The Long-Term Effects of an Awareness-Raising Campaign on Human Trafficking Vulnerability: An Experimental Study in Nepal

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Abstract

This report explores whether any of the immediate effects of an anti-trafficking campaign implemented among a general population in Nepal are durable in the long term. It also documents levels of child and forced labor, in order to analyze the share of respondents who are experiencing child and forced labor conditions at present.

This research was conducted in Nepal, a country with particularly high levels of vulnerability to human trafficking. Human trafficking impacts hundreds of thousands of Nepali citizens. According to the Gallup World Poll, 229,000 Nepalis were subject to some form of trafficking in 2014 alone. As such, interventions that reduce human trafficking prevalence are critical. To that end, we explore the extent to which efforts to enhance information and raising awareness of human trafficking amongst the general population can reduce incidences of it.

The study is based on a randomized controlled trial that included three rounds of data collection – hereafter referred to as Round 1, Round 2, and Round 3 of the study – in order to measure the longitudinal effects of a set of awareness campaigns disseminated 5 years ago. The initial sample in Round 1 included 5,028 members of the general population in 10 districts of Nepal. In this round, respondents were interviewed to assess their baseline knowledge, attitudes, beliefs, and preferences pertaining to human trafficking. In addition, a randomized controlled trial was implemented to assess the short-term effects of anti-trafficking campaigns on these baseline measures. Round 2 re-surveyed 3,824 respondents to gauge the medium-term effects of the campaigns on the baseline measures. Round 3 re-surveyed 2,011 respondents from all of the districts in the Central Development Region who were surveyed in both Rounds 1 and 2, which amount to 8 of the 10 initial study districts, in order to gauge the long-term effects of the campaigns on the baseline measures.

Do the effects of campaigns found in the short- and medium- term on respondents' attitudes and behaviors endure in the long term? Are certain types of campaigns more durable than others?[3] This report discusses the results of Round 3 data, which addresses questions of the durability of the

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[3] For analysis of the short- and medium-term effects from Rounds 1 and 2 see: Archer, Boittin, and Mo. 2016. "Reducing Vulnerability to Human Trafficking: An Experimental Intervention Using Anti-Trafficking Campaigns to Change Knowledge, Attitudes, Beliefs, and Practices in Nepal." Available at: http://pdf.usaid.gov/pdf_docs/PA00MBT4.pdf.

short- and medium-term effects of the anti-trafficking awareness campaigns we documented in Archer, Boittin, and Mo (2016). The report also addresses questions regarding the prevalence of child and forced labor conditions amongst the sample and whether or not campaigns have an effect on these conditions. To our knowledge, previous research on the long-term impacts of entertainment education is limited. Studies on entertainment education have generally not conducted longitudinal surveys (Paluck and Green 2009), and this report begins to fill this important gap.

Our study examined the long-term effects of three types of awareness campaign conditions: (1) receiving a campaign versus not receiving one; (2) receiving a campaign with messages structured around fear-based appeal (i.e., a "danger" message) versus messages framed around self-efficacy (i.e., an "empowerment" message); and (3) receiving a campaign individually or in a group setting. Study participants were randomly assigned either to a control group during Round 1, receiving either no campaign, or one of the treatment conditions described in greater detail below. We had measures regarding 1) the recognition or identification of trafficking; 2) sense of urgency around human trafficking; 3) perceptions of frequency of different forms of trafficking. Longitudinal results of the randomized controlled trial show that one can meaningfully use awareness campaigns to increase knowledge, concern, and sympathy, measured by a range of outcome variables in the short-term. However, these effects wear off over time. Nevertheless, some effects, perhaps astonishingly, remain in the long-term. Details of our Round 3 findings discussed in the report are outlined below:

Labor Conditions of Children

This report examines labor conditions of children and adults in 8 districts in the Central Development Region in Nepal that have been identified as prone to human trafficking. We document the conditions both at the individual and the household level. Children are defined as individuals who have not yet reached the age of 18 at the time of survey. The sample included 741 children. This includes child respondents and the children of adult respondents. Of these 741 children, 251 (33.87%) worked for at least 1 hour in the 12 months prior to the survey. This rate exceeds the 2016 ILO Global Estimates of Child Labor findings, which estimate that 13.8% of children aged 5 to 17 are employed. Of the 741 working children, 161 (64.14%) are categorized as engaged in child labor, 134 (53.39%) are categorized as engaged in hazardous child labor; 136 (54.18%) are categorized as engaged in the worst forms of child labor; and 7 (2.79%) are

categorized as working in forced labor conditions. Moreover, 109 (14.71%) are categorized as high risk of engaging in child labor based on their household's income, living arrangements, the education level of adults in the household, and orphanhood status.

When we break up the numbers in terms of households rather than individual children, we see higher child labor prevalence rates. Of the 853 households who received the labor conditions module of the survey, 412 (48.30%) had at least one child under 18 years of age. Of these 412 households, 194 (47.09%) had at least one child who worked in the past 12 months, of which 130 (67.01%) had at least one child in child labor, 110 (56.70%) had children engaged in the worst forms of child labor; 109 (56.19%) had children engaged in hazardous working conditions; and 6 (3.09%) had children engaged in forced labor.

Labor and Forced Marriage Conditions of Adults

The labor conditions module is comprised of 1,949 adults. When asked directly, 20 (1.03%) of these respondents reported experiencing conditions of forced labor. A list experiment, an indirect method of asking questions about sensitive topics, indicates that there was a much higher prevalence of forced labor conditions than the direct report question found. The list experiment procedure found that:

- 3.35% of adults have been threatened by their employers;
- 8.89% have been forced to work without pay;
- 6.57% have been forced to have sex as part of their job.

The list experiment further suggests that female respondents, on average, face more work-related abuse compared to their male counterparts. 7.16% female adults experienced any of the above three situations, as compared to 5.74% of male respondents. These results suggest that list experiments are a useful tool for capturing prevalence rates of labor conditions that are difficult to talk about directly.

Long-run Effects of Receiving Human Trafficking Awareness Campaign Materials

Effects of Exposure to an Awareness Campaign Versus No Exposure

Many effects of receiving an anti-trafficking awareness campaign do not endure in the long term. Interestingly, the effects on a respondent's knowledge of simple facts and abstract information

about human trafficking tend to endure. For example, the campaigns had a lasting effect on a respondent's perception of the prevalence of human trafficking nationally, knowledge that men can be victims of human trafficking, that human trafficking does not require movement across state or national borders, that sex trafficking is not the only type of human trafficking, and that human trafficking is a form of slavery.

Effects of Exposure to Awareness Campaign Individually Versus in a Group

In the long term, compared to individual exposure, group exposure did not have a statistically significant effect on most outcomes pertaining to knowledge, attitudes, and behaviors we measured. However, there were a few notable exceptions. Relative to those who received information campaign materials individually, those who received the information campaign materials in a group setting with other members of their ward were in both the short and long term, (1) less likely to think that women and girls were at risk of trafficking; (2) less likely to view human trafficking as a big problem in the respondent's community; (3) more supportive of legalizing prostitution as a mechanism to combat trafficking; (4) more likely to believe that providing more information about human trafficking was necessary to combat human trafficking; and (5) more willing to report that they would call the police to report human. The observed effects speak to the mixed effects that group deliberation can have, as some observed changes were desirable and others less so from the standpoint of activating greater vigilance and concern to mitigate human trafficking.

Effects of Awareness Campaign with Fear- Versus Empowerment-Based Appeal

The message content did not produce many statistically significant outcomes in the long term. When differences were observed, as was the case when assessing short-term effects, empowerment appeals generally performed better than fear-based ones. For example, fear-based appeals decreased people's willingness to have a conversation with a sex trafficking victim relative to those who received the empowerment campaign in both the short and long term. Moreover, in the long-term, we see that families who received the positive empowerment appeals were less likely to have working children than families who received the fear-based appeals.

The results of this study show the challenges that arise from employing awareness campaigns to shift the general population's human trafficking-related knowledge, concern, and sympathy. Campaigns can effectively shift attitudes, behaviors, and knowledge in the short-term. However, in order to be more effective in the medium-and long term, practitioners should plan to repeat

campaigns or provide an audience with refreshers on the content of campaigns. With that said, it was remarkable to observe that a one-shot awareness campaign can have durable effects in altering people's understanding of what human trafficking is or is not.

Introduction

A. Background

The issue of human trafficking has risen to prominence in the 21st century. As a result, international and state policymakers, as well as non-governmental organizations, activists, and researchers, are investing significant time and resources in efforts to reduce the prevalence of human trafficking. An important strategy of the reduction efforts is awareness raising: individuals who know more about the issue of human trafficking, who it affects, and how it occurs are thought to be more likely to identify its occurrence in their community and to protect themselves and others. This report presents the findings of one of the most rigorous randomized controlled trial (RCT) impact evaluations of anti-trafficking awareness campaigns to date, with the aim of sharing research results that help clarify the effects of information campaigns and contribute to reducing the global incidence of human trafficking.

This report discusses findings from the Human Trafficking Vulnerability (HTV) Survey, a multi-year study on the effects of awareness campaigns on human trafficking vulnerability in Nepal. The goal of the HTV Survey is to uncover whether awareness campaigns can be employed to induce shifts in knowledge, attitudes, beliefs, and practices (KABP) that could in turn reduce human trafficking vulnerability. This report presents results from the third round of the HTV Survey's three rounds of data collection in Nepal, testing the long-term effects of a novel awareness campaign and reporting the labor conditions of adults and children in Nepal. The short- and medium-term effects of the awareness campaign are presented in Archer, Boittin, and Mo (2016).

This project was conducted in Nepal, a country with particularly high levels of vulnerability to human trafficking. Human trafficking impacts hundreds of thousands of Nepali citizens. Women, children, and men from Nepal are trafficked for sex and labor both domestically and internationally, including to other countries in the subcontinent, in Southeast Asia, and in the Middle East. According to the Gallup World Poll, 229,000 Nepalis were subject to some form of trafficking in 2014 alone. That same year, Nepal was ranked 20th of 167 countries on the Global Slavery Index in terms of human trafficking prevalence, based upon estimates of the share of a country's

population in modern slavery. In 2018, it was ranked 55th on the same index, with an estimated prevalence rate of 0.6%.[4]

Though mass-media awareness campaigns have risen in popularity as a tool to combat trafficking, they have not been subjected to rigorous evaluation that can provide evidence of the size and durability of their effects (Quirk & Shih 2017). Furthermore, scholars and activists have expressed concerns that the gendered and sensationalized aspects of some anti-trafficking campaigns may actually have lasting negative impacts on people's attitudes towards women, sex workers, and trafficking survivors (e.g., CREA 2012; Joshi 2001; Murray 2017; Matul 2017).

