

***Statistical Abstract and
Summary Report
of Russia's first multi-regional,
multi-media
public education
anti-trafficking campaign***

prepared by
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for

The Angel Coalition
*Moscow, St. Petersburg, Nizhni Novgorod, Yaroslavl, Petrozavodsk, Veliki
Novgorod*

and

MiraMed Institute
Moscow

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Executive Summary



Street theatre in Yaroslavl, May 16, 2001

On May 16th, 2001 the Angel Coalition, a consortium of 43 Russian NGO's, launched an intensive 100 day anti-trafficking campaign in Moscow, St. Petersburg, Nizhni Novgorod, Yaroslavl, Petrozavodsk and Veliki Novgorod with simultaneous press conferences in all six sites and the distribution of campaign literature, bus posters, metro cards, TV and radio spots. During the course of the campaign, over 1000 community volunteers in six regions distributed 50,000 posters, 600,000 information booklets, 100,000 stickers, 5,000 buttons, 25,000 printed packets and 12,000 bus/metro placards. Community action events included organizing parades, demonstrations, lectures, and legislative activity.

On May 16th, the Angel Coalition partners in each region opened telephone hotlines in preparation for callers to hotline numbers published on TV, radio, in newspaper articles and on printed materials.

Funds for NGO press training and community coalition building were provided by the US Department of State Bureau of Educational and Cultural Affairs. Funds for printing of campaign materials and distribution were provided by the US Embassy Democracy Grant program, Soroptimist International, private foundations and donors.

The 100-day campaign was the first and largest multi-regional, multi-media public education anti-trafficking campaign in Russia. The raised awareness that the campaign created nationally is well documented—radio, TV and newspaper stories reached an audience of more than 60 million. Although this is an impressive number, it is a one-time “reach”. The following statistical and anecdotal record clearly documents that the training and print media strategies specifically developed for this campaign were highly successful in reaching the target audience not only one-to-one, but multiple times through the extensive use of non-broadcast media, personal contact and regional presentations by Angel Coalition partners. Responses from print media outnumbered broadcast media 3 to 1. The large number of actual telephone hotline responses (1562), the significant involvement of private and public community participants and the political support received in most regions was unprecedented. The campaign was most successful in those regions where local and oblast government support was high. Where such support was lacking, the results were clearly not as impressive. This points to the need for increased training and education to political entities and individuals for future campaigns.

Although the campaign officially ended on August 31, the public demand for continuing education has compelled NGO's in each region to extend their local efforts, despite a lack of funding. There is universal agreement by the Angel Coalition partners in each region that anti-trafficking public education efforts must continue, with specific focus on young women and girls in orphanages, schools, universities and the workplace.

Finally, it is important to recognize that the success of this campaign required almost two years of training to bring these NGO's to the level where they could execute such a complex project and to build community coalitions in each region capable of sustaining the campaigns and the subsequent civic actions which profoundly maximized impact. Their ability to coordinate and successfully execute such a wide variety of public education activity and sustain such activity for 100 days has resulted in a cadre of experienced, well-trained leaders who are eager to continue and share their experience with Angel Coalition partners in new regions.

Moscow Campaign

Leadership

Marianna Solomatova, Valentina Gorchakova, Dr. Yuri Puchkov, Vladimir Popov
Angel Coalition Moscow Office
Natalia Bichkova
Women's Unity
Svetlana Yakimenko
Project Kesher
Eleanora Litchnikova
Office of the Mayor of Moscow



Angel Coalition press conference, May 16, 2001

Targeted region and population: Moscow and Zelenograd
Population: 10,000,000

Press conference – May 16, 2001:

There were 67 attendees at the press conference in Moscow including NGO's, Russian media and a large contingent of international press. Russian media included four TV stations, four radio stations and 10 newspaper/syndicates, including *Kommersant*, *Pravda* and other key papers. The press conference and follow-on activities were reported the next day in four Russian national newspapers; distributed to over 500 newspapers via Interfax, appeared on three TV stations including a 10 minute segment on Vladimir Pozner's ORT nationally-broadcast weekly news program, *Vreminya*, the most widely watched program of its type in Russia with an estimated audience of 40 million. German, Spanish, Japanese and Dutch television, AP, BBC, NBC, CBS, CNN, *Washington Post*, *LA Times*, *Christian Science Monitor* and other international news media (Turkey, France, Switzerland, etc.) did feature stories, including interviews with trafficking victims who were brought to Moscow from Chelyabinsk by MiraMed Institute. Key speakers at the press conference were representatives from the International Organization of Migration, the Mayor's office, the gender specialist from the American Bar Association Central and Eastern European Legal Initiative and the director of the Angel Coalition Moscow office. The TV spots and radio commercial were also aired at the press conference.

National airing of radio and television spots:

- The “Angel Coalition” anti-trafficking commercial played on CTC and REN-TV nationally starting on May 16.
- The radio commercial ran on Russian National Radio Mayak starting May 16.
- Moscow trams and electric buses played the radio commercial on all of their routes every 20 minutes for one week from May 16 to May 23.

