**Spotlight Initiative**
*To eliminate violence against women and girls*

# Changing Attitudes and Behaviour Towards Women Migrant Workers in ASEAN:
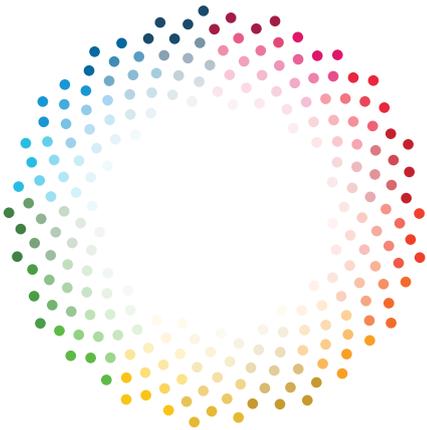
## Technical Regional Meeting

**Meeting report**
Bangkok, Thailand 26-27 November 2018

Safe and Fair Programme:
Realizing women migrant workers' rights and opportunities in the ASEAN region

# Changing Attitudes and Behaviour Towards Women Migrant Workers in ASEAN:

Technical Regional Meeting

**Meeting report**
**Bangkok, Thailand**
**26-27 November 2018**

**Safe and Fair Programme:**
**Realizing women migrant workers' rights and opportunities in the ASEAN region**

# Contents

# List of figures

# List of tables

# List of boxes

© ILO/Xiangnan Wei.

# Acknowledgements

# Abbreviations

| | |
|---|---|
| **ABAC** | Assumption Business Administration College |
| **AMMPO** | Association of Filipino Domestic Workers in Malaysia |
| **ASEAN** | Association of Southeast Asian Nations |
| **ATIKHA** | Save and Invest (Philippines) |
| **CSO** | civil society organization |
| **EVAW** | Ending Violence Against Women |
| **IDWF** | International Domestic Workers Federation |
| **ILO** | International Labour Organization |
| **ITUC** | International Trade Union Confederation |
| **M&E** | monitoring and evaluation |
| **MoU** | memorandum of understanding |
| **UNDESA** | United Nations Department of Economic and Social Affairs |
| **UNDP** | United Nations Development Programme |
| **UNESCO** | United Nations Educational Scientific and Cultural Organization |
| **UNODC** | United Nations Office on Drugs and Crime |
| **UN Women** | United Nations Entity for Gender Equality and the Empowerment of Women |
| **VAW** | violence against women |

© ILO/Nguyen VietThanh

# 1. Executive summary and introduction

Women make up 42.4 per cent of migrant workers in Asia (UNDESA, 2017). Yet, gender inequalities and sexism are perpetuated through migration for work, manifesting in discriminatory attitudes, perceptions and behaviours towards women migrant workers.

Attitudes and perceptions around migrant workers are frequently rooted in historic nationalistic ideas and events, perpetuated by language in the media and school curricula. Commonly held perceptions are that migrant workers take people's jobs, that their work is of low value, and that they are a security risk. In addition to being subject to attitudes about migrant workers, women migrant workers are also subject to broader patriarchal and sexist attitudes. These include the belief that women's work is easier or has a lower value than men's work; that women are compliant; and that women are inherently at risk of abuse.

Such attitudes result in women being directed into jobs considered low skilled and of low value, such as domestic and care workers, entertainment workers, and workers in manufacturing and food processing. The commonly held beliefs also contribute to the narrative that sees a conflation of women's labour migration issues with sex work and trafficking that commonly focuses on women as victims of migration, rather than empowered agents contributing to their families and societies.

The different attitudes and perceptions around women migrant workers as women and as migrants manifest in multiple and intersecting forms of discrimination. Discriminatory practices limit women's access to migration that is safe – free from violence and with access to survivor-centred responses – and fair – respecting the right to decent work. In practice, negative attitudes can result in women migrant workers facing an increased risk of violence, whilst also facing barriers to accessing services as a survivor of violence.

Commonly held public attitudes and perceptions around women migrant workers can detrimentally influence policies on labour migration and violence against women (VAW), as well as trafficking, forced labour, and gender equality including in skills-building and education. Politicians and decision-makers can be drawn into introducing gender-based migration restrictions inline with public sentiments, for instance restricting women from migrating for domestic work, or setting age requirements for migration for women higher than those for men (ILO and UN Women, 2017). The perception that women are weak and in need of protection has been seen to directly lead to several bans on women's migration in the region, which in turn has limited their options to safe and fair migration. When women are not legally allowed to migrate, they are restricted from official pre-departure training programmes, regular migration routes, and often state-funded assistance when they face problems (ILO and UN Women, 2017).

Changing attitudes and perceptions is central to changing behaviours towards migrant women for the benefit of policy change and in practice. Figure 1 shows an example where attitudes fit within Sida's human rights-based approach.

Changing attitudes means addressing root causes: such as unequal power, patriarchy and discrimination. This includes addressing some fundamental questions about why women are often seen as unequal.[1] Shifting employer, family, government and general public perceptions of migrant women workers is needed for a transformation of xenophobic, paternalistic, victimizing, and sexist attitudes into respect, agency, and equal treatment of migrant women as workers. Shifting attitudes of public officials and service providers is also crucial to challenge cultural stigma and victim-blaming, enabling women migrant workers to report cases of violence and receive respectful care in the country of destination. Communication is a critical tool for creating this change.

## Figure 1. Human rights-based approach[2]
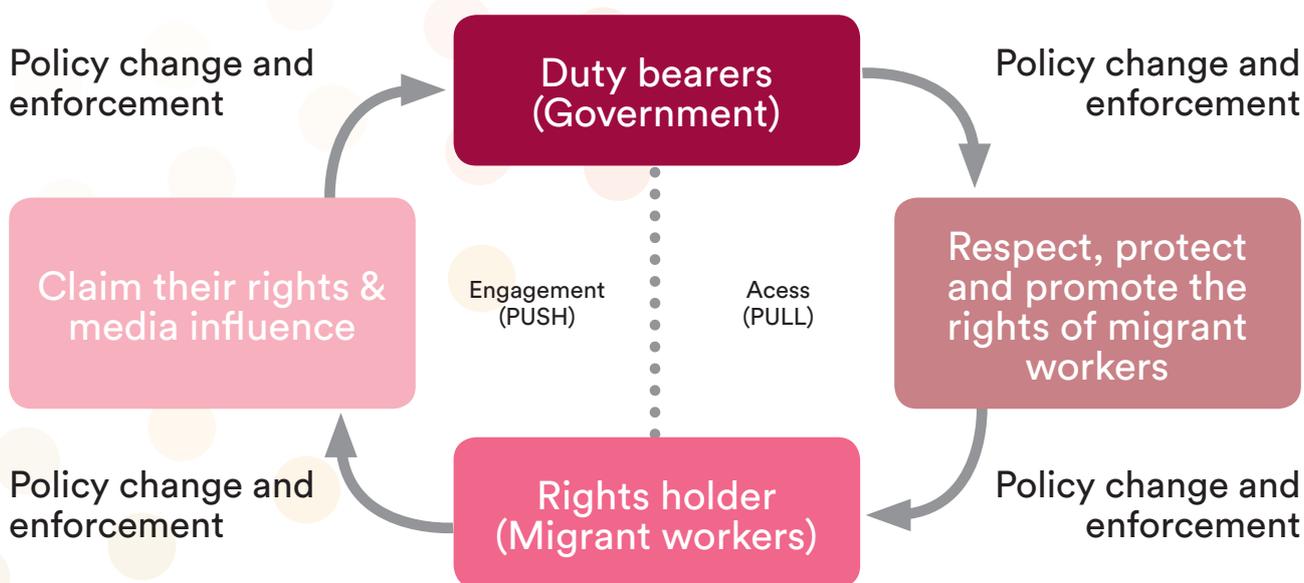


Source: Sida, 2015.

---

1   ILO and UN Women, D. Bharathi: *Opening remarks,* Changing attitudes and behaviour towards women migrant workers in ASEAN technical regional meeting, Safe and Fair Programme, 26-27 November 2018, Bangkok, Thailand.

2   Presentation of D. Lindgren: *Knowing your target audience: Key learning from past research that still hold true,* Changing attitudes and behaviour towards women migrant workers in ASEAN technical regional meeting, Safe and Fair Programme, 26-27 November 2018, Bangkok, Thailand.

A regional meeting on changing attitudes and behaviour towards women migrant workers in ASEAN was organized in 2018 by the EU-UN Safe and Fair programme and implemented by the International Labour Organization (ILO) and the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women). The Safe and Fair programme delivers technical assistance and support with the overall objective of making labour migration safe and fair for all women in the ASEAN region. Women migrant workers, representatives of migrant worker organizations and civil society, along with experts, development partners and the UN, convened over two days to identify the key negative attitudes and behaviours that face women migrant workers and to share good practices in using communication to change attitudes and behaviour.