Analysis of the previous two rounds of the HTV Survey established that anti-trafficking campaigns have mixed effects. In the short-term, certain types of campaigns can shift KABP in ways that reduce vulnerability to trafficking, but they can also increase stigma and paternalistic attitudes towards women and sex workers (Archer, Boittin, and Mo 2016; Boittin & Mo 2018). This report builds upon the findings in Archer, Boittin, and Mo (2016), and presents analyses that aim to uncover whether any of the short-term effects of the anti-trafficking campaign implemented five years ago have persisted. Further, it presents the findings from a new set of measures of child and forced labor introduced in Round 3 of the survey, allowing for an analysis of the share of respondents who reported experiencing child and forced labor conditions at present, as well as the effects of exposure to the original campaign five years ago on these current child labor and forced labor indicators.

B. Overview

Section I provides a brief summary of the research design, including a description of the study participants, sampling frame, and response rate. It also discusses the design of awareness campaigns evaluated in the study. It concludes by introducing the three methods of analysis used to evaluate the survey data, which were pre-registered with the US Department of Labor.

Section II reports on new variables collected in Round 3 on the labor conditions and experiences of adults and children. Specifically, it reports the rates of children in the sample who are not working legally, are in child labor, are in hazardous child labor, are in other worst forms of child labor, and are in forced labor. Additionally, it summarizes the number of children at high risk of

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[4] Walk Free Foundation. The Global Slavery Index 2018.

engaging in child labor based on key household characteristics, including income and education levels of their adult guardians. Lastly, it provides an overview of the prevalence of forced labor among adults and of forced marriage among both adults and children.

Section III presents the results of the long-term impacts of exposure to a human trafficking awareness campaign. The medium and long-term results are based on analyzing whether the awareness raising that occurred in Round 1 had a persistent effect on respondents' KABP both 8-10 months later, and then 5 years later, respectively. This report looks at the long-term effects on the awareness campaigns disseminated in Round 1 on respondents' labor conditions. The short and medium term effects are reported in Archer, Boittin, and Mo (2016). Figure 0-1 outlines the rounds of data collection, including their timing and the amount of time that had passed since the original exposure to the awareness campaign.

Figure 0-1: Rounds of Data Collection

Round 1 (short-term effects): This refers to the data collection that occurred between July 2014 and December 2014. It involved collecting baseline data from a control group, as well as from the treatment groups prior to their exposure to an awareness campaign. It also included collecting post-treatment data immediately following the treatment groups' exposure to the treatments, including measures of their KABP regarding human trafficking at that time.
Round 2 (medium-term effects): This refers to data collection that took place between March 2015 and September 2015. It involved data collection during which KABP levels regarding human trafficking were measured 8 to 10 months following respondents' exposure to the awareness campaign treatments (or lack of exposure, in the case of the control group), re-surveying the same individuals in both the control condition and the treatment conditions as in Round 1.
Round 3 (long-term effects): This refers to data collection that took place between February 2019 and March 2019. It involved data collection during which KABP regarding human trafficking were measured five years after respondents' exposure to the awareness campaign treatments (or lack of exposure, in the case of the control group), re-surveying the same individuals in both the control condition and the treatment conditions as in Rounds 1 and 2 in eight out of the ten original study districts.

I. Research Design: Methods and Randomization Procedure

Section I describes the research design and randomization procedure used in this study. It describes the study participants, sampling frame, questionnaire design, intervention, outcomes of interest, and statistical methods.

A. Study Participants

Figure I-1 Map of Nepal Study Locations
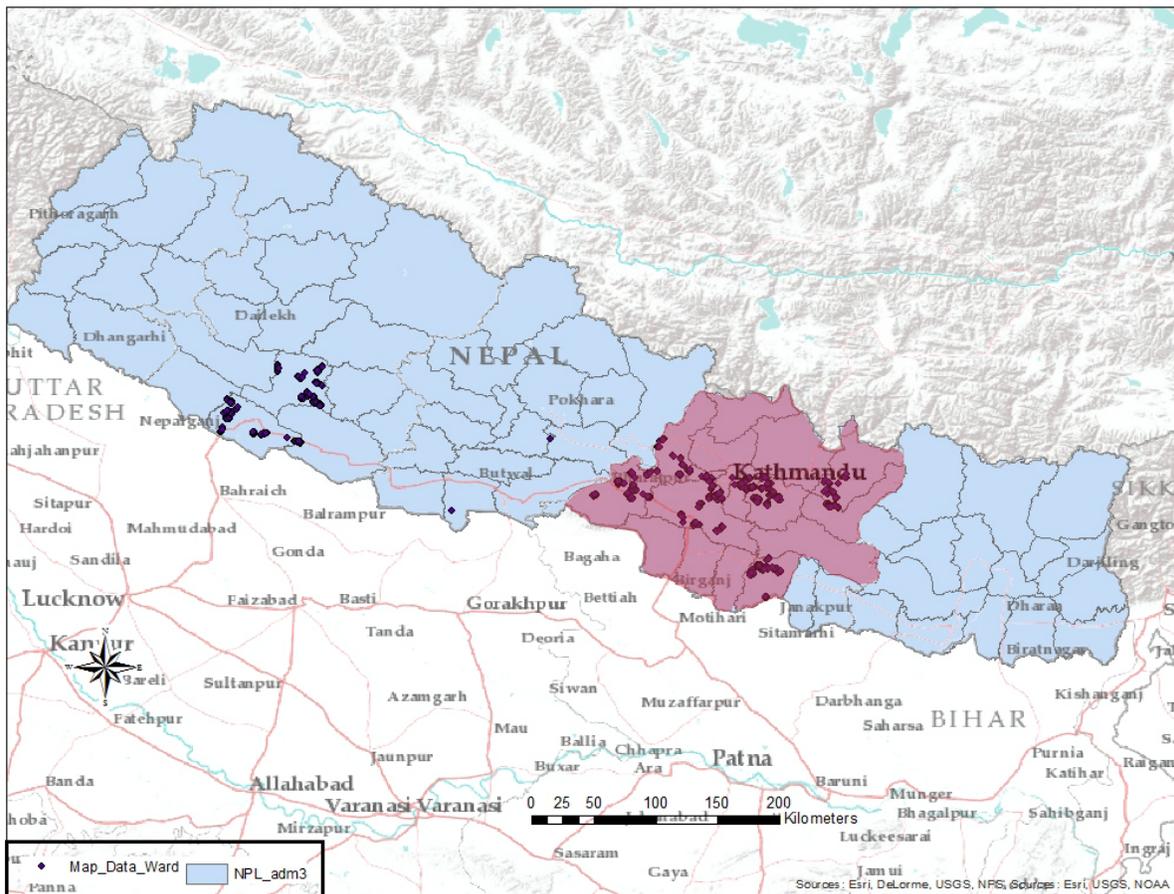
The study participants are members of the general population of Nepal, who represent a range of levels of vulnerability to human trafficking. Round 3 study participants were selected because they participated in both Round 1 and Round 2 of the HTV study. However, Round 3 focused only on the 80 percent of Round 1 and 2 participants who resided in the Central Development Region (see

the section on "Sampling Frame" for more details).[5] The study locations are marked with black dots in Figure I-1. Round 3 was limited to the study locations dots clustered around Kathmandu in the Central Development Region, as indicated by the pink shaded region on the map.

The demographic distribution of the sample shifted from Round 1 to Round 3. These changes were in part due to focusing solely on the Central Development Region in Round 3, which represents 8 of the 10 districts originally included in Round 1. These shifts also reflected anticipated changes in the demographic characteristics of the sample over the five years since they were first surveyed in Round 1 (e.g., average age in Round 3 should be higher than in Round 1). Further, the shifts were likely the result of certain demographic groups being unavailable in Round 3 due to patterns of migration and movement (e.g., young men being more likely than older men to migrate abroad for work).

Tables I-1, I-2, and I-3 show shifts in the distribution of gender, age, and education between Round 1 and Round 3. Among these changes were that Round 3 included more women than men, the average age of respondents went up by 7.4 years, and there was a greater share of uneducated individuals surveyed. These shifts likely reflect the fact that young, educated males are more likely to migrate, and hence, more difficult to locate five years after the initial survey than uneducated, older women. Furthermore, some of the attrition can be explained by the 2015 earthquake, which increased the displacement of respondents from the location in which they were initially surveyed.

Table I-1: Sample Distribution by Gender

Gender		Round 1	Round 3
Male	**Frequency**	2,015	965
	Percent	50.11	47.99
Female	**Frequency**	2,006	1,046
	Percent	49.89	52.01
Total	**Frequency**	4,021	2,011
	Percent	100	100

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[5] For an in-depth analysis of the demographics of the full Round 1 sample see: Archer, Dan, Margaret Boittin, and Cecilia Hyunjung Mo. 2016. "Reducing Vulnerability to Human Trafficking: An Experimental Intervention Using Anti-Trafficking Campaigns to Change Knowledge, Attitudes, Beliefs, and Practices in Nepal." USAID Research and Innovation Grants Working Paper Series. Available at: http://pdf.usaid.gov/pdf_docs/PA00MBT4.pdf

Table I-2: Sample Distribution by Age[6]

Round	N	mean	sd	min	p25	p50	p75	max
1	4021	28.51	13.15	13	18	25	37	66
3	2011	36.00	13.51	16	24	34	46	69
Diff: Round 3-1		7.49		3	6	9	9	3

Table I-3: Sample Distribution by Education

Education Level			Round 1	Round 3
No Education	Frequency		795	542
	Percent		19.77	26.95
Primary (Class 1-5)	Frequency		830	378
	Percent		20.64	18.8
Lower secondary (Class 6-8)	Frequency		828	274
	Percent		20.59	13.63
Secondary (Class 9-10)	Frequency		478	186
	Percent		11.89	9.25
SLC (School Leaving Certificate)	Frequency		640	296
	Percent		15.92	14.72
Higher Secondary (Class 12/Intermediate)	Frequency		363	264
	Percent		9.03	13.13
BA/Masters (or above)	Frequency		74	71
	Percent		1.84	3.53
Missing	Frequency		13	0
	Percent		0.32	0
Total	Frequency		4,021	2,011
	Percent		100	100

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[6] The age distribution in Round 3 was slightly different than expected. 69 people, or 3.4 percent of people successfully surveyed in Round 3, were more than 5 years apart in age from when they were surveyed in Round 1. One person's age decreased by 1 year and 17 respondents' age increased by 0-2 years only within the same time frame. This is most likely a response error, either from Round 1 or Round 3, on the part of the respondent or enumerator. Please also note that Round 1 included child participants as young as age 13. Human subjects protocols that provided special protections for children were followed. Additionally, the study team instituted a child protection protocol and reporting mechanism (see Annex 1).