Materials distribution:

100,000 pieces of printed brochures, 5000 customized postures, 15,000 customized stickers, 10,000 shopping bags were given out for distribution to:

- 53 women’s non-governmental organizations of Moscow (Women’s unity, Conversion and Women, Yaroslavna, Women’s employment fund, Moscow Center for Gender Studies “Keshher”, MGU Women’s Union, Women of Russia) and of regions of Russia (Information center Sodeystvie);
- 40 lawyer’s offices and law consultations, 35 courts, 8 prosecutor’s offices, 500 professional lawyers, 1000 students (future lawyers), 53 lawyers of crisis center of CIS, 150 judges of Samara city, 53 judges of Vladimir city, 150 students of St-Petersburg MVD Academy;
- 15 Embassies including Austria, Belgium, Canada, France, Spain, USA, Greece, Germany, Finland, Sweden, Ireland, Australia, Switzerland, Turkey
- 44 Employment centers of Moscow
- 6 Moscow Mayor office Departments

Customized bus/metro placards were posted:

- On local trains of 8 directions (Leningrad, Yaroslavl, Kazan, Nizhni Novgorod, Volgograd, Petrozavodsk, Novgorod, Saratov)

Customized posters for Moscow were put up by 65 volunteers and their teams:

- In 65 streets (Tverskaya-Yamskaya, Vernadsky Prospekt, New and Old Arbat, Sadovoye Koltso, Panfilovskiy Prospekt, Profsoyuznaya, Sretenka, Sadovo-Sukharevskaya)
- In 22 stores (Ohotny ryad, Smolensky Passazh, GUM, Detsky Mir, Novoarbatsky, Cener Valday, Trade Center at Kutuzovsky prospekt, “Novoperedelkino” Trade Center, “Kokoshkino” Trade Center)
- At 31 metro stations (Pushkinskaya, Mayakovskaya, Okhotny ryad, Tekstilshiki, Tushinskaya, Ulitsa 1905 goda)
- At 6 schools for orphan children
- At 15 employment agencies (Contact, OST, Viz-Art, Kazakova 13)
- 23 touristic firms
- at VDNH (at the administration,)
- at 5 parks (Gorky, Izmailovsky, Vorontsovsky, Chistyje Prudy)
- at 15 youth caffees and bistros
- in the main building and the 2-nd building of MGU
- in 3 students’ hostels (Aspirant House of MGU, the First Medical college hostel)
- at 3 social assistance centers (Samara city, Krasnopresnenskaya of Moscow)
- in means of public transportation of Moscow (tram # 26, 28, bus # 41, 119)
- at 4 squares of Moscow (Pushkinskaya, Krasnaya, Krukovskaya, Manezhnaya)
- at conferences, meetings, round tables:
 - at Ministry of labor and social defense round table (L. Shevtsova)
 - at a trade fair of openings for young people, day of social worker
 - at the seminar “Women-entrepreneurs”

- at MFO conference “Moral education of a young generation. 21 century”
- at a conference on gerontology at SMT
- at radiologists’ conference at SMT
- 20 orphans who are students at the MiraMed Independent Living and Social Adaptation Center in Moscow (MILSAC) were stationed at key Metro stations on May 16th from 8-6PM (working in shifts) and passed out more than 10,000 brochures to young girls and women. This action was filmed by international and Russian news companies for worldwide coverage.
- Campaign “packets” (plastic bags) were distributed at the 4 largest department stores in Moscow to young women and girls
- 25 orphanages in the Moscow area received materials and anti-trafficking classes as part of the MiraMed Independent Living and Social Adaptation Center (MILSAC) curriculum

Moscow Campaign Evaluation:

Hotlines:

In Moscow, none of the participating women’s NGO’s were willing to operate a hotline or to widely advertise a telephone number which could be traced to their own address. Because of this, MiraMed Institute purchased two cellular telephones. One of the telephone numbers was printed on all of the customized print media and quoted in newspaper articles and the second number was used for the television, radio and trams.

During the campaign, 254 calls were made in response to printed media and newspaper articles and 145 telephone calls were made in response to broadcast media. The calls are summarized with all other regions on Table I.

Campaign features unique to Moscow:

Concern for NGO safety:

NGO’s in Moscow were afraid of making public statements for the press and identifying themselves. This was much more marked in Moscow than in any other campaign site. Even the representative from the Mayor of Moscow participated anonymously in the press conference. NGO’s were unwilling to use their telephone numbers as hotlines because telephone numbers in Moscow are easily linked to addresses by means of a CD-ROM database which is sold throughout the city. For that reason, the operation of the hotline in Moscow was especially difficult and MiraMed purchased two cellular telephones for the project and rented a small office space where the hotline volunteers could work.

Harassment by Moscow militia:

Even with a support letter from the appropriate office of the Mayor of Moscow, and appropriate permits being obtained for all public postings and distribution of materials, volunteer orphans who were distributing materials near schools had to work in groups because of constant harassment by militia. Posters that were put up were almost immediately taken down from public places by militia. Despite months of appeals through the various levels of City government, permission could not be obtained to post the bus/metro placards in city transport.

In addition, the office rented for hotline operation was immediately the target of police harassment and was closed down by the local militia twice for “suspicious activities”. The volunteers were so disturbed by finding their office sealed off by police tape on two separate occasions that the operation was moved into the MiraMed Institute Independent Living and Social Adaptation Center at 1905 Goda.

Moscow officials made it clear that they would accept payment to help expedite the campaign in Moscow and that refusal to do so impeded access to public transport.

Examples of City Cooperation:

In others departments, the City of Moscow gave some outstanding support. Permission was given to post materials on trains traveling between Moscow and Petersburg, Yaroslavl, Kazan, Nizhni Novgorod, Novgorod, Petrozavodsk and Volgograd. The office of the mayor arranged to have the radio commercial played on all trams – once every 20 minutes for five days.

In Moscow, posters were put up and brochures distributed in all public buildings for one week including the lobby of 36 Novy Arbat. The Moscow Committee on Education distributed posters, stickers and booklets throughout the city system of high schools, internats and orphanages. Booklets and posters were distributed throughout all of the offices of unemployment in the city – places frequented by women seeking work.