This report sets out some of the key areas of learning from the meeting, setting out why communication can be an effective tool for changing attitudes and behaviours; exploring some of the attitudes that have resulted in negative behaviour and policy around migrant women. It further explores some tools and approaches used to enhance communication for behavioural change.

© UN Women/Pathumporn Thongking

# 2. Why use communication as a tool for changing attitudes and behaviour?

Communication is an effective tool for changing attitudes, perceptions and behaviours. When embarking on a programme to use communication for attitudinal or behavioural change, however, it is important to understand the difference between communicating a message and communicating to create a change.

## 2.1 Raising awareness is not the same as changing behaviour

A campaign that seeks to increase the visibility of a message or relay a piece of knowledge may not be effective in automatically compelling the audience to act or make a change unless they are asked specifically to do so, or unless it is part of a series of interventions that proactively seeks to create a change in attitude, perception and behaviour.

Passing on knowledge about a campaign or programme is useful for press conferences or when reporting information to those already engaged in a topic. However, communication to change attitudes, perceptions and behaviours must be more specific and strategic, engaging participants on an individual level, facilitating their ability to reconsider the ideas that they have.[3] This is because their knowledge is not always in line with their attitude or behaviour; just because people have the right information – the knowledge – it does not necessarily mean that they will adopt different behaviours. Similarly, just because a policy makes it clear that a specific type of behaviour is negative, detrimental and – in some cases – prohibited, does not immediately stop people from displaying that behaviour.[4]

---

3    Presentation of Lindsey Higgs, Facilitator, Changing attitudes and behaviour towards women migrant workers in ASEAN technical regional meeting, Safe and Fair Programme, 26-27 November 2018, Bangkok, Thailand.

4    Presentation of Paulius Yamin, Research and PhD Candidate – Department of Psychological and Behavioural Science, London School of Economics and Political Science, *Practical Methods to Change Social Norms in Domestic Work,* Changing attitudes and behaviour towards women migrant workers in ASEAN technical regional meeting, Safe and Fair Programme, 26-27 November 2018, Bangkok, Thailand.

Information alone does not sway a person's decisions; how a person feels about a subject, however, can – this includes their attitudes and their perceptions. Attitudes are defined as a settled way of thinking or feeling about something.[5] A person's perception is defined as the way in which something is regarded, understood, or interpreted.[6] Attitudes are thus reflected in behaviour through the things a person buys, consumes, chooses to do with their time or engage with.[7] In this way, attitudes can be said to stand between knowledge and behaviour. As a result, the key to effecting change in behaviour through communication is to effect change in an attitude.

**Knowledge** → **Perception** → **Attitude** → **Behaviour**

One method of analysing the difference between raising awareness and changing attitudes can be illustrated by looking at the results that are sought. Awareness raising (or increasing knowledge and information) relies commonly on quantitative indicators, e.g. the output of reaching x number of views or participants; whereas communication for attitude and behaviour change uses qualitative indicators that measure change, e.g. comprehension of message; skills gained; change in attitude; and changes in behaviour.[8]

## 2.2 The behaviour change journey

Changing a person's behaviour through a change in attitudes or perceptions requires taking the audience on a journey. The communication for behaviour change intervention is, ultimately, asking the audience to take on board knowledge in a way that changes their perceptions and attitude, in order to add a new behaviour or change an existing behaviour. This happens over several stages known as a behaviour change journey.[9] The key to this journey is that the audience is provided with knowledge, understanding and specific actions that they are able to use; all of which can manifest over time as behaviour change. The ultimate goal being to convert the audience into advocates for the attitude or behaviour itself.

---

5 Definition taken from the Oxford English Dictionary, 2019, https://en.oxforddictionaries.com/definition/attitude [accessed 20 March 2019]

6 ibid

7 Presentation of Daniel Lindgren, Changing attitudes and behaviour towards women migrant workers in ASEAN technical regional meeting, Safe and Fair Programme, 26-27 November 2018, Bangkok, Thailand.

8 Presentation of Lindsey Higgs, Changing attitudes and behaviour towards women migrant workers in ASEAN technical regional meeting, Safe and Fair Programme, 26-27 November 2018, Bangkok, Thailand.

9 Presentation of Lindsey Higgs, Changing attitudes and behaviour towards women migrant workers in ASEAN technical regional meeting, Safe and Fair Programme, 26-27 November 2018, Bangkok, Thailand.

## Figure 2. Behaviour change journey



**Unaware**

**Aware**
Have some knowledge

**Decide to act**
Knows risks and benefits

**Action**
Tries out new behaviour

**Maintain**
New behaviour

**Become**
Advocate

Source: International Organization for Migration, 2016.

# 2.3 Taking an interpersonal and individual approach

In order to work deeply with communications there is a need to understand the knowledge, attitudes, behaviours and prevalent social norms of the people that the communication is aiming to change. In this way, behaviour change communication focuses on the individual and on the people surrounding them. The socio-ecological model shown in figure 3 (CDC, IMO X, 2016) was developed in order to understand violence and the effect of potential prevention strategies. The model illustrates the various levels of influence on a person's knowledge, attitude and practices and how these interact with behaviour change. In addition to a person's attitudes, their perceptions about how others feel about the choices they make has strong influence over behaviour. External factors also play a part, in creating obstacles and barriers to change.[10]

Social control is a term that describes the interaction between the individual and other spheres of influence in terms of why people follow particular behaviours. This is the control that other people exert over the behaviour of individuals.[11] Social control can regulate people's use of unaccepted behaviour, e.g. a line of people may deter an individual from jumping ahead in the queue. It can also, however, permit or perpetuate accepted, yet negative behaviour, e.g. littering or driving through red lights.

Social norms are rules that define the behaviours for certain situations and for certain groups that are either typical (most people do that) and/or desirable (most people should do that).[12] For example, if it is typical for employers to pay domestic workers less than the minimum wage, then other employers will not want to pay more (as a detriment to themselves) or show their neighbours up for not paying more. The typical behaviour will be the default position for the employer. If the perception of what is typical and/or desirable can be changed, however, so can the behaviour. In the same example, if the perception is that it is typical to pay domestic workers the minimum wage, then to not do so will risk looking bad against the neighbours.[13]

10 Presentation of Lindsey Higgs, *op cit.*
11  Presentation of Paulius Yamin, *op cit.*
12 Presentation of Paulius Yamin, *op cit*.
13  ibid