B. Sampling Frame

Figure I-2: Timeline of Data Collection
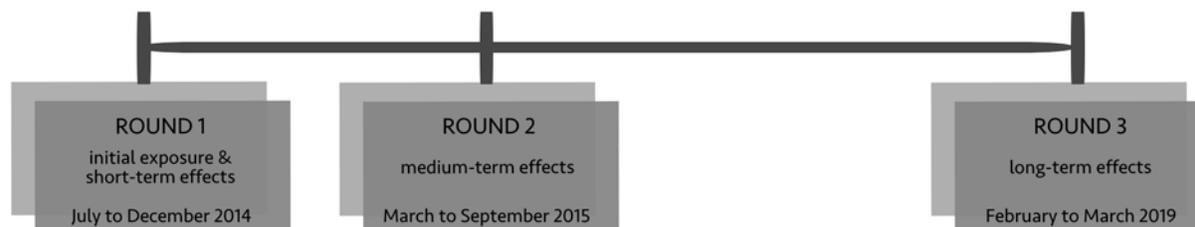
Figure I-2 details the timeline and content of the various rounds of data collection. Of the 4,021 individuals surveyed in Round 1 from the Central Development Region, 3,997 were successfully re-surveyed in Round 2. The target sample for Round 3 was 2,000 respondents who had participated in both Round 1 and Round 2. The field team used the contact information collected in Round 1 to find the respondents with the aim of interviewing 250 respondents in each district.

The study sample in Round 3 covered eight of Nepal's 75 districts. These districts were selected because they were among the ten districts included in Round 1 of data collection and because they were all located in the Central Development Region.[7] The Central Development Region was originally included in Round 1 because districts were selected based on the reported levels of human trafficking, with those that had the highest prevalence in Nepal included in the study.[8] Table I-4 shows the sample distribution of the 8 districts sampled in Round 1 and Round 3, as well as the district sample distribution, which remained similar in Round 3 to its composition in Round 1. Each district made up approximately 12 percent of the total sample in both rounds.

Round 3 Response Rate

We re-surveyed 2,011 respondents, or 50.31% of the respondents from Round 1, exceeding the target sample of 2,000. To achieve this sample size, the field team attempted to interview all of the 3,997 repeat respondents surveyed in both Round 1 and Round 2 in the 8 districts selected. However, the field team failed to locate half of the original survey participants. The field team failed to locate participants for a variety of reasons. Some individuals could not be found because

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[7] The two excluded districts were in the Mid-Western Region.
[8] This is based on data from the 2010/2011 Nepal National Living Standards Survey, which contains questions about migration and trafficking, and the 2003-2013 database of the Women's Cell of the Nepal Police Department that documents the quantity of trafficking incidents at the district-level.

they moved away. The field team could not find other individuals despite multiple attempts to contact them by phone and by visiting their homes. In most cases, the field team completed the target of 250 interviews per district. However, due to the above-mentioned reasons, some districts had to be oversampled. See Table I-4 for the total distribution of interviews by district.[9]

Table I-4: Sample Distribution by District

District		Round 1	Round 3
Sarlahi	Frequency	509	254
	Percent	12.66	12.63
Dolakha	Frequency	499	233
	Percent	12.41	11.59
Sindhupalchok	Frequency	509	240
	Percent	12.66	11.93
Kavrepalanchok	Frequency	503	256
	Percent	12.51	12.73
Bhaktapur	Frequency	495	249
	Percent	12.31	12.38
Dhading	Frequency	504	252
	Percent	12.53	12.53
Makwanpur	Frequency	498	259
	Percent	12.38	12.88
Chitwan	Frequency	504	268
	Percent	12.53	13.33
Total	Frequency	4,021	2,011
	Percent	100	100

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[9] Seven of the surveys were incomplete, and nine surveys were deemed to be of low quality due to enumerator error and were omitted from analysis.

C. Questionnaire Design

The field team designed the Round 3 study questionnaire so that it would take approximately 90 to 120 minutes to complete. Respondents took an average of 117 minutes to complete the survey. The survey covered a number of topics included in Rounds 1 and 2, as well as new modules on forced labor and child labor. As in Rounds 1 and 2, Round 3 included a demographics module on gender, age, education, ethnicity, religion, and household information. There were a series of questions on KABP related to human trafficking, including questions about prevalence of human trafficking, concern about human trafficking, perceptions of victimhood, knowledge of human trafficking policy, and willingness to take actions to combat human trafficking. These questions were repeated in all three rounds to test the durability of the effects of the campaigns on certain outcomes of interest.

The new module on child labor and forced labor asked questions regarding the labor experiences of adult respondents, of child respondents (those under the age of 18 at the time of Round 3), as well as of children living with adult respondents. Note that an additional module on child labor was added for a subset of 853 respondents in Round 3. This module was designed to address the sensitive nature of the subject of child labor, as well as the potential variations in knowledge among participants about what constitutes child labor. The respondents who received that module were asked detailed questions about their own and (if applicable) their children's labor conditions, regardless of their answers to the questions about their exposure to forced labor or their immediate family members' exposure to forced labor.

The sample for the forced labor and child labor module includes both the children of the 853 respondents surveyed, as well as the respondents who were 17 or younger at the time of Round 3 data collection, referred to as **child respondents** hereafter. Amongst the 853 respondents in the sample, data was collected on the labor conditions of 714 children of respondents and 27 child respondents. We report individual- and household-level statistics of child labor. When reporting individual-level statistics on child labor, we consider the total number of children affected by child labor. When reporting household-level statistics on child labor, we consider the total number of households affected by child labor. In other words, if either the child respondent or at least one child of a respondent is in a situation of labor exploitation, we count that household as being impacted by child labor.

We piloted all questions with members of the general population prior to starting data collection. Over twenty surveys were collected at the outskirts of Kathmandu a week before the data collection. After editing the survey, twenty more test surveys were conducted among the team before the official collection began. Enumerator training was conducted several times in this period. In response to piloting and testing, we revised the translations to be more precise, changed question wording, shortened the questionnaire, and rearranged question order. It is also worth noting that Round 3 was mostly comprised of questions that were developed and tested in Round 1 and Round 2.

D. Interventions and Randomization

When respondents were treated with an awareness campaign, an enumerator administered both a pre- and post-treatment survey questionnaire in Round 1. Respondents assigned to the control condition only received the post-treatment version of the survey. "Treated" respondents were randomly assigned to one of ten possible treatment conditions (see Table I-5 for a list of possible treatment conditions: a pure control, seven individual-based treatments, and two group-based treatments. The treatments were given in Round 1, and then those same individuals were re-surveyed in Round 2 and 3, but did not receive the treatment again at the subsequent rounds, so that the study could assess the long-term effects of the treatment. Table I-5 and Figure I-3 detail the number of individuals assigned to each condition and surveyed in Round 1, as well as the number of respondents from each of those treatment assignments successfully re-surveyed in Round 3.

Table I-5 provides details on enrollment and allocation of treatment assignments. Individuals were randomly assigned to receive awareness campaigns that varied with regards to both the narrative type (danger- or empowerment-based narrative), format (poster, graphic novel, radio dramatization, or audio-visual dramatization), and delivery method (individual- or group-based treatment). Attrition rates were similar among different treatment assignments, varying between 47.1 and 52.8 percent.

Table I-5: Treatment Conditions

	Treatment Condition Received in Round 1	Round 1	Round 3	Attrition Rate
Individual-Based Control	Pure Control	249	128	51%
Individual-Based Treatment 2	Poster (neutral information)	248	117	47%
Individual-Based Treatment 3	Graphic Novel: Danger	244	122	50%
Individual-Based Treatment 4	Graphic Novel: Empowerment	263	131	50%
Individual-Based Treatment 5	Radio: Danger Signs	249	113	45%
Individual-Based Treatment 6	Radio: Empowerment	223	118	53%
Individual-Based Treatment 7	Radio + graphic novel (audio-visual): Danger	517	270	52%
Individual-Based Treatment 8	Radio + graphic novel (audio-visual): Empowerment	471	233	49%
Group-Based Treatment 9	Radio + graphic novel (audio-visual): Danger	776	382	49%
Group-Based Treatment 10	Radio + graphic novel (audio-visual): Empowerment	781	397	51%
Total		4,021	2,011	50%

In Round 1, all individuals received a series of pre-treatment questions. Then, those individuals randomly assigned to a treatment group were exposed to their assigned version of the awareness campaign, while those randomly assigned to the control group were not exposed to any awareness campaign. This was followed by a series of post-treatment questions for all respondents. The pre- and post-treatment survey questions were designed to measure changes in the following outcome variables related to human trafficking-related KABP: (1) past experiences with human trafficking, (2) sense of urgency around human trafficking, (3) perceptions of frequency of types of human trafficking, (4) knowledge of human trafficking, (5) attitudes towards human trafficking victims, (6) actions to combat human trafficking, and (7) attitudes towards anti-trafficking policies.

The group-level treatment was designed to mimic workshops or listening groups that incorporate discussion as a part of the awareness raising process. When respondents were treated in groups, an enumerator would administer the pre-treatment survey questionnaire individually and invite respondents to join a group activity the following day. On the day of the group-level treatment, respondents would gather in groups divided by gender to watch the audio-visual treatment. Following exposure to the treatment, they would engage in a series of group activities, including a focus group discussion about the content of the audio-visual treatment, and a role-play activity about a hypothetical human trafficking scenario. At the end of the activities, participants responded individually to the same post-treatment questionnaire as those receiving the individual-level treatment. As with the individual treatments, both the pre- and post-treatment questionnaires were administered individually for group-level treatment participants.

Of note, all individuals who received the group-level treatment received either the danger or empowerment audio-visual dramatization; we could not vary the treatment format (poster, graphic novel, radio dramatization, or audio-visual dramatization) due to sample size restrictions. The audio-visual format was selected over the others because this format allows recipients to process narratives through both sight (seeing the images in the graphic novel) and sound (hearing the radio dramatization), and is essentially a hybrid of the graphic novel and the radio treatments. To reduce risks of spillover effects of the individual- or group-level variation, the delivery of campaign materials individually or in a group setting was assigned at the village level, meaning that everyone in each village either received the treatment individually or in a group.

Rounds 2 and 3 of data collection did not include additional exposure to the awareness campaign treatment, but rather consisted of a survey that gauged human trafficking KABP to assess if the treatment effects seen in Round 1 were persistent, and round three also measured the labor conditions of respondents and their children.