Campaign follow-up – Angel Coalition activities in Moscow

During the campaign and since its completion in August, 2001, the Moscow office of the Angel Coalition has organized the following trainings:

- Moscow Interpol
- Ministry of the Interior
- Labor Ministry
- Border Guards
- Moscow Committee of Inter Regional Relations
- NGO training sponsored by Soroptimist International in Moscow

Angel Coalition partners have participated in the following government actions:

- Presentation to the City Duma on trafficking
- Presentation to the Committee of Labor and Migration of the State Duma
- Advisory status to the Mayor of Moscow Committee of NGO Relations
- Seminars and roundtables sponsored by ABACEELI on trafficking legislation

Angel Coalition partners have participated in the following media actions:

- Multi-part series on trafficking shown in Scandinavia
- Half hour news magazine program on trafficking shown on Dutch, Spanish television
- Program featuring the story of trafficking victims shown on German television

Direct results of Moscow campaign – the Mayor of Moscow responds

As a direct result of the campaign, the Moscow City Government has formed a working committee composed of department heads from the Russian Foreign Ministry, Interior Ministry, Interpol, FSB, FMS, GUPK, appropriate social agencies within the Moscow City Government structure including the Committee on Orphanages, Committee on Education, all branches of the militia and departments responsible for social and health services. This committee will begin meeting in December, 2001 and with input from Angel Coalition partners and MiraMed Institute, will begin the development of protocols for the care and protection of trafficking victims returning to Russia. This is a major step forward and includes the commitment of Moscow city capitol to the development of safehouses and rehabilitation programs for trafficking victims.

In addition, the committee will review city laws and look for ways to trace and prosecute traffickers using existing statutes. The committee will be tasked with gathering statistics specific to trafficking from Moscow.

St. Petersburg Campaign

Leadership

Natalia Khodireva, PhD, Maria Sedetova, Elena Altykhova
Women's Psychological Crisis Center of St. Petersburg
Rimma Rodzhestvinskaya, Nina Chechkina
Soroptimist Club of St. Petersburg
Galina Volkhova
House of Dignity



Volunteers at a Nevsky Prospekt "Action Station" May 16, 2001

Targeted region and population:

St. Petersburg, Viborg, Gatchina, Pushkin
(population 5,000,000)

Press conference:

On the 16 th of May the Angel Coalition press conference took place in the Institute of press development (House of Journalists). 15 representatives of different media were present, including BBC and the representative of the City Committee on Family and Youth, the Federal Migration Service, Employment Committee and NGO's.

The press conference resulted in 6 publications in local newspapers. Radio programs were broadcast on May 15 and 16 on "Northern Capital" and "Petersburg echo" radio-stations, as well as on BBC, UN Radio and Mir radio (a program about the Angel Coalition Action). Three informational TV spots were run during the day on the major channels (Inform-TV, Vesti-St-Petersburg, Nevsky Channel)

Speakers at press conference:

1. Press and Public Relations Committee of St-Petersburg Government
2. Employment Service Department of Leningradskaya oblast
3. Migration Service of St-Petersburg and Leningrad oblast
4. Local government of Liteiny District of St-Petersburg
5. Angel Coalition president, Dr. Natalia Khodyreva

Live broadcast support from the press conference:

1. Tele-Radio-company of St-Petersburg
2. "Northern Capital" Radio

MiraMed Institute
Angel Coalition

May 16 – August 16, 2001
Information Campaign Evaluation

3. Press Development Institute

Civic actions and materials distribution:

After the press conference, a civic action was conducted on Nevsky prospect and at the largest metro station exits. On this day the majority of the brochures, all the bags and pin stickers were distributed as listed below. Volunteers from colleges, and institutes took part in material distribution as well as representatives of Soroptimists, and church groups.

- Nevskiy prospect 22/24 (next to Evangelist-Lutheran church)
- Malaya Sadovaya and Nevskiy prospect corners
- Nevskiy prospect, House 70 (next to the House of Journalists)
- Vosstania Square metro exit
- Alexander Nevskiy Square metro exit
- Nevskiy prospect metro exit
- Vasileostrovskaya metro exit
- Prospect Veteranov metro exit
- Pionerskaya metro exit
- Lenin Prospect metro exit
- Technological Institute metro exit
- Malookhtinskiy House of Diligence
- Shelter for lonely mothers “Little Mamma”
- Help center for women
- Soroptimist club
- St-Petersburg Lyceum of Fashion
- Petrovsky College (tourist)

Number of materials for the campaign

Item	Quantity (received)	Quantity (distributed)	Places of distribution
Brochures	60 000	50 000	Informational demos at Nevsky prospect, At the main metro stations
Posters- placards	10 000	2 000	Informational demos at Nevsky prospect, At the main metro stations, shops, schools, through other NGO's
Posters in Metro	1000	500	Informational demos at Nevsky prospect, Shops, schools, through other NGO's
Stickers prospect,	15 000	14 800	Informational strikes at Nevsky At the main metro stations, shops, schools, through other NGO's, volunteers distribution in apartment districts, at Discos and youth parties
Bags	50 000	50 000	Informational strikes at Nevsky prospect,

			At the main metro stations, shops, places of trade.
Pin-stickers	50 000	50 000	Informational strikes at Nevsky prospect, At the main metro stations, through other NGO's

Evaluation of campaign in St. Petersburg

Hotlines:

The hotline operators of the Women's Psychological Crisis Center of St. Petersburg ran the campaign hotlines and noted that about 3 percent of callers made physical threats to them. However, there were no overt acts committed against any of the staff. Analysis of the calls made during the campaign is shown in Table I.

Campaign materials:

The major drawback of the informational brochure was that the St-Peterburg Crisis Center telephone was not shown there. Although this was done to protect the sponsoring NGO, it might be more useful to have the hotline number published on the booklet. Also, the booklet listed 21 embassies but did not indicate that the embassies were located in Moscow. Thus one woman received a lot of calls on her phone number which coincided the number of the Finnish Consulate in Moscow. The number of calls from villages and areas around St. Petersburg would have been bigger if the hotline number had been distributed with the booklets as well as the posters, etc.

Like Moscow, the city government gave permission to put up posters but the militia constantly took them down. Also, like Moscow, the city does not provide public service announcements to be posted for free in public transportation. The number of hotline calls is much higher from cities where bus/metro placards were posted in public transport used by women. Without paying large bribes, this method of materials distribution will not be possible in St. Petersburg.