## Figure 3. Social-ecological model



**Societal** (organizations and social institutions)

**Community** (relationships between organizations)

**Interpersonal** (families, friends, social networks)

**Individual** (knowledge, attitudes, behaviours)

**Advocacy**

**Social mobilization**

**Behaviour change communication**
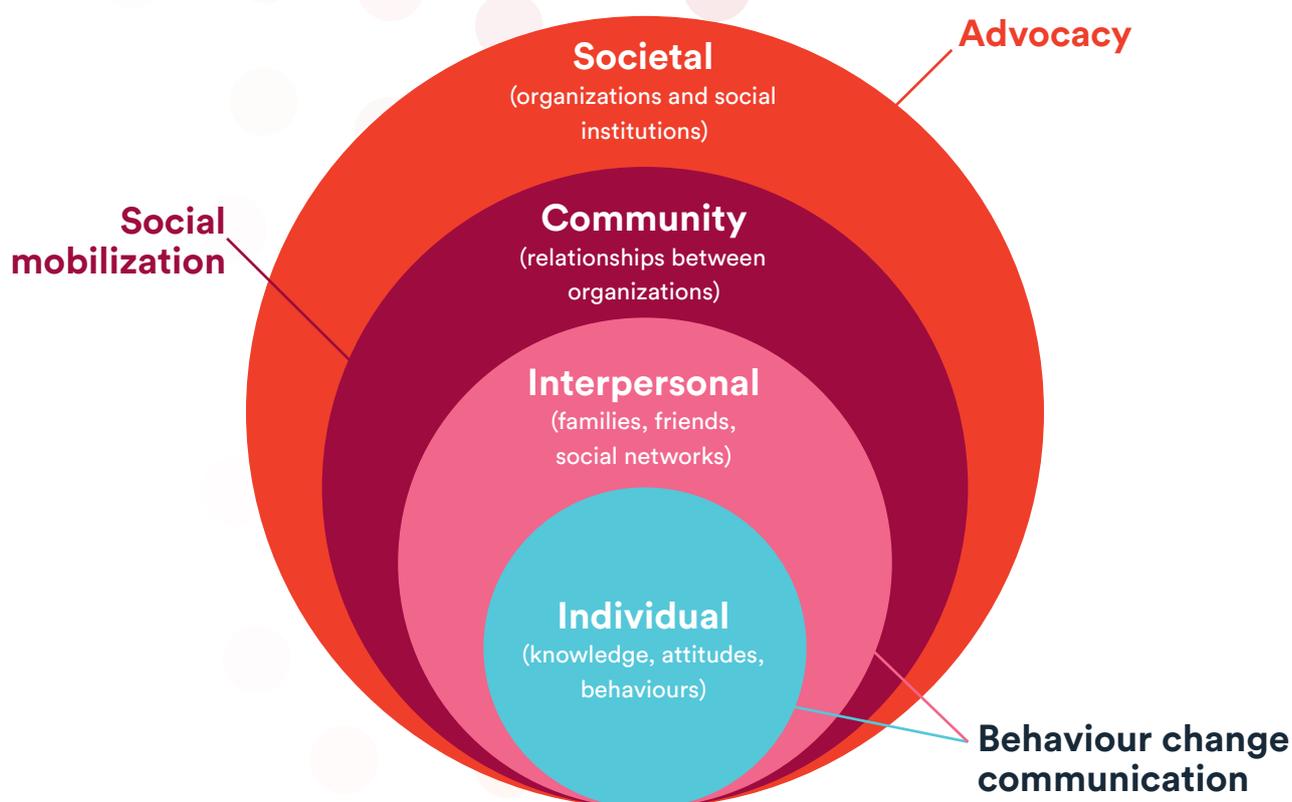
Source: CDC, 2019, cited in IOM X, 2016.

# 2.4 Behavior change communication

Behaviour change communication works by understanding the target audience, in terms of their own knowledge and attitudes, and of those of the people that influence them, including through social norms. It also understands the context that the audience is working in, including the barriers and obstacles they face. These factors can be assessed under three headings: physical – physical realities and barriers; psychological – attitudes and perceptions; and social – the social and cultural norms.[14] This is the first and key step in creating behaviour change communications. By using this approach, a combination of tailored communication messages, tools and strategies can be developed that best address the specific knowledge and behavioural gaps of the target audience, through attitudinal change (See section on tools and approaches to communication for behaviour change for information on how to use the approach in practice).

14 ibid

# 3. Understanding the current attitudes and behaviour towards women migrant workers

## 3.1 Elements that contribute to attitudes and perceptions[15]

Attitudes around migrants and migration can be formed and cemented in different parts of the social-ecological model. However, they can be rooted in historic nationalistic ideas and events, maintained by educational curriculums, perpetuated by the language and approach of the media. A recent study into public attitudes towards migrants in Thailand examined the role that each of these three elements played in influencing public attitudes (Harkins and Ali, 2017).

## Historical narratives

In the case of Thailand, the portrayal of historical relationships with neighbouring countries was seen to influence current attitudes towards migrant workers. Of particular note was the repeated depiction of the Burmese as the enemy in popular culture – an idea rooted in history (Harkins and Ali, 2017) as demonstrated by the quote below from the brother of an 18th century monarch.

> **"The sinful Burmese ravaged our villages and cities. A great number of our citizens were killed, and many temples were... ruined. Our peaceful kingdom was abandoned and turned into forest. The Burmese showed no mercy to the Thai and felt no shame for all the sins they had committed."**
>
> - Maha Sura Singhanat (circa eighteenth century)

---

15 This section draws heavily from the presentation and report of Ben Harkins and Aanas Ali (Harkins and Ali, 2017) which focused primarily on Thailand. The section, therefore, uses Thailand to illustrate some key elements that contribute to attitudes and perceptions, recognising that examples of these elements could equally be drawn from elsewhere in the region. Presentation of Ben Harkins and Aanas Ali, Evidence or Attitudes? Assessing the Foundations of Thailand's Labour Migration Policies. Changing attitudes and behaviour towards women migrant workers in ASEAN technical regional meeting, Safe and Fair Programme, 26-27 November 2018, Bangkok, Thailand.

The impact of these historic attitudes was organized by former ASEAN Secretary-General Surin Pitsuwan during a United Nations Educational, Scientific and Cultural Organization (UNESCO) meeting in 2014, when he reflected on the way in which the history of conflict continues to influence international relations within the region.

**"There are still fundamental miscommunications, deeply held prejudices and emotionally charged perceptions which we have to overcome. Some of these go back to relatively recent events, some of these date back generations...or, rather, to the way these past events have been taught and perpetuated."**

- Surin Pitsuwan, former ASEAN Secretary-General

## The role of education

The role of education is also a contributing factor to current public attitudes. In Thailand the heavy focus on historical conflicts and military affairs in history and geography text books, along with a curriculum influenced by old power structures (e.g. memorization of traditional recitations and poems) can be seen to have a long-term influence on the perceptions of Thai students (Harkins and Ali, 2017).

**"The history of Thailand is taught with a sense of prejudice towards neighbouring countries. It fails to incorporate positive social relationships, local ways of life, cultural diversity and the changing context of the societies."**

- Kerdmongkol, 2007

## Media influence

The challenges with education curricula also apply to the media. Problems with low media literacy and a digital divide between urban and rural areas creates barriers to challenging long held ideas around migrants. In addition, knowledge of migration issues among journalists is low and their range of sources is limited, creating a restricted narrative around migrants that is often recycled (Harkins and Ali, 2017).

This results in (and is illustrated by) the repetition of certain words used in the media to describe migrants, including illegal, alien, thief, barbaric, gang. These otherwise inflammatory descriptions are commonplace within the Thai press. This can be illustrated by a high-profile murder case of two British tourists on Koh Tao in 2014. Long before the collection and analysis of evidence was complete, two young Myanmar migrants were identified as the prime suspects in the news media. Although they were later convicted of the murders, many observers continue to hold serious doubts about the validity of the evidence used in the case (Harkins and Ali, 2017).

In an ILO and UN Women study on attitudes towards migrant domestic workers in Malaysia and Thailand, analysis of media reporting found that the terms most strongly associated with immigrant, migrant and foreign worker was illegal. Illegality is strongly associated with migration – both in terms of the legal status of the workers and about workers engaging in criminal activity. In Thailand only eight of the 60 stories analysed were not about crime (ILO and UN Women, 2016).

The two most commonly used words to refer to domestic workers in both countries were maid and helper which were most often used alongside foreign and Indonesian in the case of Malaysia. In Malaysia where reference was made to women migrant workers nearly half of the stories were about sex work, and far fewer were about domestic workers (ILO and UN Women, 2016). The media also commonly depict women migrant workers as victims, vulnerable to employer abuse (UN Women, 2017).

## Figure 4. Labels often placed on women migrant workers



Women migrant worker

## Interpersonal contact

Whilst attitudes can be perpetuated when repeated and strengthened by society, education and media, they can also conversely be impacted on an interpersonal level by experience. One study found significant evidence that discrimination against migrants was reduced the more exposure a person had with migrants and that the discrimination continued to decrease as contact with migrants increased (ILO, 2011).

## 3.2 How attitudes towards migrant workers shape behaviour and policy

Public attitudes play an important role in shaping labour migration policy. Politicians and decision-makers can be drawn into introducing restrictions in-line with public sentiments or may seek to create hostile attitudes to further their agendas.[16]

The negative attitudes around migrants in Thailand range from issues of security, to the risk to employment. In a 2011 ILO survey, nearly nine out of ten respondents felt that government policy towards admitting migrant workers should be more restrictive. One of the main reasons stated was that most respondents believed that migrants commit a high number of crimes in Thailand (ILO, 2011). The majority of respondents to a 2006 Assumption Business Administration College (ABAC) poll, commissioned by the ILO and the United Nations Development Fund for Women (UNIFEM) and conducted by Assumption University, agreed that the government should not admit more migrant workers due to the threat they pose to Thai society (Sunpuwan and Niyomsilpa, 2014). Over three out of five Thais interviewed for a Mahidol survey believed that irregular migrants compete with nationals for jobs and nearly half of respondents felt the same about regular migrants (ABAC, 2006). Within the ABAC poll, two thirds of respondents felt that migrant workers should not have the freedom to apply for any job available in Thailand. It is considered that these attitudes directly impact the government policy which currently restricts migration, setting quotas for admission by sector based upon employer requests under the memorandum of understanding (MoU) agreements it has signed with countries of origin, in an environment where the country needs more migrant workers (Harkins and Ali, 2017).

Pervasive attitudes around migrant workers also extend to the contributions they make, with only two out of five Thai nationals responding to a survey that migrant workers make an economic contribution to the country (ILO, 2011). This is supported by the ABAC poll data that found most people do not believe that migrants are needed to sustain the growth of the Thai economy (ABAC, 2006). These attitudes can further influence ideas around the value of migrant labour. Indeed, the majority of Thais interviewed for the ILO survey were of the view that migrants cannot expect the same pay or working conditions as nationals for the same job. These attitudes can, in turn encourage the practice of underpaying migrant workers.

Attitudes around migrant workers as temporary workers can also be seen to play a significant role in driving accepted behaviours and practices. In the first instance, there is little incentive for policy-makers to ensure migrants receive their rights, particularly where a significant proportion of national citizens do not want that. This barrier to open and equal rights can limit the social inclusion of migrant workers, which can perpetuate negative attitudes, particularly where direct contact with migrant workers is limited.[17]

---

16 Presentation of Ben Harkins and Aanas Ali, *Evidence or Attitudes? Assessing the foundations of Thailand's labour migration policies,* Changing attitudes and behaviour towards women migrant workers in ASEAN technical regional meeting, Safe and Fair Programme, 26-27 November 2018, Bangkok, Thailand.