Figure I-3: Flow Chart of Trial Design[10]

Total Sample 4021									
Control No Treatment *Individual*	**Poster** Neutral Information *Individual*	**Graphic Novel** Danger *Individual*	**Graphic Novel** Empowerment *Individual*	**Radio** Danger *Individual*	**Radio** Empowerment *Individual*	**Audio-Visual** Danger *Individual*	**Audio-Visual** Empowrment *Individual*	**Audio-Visual** Danger *Group*	**Audio-Visual** Empowrment *Group*
249 in Round 1	248 in Round 1	244 in Round 1	263 in Round 1	249 in Round 1	223 in Round 1	517 in Round 1	471 in Round 1	776 in Round 1	781 in Round 1
128 in Round 3	117 in Round 3	122 in Round 3	131 in Round 3	113 in Round 3	118 in Round 3	270 in Round 3	233 in Round 3	382 in Round 3	397 in Round 3
51% Attrition	47% Attrition	50% Attrition	50% Attrition	45% Attrition	53% Attrition	52% Attrition	49% Attrition	49% Attrition	51% Attrition

Treatment Development

The content of the campaigns was based on interviews with human trafficking victims and case notes from counselors at various anti-human trafficking organizations. As noted above, the awareness campaign treatments varied along three dimensions: (1) format of the campaign; (2) content of the messages; and (3) exposure to the materials individually or in a group. An elaboration of each of these three dimensions is provided below.[11]

Dimension 1: Varying Format. The educational materials on human trafficking designed for this study were presented in four different formats: (1) a poster, (2) a graphic novel, (3) a radio dramatization, and (4) an audio-visual dramatization.

- **Poster.** The field team designed the poster to replicate the types of posters currently used to increase awareness around human trafficking issues. It did not include narratives of individual experiences with human trafficking but rather focused on providing basic facts on human trafficking. We incorporated different sections — an introduction, prevention information, and a call to action — into the poster to underscore different aspects of human trafficking awareness and prevention. The central section, "Recognizing the Signs of

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[10] The treatment was only delivered to respondents in Round 1; the same individuals were surveyed in Round 3, but they did not re-receive the treatment in that round, thus allowing us to test the long-term effects of the treatment.

[11] For more information on the design of each of formats see Chapter 2 of Archer, Dan, Margaret Boittin, and Cecilia Hyunjung Mo. 2016. "Reducing Vulnerability to Human Trafficking: An Experimental Intervention Using Anti-Trafficking Campaigns to Change Knowledge, Attitudes, Beliefs, and Practices in Nepal." USAID Research and Innovation Grants Working Paper Series. Available at: http://pdf.usaid.gov/pdf_docs/PA00MBT4.pdf

Human Trafficking," was divided from the rest of the material using red lines in order to separate the aspects that occur before and after being trafficked (see Figure I-4).

Figure I-4: Poster Used in Treatment

- **Graphic Novel**. The field team designed graphic novels that included six human trafficking stories, with two stories of each of the following human trafficking categories:

hazardous work involving sexual exploitation, foreign migration, and internal human trafficking. One of each of the pairs involved a female victim, and the other involved a male victim. All six stories were included in each graphic novel, in order to expose respondents to a broad, all-encompassing view of human trafficking.[12]

- **Radio Dramatization.** The field team produced the radio dramatization in collaboration with Antenna Foundation Nepal, a Nepalese radio show production organization. The radio dramas were an adaptation of each of the six stories included in the graphic novel. Each story was approximately five to ten minutes long, making the full treatment about 50 minutes in length.

- **Audio-Visual Dramatization.** A fourth format combined the graphic novel and the radio drama to simulate a television show. This format allowed individuals to process information through both sight and sound. The graphic novel images were presented in a slide-show format, with the radio dramatization playing over it as the audio track.

Dimension 2: Varying Message Content. In order to test the effect of narrative type on norms and behaviors pertaining to human trafficking and forced labor, we designed two distinct narratives: one to focus on the danger signs around human trafficking, and one to focus on the empowerment of survivors. The negative (fear-based) appeal emphasized the terrible realities of being trafficked, with tell-tale signs of a character's powerlessness in harmful and dangerous situations. The positive (empowerment-based) appeal underscored a character's self-efficacy and ability to take ownership over their decision-making capabilities.[13] Each appeal is described in greater below:

- **Negative Appeal:** The "danger signs" narrative used negative frames to underscore the terrifying realities of being trafficked (Apanovitch et al. 2003; Bandura 2000; Ruiter et al. 2001; Witte and Allen 2000), emphasizing the tell-tale signs that a character was entering into a harmful situation. The following are examples of danger signs used in the narrative:

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[12] For a sample of the graphic novel pages see Appendix B in Archer, Dan, Margaret Boittin, and Cecilia Hyunjung Mo. 2016. "Reducing Vulnerability to Human Trafficking: An Experimental Intervention Using Anti-Trafficking Campaigns to Change Knowledge, Attitudes, Beliefs, and Practices in Nepal." USAID Research and Innovation Grants Working Paper Series. Available at: http://pdf.usaid.gov/pdf_docs/PA00MBT4.pdf

[13] For more information on the design of each of the danger and empowerment narratives see Chapter 2 of Archer, Dan, Margaret Boittin, and Cecilia Hyunjung Mo. 2016. "Reducing Vulnerability to Human Trafficking: An Experimental Intervention Using Anti-Trafficking Campaigns to Change Knowledge, Attitudes, Beliefs, and Practices in Nepal." USAID Research and Innovation Grants Working Paper Series. Available at: http://pdf.usaid.gov/pdf_docs/PA00MBT4.pdf

- o A potential employer provided someone with a job offer in another town or country, asked them not to tell anyone about the opportunity and to leave with them immediately for the job, and/or to leave surreptitiously.
- o A potential victim was given very little information about a job opportunity, e.g., not provided with a contract, a specific name and address of the employer, etc.
- o An employer asked to hold the victim's passport.
- o A victim was not provided with proper documents to cross the border prior to their departure.
- o A victim was pressured into accepting an alcoholic or drugged beverage from an employer or trafficker, which then made them lose consciousness.
- o A trafficker asked the victim to lie at the border about their relationship and claim familial ties.
- o A victim in an employment setting experienced instances of abuse, including physical harm and violence, psychological stress, etc.
- **Positive Appeal:** The "empowerment" narrative used positive frames to emphasize the individual agency of victims and potential victims of human trafficking (Apanovitch et al. 2003; Bandura 2000; Ruiter et al. 2001; Witte and Allen 2000). It built on the "danger signs" narrative by presenting dangerous situations, followed with examples of self-efficacy as victims extricated themselves from the situations. These were tales of triumph, in which individuals took ownership over their decision-making capabilities. The following are examples of empowerment signs that were used in this narrative type:
  - o A potential victim asked pointed questions to individuals presenting them with job opportunities.
  - o An individual carried out independent research on an employment opportunity (e.g., asked for a phone number of the work opportunity and then called it for confirmation).
  - o A character informed friends and family members of the opportunity, and provided them with the names and addresses of relevant employers.
  - o A victim took proactive steps to escape the trafficked, exploitative, or hazardous situation (e.g., escaped while being transported to the destination, spoke out at the border, or escaped once having arrived at the destination).

o A survivor took concrete steps to reintegrate into society after having been victimized by seeking out more education, job trainings, participating in human trafficking awareness activities in the community, etc.

Dimension 3: Group versus Individual Message Consumption. Study participants were treated with the campaigns either individually or in groups. The purpose of this distinction was to ascertain how people process and experience media interventions in different contexts.

The villages that were treated with campaigns as a group were only exposed to the audio-visual treatments. In other words, varying the format between the poster, graphic novel, radio, and audio-visual treatments only occurred at the individual-level.

For participants who were treated individually, interviews were conducted in their home. At the beginning of Round 1 of data collection, if the individual agreed to participate, the enumerator first conducted a baseline survey to gather basic socio-demographic data, information on existing human trafficking KABP, and previous exposure to anti-human trafficking awareness campaigns. Then, individuals were treated based on their randomization assignment, either receiving no treatment or receiving the poster, radio, graphic novel, or audio-visual treatment. Round 1 of data collection concluded with a post-treatment survey, completed by both those who were treated and those who were not.

For the group treatment, enumerators randomly selected participants to attend a training scheduled for the next day. If they agreed to participate, the enumerator conducted the same baseline survey as above. The following day, participants came to a central meeting room in the village to attend the training. After receiving the audio-visual treatment, they were divided into two groups: (1) men (both adults and children), and (2) women (both adults and children). The gender segregation was used to encourage more participation from women, who may otherwise be less likely to speak. Each group participated in a focus group in which a trained research assistant guided group discussion, while additional research assistants discreetly took handwritten notes on the conversations. Conversation topics included questions about how the participants felt about the stories, how they related to the victims and traffickers, and what their perceptions were of human trafficking in their community. One of the main purposes of the focus group was to establish whether the presence of peers could shape a participant's willingness to acknowledge the existence of human trafficking in the community, and to speak up and discuss such a sensitive issue.

Participants in the group treatment were also asked to participate in a role-playing activity. Trained research assistants started the role-play by enacting a script that depicted a trafficking situation that is perceived as more common, in which a young woman is sold to a brothel in India and eventually rescued by the Indian police. The research assistants paused the scene after the woman's rescue and invited group participants to complete the scene as they saw fit. The scene included the following roles: the victim, the victim's brother, and a local social worker. The goal of this exercise was to gauge what participants thought they should do in a possible trafficking situation, as opposed to what they might do in actuality. Research assistants observing the focus group and role-playing activity collected qualitative data on the frequency and subjects of group discussions, as well as on group-level metrics of enthusiasm, attentiveness, confusion, and other emotional expressions.

E. Outcomes

As outlined in the original evaluation plan, Round 3 of data collection was intended to test whether media campaigns can have long-term impacts and whether certain characteristics of a campaign can increase or decrease the durability of its effects. For instance, how does the narrative format and delivery format (i.e., in a group-based versus individual-based setting) of the campaign's message affect the long-term retention of information presented, or the likelihood of implementing suggested precautionary measures?[14] To our knowledge, previous research on the long-term impacts of entertainment education is limited. Studies on entertainment education have generally not conducted longitudinal surveys (Paluck and Green 2009), but we hypothesized that the impact of mass media campaigns will diminish over time. As such, to the extent that the treatments affected participants' immediate labor decisions and KABP around human trafficking, we expected those differences to be less pronounced for each subsequent round of post-treatment data collection.

Regarding message content, previous research suggests that messages framed around self-efficacy have greater impact than those structured around fear-based appeals (Apanovitch, McCarthy, and Salovey 2003; Bandura 2000; Ruiter, Abraham, and Kok 2001; Noar, Benac, and Harris 2007). The results of Rounds 1 and 2 of the HTV survey, analyzed in Archer, Boittin & Mo (2016), also support the theory that empowerment messaging is more effective than fear-based messaging.

