taskforce and relevant national and community based CSOs will collaborate in hosting interschool debates countrywide as a way of ramping up the awareness campaign. This can be outsourced to local CSOs that can moderate and manage such event professionally. Such an effort assures multiplier effect to the messages. Also, rural communities can host public meetings on TIP involving chiefs, elders, market people and farmers.

### Training workshops

The LNP can initiate media training as an opportunity to consolidate information sharing with the wider public. Journalists are multipliers of information and leveraging their support is a means of sustainability.

### Fact sheet/flyer

Fact sheets/flyers/posters and cartoons on glossy sheets are targeted for various message types to be circulated in outreach campaigns by the police and taskforce members. This will ensure an appreciable spread countrywide to reach strategic audience brackets including students, community leaders and other interest groups.

### SMS Blast

Mobile phone penetration is now deep across Liberia. Vast majority of Liberians carry cell phone. This can be an effective tool for reaching many people through text messaging. The LNP will work with GSM companies with the view to sending out SMS on TIP awareness on a quarterly basis.

### Group Emails and Listserve

The police and taskforce will target various email groups including officials of government, private sector and especially the journalists to share information about TIP routinely in buttressing the awareness raising agenda. The chart below shows various channels with the corresponding mix audience

Channels		Audience
Website	URL	Officials, donors, foreign governments Media and researchers
Digital/Social Media	Interactive Facebook Engaging Chatrooms SMS	Young people stakeholders public
Printed Materials	Brochures / Flyers Fact Sheets / Policy Brief Backgrounders Reports	Government Officials Public Donors/partners CSOs
Media	Press releases Press engagements Media events (radio & TV interviews, Promos, Jingles	Stakeholders partners members of the public private sector, Communities
Photography Video	Still digital images Filmed news clips/video	Officials, stakeholders Public
Visually engaging Graphic Design	Rollup Banners Billboards Posters Stickers	Public Border crossing /entry points Vulnerable communities
Events –Community Based Meetings, focus group	Town hall, Drama/skit Town criers, Workshops Discussions, debate	Chiefs, elders, vulnerable communities Schools

## **9.0 Branding**

This plan makes room for branding, attribution and disclaimers where applicable. For instance cartoon posters and bumper stickers will have logo insertion of the sponsor. It will serve accountability and credibility purposes beyond self-gratification. Other donors and Government of Liberia will also be inspired to have the national or institutional insignia and or logos inscribed on some of the printed materials herein conceived to give them visibility in the TIP campaign anytime in future.

## **10.0 Management and Administration of the Plan**

Management and administration of this plan is vested in the Communications team of the Liberia National Police (together with the Women and Children unit of the police) with the support of the Task force and its Secretariat. The LNP will team-up with TIP Secretariat in the planning the conduct of awareness activities and events.

### **10.1 Resources and Budget**

The cost for implementing this Communication plan will be covered from the Government of Liberia budget through state agencies on the Taskforce. LNP, TIP Secretariat and Taskforce can also source support from donors and partners to implement the plan.

The strategy herein conceived cannot make definitive cash projection on what is required in cost for the services of media mix options set against audience subsets targeted. As at now, it will be cumbersome to assign dollars and cents to the individual items in the strategy. However a putative one month initial timeline is suggested to cover the media mix options proposed to reach the two million plus audience projected. Conversely, a comprehensive window-shopping will be required to determine the prevailing market price of each of the Information Education and Communication (IEC) materials and services proposed under the strategy based on the prescription of the sponsor and existing market reality.

In human resource terms the police and taskforce members with relative insights on the issues can be deployed in various outreach sessions and even circulation of the printed materials across the country. Audio messages and other IEC materials including billboards, posters and bumper stickers, cartoon, among other features can be changed as often as possible as resources allow.

### **10.2 Reporting Outcomes**

As part of awareness raising obligation, the Police and Taskforce Secretariat will track, document investigations and cases as well as activities undertaken. These documented outcomes will feed into weekly, monthly and quarterly reports. An annual report is also developed to give a fuller picture of all public awareness activities, and particularly investigations, prosecutions, convictions, punishments, etc. These reports will be drafted into user-friendly formats for public dissemination through hard copies and the website.

### **10.3 Measuring Success**

This section represents the monitoring and evaluation component of the communication plans. The plan will serve as the guidance for gathering results regarding the implementation of this strategy. LNP Communications will maintain a database and activity file detailing all public engagements.