17 Mekong Migration Network, Presentation of Reiko Harima, Regional Coordinator, *Living Together: Working towards social inclusion of migrants,* Changing attitudes and behaviour towards women migrant workers in ASEAN technical regional meeting, Safe and Fair Programme, 26-27 November 2018, Bangkok, Thailand.

Attitudes in countries of origin can also be problematic for migrant workers. In Myanmar, as in other countries of origin, some policy-makers view migration as unsafe or a brain drain on the country and want to deter migration as a solution. This attitudinal position provides no incentive to policy-makers to invest in making migration any safer.[18]

# 3.3  Attitudes that affect working conditions, policy and social inclusion

Attitudes related to women migrant workers, and migrant workers in specific sectors (including domestic work and the sex industry) can influence behaviours and policy in gender specific ways. Just as women's household work remains unpaid work, domestic work in countries of destination continues to be underpaid and without labour protections (including social security, labour rights, or government-to-government regulations) that are afforded to workers in other sectors (ILO, 2013). This policy and practice can be connected directly with the attitudes held around domestic work and women's work.

## Attitudes and behaviours towards domestic workers

Whilst employment is usually determined by a contractual relationship, in which both parties are equal, individual actors such as domestic workers are often seen as part of the family or fictive kin. This type of employment relationship is not equal and is instead bound with emotional relations, mutual dependence and a sense of duty (ILO and UN Women, 2016). Fictive kin has important implications for employment protections for domestic workers. For example, in Thailand, officials clearly stated that domestic workers were part of the family and this was one reason why labour authorities cannot inspect their employers and why social security was not appropriate. It can also directly impact the domestic workers' access to a formal contractual relationship (ILO and UN Women, 2016).

Employer attitudes around domestic workers also include the idea that domestic workers do not work a lot of the time, and that their work is easy. This can have implications in relation to the number of hours domestic workers are expected to work, limit their rest time and reduce the wages paid to them. One ILO study found that average working hours in Malaysia and Thailand were above the standard 8 hours afforded to regular workers. One quarter of the domestic workers interviewed said that they could be woken or asked to complete tasks by their employer during their rest period – which means that this time does not actually constitute rest time, but rather, stand by hours (ILO and UN Women, 2016).

---

18 Participant intervention, Changing attitudes and behaviour towards women migrant workers in ASEAN technical regional meeting, Safe and Fair Programme, 26-27 November 2018, Bangkok, Thailand.

## Impact on access to unions

Domestic workers are also restricted from joining unions. It is by accessing unions, however, that women migrant workers can access information, services and support to be able to identify and respond to risks, and to advocate for improved labour conditions.

**"…how can we [migrant domestic workers] unionize if we are not recognized as workers. By unionizing we become visible – it is a way of being seen as workers – it is a way of changing the culture."**

- Representative of AMMPO (Association of Filipino domestic workers in Malaysia).

## Impact on freedom of movement

Freedom of movement of migrant domestic workers is also an issue that is significantly driven by negative attitudes towards migrant women. Attitudes range from the idea that there is no need for migrant women to leave the workplace; that migrant women will be unsafe if they do so; that they may meet a boyfriend and run away; or that by leaving the house they may be able to connect with the criminal factions of the migrant community (ILO and UN Women, 2016).

**"There is no need for that. Firstly, she is in a foreign country, if visitors are coming, why? And who?… I don't know who is coming. These are people who may end up having boyfriends and running away."**

- Malaysian employer (ILO and UN Women, 2016).

**"The person who does domestic work earns a lower income and there is a possibility they could be associated with crime. It is possible that the person can bring someone in to rob us. I am worried."**

- Thai employer (ILO and UN Women, 2016).

These ideas and attitudes result in restrictions over the freedom of movement of migrant women and domestic workers in particular. The majority of survey respondents in both Thailand and Malaysia reported that they were not able to go out without their employer's permission in their free time. Only eight per cent of Malaysian employers felt that domestic workers should have the right to leave the house on their day off, while 60 per cent of Thai employers felt that this was a right that should be afforded to domestic workers. These attitudes also influence employers' behaviour around confiscating passports and travel documents, with more than one quarter of migrant domestic workers surveyed not holding their own identity documents and the majority of Malaysian employers (62 per cent) and a quarter of the Thai employers thinking that it was acceptable to hold workers' identity documents and passports (ILO and UN Women, 2016).

## Impact on access to social protection

The impact of attitudes towards women migrant domestic workers are also seen specifically in relation to access to social protection. Whereas ideas around the temporary status of migrant workers can be detrimental to advocacy around access to social protection, this is made even harder for a sector of work that is commonly not seen as work at all. In Malaysia, the employer is responsible for any medical bills incurred by the worker. In Thailand, domestic workers are exempt from social security benefits and the Workmen's Compensation Scheme. In Malaysia employers regarded social protection as irrelevant, not because they did not care about their workers, but because the worker was on a short-term contract, and would be returned to their home country at the end of the contract, or if they became pregnant. In this regard, the limits of the fictive kin relationship give way to attitudes around migrant workers more generally, when it comes to ensuring there is social protection for the worker when they get sick, pregnant or old.[19]

## Impact of attitudes of women's roles

Outside of domestic work, so-called feminine roles are not valued, and are not paid well. In men-dominant sectors, like construction, women workers also systemically receive less pay for the same work than their peers who are migrant men, or women nationals in the country of destination (ILO, 2016). The gendered stereotypes are also significant in countries of destination, determining what work women can do, if women are allowed to migrate, and how she is viewed upon return.

ASEAN migrant women also often constitute the majority in seafood processing, electronics and garments industries because employers think they are well suited to the work, justifying this with discourse about women having nimble fingers, assuming they are better at detailed work. Men in these industries tend to be given higher paid technical or managerial work. There is nothing biologically inherent to being a woman or a man that should determine who does these jobs.

## Vulnerability and protection

Gender norms at home and abroad can reinforce the perception that women are inherently vulnerable and in need of protection, rather than empowered independent agents. These ideas around women are strengthened by reports of exploitation and abuse of women migrant workers. In this way attitudes generate behaviours that become self-fulfilling; attitudes that de-value women's work and leave them isolated from labour protection, lead to women working in situations of heightened risk. In turn, the pervasive nature of women's labour migration being high risk, creates policy responses that seek to protect women from this risk by restricting their movement. The imposition of bans on feminized sectors of work, in turn creates a perception that these sectors are inherently unsafe nor respectable (ILO and UN Women, 2017). This in turn creates a stigma that can attach to the women working in feminized sectors, impacting their treatment in countries of destination and on return.

---

19 Presentation of Anna Olsen, Technical Specialist, TRIANGLE II, Migrant domestic workers in Thailand and Malaysia: Public and employer attitudes and working conditions, Changing attitudes and behaviour towards women migrant workers in ASEAN technical regional meeting, Safe and Fair Programme, 26-27 November 2018, Bangkok, Thailand.

Entertainment and sex work, another sector dominated by women, is also highly impacted by attitudes; it remains outside of labour protections, and instead is criminalized and very highly stigmatized (Empower Foundation, 2016). A fundamental attitude governing the approach to entertainment and sex work is the patriarchal idea that sex work is involuntary and, thus, unable to be considered labour. Entertainment and sex workers, therefore, are not afforded labour rights and are instead commonly treated as criminals or victims. This approach to entertainment and sex workers has fuelled a conflation between sex work and trafficking for sexual exploitation, resulting in both hostile and victimising practices towards sex workers, including raids on sex work establishments, and unlawful detention of sex workers (Global Alliance Against Trafficking in Women, 2010).

Negative perceptions can also, however, result in the perpetuation of labour exploitation and its normalization. A survey undertaken in the Philippines around exploitation and forced labour in garment factory work found that both men and women respondents demonstrated high negative attitudes – 49 per cent agreed that people do not care if garment factory workers are mistreated. Moreover, 27 per cent agreed with the statement that workers who were trafficked have only themselves to blame and 24 per cent agreed that, if persons who were trafficked were poor to start with, at least now they have a job (IOM X, 2016).

## 3.4  Attitudes and behaviour around women migrant workers and VAW

Violence against women (VAW) means any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women and girls, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life (UN General Assembly, 1993).

In ASEAN countries, documented studies find lifetime intimate partner violence ranges from 6 per cent in Singapore, to 44 per cent in Thailand. In the South-East Asia region, an estimated 55 per cent of all murders of women are committed by their partners or former partners, according to data from the World Health Organization (UN Women, 2018).

VAW is grounded in unequal power relations between women and men which can be reinforced and perpetuated during the migration cycle (e.g. during the recruitment process). Women migrant workers are concentrated in low paid and informal sectors, with limited social protections, where they can face economic exploitation. The risk of gender-based violence is greater in informal, low-paid, gender-segregated, and non-unionized work (ILO, 2018).