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[14] We did not focus on the differential effect of format – graphic novel, radio, audio-visual – as there were no detected short-term differences by message format.

Following this research, we expect that empowerment-based campaigns will result in greater attitudinal and behavioral changes in the long term than fear-based campaigns.

F. Statistical Methods

The following sections introduce the three methods we employed to measure the impact of the awareness campaigns on the above-mentioned outcome variables. These three methods are: (1) difference-in-differences (DID) impact evaluation, (2) analysis of variance (ANOVA), and (3) standard regression models.

We determined which method to employ based on the data available. When data was available for an outcome variable from both the pre-treatment and post-treatment period, we used the DID model. This method allowed us to compare the average change over time in the outcome variable of interest, as compared to the average change over time for the counterfactual group. When data for a given variable was collected for respondents in a treatment group only after they were treated (i.e., no pre-treatment data was available), we employed ANOVA analysis. This method allowed us to compare differences between groups (treatment versus control), but did not allow us to take into account the possibility that there were systematic differences between these groups, as there was no pre-treatment data to assess such differences.[15] Finally, standard regression models were used to estimate the impact across multiple treatment conditions simultaneously. We used this method of analysis when comparing the effect of different mass media campaign formats (audio-visual, graphic novels, radio, and poster) and narratives (danger versus empowerment) on outcomes of interest.

Difference-in-Differences Model

The DID model was used to estimate the impact of the awareness campaigns on respondents' KABP pertaining to human trafficking using data on the outcome variables of interest included in *both* the pre-treatment survey in Round 1 and post-treatment surveys in Rounds 1, as well as in Rounds 2 and 3. Randomization and the DID estimator is widely used as the gold standard econometric technique in the impact evaluation field. The advantage of using DID coupled with randomization is that it reduces concerns of having biased estimates due to selection bias, where

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[15] The use of random assignment, as well as our balance tests on balance to ensure that observable baseline characteristics between each treatment group were not significantly different from each other help reduce concerns that there are systematic differences between each group.

the treatment and control group are systematically different, and omitted variable bias, where extraneous factors are correlated with a predictor variable — in this case, receipt of information campaign materials — impact outcomes that are not accounted for in the analyses.[16] As we compared changes in the treatment group to changes in the counterfactual group, the DID model assumes that the outcomes in the treatment and control group follow the same time trend in the absence of the treatment.

In an ideal world, an impact evaluation would be able to estimate the impact of the counterfactual case — or estimate what the outcome variables would look like if the individual who received a treatment had also not received the treatment. However, since an individual cannot simultaneously be treated and not treated over time, a good impact assessment aims to sample a convincing and reasonable control group to compare with the treatment group. This control group's over-time trend can then be used as the expected trend that the treatment group would have followed had the intervention not occurred, serving as the counterfactual case. The DID method allows us to estimate what the outcome variables would have been in the counterfactual case, and compare this to the actual outcomes of the treatment and control groups.

In order to assess the impact of the awareness campaigns using the DID method, we collected data on outcome variables related to human trafficking KABP both over time and across the treatment and control groups. In Round 1, both groups were provided with the same pre-treatment survey. Those assigned to the various treatment groups received the form of the awareness campaign that they were assigned to, while the control group did not receive any awareness campaign. Then they were both given a similar post-treatment survey. Longitudinal measures of the outcomes of interest were collected in Rounds 2 and 3. The impact of the treatment on the outcome can be estimated by computing a *"double difference,"* or the calculation of the differences in survey responses across individuals in each group over time — before and after treatment in Round 1 (short-term effects); before treatment in Round 1 and follow-up in Round 2 (medium-term effects); and before treatment in Round 1 and follow-up in Round 3 (long-term effects) — and also by calculating differences in responses across the groups (between the treatment group and the control group).[17]

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[16] For more information on impact evaluation methodologies see Khandker, Koolwal and Samad (2010) "Handbook on impact evaluation: qualitative methods and practices," World Bank Press.

[17] For the condition in which no information was provided, we only asked the questions post-treatment. This is because the pre- and post-treatment questions in Round 1 for the control were asked over the course of one meeting. It would

The difference in outcomes between the treatment and the counterfactual case is called the "treatment effect," and it serves as the main measure of the impact of the awareness campaigns. In other words, the treatment is considered effective if desired outcomes in the treatment group improve more (or decline less) than they would have if the treatment had not been administered. Figure I-5 provides an illustration of what the DID estimator looks like using the outcome variable on respondent concern about human trafficking. The red and solid green lines represent the control group and treatment groups, respectively. The dashed green line represents the estimate for the counterfactual case, or the trend that the treatment group would have followed had the treatment group not been exposed to the treatment, and hence, followed the trend of the control group. The difference between the counterfactual case and the treatment group is the treatment effect. Consider R1, R2, R3, and R4 in Figure I-5. The percentage of respondents in the treatment group who are concerned about human trafficking is represented by R4. The percentage of respondents in the control group who are concerned about human trafficking is represented by R3. The difference between R4 and R3 is the differential effect of being exposed to the awareness campaigns. Since we cannot know whether R3 represents the actual counterfactual case, we use the DID methodology to estimate the counterfactual outcome pre-treatment (R0) and post-treatment (R2).

DID analysis assumes that the changes observed over time in the control group are the same as what would have been observed in the treatment group if the treatment had not been implemented. For example, if we observe an increase in concern about human trafficking in the control group over time, we assume we would observe the same trend in the treatment group if the treatment had not been implemented.[18] Therefore, the real estimate of program effect is the difference between R4 and R2. It is important to note that variations in the context of the pre-treatment and control groups could affect the counterfactual comparison, yielding an over- or under-estimation of awareness campaign effect. The DID analysis takes that into account.

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not make sense to ask an individual in the control group, who was not provided with any information on human trafficking, the same question twice over the course of a one hour time period, as there is no reason to expect their answer to change in that context within that window of time.

[18] This is commonly known as the "parallel path assumption." This assumption is made explicit in the construction of the counterfactual used to derive the treatment effect. The counterfactual case rests on an assumption of "parallel paths"—the counterfactual experiences the same trend as that of the control group.

Figure I-5: Illustration of Difference-in-Differences Estimation
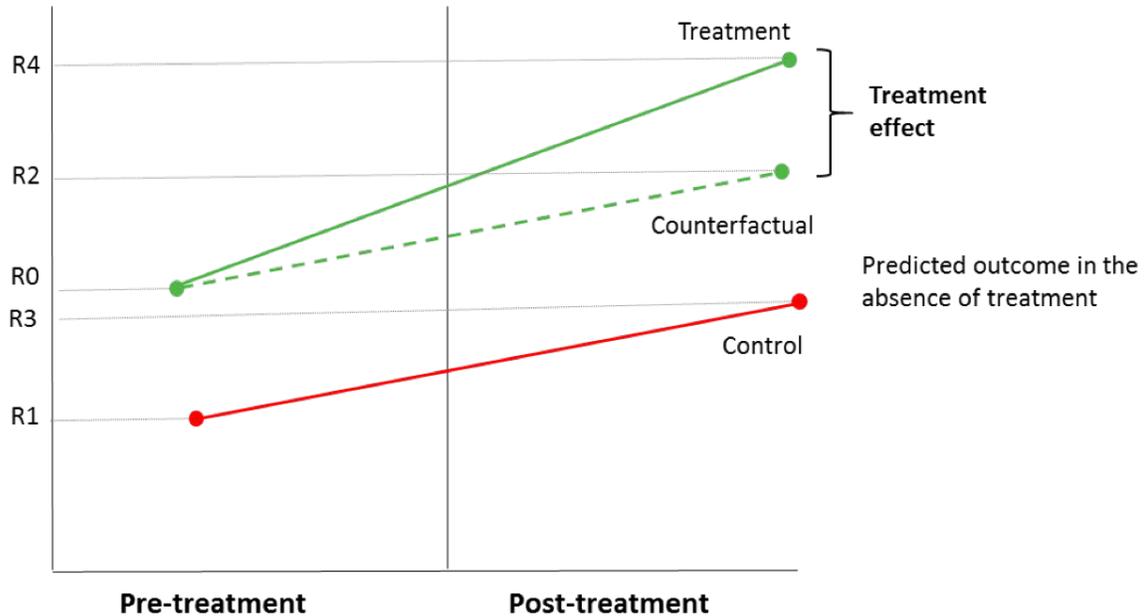
Figure I-5 presents an illustrative example of DID when using data from two periods. That said, many of the outcome variables we examine in this study are not available for all three periods. We provide the treatment effect for each outcome variable in each of the three rounds of data collection. In cases where the outcome variable was not surveyed in all three rounds, we only report the treatment effects in rounds in which they were surveyed.

Analysis of Variance: Comparing Outcome Variables for the Treatment and Control Groups

For questions that were asked only in the post-treatment survey, it is not possible to measure the impact of the treatments using the DID method. Instead we use the Analysis of Variance (ANOVA) method, a statistical procedure to test whether the average (mean) of an outcome variable differs across groups (in our case, the treatment and control groups).

In this type of analysis of variance, we use a statistical test (the F-statistic) that allows us to test the null hypothesis that the averages across treatment and control groups are not statistically different. If we reject this hypothesis, then we maintain that there is indeed a difference between the groups (e.g., an effect). We report the magnitude of the difference for each outcome variable in each relevant round if it is statistically significant at the 95% confidence level.

27

Regression Models: Estimating the Impact of Different Message Formats and Narratives

The differential impact of treatment formats (poster, graphic novel, radio dramatization, and audio-visual dramatization) and narrative types (danger and empowerment) on human trafficking awareness is analyzed through standard regression models. Regression analysis allows us to examine how any variation in the independent or predictor variable, in this case the multiple treatment groups, varies with the outcome interest.

Additional Methodological Notes

Before presenting the results, we briefly highlight some of the other statistical tools used throughout the data analyses. All estimations control for the effect of confounding individual socio-economic and demographic characteristics, such as gender, age,[19] religious identification (Hindu and Buddhist),[20] number of children, household income, relative income, access to food, and household expenditures.[21] Additionally, estimations of impact control for potential differences between districts (e.g., size and population) by including district fixed effects, and of enumerators by including enumerator fixed effects.[22]

G. Conclusion

This section has provided a brief overview of the study's research design and sample. Section 2 analyzes data on the share of respondents who experience child and forced labor conditions. Section 3 will provide results from assessing the long-term effects of the awareness campaigns on forced labor and child labor outcomes, as well as on human trafficking KABP measures.