The small stickers, buttons and bags were very useful to distribute on the street during public actions and to students who put the buttons and stickers all over their book bags, book covers and around their schools.

Campaign followup – Angel Coalition activities in St. Petersburg

The remained materials distribution plan

Item	Quantity (left)	Places of distribution
Brochures	10 000	Distribution at the information actions
Placard-posterd	8 000	Distribution through Education Committee and Migration Service of St-Petersburg and Leningradskaya oblast
Popsters in Metro	500	Distribution through Railway
Stickers	200	Distribution at the informational actions

Nizhni Novgorod Campaign

Leadership

Nadezhda Belik

Center for Youth and Families

Olga Riklova

Youth League of Nizhni Novgorod

Nina Ivanovna

Children's Charity Fund

Galina Alexeeva

Women's League of Nizhni Novgorod



Children's Parade – "Youth Action Against Trafficking!" May 20

Targeted region and population:

Nizhni Novgorod, Avtozavode, Gorodyets
(population 3,000,000)

Press conference:

Thirty people from the media and local NGO's were at the press conference, including both TV stations, three papers and three radio stations. The Angel Coalition local NGO spoke, together with two other NGO representatives representing women and children and the director of the Children's Charity Fund.

- Children's parade on the main mall, passing out literature to passersby – Youth Action Against Trafficking! The 400 participants were from orphanages and internats.
- A concert for teenagers at which more than 5,000 brochures were passed out
- A puppet show, featuring creators of the puppets used in the TV commercial after which materials were distributed
- City buses, all metro cars and trolleys have posted placards
- One TV station ran spot without charge five times per day for 2 weeks.
- Two radio stations ran the radio spots without charge for four weeks
- Posters were put up throughout all city buildings, schools, orphanages and internats
- Posters, bags and literature distributed to more than 400 shops and stores by students and volunteers between May 15-21, and distribution continues to the current time
- Distribution of posters and booklets to all oblast orphanages by volunteers and staff of the Children's Charity Fund

Evaluation of campaign in Nizhni Novgorod

Cooperation of city officials and police:

The level of cooperation in all levels of government from the oblast to the city level and throughout the Interior Ministry and militia was outstanding. City and oblast offices posted

posters and distributed the bus/metro placards posting them in every metro wagon and every city bus in Nizhni Novgorod and Avtozavode.

Cooperation throughout school system:

Immediately prior to the campaign, the niece of the Director of the Nizhni Novgorod Palace of Culture was nearly trafficked over the internet. Because of her participation in the community coalition building process prior to campaign, she was alerted to this dangerous situation and prevented her niece from accepting an invitation to visit a man in Bulgaria who contacted her in a chatroom called “Beautiful girls”. At that point, she became such a vocal advocate for the campaign that the Angel Coalition partners were given unlimited access to classrooms in schools, professional schools, high schools, colleges, universities and Palaces of Culture throughout Nizhni Novgorod and neighboring Avtozavode.

Participation by local theaters:

Theater groups, dancing academies and musical academies are now sensitive to the issue of trafficking as they are all aware now of the risk to graduates who answer ads for work abroad. This resulted in participation by the Youth Theater, the Gorky Puppet Theater and the theater group Ratatoulie in a series of presentations and programs including an interactive puppet theater presentation featuring a “typical Nizhni schoolgirl with big dreams,” a trafficker and his beautiful assistant. This has been shown in schools around Nizhni Novgorod as a followup to the campaign.

Hotline evaluations:

The telephone hotline was staffed by volunteers from the Youth League of Nizhni Novgorod from May 16, 2001 until July 30, 2001. During that time they recorded 359 responses to the campaign hotline number. The very first call to the hotline was Governor Sklarov who had seen the posters on his way to his office and wanted to know more about this problem and to arrange training of his staff.

Direct results of campaign in Nizhni Novgorod – schools, safehouses, “Trafficking Awareness Day – May 16”

Following the completion of the campaign, the Angel Coalition partners continue to conduct training for schools, militia and local and regional government.

The school department of Nizhni Novgorod Oblast has started a year long, twice a week supplemental educational program for all 12-14 year old girls with a written curriculum developed by Angel Coalition partners in Nizhni Novgorod. The purpose of the program is to raise the self-esteem and moral awareness of young women by helping them see themselves as valuable to their families, communities and country.

The City Duma of Nizhni Novgorod has proposed a “Day of Trafficking Awareness” to be held each year in May.

The City Duma has assembled a task force on trafficking to explore ways that the city can prevent known traffickers from operating within their city.

The oblast has donated the use of five former sanatoria as sites for safehouse operation.

Yaroslavl Campaign

Leadership

Valentina Shelkova, Elena Zabulovskaya
Center "Trust"



Yaroslavl press conference, May 16 2001

Targeted region and population: Yaroslavl (population 700,000)

Press conference:

Twenty-two representatives of the media were present, including both newspapers, 2 TV stations and three radio stations. The speakers included the Angel Coalition NGO, the head of the Yaroslavl Department of Education, a representative of the Russian Migration Service in the oblast and an NGO representative working on women's protection issues.

Civic actions and materials distribution

- The NGO's organized a street theatre, with women dressed in black, bound and gagged with signs around their neck "Help me, I am in Turkey", "Help me, I am in Germany", etc.
- Placards were posted in all buses and trolleys
- The Yaroslavl TV station agreed to run commercials without charge
- Two radio stations agreed to air commercials without charge
- Students and volunteers distributed materials to city recruitment offices, main public buildings, high schools and orphanages.
- 80 Women's organizations (governmental, educational and nongovernmental) are participating in distribution of booklets to all government agencies, all schools, orphanages and internats throughout Yaroslavl

Evaluation of campaign in Yaroslavl

NGO Safety:

Yaroslavl has a very visible local mafia and the NGO's were extremely concerned about handing out materials in public places. They found, however, that many mafia groups are also opposed to trafficking and actually encouraged campaign volunteers.