To address VAW, however, gender inequality must be addressed at a fundamental level. Attitudes that breed VAW are those attitudes that create imbalances in power. In order to address attitudes that influence VAW, there is a need to address well-ingrained practices and the cultural layers that mean people accept violence as normal and look away. In this regard, a change of attitude and behaviour is key to preventing VAW.

Where women migrants do experience violence, they should be able to access essential services. Such services are defined as absolutely necessary or extremely important – critical services that respond to women and girls who have experienced violence (including trafficking) or who seek help due to fear of violence. These services uphold a survivor-centered approach and apply universally.[20]

> ## "Rape is something that only happens to low class people, uneducated or migrants."
>
> - Female justice official from Viet Nam (UN Women, UNODC and UNDP, 2017)

Negative attitudes toward women migrant workers create barriers to their access to essential services, in policy and in practice. Attitudes around the rights of migrants more generally can prevent women accessing services due to their migration status. Similarly, migrant women may struggle to access survivor-centred services due to perceptions around their respectability, influencing the access that society or service providers think they should have. Pervasive negative attitudes can also further isolate migrant women, restricting their movement and preventing them from seeking services due to fear of reprisals. Attitudes held by the migrant women themselves may discourage a survivor to seek help, where they may see violence as a part of life or may be afraid of the stigma that may attach to them if they report the violence.

> ## "It is hard [migrant women] to live in the country when they cannot believe in the police or security forces."
>
> - Nguyen Thu Quynh, former interpreter in a Malaysian electronics factory

---

20 Presentation of Melissa Alvarado, EVAW Programme Manager, *Shifting social norms around VAW,* Changing attitudes and behaviour towards women migrant workers in ASEAN technical regional meeting, Safe and Fair Programme, 26-27 November 2018, Bangkok, Thailand.

# 4. Tools and approaches to communication for behaviour change

## 4.1  Structured approach

A useful approach to designing communication for behaviour change interventions is the P-Process framework (IOM X, 2016), designed to guide the development of strategic communication activities.[21] By subscribing to this five-step process, information dissemination activities are much more likely to have the desired impact.

Figure 5. The P-Process framework
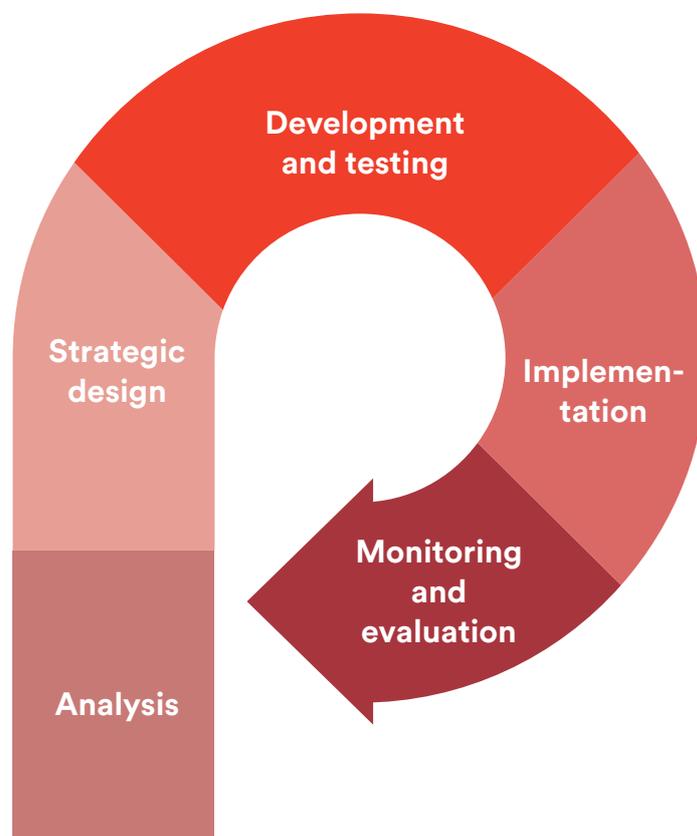


Source: International Organization for Migration, 2016.

21 The framework that IOM X uses is a tailored version of the John Hopkins' P-Process framework.

# 4.2 Analysis

The first step is to undertake an analysis of the situation: identify and prioritize the behaviours the intervention is seeking to change; run diagnostics into the context of those behaviours and the groups displaying them; uncover previous research and interventions – what is being done and what are the gaps; and sketch out the basic characteristics of the intervention approach.[22]

Below is an example of some questions that are useful to ask during the analysis stage and some examples related to migration.

## Table 1. Campaign situation analysis guidance

| Campaign parameters | Example 1 | Example 2 | Example 3 |
|---|---|---|---|
| **The behaviour the campaign is seeking to change?** | Women migrant domestic workers are not paid the minimum wage. | Women migrant workers have limited freedom of movement. | Women migrant workers are met with discriminatory behaviour in the health service. |
| **Who the campaign will engage as the primary target audience?** | The public in countries of destination. | Employers of migrant women. | Front line service providers. |
| **What is the perception or attitude the campaign needs to address?** | Women migrant domestic workers are lazy and unskilled; domestic work is not proper work. | Women migrant workers will run away, get pregnant or bring criminals into the workplace. | Women migrant workers do not have a right to public healthcare, they are dirty and illegal. |

## Box 1. Good practice: Happy Home Campaign (IOM X)

In developing this campaign, IOM X knew that they wanted to address the exploitation of domestic workers. The research findings showed that there were already interventions addressing domestic workers directly, however, there was a gap when it came to engage with employers. As such, the campaign was developed with the primary focus being employers (to change their attitudes) and the secondary focus being domestic workers (to disseminate information and act as a conduit for domestic worker stories).

Researching the target audience is key to ensuring that the resulting campaign speaks directly to them on an individual level (IOM X, 2016). Research should include situational analysis and current knowledge, attitudes and practices of the audience. This can be done by undertaking surveys that assess knowledge, attitudes and perceptions, host consultations, and in-depth interviews. Research should be based around the three elements that determine behaviour: physical; psychological; and social.[23]

22 Presentation of Paulius Yamin, *op cit.*
23 Presentation of Paulius Yamin, *op cit.*

A tool that can be used when researching the target audience is the target audience's persona.

## Creating a persona:

- Pick an individual from the target audience, who represents the person that the campaign is looking to influence.
- Detail the persona - What are they called? Where do they work? Where do they live? etc.
- Who do they trust? What media do they consume?
- List their knowledge, attitudes and behaviours around the identified challenge.
- How do they access information generally and about the issue?
- What do/don't they know about the issue?
- What do they feel about the issue?
- How do they act?

Once the persona is established, the next step is to identify the desired behaviour change for that persona and then to identify existing barriers and enablers when it comes to the desired change by considering political, economic, social, technological, legal, and environmental factors.

---

### Box 2. Good practice: ATIKHA (Philippines)

ATIKHA is a Tagalog word that means to save and invest. The ATHIKHA's campaign focused on financial education and helping women migrant workers prepare for return and reintegration. Four key lessons:

1. **Ensure the campaign is relevant to each of the stakeholders targeted:** Show different stakeholders' different parts of the campaign that will speak to them, or connect using the channels they engage with, e.g. for the local government make sure the message is contextualized to local development.

2. **Identify change agents among migrants themselves:** Even in the absence of formal organizations there will be informal leaders within groups of migrant women; these are the change agents. When we empower the change agents, they are very effective in being advocates for the messaging. Need to identify them.

3. **Advocacy work is not enough:** It is important to be able to follow up the campaign with support and ideas on strategy and how to create the changes that are being advocated.

4. **Recognize the valuable role of the employer:** Good employers will provide migrant women with time and support to understand their financial situation and prepare for their return. Working to recognize these employers can empower their positive support.

# 4.3 Strategic design

Once the audience is established and the research is complete, the next step is to establish a strategic design, setting specific, measurable, actionable, relevant and time-bound (SMART) objectives (IOM X, 2016). This includes focusing on the changed attitude or behaviour that is desired from the campaign, and the key messaging and actionable steps that will get the audience on their behaviour change journey. Fundamentally, at this stage, it is important to identify what the audience should remember when they interact with the campaign - try not to have more than three and ensure that they are: Direct; doable; relevant; concise; and positive (mix with some negative for balance).[24]

The strategic design stage should include a focus on how the piece will be disseminated to the target audience, ensuring that placement and timing of interventions are precisely planned. Again, use of the three elements here is a good way to maximise impact: [25]

1. **Physical:** Distribution of papers/objects; modification of environments; interactions with digital platforms (see box below making videos for social media).
2. **Psychological:** Giving factual/context information; giving tips and guides for action; discussions among participants; training/skills building; requesting commitments to action.
3. **Social:** Showing how many people are doing the action; exposure to behaviours and opinions of others; laws and policy enforcement; encourage mutual regulation – the regulation and enforcement of new norms by the social group; social support; and discussion of normative information.