The following indicators will be used for evaluation:

- Level of understanding of stakeholders;
- Monthly TIP cases;
- Level of involvement of other stakeholders, communities in the TIP campaign.

In order to measure these indicators, the following data will be used:

- Issues and management responses linked to minutes of meetings;
- Monthly reports;
- Feedback from primary stakeholder groups (through interviews with sample of affected people);

#### **10.4 Baseline and Annual Survey**

Aside from the needs assessment conducted among TIP stakeholders in the lead to the writing of this strategy, there has been no baseline survey to determine the amount of information and knowledge of TIP in the public. Going forward, the LNP will administer a baseline study once a year to inform the level of public education of the TIP issues. The findings of the baseline and recommendations will inform the review of the communication strategy. LNP will hire an individual consultant to undertake the baseline involving a sample audience, the information most needed and most effective channel people get their information through. The baseline will be repeated annually to determine improvement or decline in public education about TIP issues.

## Annex 1: Communication Strategy Roll-out plan

Communication Activity	Key Message(s)	Vehicle/Channel	Frequency	Delivery Date	Target (stakeholders) Audience	Responsibility	Indicator of Success
Inception meeting to plan roll-out of the communications strategy	Getting started	Internal personnel meeting	As needed	N/A	LNP/TIP Internal Stakeholders	LNP and TIP Secretariat	Agreement on which materials will be developed, who is responsible for developing them, and who funds their production Tasks assigned
Prepare a budget: to roll-out strategy cost of materials and circulation plan including radio and printable line items	Detailed market study and allocations made to different cost areas of the communication strategy	Budget personnel and Internal resources of the LNP	Quarterly projections to allow for review	N/A	GoL (Taskforce) Donor	LNP and TIP Secretariat	Budget is produced
Baseline Survey	Scope of survey to determine success	TOR for Baseline Consultant	Once every years	N/A	LNP TIP Secretariat	LNP TIP Secretariat	Level of reach and knowledge of TIP is measured
Print IEC materials	Message types	Printers	Once and updated as needed	Before launch	Printing companies	LNP	Copies delivered
Media advisory or Press statement	Promote the launch	Press	Once	A day or two before the launch	General public	LNP & Secretariat	Content disseminated
Launch of Communication Strategy	Overview and roll-out of the strategy	Indoor Event Book hall, invite guests and organize logistics	Once	December 10, 2018	GoL, CSOs, stakeholders, development partners, media & others	LNP & TIP Secretariat	Document is unveiled
Secure Presidential statement of GoL support to TIP fight	Get the president's buy-in	Send a Letter	Once	First week after launch	General public	Head of Taskforce	Statement is released to the press

Compile e-mail /listserv of strategic stakeholders	Institutions, Individuals	E-mails solicited	Once & update as needed	First week after launch	Line ministries, stakeholders & others	LNP & Secretariat	Database created
Develop website	Hire web designer	TOR Advertised	Once	The week of the launch of the strategy	Public	LNP & Taskforce	EOI released
Prepare to Activate Online presence: -Create facebook accounts -Set-up chatroom	Develop Initial materials/content for social media and website	Internet	Once	Week of the launch	Stakeholders Young people General Public	LNP PR	Facebook and chatroom accounts established
Internal information Sharing Session mechanism	Updates/debriefing	Email, meetings	On-going	On-going	TIP Stakeholders	LNP/Secretariat	Feedback received
Produce jingles for airing	TIP messages	Producer/voicer contracted	Once and reshaped as necessary	2nd week after launch	Journalists/announcers	LNP/ TIP Secretariat	Jingles recorded, auditioned and satisfied
Radio engagements/ Interviews,	Talk shows around trends and status of TIP in Liberia	Radio & TV	2 monthly X 5 radio as of the launch	On-going	The larger public	LNP and Selected taskforce members	Shows conducted
Press Releases	Activities and events	Media	As needed	On-going	Public	LNP and Taskforce	Visibility enhanced
Universities and Schools outreach	Human trafficking and its forms	Establish clubs	As needed	Fourth week as of the launch	Students and teachers	LNP, Taskforce and CSOs	Club organized
Train journalists and develop a TIP network of media practitioners	Training will focus on TIP	Workshop	Once	N/A	Journalists	LNP PR to use expertise on the Taskforce and/or hire a consultant	Training delivered Number of journalists documented
County-wide outreach	To explain TIP and its forms	Town hall meetings	As needed	N/A	Chiefs, elders, youths and vulnerable people	LNP, Taskforce and CSOs	Outreach conducted and attendance recorded( audio/video/stay photo