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[19] When accounting for age, an age-squared term was also included. The basic intuition behind the age square variable is that age has a non-linear relationship with the outcome variable. If the age variable has a positive effect and the age square variable has a negative effect that means that as people get older the effect of age is lessened. On the contrary, a positive effect of age and a positive effect of age squared means that as people get older the effect of age over the dependent variable is stronger. Age frequently does not have a linear relationship, which was the impetus for including an age-squared term.

[20] The omitted category for the religion dummy variables is "all other religions." Binary variables for Hinduism and Buddhism were included in the regression since both religious groups account for 97% of the population.

[21] Controlling for socio-economic variables means that we removed the confounding effects of these variables on the particular outcome variables we use to measure the impact of the treatments. By holding constant the effects of the socio-economic variables across all individuals in the study we can isolate the particular effects of the treatments on the outcome variables.

[22] By including district and enumerator fixed effects, we account for differences across districts and enumerators.. In the case of the districts, the size of the district, geographic location, etc. can have an impact on people's answers or opinions. In the case of enumerators, respondents can respond differently to a question based on whether the interviewer is a male or a female. The inclusion of enumerator fixed effects allows estimates to account for these differences.

II. Results and Discussion: Labor Conditions

A. Introduction

This section presents data on the labor conditions of children and adults in Nepal based on a new survey module added in Round 3 that asked about forced labor and child labor situations. Specifically, it reports the number of children who are working in child labor, who are working in hazardous child labor, and who are working in conditions defined as the worst forms of child labor and forced labor. These categories will be discussed in detail below. This section also reports the number of children in the sample who are at high risk of engaging in child labor based on household characteristics such as income and education level of their adult guardians. Finally, this section provides an overview of the rates of adults and children in the sample who report being subjected to forced labor or forced marriage. In defining children, this report uses 18 years old as the age cut-off. The child labor and forced labor categories used in this section are based on international definitions drawn from reports by the ILO, as well as reports that apply these categories to the context of Nepal.

The 853 respondents included in the new survey module added in Round 3 that included questions about forced labor and child labor were queried about their labor conditions (for respondents 17 and under) and the labor conditions of children in their household (for adult respondents). At the household level, of the 853 respondents who received this module, 27 were child respondents and 384 respondents had children to report on[23]. This resulted in 741 individual-level reports on the labor experiences of children. The second part of this section discusses forced labor and forced marriage. It draws on data collected from the full sample of 2,011 respondents (see Table II-1 for a detailed sample description).

The next section applies these categories using infographics to visualize the labor conditions of child respondents and the children of adult respondents who received the additional child labor module included in Round 3 of data collection.

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[23] Note that we only consider nuclear family of respondents. Hence, similar situations could have been encountered by other children in the household but are not documented in this report.

Table II-1: Sample Description

Sample Descriptions	Who is included	Total Number of Respondents
Total Sample	Adult respondents + child respondents	2,011
Adults	Adult respondents	1,949
Children	Child respondents + adults responding for their children (can provide responses for more than one child)	741
Households with Children	Encompasses all of the households that have either child respondents or respondents with children	412

B. Labor Conditions of Working Children

Of the 741 children included in the sample, 251 (33.87%) worked for at least one hour in the past year. Figure II-1 shows that these children fall into several international categories describing the labor conditions of children. These categories are *not* mutually exclusive; a child or the work they are doing may fall into several of these categories at once. As illustrated in Figure II-1, 161 were engaged in child labor. Of those 161 children involved in child labor, 134 (83.23%) were found to be engaged in HCL and 7 (4.35%) were found to be engaged in forced labor, with 136 (84.47%) found to be engaged as either in HCL and/or forced labor, meaning that they were engaged in the worst forms of child labor or WFCL (Figure II-2).

To give these numbers context, the 33.87% of children under the age of 18 who were reported to be working in Nepal is significantly higher than some estimates of working children globally. According to the ILO's "Global Estimates of Child Labor" in 2016, 13.8% of children aged 5 to 17 are reported to be working.[24] There was significant variance in this rate by region, with 27.1% of children aged 5 to 17 reported to be in employment in Africa, 8.8% in the Americas, 10.7% in Asian and the Pacific, 6.5% in Europe and Central Asia, and 4.6% in Arab states. The number found in this survey, however, is consistent with previous rates found in other recent surveys in Nepal, including the Department of Labor's "2018 Findings on the Worst Forms of Child Labor," which found that 37.2% of children aged 5 to 14 were working.[25]

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[24] ILO, "Global Estimates of Child Labour: Results and Trends, 2012 - 2016."
https://ilo.org/wcmsp5/groups/public/@dgreports/@dcomm/documents/publication/wcms_575499.pdf, 9.
[25] Department of Labor, "2018 Findings on the Worst Forms of Child Labor." https://www.dol.gov/sites/dolgov/files/ILAB/child_labor_reports/tda2018/Nepal.pdf , 1.

In addition to high levels of working children, the percentage of children in our sample engaged in both child labor and hazardous labor are significantly higher than global and regional averages, and averages for countries with similar characteristics. Globally, the ILO estimates that, as of 2016, 9.6% of children aged 5 to 17 were engaged in child labor and 4.6% were engaged in hazardous labor, as compared to this survey's findings of 23.47% and 15.78%. Those numbers are even more striking when compared to the regional average for Asia and the Pacific, where 7.4% of children were engaged in child labor and 3.4% were engaged in hazardous labor. With that said, it is important to note that these are not nationally or regionally representative prevalence estimates of Nepal.

Figure II-1: Overview of Children in Survey
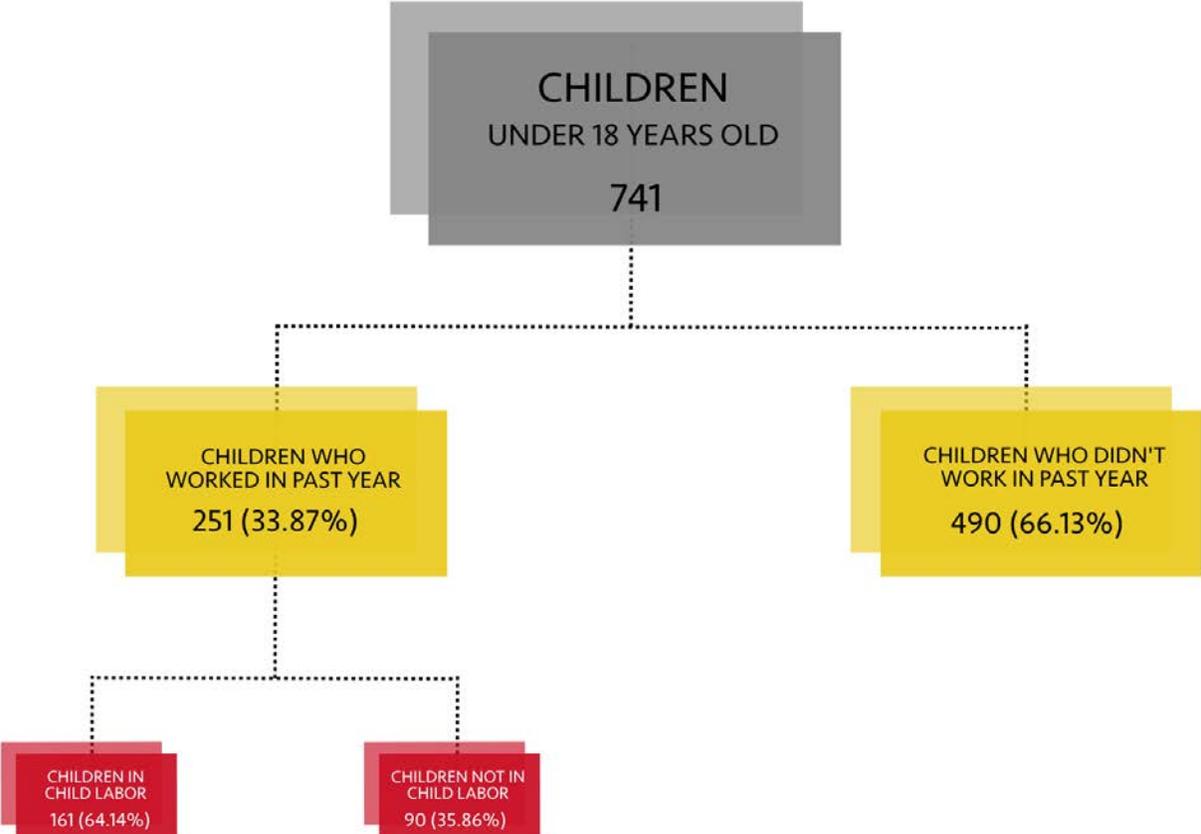
Figure II-2: Overview of Children Engaged in Child Labor
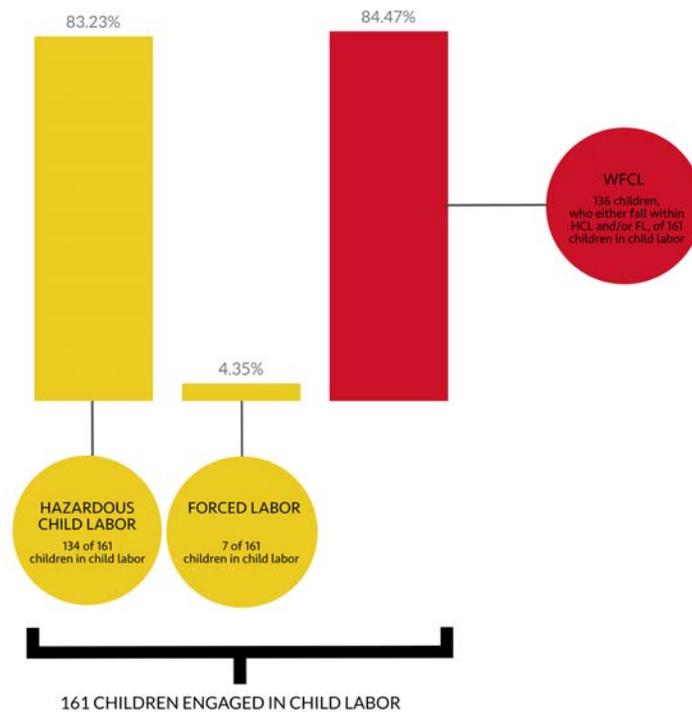
C. Child Labor

Children were considered to be engaged in child labor if they worked longer than acceptable hours of work, worked at times that did not allow them to attend school, or if they were engaged in hazardous child labor or other worst forms of child labor[26]. In terms of acceptable hours of work, we followed UNICEF's standard indicator of child labor: [27]

- Age 5 to 11 years: At least 1 hour of economic work or 28 hours of unpaid household services per week.
- Age 12 to 14 years: At least 14 hours of economic work or 28 hours of unpaid household services per week.
- Age 15 to 17 years: At least 43 hours of economic or unpaid household services per week.