In addition, begin to establish partnerships during the strategic design phase to encourage diverse and local participation. Partnerships are key for ensuring the campaign's relevancy, to link with other ongoing initiatives and resources, and to maximize distribution and engagement.[26]

---

### Box 3. Good practice: BBC Media Action Happy Home Campaign

A three-year intervention in North East India in three states, focused on bonded labour (mainly involving men). Research found that people were being forced into work because of a lack of information on their rights and expectations. Research also found that people got their information from families, friends and the radio. The interventions were:

1. Gave information to men and families through **storytelling on the radio;**
2. Gave **actionable steps** including a hotline;
3. Started **dialogues** between local authorities and people on the issues;
4. Provided **information** on how to report to authorities; and
5. Thousands of **reports** came in, and 200 people were removed from bonded labour.

---

24  Presentation of Paulius Yamin, *op cit.*
25  Presentation of Paulius Yamin, *op cit.*
26  Presentation of Paulius Yamin, *op cit.*

# 4.4 Development and testing

In accordance with the findings of the research and the strategic plan, develop the campaign intervention (IOM X, 2016). Whether it is image-based, video-based, designed to deliver on the radio or on TV, a key stage is to test that it is effective in creating the desired impact with the target audience.

> ## Box 4. Good practice: Happy Home Campaign (IOM X)
>
> This campaign focused on migrant domestic work, producing dramas that would influence the attitudes of employers of domestic workers. As such, it was important to test the script with employers. The internal requirement was that 70 per cent of testers needed to understand the messaging for the script to be approved. This resulted in one script being sent back for a re-write because the messages the testers were seeing, were overwhelmingly not the right ones.

> ## Box 5. Making videos for social media (Fleerackers, 2019)
>
> 1. **Be platform conscious:** Choose the platform that will reach the audience and upload directly to the platform.
> 2. **Be mindful of time:** Attention spaces are eight seconds long; stick to 60-seconds.
> 3. **Optimize for mobile:** Over half of videos are viewed on a mobile phone.
> 4. **Use analytics:** These can be used to track and improve performance.
> 5. **Offer quality content:** Tell a story; get sentimental - remember positive messages are more shareable than negative ones.
> 6. **Start with a bang – and end with a call to action:** The first three seconds are the most important; include a call to action at the end asking the viewer to engage in the next step.

# 4.5 Implementation

In addition to specific distribution to the target audience, a diverse approach to sharing the messaging is also needed in order that it reaches both the intended audience and their interpersonal network, as well as getting wider traction in society more broadly. Using mass media can increase the impact on the target audience by reinforcing messages in a broader and more public environment than they may have already received on a more interpersonal level (IOM X, 2016).

Press launches or launch events can also be a good way of securing free publicity for a campaign as media reports of the launch or screening can get the messaging into the public domain. A social media campaign can support key messages in addition to sharing the content itself. Engaging with the media through discussions of public service announcements can reach a different audience again.

Bringing in partners to share the intervention and using public figures to champion messaging can also support this wider dissemination.

## Box 6. Good practice: Mekong Migration Network Permanently Temporary

This campaign focused on social exclusion of migrant workers in Japan and Thailand, as well as upon return to Cambodia and Myanmar. It used a mixed approach to disseminating messaging. One key method was through public dialogue with policy-makers; pulling the discussion out from behind closed doors with the idea that if policy-makers were heard making positive statements about migrants and their social inclusion, they would be more likely to follow through.

Photo exhibitions were held in Bangkok, Yangon and Phnom Penh, featuring public discussions at an opening photo exhibition event with policy makers, CSOs, media, and migrants. Advocacy papers and a multimedia video were shared broadly.

## Box 7. Good practice: UN Secretary General's UNiTE Campaign - 16 Days of Activism

The 16 Days of Activism is an international campaign supported by the United Nations Secretary-General's UNiTE to End Violence against Women Campaign designed to raise visibility and accountability. The campaign itself asks for maximum engagement around annual key themes; celebrating the work undertaken towards ending violence against women (EVAW) and asking for more commitment and more actionable accountability to the cause.

It brings the UN together to work on the campaign, meaning that the messaging goes through different channels of the various agencies, disseminated in a way that ensures engagement with different audiences. UNiTE provides the overriding design of the campaign for all actors to use, including the orange colour chosen to represent a brighter future. A key strength of the campaign is its ability to suit multiple contexts. A key result has been increased engagement with youth in conversations about creating positive, respectful, equal relationships.

# 4.6 Monitoring and evaluation

Monitoring and evaluation (M&E) activities provide the ability to assess the effectiveness of ongoing communications activities and evaluate whether the intervention is creating the required impact. Multiple approaches to M&E can be utilised to assess reach and engagement with the campaign.

Evaluation can measure change in an audience's knowledge, attitude and practice in relation to the issue. M&E should always inform ongoing campaign efforts as well as the strategic design of new information dissemination activities. Using a participatory approach to M&E is a good way to engage the audience further in owning the change and being part of strategies and development of further interventions (IOM X, 2016).

---

## Box 8. Other campaign examples

**Dream Out of Reach:** A living wage for migrant women workers in Thailand, a MAP Foundation and Women's Exchange campaign and participatory research to calculate and demand a living wage.

**Clean Clothes Campaign:** A global alliance of unions and civil society organizations (CSOs), improving working conditions and empowering workers in the global garment and sportswear industries, through mobilizing consumers, lobbying companies and governments, and offering direct solidarity to workers demanding better conditions.

**My Fair Home:** An International Domestic Workers Federation (IDWF) campaign encouraging employers to pledge to ensure fair wages are paid to domestic workers in their homes.

**Ratify C189:** A global campaign for governments to ratify the Domestic Workers Convention.

**Stop Gender Based Violence at Work:** An International Trade Union Confederation (ITUC) and International Domestic Workers Federation (IDWF) campaign for active union engagement in ILO's standard setting process so that inputs to ILO questionnaires include domestic workers' needs and aspirations.

**Do You Know Who Made It?** An IOM X campaign to educate Thai consumers about migrants' working conditions in the manufacturing sector.

**Migration Works:** An ILO campaign in Malaysia for positive attitudes and behaviour change highlighting migrants' contribution to Malaysian society.

**Saphan Siang:** An ILO campaign targeting Thai youth to bridge understanding between Thais and migrant workers.

© ILO/Xiangnan Wei.

# Bibliography

Assumption Business Administration College (ABAC). 2006. *ABAC Poll: Public opinion toward migrant workers* (Bangkok: ILO; UNIFEM).

Centers for Disease Control and Prevention (CDC). n.d. *The Social-Ecological Model: A Framework for Prevention.* Available at: https://www.cdc.gov/violenceprevention/overview/social-ecologicalmodel.html [12 Apr. 2019].

Empower Foundation. 2016. *Moving towards decent sex work* (Chiang Mai: Empower University Press).

Fleerackers, A. *The 6 key ingredients of a perfect social video, Hootsuite* (21 January 2019). Available at: https://blog.hootsuite.com/4-key-ingredients-of-a-perfect-social-video [12 Apr. 2019].

Global Alliance Against Traffic in Women (GAATW). 2010. *Beyond borders: Exploring links between trafficking and gender,* GAATW Working Papers Series 2010 (Bangkok).

Harkins, B.; Ali, A. 2017. *Evidence or attitudes? Assessing the foundations of Thailand's labour migration policies*, paper presented at the International Seminar on Mixed Migration in Southeast and East Asia, Harkins and Ali, 2017.

International Labour Organization (ILO). 2011. *Four-country study on public attitudes to migrant workers* (Bangkok).

– . 2013. *Domestic workers across the world: Global and regional statistics and the extent of legal protection* (Geneva).

–. 2016. *High rise, low pay: Experiences of migrant women in the Thai construction industry* (Bangkok).

–. 2018. *Violence and harassment against women and men in the world of work: Trade union perspectives and action* (Geneva).

–. United Nations Entity for Gender Equality and the Empowerment of Women (UN Women). 2016. Worker, helper, auntie, maid: *Working conditions and attitudes experienced by migrant domestic workers in Thailand and Malaysia* (Bangkok).

–. 2017. *Protected or put in harm's way? Bans and restrictions on women's labour migration in ASEAN countries* (Bangkok).

IOM X. 2016. *IOM X C4D Toolkit: A step-by-step guide to applying Communication for Development (C4D) to counter-trafficking activities, International Organization for Migration (IOM). 2017. Made – Baseline and impact assessment (Full report)* (Bangkok).

MAP Foundation. *Migrant women from Myanmar tell of the obstacles they experience in earning a living wage.* Available at: http://www.mapfoundationcm.org/eng/activities-media/advocacy/2018-03-27-03-28-20/living-wages/211-migrant-women-from-myanmar-tell-of-the-obstacles-they-experience-in-earning-a-living-wage.html [20 Mar. 2019].