Strong cooperation by city government and militia:

There was a high degree of interest in the campaign by city government and regional government and participation by city government, oblast officials and federal officials from the Russian Migration Service. The city readily gave permission to post placards in all city buses and to run the television and radio commercials.

Campaign results in Yaroslavl

- The Angel Coalition partner continues to conduct twice weekly seminars for girls age 13-15 in schools, internats and orphanages throughout Yaroslavl oblast
- The Angel Coalition is also participating in a series of television programs on trafficking for Yaroslavl oblast.
- The City of Yaroslavl has sponsored a government level conference on trafficking and protection of victims. Members of the partner NGO gave presentations to the conference as well as faculty of professional schools.

Petrozavodsk Campaign

Leadership

Larisa Boizhenko, PhD
Karelia Center for Gender Studies



Orphan children from local internats at a rally

Targeted region and population:

Petrozavodsk, Kostamuksha, Sortavala
(population 350,000)

Press Conferenc:e

On May 16, more than 40 press representatives attended the press conference including all local TV, radio and newspaper representatives and newspapers from Finland. Presenters were the Minister of Social Matters, a representative of the local police and the Angel Coalition NGO representative.

Civic Actions and Materials Distribution:

May 16, 2001 – beginning of the action in 6 cities of Russia including Petrozavodsk: press conference, hot line work start (3 operators were on duty from 10 a.m. to 7 p.m. for 10 weeks)

May 16, 2001:

7.00 -7.20 – Live broadcast announcing campaign launch on Karelia Radio

8.00 - 9.00 and during the day - broadcast on “Europe +” and “Modern” Radiostations

9.00 a.m.- 7.00 p.m. – volunteers’ speeches and information materials distribution at schools, orphanages, colleges and hospitals of Petrozavodsk

10.00 a.m.- 7.00 p.m. - information materials distribution from the offices of Karelian Center for Gender Studies and Crisis Center for all who were interested

11.00 a.m.- 6.00 p.m. information materials distribution in institutions, ministries and departments of the city during volunteers’ announcements

4.00 p.m.- 5.00 p.m. - press conference in the building of Karelia Ministry of Social Defense 6.00 p.m.- 7.00 p.m. – running the video material on Karelian TV

7.00 p.m.- 9.00 p.m. - running the video material on TV Channels “Nica”, “Petronet”, RTR “Work abroad” STS and others.

More than 5 radio-programs (Modern Radio, Europe +, GTRK “Karelia”) were prepared and broadcasted in Russian, Karelian, Finnish and Veps languages.

Campaign materials in Petrozavodsk were distributed by:

- More than 10 women’s non-governmental organizations: “Yaroslavna”, “Karelian Center of Gender Studies”, Republic Karelia Women’s Union, Women of Russia Movement (Karelian regional department), Karelian department of “Mothers Against Drugs” NGO, Karelian Center “Strategy”, Petr pzavodsk Women’s Board, women’s movement veterans’ club “Woman”, Petrozavodsk Crisis Center for women and others.

- More than 8 lawyers offices and bureaus and law consultancies, 3 courts, a prosecutor's office, 150 professional lawyers, 610 students (future lawyers), besides in employment centers;

Materials were spread:

- In the streets by volunteers
- On all city buses, trolleybuses, trams and "marshroot" taxis
- In all city and regional schools, orphanages and internat schools for orphans
- In tourist agencies
- At youth cafes, bistros, youth clubs, youth hostels and discos,
- At social assistance centers
- At conferences, meetings, round tables
- More than 300 grocery stores distributed bags, posters and literature
- Three border guard stations (along the Finish border) posted and distributed campaign materials

Campaign features unique to Petrozavodsk

An interesting and very useful relationship has evolved in Petrozavodsk as a result of community coalition building activities in preparation for the public information campaign and that is the relationship between the organizing NGO's and the Azerbaijani grocery consortium which, though engaged in many questionable activities in Petrozavodsk, is vocally opposed to the trafficking of women. This resulted in excellent support from all grocery stores and kiosks in the Petrozavodsk region with regard to distributing materials and posting posters, stickers, etc. The Azerbaijani's have contacted NGO's in Baku and are willing to help sponsor an anti-trafficking campaign in Azerbaijan.

In addition, there was very strong support from the local Interior Ministry, the militia, and the Border Guards. The hotline number was operated from within the Interior Ministry and materials were distributed through Border Guard stations and militia stations. This relationship is also the result of community coalition building efforts over the past two years.

Local television was very cooperative – showing the anti-trafficking commercial every evening for two weeks directly preceding the evening news assuring maximum viewing.

Campaign follow-up – Angel Coalition activities in Petrozavodsk

On the 22nd of August, the Angel Coalition campaign final press conference took place in Petrozavodsk again with more than 60 participants from media representatives, NGO volunteers, interested Ministries representatives, educators and militia. In general the civic action in Petrozavodsk and in other cities of Karelia called out positive feedback. Calls to hotline telephone number 55-70-89 reached 367 (see Table I).

Direct results of campaign – legislative action in Karelia

As a direct result of the information campaign, the Republic of Karelia has proposed passage of new laws at the oblast level which would make it possible for militia to raid and jail known traffickers and to provide militia protection to trafficking survivors who return to Karelia.

As a direct result of the campaign, the Embassy of Finland is continuing to fund the distribution of materials, seminars for orphanages and schools and a series of radio programs produced for Karelia.