At the household level, 130 of the 194 households with working children (67.01%) had children working under child labor conditions (Figure II-3(a)).

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[26] ILO. Resolution II: Resolution Concerning Statistics of Child Labor. ICLS 18th Conference, 2008. pg. 56-66. Available at: https://ilo.org/wcmsp5/groups/public/---dgreports/---stat/documents/normativeinstrument/wcms_11245 8.pdf

[27] https://data.unicef.org/topic/child-protection/child-labour/

Figure II-3: Children Engaged in Child Labor
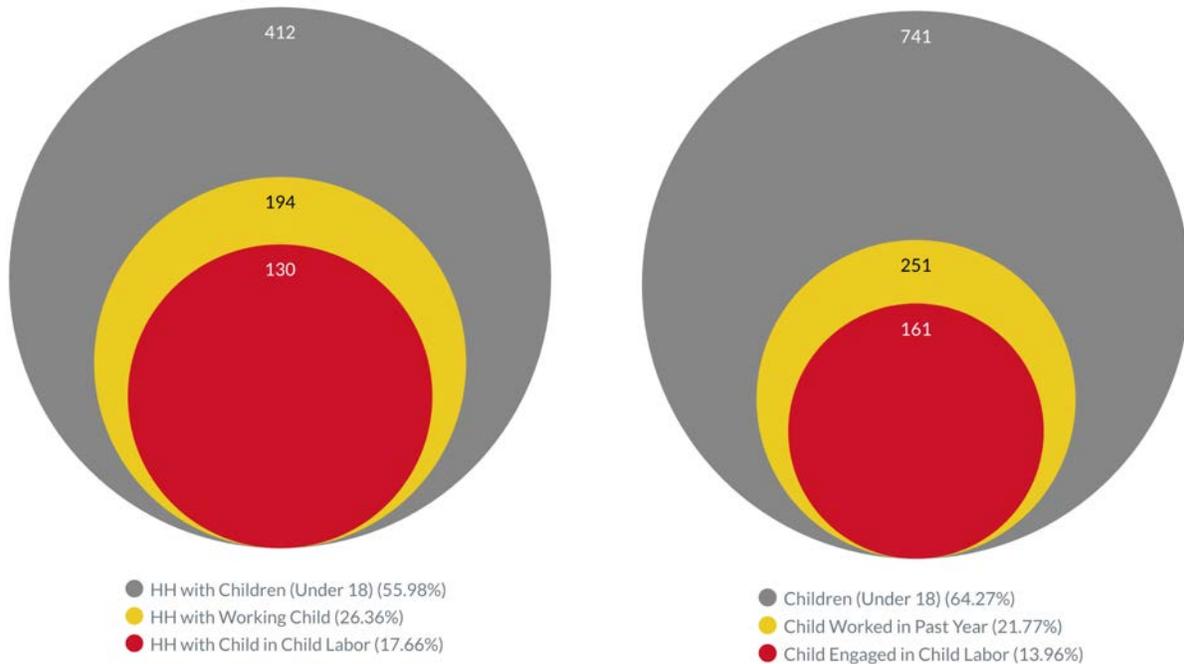
(a) Households with a Child Engaged in Child Labor

(b) Number of Children Engaged in Child Labor

When examined at the individual level, 161 children (64.14%) of the 251 children who reported working in the past year were found to be engaging in various forms of child labor (Figure II-3(b)). Of the 161 who were engaged in various forms of child labor, the study found that 9 (5.59%) of these children worked long hours, 6 (3.73%) worked at night after 8pm, 62 (38.51%) worked during school hours between 9am to 4pm, 134 (83.23%) were engaged in hazardous child labor, defined as work which, by its nature is likely to harm the health, safety or morals of children. Lastly, 136 (84.47%) worked in conditions that are considered the worst forms of child labor, which includes slavery or practices similar to slavery, such as the sale and trafficking of children, debt bondage and serfdom and forced or compulsory labor (Figure II-4). [28]

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[28] This definition of the worst forms of child labor follows the ILO Convention 182: https://www.ilo.org/dyn/normlex/en/f?p=NORMLEXPUB:12100:0::NO::P12100_ILO_CODE:C182

Figure II-4: Labor Characteristics of Children Engaged in Child Labor

WORK
LONG HOURS

9

152
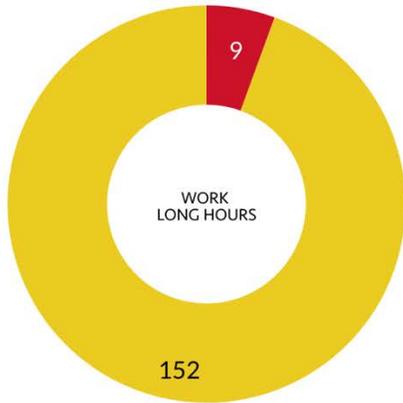
■ Working Long Hours (5.59%)
■ Not Working Long Hours (94.41%)

WORK
AT NIGHT

6

155
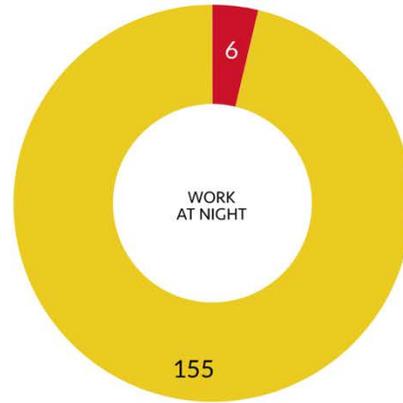
■ Working at Night (3.73%)
■ Not Working at Night (96.27%)

WORK
DURING SCHOOL
HOURS

62

99
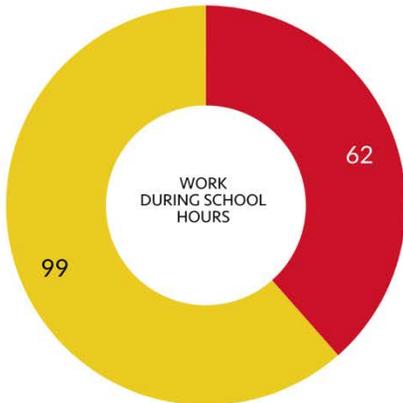
■ Work During School (38.51%)
■ Not Work During School (61.49%)

HAZARDOUS
CHILD LABOR

27

134
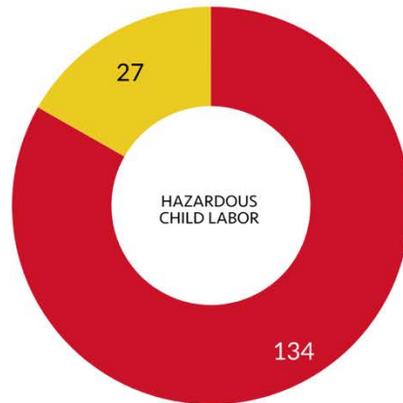
■ Work in HCL (83.23%)
■ Don't Work in HCL (16.77%)

WORST FORMS
OF
CHILD LABOR

25

136
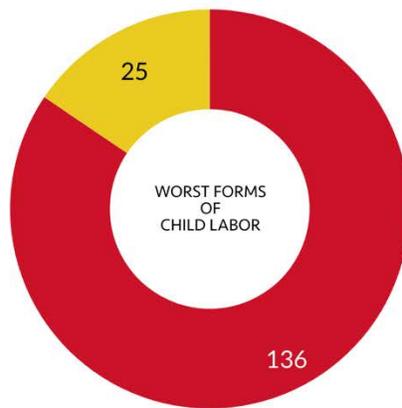
■ In WFCL (84.47%)
■ Not in WFCL (15.53%)

D. Worst Forms of Child Labor

In addition to categorizing respondents engaged in child labor, Round 3 examined whether children engaged in child labor were working in the worst forms of child labor (WFCL) as defined by the ILO Convention 182.[29] This includes:

- All forms of slavery or practices similar to slavery, including the sale and trafficking of children, debt bondage and serfdom and forced or compulsory labor, including forced or compulsory recruitment of children for use in armed conflict;
- The use, procuring or offering of a child for prostitution, the production of pornography or for pornographic performances;
- The use, procuring or offering of a child for illicit activities, in particular for the production and trafficking of drugs as defined in the relevant international treaties.

It also includes HCL, or work which, by its nature or the circumstances in which it is carried out, is likely to harm the health, safety or morals of children. Note that HCL is the largest subset of WFCL and will be examined separately in the next section. FL of children will also be examined separately in this chapter.

To understand WFCL in the Nepal context, we use the National Master Plan on Child Labor,[30] which identifies bonded child labor, rag-picking, portering, child domestic service, mining, carpet weaving, and child trafficking as the worst forms of child labor and specifically lists relevant activities:[31]

1. Activities violating fundamental human right or slavery or bonded labor:
    a. Trafficking in children for labor and sexual exploitation,
    a. Children in armed conflicts or affected by conflict,
    b. Drug peddling.
2. Service Sectors:

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[29] ILO Convention 182:
http://www.ilo.org/dyn/normlex/en/f?p=NORMLEXPUB:12100:0::NO::P12100_ILO_CODE:C182
[30] Government of Nepal Ministry of Labour and Transport Management. National Master Plan on Child Labor (2004-2014)
[31] This report does not include all of the activities listed due to data limitations. For example, children affected by or in armed conflicts are excluded this from analysis. When possible, we use information on children's work sector, activities, and locations to determine whether they are engaged in any of these activities.

    a. Scavenging and rag picking (*khate*),

    b. Porter,

    c. Domestic service,

    d. Small bars and restaurants,

    e. Overland transportation,

    f. Auto repairs.

3. Manufacturing Sectors:

    a. Carpet industry,

    b. Brick and tile kilns,

    c. Match factories,

    d. Leather tannery.

4. Mines and Quarries:

    a. Coal mines,

    b. Stone and slate quarries,

    c. Magnesite mine,

    d. Sand mine,

    e. Red Soil Mines.

5. Agriculture Sector,[32] where there is use of chemicals in agriculture as pesticides and fertilizers.

Of the 194 households with working children, 110 (56.70%) have at least one child engaged in what is considered a worst form of child labor (Figure II-5(a)). At the individual level, of the 251 children who worked at least one hour in the past year, 136 (54.18%) were engaged in the worst forms of child labor (Figure II-5(b)). Of those 136 children, 134 (98.53%) were involved in hazardous child labor and 7 (5.15%) were involved in forced labor (Figure II-6). None of these children was engaged in forced sex or drug trafficking, none were in debt, and none was in forced marriage.

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[32] The report notes that because agriculture is informal and rural based, many such hazards remain undetected.