Swedish International Development Cooperation Agency (Sida). 2015. *Human rights based approach at Sida,* methods and tools. Available at: https://www.sida.se/English/partners/resources-for-all-partners/methodological-materials/human-rights-based-approach-at-sida/ [12 Apr. 2019].

Sunpuwan, M.; Niyomsilpa, S. 2014. *The survey of Thai public opinion toward Myanmar refugees and migrant workers: An overview* (Nakhon Pathom, Mahidol University).

UN Department of Economic and Social Affairs (UNDESA). 2017. *International migration report: Highlights* (New York).

United Nations General Assembly (UNGA). 1993. *Declaration on the Elimination of Violence against Women, A/RES/48/104* (New York).

United Nations Entity for Gender Equality and the Empowerment of Women (UN Women). 2017. *Misrepresentations of women migrant workers in the media: A critical analysis* (New York).

–. 2018. *ASEAN regional guidelines on violence against women and girls data collection and use.* (Bangkok).

UN Women, United Nations Office on Drugs and Crime (UNODC) and United Nations Development Programme (UNDP). 2017. *The trial of rape: Understanding the criminal justice system response to sexual violence in Thailand and Viet Nam* (Bangkok).

# Annex 1: Concept note

## Technical Regional Meeting on Changing Attitudes and Behaviour towards Women Migrant Workers in ASEAN

26 – 27 November 2018
Bangkok

## Background

Women make up 47.8 per cent of migrant workers between ages of 20 and 64 in ASEAN.[27] Yet, gender inequalities and sexism are perpetuated through migration for work, compounding the xenophobia and nationalism that migrants -regardless of gender-face in destinations.

Just as women's household work remains unpaid work, domestic work in countries of destination continues to be underpaid and without any labour protections (including social security, labour rights, or government-to-government regulation) that are afforded to workers in other sectors.[28] Workers are often seen as "part of the family" rather than workers and not afforded minimum wage, regular working hours, overtime pay, or freedom of movement.[29] Entertainment and sex work, another sector dominated by women, also often remains outside of labour protections, and instead criminalized and very highly stigmatized.[30] ASEAN migrant women are also often the majority in seafood processing, electronics and garments industries because employers think they are suited to the work, justifying this with discourse about women having "nimble fingers" assuming they are better at detailed work. Men in these industries tend to be given higher paid technical or managerial work. There is nothing biologically inherent to being a woman or a man that should determine who does these jobs. Unfortunately so-called "feminine" roles are not valued, and not paid well. In men-dominant sectors, like construction, women workers also systemically receive less pay for the same work than their peers who are migrant men, or women nationals in the country of destination. The gendered stereotypes are also significant in countries of destination,[31] determining what work women can do, if women are allowed to migrate, and how she is viewed upon return.

A 2010 ILO survey found that the majority of nationals in Malaysia, Singapore, the Republic of Korea, and Thailand interviewed were indeed of the view that migrants should not have the same pay or working conditions as nationals for the same job.[32] Public attitudes towards migrants and women

---

27  UNDESA: *International migration policies 2013 wall chart*, www.un.org/en/development/desa/population/publications/pdf/policy/InternationalMigrationPolicies2013/InternationalMigrationPolicies2013_WallChart.pdf

28  ILO: Domestic workers across the world: Global and regional statistics and the extent of legal protection (ILO, 2013).

29  ILO: Worker, helper, auntie, maid? Working conditions and attitudes experienced by migrant domestic workers in Thailand and Malaysia (ILO, 2016).

30  Empower Foundation: *Moving towards decent sex work* (Chiang Mai: Empower University Press, 2016).

31  ILO: High rise, low pay: Experiences of migrant women in the Thai construction industry (ILO, 2016).

32  ILO: Four-country study on public attitudes to migrant workers (ILO, 2011), http://www.ilo.org/wcmsp5/groups/public/---asia/---ro-bangkok/documents/presentation/wcms_159851.pdf

shape legislation, as well as whether and how it is enforced.[33] Several large scale surveys of public attitudes towards migrants have been conducted: by ABAC University in 2006 (n=4,148),[34] by ILO in 2011 (n=4,020),[35] and by Mahidol University in 2014 (n=2,000).[36]

Gender norms at home and abroad can reinforce the perception that women need protection, rather than for instance freedom of movement to leave their work places or employer-provided accommodation. While laws in several ASEAN countries bar migrant women from sectors like domestic work, migrant women instead report increased stigma around domestic work due to the perception that their government is signaling that the sector is neither safe nor respectable.[37]

Violence against women/gender-based violence that migrant women workers can face at work, at home or in communities or while accessing essential services, stems from the same discriminatory norms described above. The risk of gender-based violence is greater in informal, low-paid, gender-segregated, and non-unionized work.[38]

Discriminatory attitudes and behaviours toward migrant women comprise a significant root cause of the disadvantages migrant women face. Shifting employer, family, government, and general public perceptions of migrant women workers is needed – a transformation of xenophobic, paternalistic, victimizing, and sexist attitudes into respect, agency, and equal treatment of migrant women as workers. Shifting attitudes of public officials and service providers is also crucial to challenge cultural stigma and victim-blaming, enabling women migrant workers to report cases of violence and receive respectful care in the country of destination.

A sample of migrant- and/or women worker-focused campaigns to transform public attitudes and behaviour include:

- Dream Out of Reach: A living wage for migrant women workers in Thailand, a MAP Foundation and Women's Exchange campaign and participatory research to calculate and demand a living wage.[39]
- Clean Clothes Campaign: A global alliance of unions and civil society organizations (CSOs), improving working conditions and empowering workers in the global garment and sportswear industries, through mobilizing consumers, lobbying companies and governments, and offering direct solidarity to workers demanding better conditions.[40]

---

33  B. Harkins and A. Ali: Evidence or attitudes? Assessing the foundations of Thailand's labour migration policies, UN-ACT Mixed Migration Seminar, http://un-act.org/wp-content/uploads/2017/07/Evidence-or-Attitudes.pdf; also ILO: *Protected or put in harm's way? Bans and restrictions on women's labour migration in ASEAN countries* (ILO and UN Women, 2017); ILO: Worker, helper, auntie, maid? Working conditions and attitudes experienced by migrant domestic workers in Thailand and Malaysia (ILO, 2016).

34  ABAC: "เอแบคโพลล์: ความคิดเห็นเกี่ยวกับแรงงานข้ามชาติ/แรงงานต่างด้าว " [ABAC Poll: Public opinion toward migrant workers] (ABAC, 2006).

35  ILO: *Four-country study on public attitudes to migrant workers* (ILO, 2011).

36  M Sunpuwan and S Niyomsilpa, *The survey of Thai public opinion toward Myanmar refugees and migrant workers: An overview*, Mahidol University, Nakhon Pathom, 2014.

37  ILO: *Protected or put in harm's way?* Bans and restrictions on women's labour migration in ASEAN countries (ILO and UN Women, 2017).

38  ILO: Violence and harassment against women and men in the world of work: Trade union perspectives and action (ILO, 2018)

39  *Migrant women from Myanmar tell of the obstacles they experience in earning a living wage,* MAP Foundation, 2018, http://www.mapfoundationcm.org/eng/activities-media/advocacy/2018-03-27-03-28-20/living-wages/211-migrant-women-from-myanmar-tell-of-the-obstacles-they-experience-in-earning-a-living-wage.html [accessed 20 June 2018].

40  *Clean Clothes Campaign,* https://cleanclothes.org/about [accessed 20 June 2018].

- My Fair Home: An International Domestic Workers Federation (IDWF) campaign encouraging employers to pledge to ensure fair wages are paid to domestic workers in their homes.[41]
- Ratify C189: A global campaign for governments to ratify the Domestic Workers Convention.[42]
- Stop Gender Based Violence at Work: An International Trade Union Confederation (ITUC) and International Domestic Workers Federation (IDWF) campaign for active union engagement in ILO's standard setting process so that inputs to ILO questionnaires include domestic workers' needs and aspirations.[43]
- Do You Know Who Made It? An IOM X campaign to educate Thai consumers about migrants' working conditions in the manufacturing sector.[44]
- Migration Works: An ILO campaign in Malaysia for positive attitudes and behaviour change highlighting migrants' contribution to Malaysian society.[45]
- Saphan Siang: An ILO campaign targeting Thai youth to bridge understanding between Thais and migrant workers.[46]

The European Union is funding a new project, "Safe & Fair: Realizing women migrant workers' rights and opportunities in the ASEAN region" (2018-2022) as part of the multi-year EU-UN Spotlight Initiative to Eliminate Violence Against Women and Girls. Safe & Fair is implemented by the International Labour Organisation (ILO) and the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women). Safe & Fair delivers technical assistance and support with the overall objective of making labour migration safe and fair for all women in the ASEAN region.

This meeting is envisioned as a forum for women migrant workers and other stakeholders and experts to exchange good practices for changing attitudes and behaviours towards women migrant workers in the region, including in relation to violence.