Veliki Novgorod Campaign

Leadership

Irina Urtaeva

Women's Parliament of Veliki Novgorod



Press conference with governor's representative, May 16, 2001

Targeted region and population:

Veliki Novgorod
(population 250,000)

Press conference

Thirty representatives of the media and NGO's were in attendance for the May 16th press conference in Veliki Novgorod. The cities leading newspapers, two TV stations and two radio stations were present. The president of the Angel Coalition NGO spoke, together with the Deputy Mayor and chief legal representative of the City Duma who spoke openly on the necessity for Russian anti-trafficking legislation.

The press conference which took place in the Cinema and Video Center was shown on the live oblast television news program "Voices and Faces." An additional program was broadcast live as well as interviews on four radio programs. Materials about the campaign were published in four issues of "Women's Parliament" newspaper, and articles "Women's Guarding Angels" – in Novgorodskie Vedomosti (May, 18), "Fleeing Flesh" – in Novaya Novgorodskaya (May, 23) The oblast TV-company "Slavia" was extremely cooperative and for two months, the Angel Coalition informational spots were broadcasted on oblast Radio and TV.

Civic Actions:

During the "Don't get hooked by false promises- get the facts" action development, extensive community activities were implemented which included:

- Informational seminars and lectures were held for more than 40 groups
- 2 training seminars were held for government officials using materials of two US State Department funded international Angel Coalition conferences on trafficking problems.
- A detailed information materials distribution plan was worked out and executed successfully.
- Technical facility preparations were made: a separate room was ascribed to the organization and a separate phone number was installed for a hot line.
- Instructions for volunteers-hot line operators were developed, training for their preparation to work were held. Replies on supposed questionnaire were developed.
- 6 seminars for volunteers were held in which high school children were involved as teachers.
- 300 volunteers took part in material distribution.

- Information data base was created on other NGO's (more than 17) interested in Angel Coalition work. Their representatives volunteered in the Action.
- Before the campaign start, meetings were held with city and oblast government representatives - 3 Mayor's Deputies on public relations, on education, on social affairs, with Employment Department, Oblast Duma Deputy Chair, UVD, FSB. These meetings contributed to getting permission for the campaign activities.
- Employment department was involved in the activities as well and spread informational materials through its district departments.
- The Social committee took an active part in material distribution through its district centers of social help to families.
- Informational materials were placed in 20 busses and 22 trolley-buses,
- Plastic bags with our information were handed out through central stores and shops as well as by the volunteers.
- At the city's advertising boards 18 large banners were hung during 2 months.
- Brochures were distributed by volunteers and a distribution station in the Cinema and Video Center was manned by volunteers where the people who called were directed to pick up brochures and to speak with trained volunteers.

During ten weeks from 10 a.m. to 9 p.m. the hot line was operating and 216 calls were recorded (see Table I).

Evaluation of campaign in Veliki Novgorod

The results of the campaign in Veliki Novgorod can be characterized as positive, drawing public, government, and Media attention to the issues of trafficking. "Novgorod Women's Parliament" NGO has received its first practical experience on public campaigns and hot line work arrangement. Good working relations have been established with Federal Security Service (FSB), City Education Committee, Oblast Social Committee, Employment department, and other NGO's.

Campaign follow-up – Angel Coalition activities in Veliki Novgorod

- Public inquiries for the information on trafficking are still in progress, in spite of the campaign being officially over. A group of activists willing to promote Angel Coalition activity by providing public with information on trafficking is designing a comprehensive program for continuing forums and presentations in schools, orphanages and institutes.
- The Angel Coalition Crisis Center has been created by the Women's Parliament with full participation by the Novgorod City Duma.
- There is a popular local TV show called "Rumors and Facts". The host of this program produced a special broadcast segment in partnership with the Women's Parliament and devoted an entire program to sexual trafficking. The broadcast included guests speakers from Women's Parliament, FSB and OVIR.
- The Women's Parliament is conducting ongoing training sessions for local representatives of local and oblast representatives in an ongoing series of educational seminars.

Direct results of campaign – FSB launches investigation and traffickers are prosecuted

FSB representatives in cooperation with Women's Parliament of Novgorod conducted a team undercover investigation which resulted in the disclosure of a local network of traffickers operating in Veliki Novgorod. Several agencies were charged with criminal activities and there is now a trial in process to prosecute the traffickers.

**HOTLINE ANALYSIS
(Table I)**

	Moscow	Petersburg	V. Novgorod	N. Novgorod	Petrozavodsk	Yaroslavl	TOTALS
Total calls from men	135	13	73	122	71	51	465
Total calls from women	264	51	143	237	286	106	1087
Total Hotline Calls	399	64	216	359	367	157	1562
Education level of women calling the hotlines							
Higher education	148	2	80	132	46	39	447
Professional education	68	1	37	61	49	18	234
General	76	57	49	68	101	20	371
Students	52	4	27	47	164	11	305
School children	8	0	4	7	7	18	44
Marital status of women callers							
Married	92	8	49	83	3	24	259
Unmarried	116	56	63	104	252	82	673
Employment status of callers							
Employed	197	23	106	116	51	52	545
Unemployed	203	41	104	121	316	54	839
Source of information about anti-trafficking action and hotline telephone number							
Newspapers	40	12	21	36	7	11	127
Radio, TV	124	10	67	111	6	22	340
Public transport	96	0	55	86	44	51	332
Printed materials	96	20	47	80	294	22	559
From friends	24	9	14	38	17	0	102
Other sources	9	13	4	8	0	0	34
Ads for which countries were callers responding to?							
USA	28	5	8	31	62	21	155
Canada	12	1	0	21	0	11	45
Germany	16	5	14	2	97	8	142
Finland	16	1	11	2	86	0	116
Turkey	14	1	0	22	10	6	53
Greece	12	2	7	9	5	6	41
Spain	11	1	6	11	5	2	36
Sweden	8	1	8	2	0	0	19
England	12	2	5	9	0	2	30
Norway	8	1	4	0	6	3	22
Holland	2	2	3	3	4	9	23
France	2	1	1	0	0	5	9
Israel	0	4	0	2	0	0	6