41  *My Fair Home*, IDWF, 2018, http://www.idwfed.org/en/campaigns/my-fair-home [accessed 20 June 2018].

42  *Ratify C189,* IDWF, 2018, http://www.idwfed.org/en/campaigns/ratify-c189 [accessed 20 June 2018]. Also see: Cambodian working group for domestic workers' campaign on C189, https://www.facebook.com/CWGDW/ [accessed 20 June 2018].

43  *Stop Gender Based Violence at Work*, ITUC, 2018, https://www.ituc- csi.org/IMG/pdf/stop_gender_based_violence_at_work_en_final.pdf [accessed 20 June 2018] *Stop Gender Based Violence at Work*, IDWF, 2018, http://www.idwfed.org/en/campaigns/stop-gender-based-violence-support-ilo-convention [accessed 20 June 2018].

44  *IOMX and You Tube Stars to Young Thais: You can prevent exploitation in manufacturing,* IMO X, 2018, https://iomx.pr.co/165021-iom-x-and-youtube-stars-to-young-thais-you-can-prevent-exploitation-in-manufacturing [accessed 20 June 2018].

45  *Migration Works,* http://migrationworks.org/ [accessed 20 June 2018].

46  *Saphan Siang,* http://www.saphansiang.org/ [accessed 20 June 2018].

# Objectives

In support of the ILO and UN Women priorities to make labour migration safe and fair for all women in the ASEAN region, Safe & Fair will organise a Regional Meeting on Changing Attitudes and Behaviour towards Women Migrant Workers in ASEAN. The 2-day meeting aims:

I.  To collect, analyse and exchange good practices on methods and interventions for changing attitudes and behaviours towards women migrant workers in the region, including and primarily women migrant workers who are survivors of violence.

II. To collectively strategize and plan a specific campaign in ASEAN to increase the knowledge of and social value of women migrant workers' work.

# Annex 2: Programme agenda

| DAY 1 | |
|---|---|
| 8.30 - 9.00 | Registration |
| 9.00 - 9.40 | **Opening remarks** – Deepa Bharathi, Chief Technical Advisor, Safe and Fair **Screening of Spotlight and Safe and Fair Videos**<br><br>**Icebreaker and introductions** – Lindsey Higgs, Facilitator<br><br>**Group photograph** |
| 9.40 - 10.00 | **Overview of communication as a tool for changing attitude and behaviours** |
| 10.00 - 10.15 | **Session 1: Setting the Scene: Available information on attitudes towards women migrant workers (presentation)**<br><br>Format and Methodology<br>Each presenter provides a statement in advance related to the content of their presentation that the participants may find surprising. These three statements will be shared on screen before the presentations begin with the opportunity for the participants to express their opinions on each statement. The facilitator will share the statements and lead the discussion around them before introducing all the presenters.<br><br>Facilitator: Lindsey Higgs, Consultant<br>Speakers:<br>■ **Presentation on public attitudes towards migrant workers in Asia; Worker, Helper, Auntie, Maid** – Anna Olsen, ILO ROAP (10 min)<br>■ **Attitudes vary: Know your audience: KAP studies on migrant workers in 2011 and 2018** - Rebecca Napier-Moore , ILO ROAP; Daniel Lindgren, Rapid Asia (10 min)<br>■ **Using KAP-evidence to change attitudes & inspire behaviour change** - Tara Dermott, IOM X (10 min)<br><br>**Questions and answers (10 min)**<br><br>The participants will divide into three groups, for a more interactive deep dive with each presenter that will focus on what the key takeaways are from the learnings the presenter shared in relation to a Safe & Fair campaign. What are the best practices? What key research insight and evidence need to be considered? |

The small groups will have 20 minutes to discuss and identify the key takeaways and then the final 20 minutes will be spent sharing back to the whole group and compiling the key takeaways.

| | |
|---|---|
| 12.00 - 13.00 | Lunch |
| 13.00 - 15.00 | **Session 2: Attitudes Affect Working Conditions, Policy, and Social Inclusion**<br><br>Facilitator: Lindsey Higgs, Consultant<br>Speakers:<br><br>■ **Evidence or attitudes: Assessing the foundations of Thailand's labour migration policies** - Ben Harkins, UNOPS, and Aanas Ali, consultant (30 min)<br>■ **Migrant women and social inclusion** - Reiko Harima, Mekong Migration Network (30 min)<br><br>**Panel on Experienced Attitudes**<br>Speakers:<br>Rosegenie Asuncion, Assistant Secretary, SENTRO- Malaysia (5-10 minutes)<br>Nguyen Thu Quynh, former interpreter in Malaysian electronics factory, Viet Nam (5-10 minutes)<br>Luluk Indriyani BT Sugiyono, Indonesian Family Network, Singapore (5-10 minutes)<br>Mai Dizon Anonuevo, Executive Director of ATHIKA, the Philippines (5-10 minutes)<br><br>**Questions and answers** |
| 15.00 - 15.15 | **Coffee break** |
| 15.15 - 17.00 | **Session 3: Let's Develop Our Campaign**<br><br>Facilitator: Lindsey Higgs, Consultant<br><br>Format:<br>Defining the issue – prioritizing the challenges under 'making labour migration safe and fair for all women in ASEAN' to identify which one the campaign will focus on.<br><br>Defining the 'who, what, why' – emphasizing the importance of being targeted for an effective campaign with a few video examples to discuss who a particular campaign output was for and what it was asking them to do. Working in groups of 6-7, fill in the change statement template:<br><br>Who the campaign will engage as the primary target audience:<br>What change the campaign will promote (attitude or behaviour):<br>Why adopting that change will make a difference: |

Share all the change statements and consolidate contributions into one shared statement which will be a framework for more in-depth discussions on Day 2.

| 16.45 - 17.00 | **Closing of Day 1** |

<br>

| DAY 2 | |

| 9.00 - 10.15 | **Session 4: Attitude and Behaviour Change: Tools and approaches to campaigning that works** |

Format and methodology:
Gallery walk
Three speakers are set up around the room with printed and/or AV materials. Participants walk between the different displays to explore the materials and ask questions.

After 40 minutes, the facilitator leads a group discussion about key takeaways from the examples shared when it comes to effective campaigns for attitude and behaviour change.

Facilitator: Lindsey Higgs, Consultant
Speakers:

- **Harnessing social media: Open Doors** - Tara Dermott, IOM X
- **Lessons learnt from the UNITE Campaign** - Melissa Alvarado, UN Women ROAP
- **Media for development... thinking beyond the campaign: Approaches in India, Cambodia and Myanmar** - Rachael McGuin, BBC Media Action
- **(video) Practical methods to change social norms in domestic wor**k - Paulius Yamin-Slotkus, consultant, PhD candidate London School of Economics and Political Science

**Questions and answers**

| 10.15 - 10.30 | Coffee break |
| 10.30 - 12.30 | **Session 5: Developing Our Campaign continued** |

Facilitator: Lindsey Higgs, Consultant

Format and methodology:
Introduce the IOM X C4D Strategic Planning Tool
Revisit the target audience identified on Day 1. Identify the secondary and tertiary audiences.

Working in three groups (one for each target audience), create a persona for each audience with information about who they are (including who they trust and what media they have access to and use regularly)

and what their knowledge, attitudes and behaviours are related to safe and fair labour migration for women migrants in ASEAN.

For the last 15 minutes, display the personas so all participants can walk around and add comments and questions.

| | |
|---|---|
| 12.30 - 13.30 | Lunch |
| 13.45 - 16.00 | **Session 6: Developing Our Campaign continued**<br><br>Format and Methodology:<br>Identifying existing barriers and enablers when it comes to the desired change. Working in two groups, ask one group to come up with all the possible barriers they can think of, while the other group identifies enablers (positive factors that making adopting the desired change more feasible). Each group posts what they came up with so the other group can review and add anything they feel is missing.<br><br>Key message development<br>Facilitator provides an overview of effective key messages.<br>Working in three groups once again based on primary, secondary and tertiary target audiences, each group comes up with 3 key messages and shares them in the form of a short skit (time permitting). This highlights possible storytelling avenues to get the key messages across.<br><br>Next steps agreement, reflecting on what has been decided in the meeting and what our plan is for further development of the campaign and roll out |
| 16.00 - 16.15 | Coffee Break |
| 16.15 - 16.30 | **Closing remarks** |

**ILO Regional Office
for Asia and the Pacific**

11th Floor, United Nations Building,

Rajdamnern Nok Avenue

Bangkok 10200, Thailand

Tel.: +662 288 1234

Fax: +662 280 1735

Email: BANGKOK@ilo.org

www.ilo.org

**UN Women Regional Office
for Asia and the Pacific**

5th Floor, United Nations Building

Rajdamnern  Nok Avenue

Bangkok 10200, Thailand

Tel.: +662 288 2093

Fax: +662 280 6030

Email: info.th@unwomen.org

http://asiapacific.unwomen.org