Professions of callers								
Teachers	12	0	6	4	39	22	83	
Nurses	8	1	1	7	0	13	30	
Bookkeepers	3	0	3	1	73	2	82	
Salesgirls	15	14	1	14	38	16	98	
Trained dancers	5	2	0	33	0	12	52	
Trained musicians	14	1	0	21	6	15	57	
Cleaners	3	12	0	0	0	0	15	
Military	2	1	2	0	0	0	5	
Drivers	5	0	6	0	0	0	11	
Mechanics	1	0	1	0	0	0	2	
Programmers	4	0	1	2	17	0	24	
Lawyers	6	1	4	2	1	0	14	

The combined total of calls to the six regional hotlines from the period of May 16, 2001 through August 30, 2001 was 1562. Of those callers, 1087 calls were from women and 465 were from men. 66% of the calls were from women considering work abroad or from men with a wife, girlfriend or family member considering work abroad. 20% of the callers were seeking more information about the issue of trafficking and of those callers, 80% were educators wanting information for school programs, 15% were militia and government officials wanting more information and 5% were private citizens seeking general information. 12% of callers were either trafficking victims seeking help or family members and friends seeking information about someone they suspected of being a trafficking victim and the remaining 2% were threatening phone calls from traffickers or other hostile individuals.

Of those women calling considering work abroad, 60% were unmarried and 60% were unemployed. Most of the callers had higher levels of education and professions of callers included a range of skills including teachers, nurses, bookkeepers, salesgirls, dancers, musicians, programmers and lawyers.

The leading country for recruitment in all six regions is the United States of America followed by Germany and Finland. This question related specifically to women considering answering ads from newspapers and other printed advertisements.

As to the source of information eliciting responses to call the hotlines, most of the calls were made in response to printed materials – posters, stickers, placards, newspaper stories. An equal number of responses came from bus/metro placards posted in public transportation and from TV/Radio.

HOTLINE LESSONS LEARNED/ REVISIONS FOR FUTURE

All of the hotline operators were surprised at the amount of information the callers were willing to give. Because this was unexpected, we did not develop an adequately standardized and detailed questionnaire for general use until the second month of the campaign when all sites adapted a model developed by Veliki Novgorod. Even that questionnaire could be improved upon in the future. For instance, it did not differentiate between Radio and TV as a source for respondents but collectively addressed “broadcast media”. There are number of other details including anecdotal information that was not recorded during this campaign but will be in the future including information about the traffickers themselves – how they advertised, what were the names of their companies, had the women gone to visit the traffickers, etc.

The hotline training of one afternoon in Moscow in April of 2001 was not adequate but was based on the material available at the time. It will be invaluable in the future to bring the hotline operators from the regions to Moscow to train new campaign hotline trainees. Their experience now covers handling hostile callers, handling death threats and threats of violence, handling the press, government and militia responding to the campaign.

Attached below is the version of the Hotline Questionnaire being used by most of the hotline operators by the completion of the campaign. This should be improved and standardized for use in all future campaigns and we expect that it will evolve as more information becomes available.

ANALYSIS OF CAMPAIGN MATERIALS

POSTERS



50,000 posters were printed and distributed. The theme of posters was “Don’t get hooked, get the facts” and featured sample “ads” from traffickers stuck on a fish hook. At the bottom of the poster was a photo of the anti-trafficking brochure and the local hotline telephone number. The posters were designed to be placed in windows as well as on walls.

The posters were very effective when distributed throughout schools, orphanages, internats, palaces of culture, youth clubs, polyclinics, institutes, internet centers, employment agencies, consulates and embassies, border stations and militia stations. We were not generally successful in getting businesses to put up brochures in their windows except in Karelia where there was excellent cooperation by the Azerbaijani grocery consortium. Posters put up in public places in all of the regions were quickly removed by local police.

Lessons learned: Fewer posters can be printed and attempts to post them in stores and public places considered less effective than targeting public institutions.

BUS/METRO PLACARDS

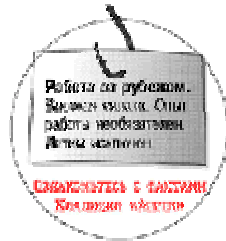


10,000 standard size placards were created to be placed on local buses and Metro cars. Since there was no campaign funding for “paid media”, each region worked with their local administration to press for “free posting”. Some regions were successful, others were not. When

it was not possible to get free postings, the placards augmented posters and were placed in schools, civic buildings, orphanages, etc. The number of callers responding to the placards placed on buses and metros in Yaroslavl, V. Novgorod, Nizhni Novgorod and Petrozavodsk equaled the total number of callers from radio and television illustrating that the bus and metro placards are a powerful tool when posted in public transport where viewers are exposed to repeated opportunities to read the cards and respond to the hotline.

Lessons learned: Moscow and St. Petersburg governments refused all attempts to place the cards on metros and buses in those cities free of charge. This is such a powerful information tool that it would be worth considering paying to place the placards on public transport in those cities in the future. All other cities cooperated completely.

BUTTONS AND STICKERS



Buttons were created in limited quantity (1000 for each region) to be worn by volunteers and given to children who would be more likely to wear them than adults. The buttons had the campaign theme of “Don’t get hooked, get the facts”. The stickers were conceived as a “secret weapon” and were designed to be placed on the back of toilet stalls, on lamp poles, telegraph poles, inside telephone stalls and anywhere they would be an effective attention getter.

The stickers replicated one of the “ads” that a trafficker might write, with the local hotline phone. Hot line operators were trained to accept the fact that some people would think the stickers were *actual* ads for real jobs and to tell callers “you’ve been hooked!” and then talk about where they could get a brochure and learn more about trafficking and how traffickers worked. Anecdotally, about 25% of those who called believed the stickers to be real ads. This once again validates that people do and will answer ads despite their false promises.

Buttons and stickers were extremely well received by students, orphans and by all participants in public actions. We also passed out hundreds of stickers and buttons to the press, government officials and to teachers/educators. The stickers were also published with the individualized local hotline telephone number.

Lessons learned: 12,000 stickers were printed and 6,000 buttons. At least three times as many should be printed for each region so that they can be handed out throughout the three months of the information campaign. All of the stickers and buttons were gone by the end of the first week of the campaign.

PLASTIC BAGS



Russians love receiving plastic packets and putting the brochure inside of the packet made it very easy to hand out in public places. 25,000 plastic packets were printed up with all of the hotline telephone numbers on each bag.

Lessons learned: Because of our very limited budget, the quality of the packets was rather poor. The packets were good for one use only. It would be valuable in the future to be able to print better quality packets which can be used multiple times and thus serve as a walking advertisement as people carry them through markets and shops.

ANTI-TRAFFICKING BROCHURE



600,000 anti-trafficking brochures that talked about the risks and opportunities of working overseas and included phone numbers of more than 20 embassies, were distributed directly to girls from ages 14 to 21 through a series of civic actions such as public parades and demonstrations, volunteer distribution at youth events such as rock concerts and Young Pioneer activities, schools, orphanages, internats, youth clubs, universities, colleges and institutes. The brochure was the one comprehensive piece that would remain long after the campaign ended, so a lot of time was spent making sure that the language and design was appropriate to the target— young girls 15-22. The photograph on the front of the brochure was carefully selected to appeal to this age group and the text was revised many times until consensus was reached.

As a result, the brochure was enthusiastically received and remains in great demand. CD's of the brochure were provided to NGO's in other regions and CIS countries who saw it and wanted to

reprint their own version. It has been translated into Georgian, Armenian, Azeri and Tadjik. More than 1 million copies have been printed.

At the request of the Angel Coalition NGO's, no information was included in the brochure about the local NGO. To protect its anonymity, local NGO numbers were not included—only a list of embassy phone numbers.

Lessona learned In retrospect, St. Petersburg has requested that during future campaigns, their telephone be listed because the print materials with the hot line number were unable to be effectively distributed in public places because city officials were non-supportive.

Although the telephone numbers of 21 embassies were listed in the brochure, they were Moscow numbers and this led to some confusion. A private home in St. Petersburg received more than 20 calls to the “Finnish Embassy”, for example.

Overall, the reaction to the brochures was extremely positive and local NGO's have recorded many suggestions regarding new additions for the next campaign.



TELEVISION AND RADIO



The TV and radio commercials also used the theme of “Don’t get hooked, get the facts”. Because these spots ran as a public service, the campaign could not be assured of how many times the spot would run. Accordingly, it was decided to make the TV spots highly distinctive and not use actors, contemporary music and the special effects that normal are part of “TV commercials”. Instead, the Ratatouille Theatre of Nizhni Novgorod was hired to develop a puppet commercial using a fisherman “luring” a mermaid with promises of a better life overseas. The fisherman’s hooks were baited with ads from traffickers. This visual theme was used to tie in print material, which also featured hooks and ads. A 30 second spot and 10 second spot were created. Both featured the local hot line number at the end of the spot.

The radio commercials featured a silky voiced man and lush background music. The man talked uninterrupted for almost 40 seconds about wonderful jobs overseas for all sorts of women without experience. His mesmerizing promises were brutally interrupted by the sound of someone ripping the tape and a woman's voice breaking into the commercial saying, "stop!, don't get hooked, get the facts" followed by where a listener could call.

The leadership NGO's in each region were given copies of the spots and instructions on how to visit local broadcast outlets and ask for airplay. Many were successful. During the first two weeks of the campaign the spots ran on all major national (Moscow-based) television and radio stations, including special segments on the two most widely watched national television news magazine programs. These programs reached 50,000,000 viewers at least twice, according to Vladimir Pozner, President of the Russian Academy of Television.

The television spots which ran on CTC and REN-TV followed by anti-trafficking spots created by InterNews that ran in July and August reached 10,000,000 viewers per week.

Radio Mayak ran the radio spot nationally for two weeks reaching an estimated audience of 25,000,000 Russians.

In addition, the regional television stations in Nizhni Novgorod, Yaroslavl, Petrozavodsk and Veliki Novgorod repeatedly ran the television spot and featured news stories on the campaign and on the problem of trafficking.

Lessons learned Cooperation from Moscow-based national media was excellent. Regional media were less supportive and in the future, will require more "pressure" from local government. The media strategy of not overly relying on broadcast media requires much more grass roots community action, but as this report clearly documents, this local "narrow casting" activity has more impact.

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SAMPLE HOT LINE RESPONSE QUESTIONNAIRE
(completed by hot-line operators in each region)

1. Distribution according to sex and age

Sex	Total	to 20 y.o.	21-30 y.o.	31-40 y.o.	41-50 y.o.	51-60 y.o.	older then 60 y.o.
Men							
Women							

2. Distribution according to education

Education	Quantity
Higher	
General-professional	
General	
Students	
Schoolchildren	

3. Marital status.

Sex	Married	Single
Men		
Women		

4. Working /Nonworking.

Category	Quantity
Working	
Nonworking	

5. Source of information about the Action.

Источник	Quantity
Newspapers	
Radio, TV	
Public transport	
Posters, bags, brochures, business cards.	
From friends	
Other sources	

6. What countries ads are you responding to?

Countries	Quantity
Germany	
Finland	
Sweden	
CIII A	
Greece	
Spain	
England	
Norway, Italy, Canada	
Netherlands	
Turkey	
France	
Denmark	
Israel	
Other (write-in)	

7. Respondent's occupation.

Profession of caller	Quantity
Teacher	
Nurse	
Accountant	
Sales-assistant	
Builder	
Military person	
Driver	
Auto-technician	
Programmer	
Lawyer	
Other (write-in)	