Figure II-5: Children Engaged in the Worst Forms of Child Labor
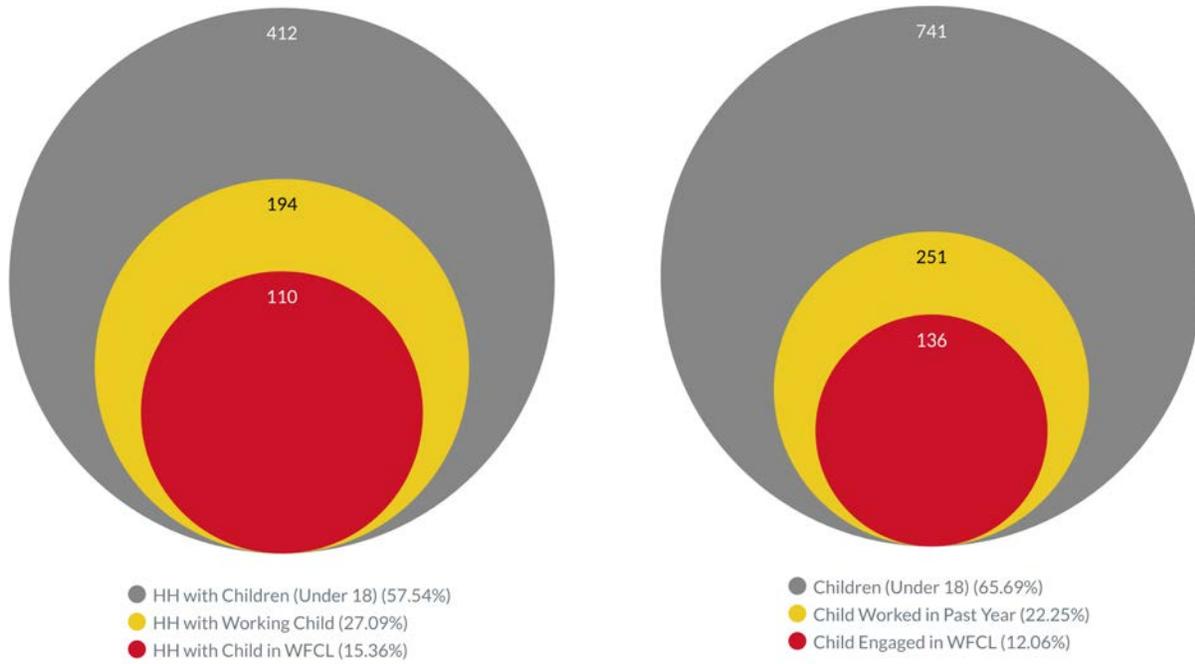
(a) Households with Children Engaged in the WFCL

(b) Number of Working Children Engaged in the WFCL

Figure II-6: Characteristics of Children in the Worst Forms of Child Labor
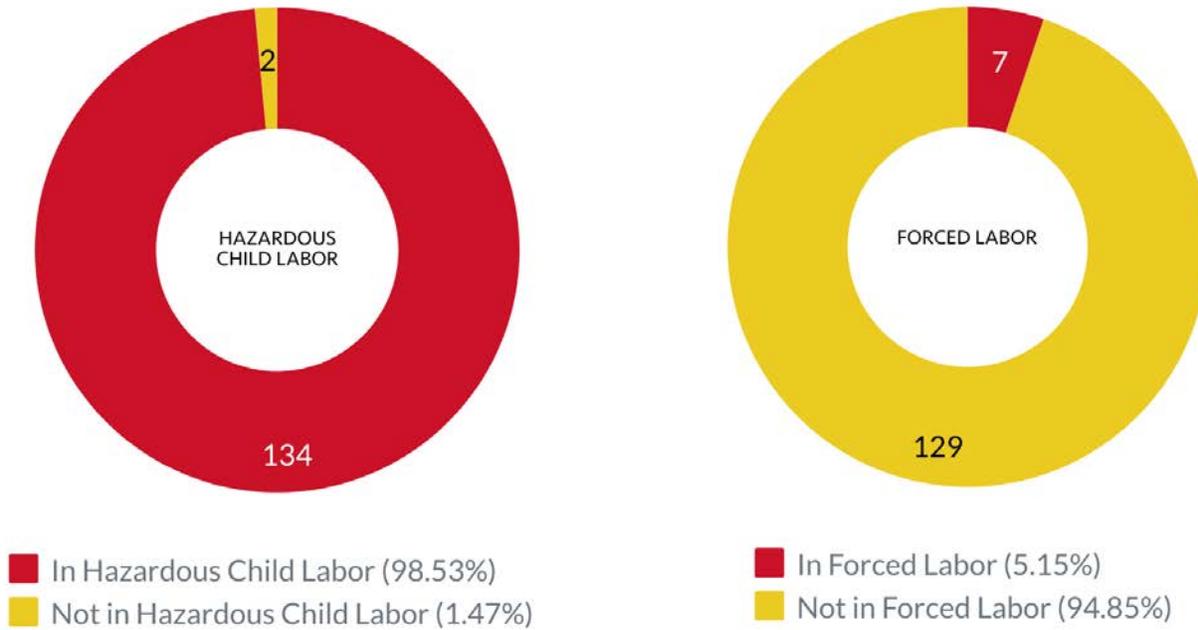
E. Hazardous Child Labor

Many of the children engaged in the WFCL could be deemed as engaged in HCL. The ILO defines HCL as work which, by its nature or the circumstances in which it is carried out, is likely to harm the health, safety or morals of children.[33] This includes:

1. Work which exposes children to physical, psychological, or sexual abuse;
2. Work underground, under water, at dangerous heights or in confined spaces;
3. Work with dangerous machinery, equipment and tools, or which involves the manual handling or transport of heavy loads;
4. Work in an unhealthy environment which may, for example, expose children to hazardous substances, agents or processes, or to temperatures, noise levels, or vibrations damaging to their health;
5. Work under particularly difficult conditions such as work for long hours or during the night or work where the child is unreasonably confined to the premises of the employer.[34]

Of the 194 households that had at least one child who worked at least one hour in the last 12 months, 109 (56.19%), had at least one child who was involved in HCL (Figure II-7(a)). Looking at the individual-level results, of the 251 children who worked at least one hour in the last 12 months leading up to the survey, 134 (53.39%) were found to be involved in HCL (Figure II-7(b)).

Of those 134 children engaging in HCL, 121 (90.30%) worked in hazardous conditions, such as carrying heavy loads at work, using knives at work, or being exposed to dangerous chemicals or conditions at work; 16 (11.94%) worked in hazardous locations, such as someone's home, brick kilns, retail stores, massage parlors, streets or markets, construction sites, mines or quarries, or lakes, rivers, and ponds. In terms of hazardous occupations; 26 (19.40%) worked in such occupations, which include work in tourism, service related industries, public transportation, construction, manufacturing, and energy production; 22 (16.42%) worked in hazardous sectors, which includes agriculture and forestry sector, wholesale and retail trade, driving, carpentry, tourism, household work for another family, public transportation, manufacturing, and energy production; 6 (4.48%) worked at night after 8pm; and 9 (6.72%) worked long hours (Figure II-8).

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[33] Article 3(d) of ILO Convention 182
[34] ILO Recommendation 190

Figure II-7: Children Engaged in Hazardous Child Labor

412

194

109

● HH with Children (Under 18) (57.62%)
● HH with Working Child (27.13%)
● HH with Child in HCL (15.24%)

741

251

134

● Children (Under 18) (65.81%)
● Child Worked in Past Year (22.29%)
● Child Engaged in HCL (11.9%)

(a) Households with Children Engaged in Hazardous Child Labor

(b) Number of Working Children Engaged in Hazardous Child Labor
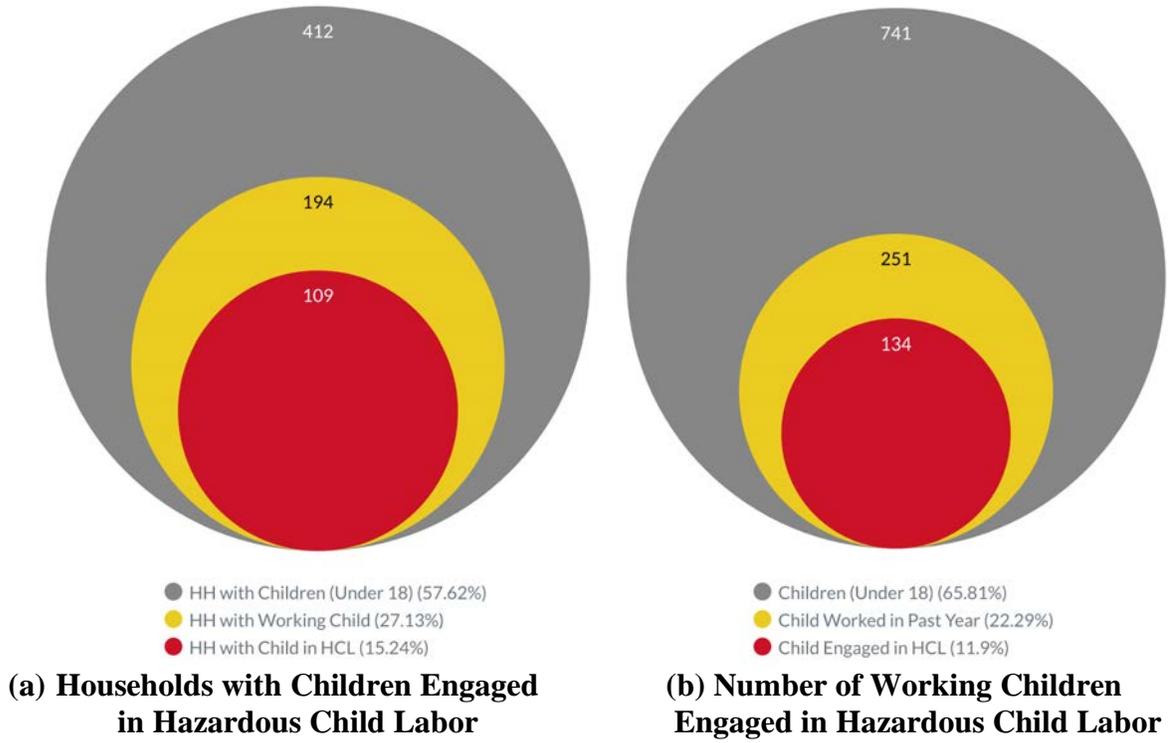
Figure II-8: Labor Characteristics of Children Engaged in Hazardous Child Labor

HAZARDOUS CONDITIONS
- 13
- 121

- Work in Hazardous Conditions (90.3%)
- Don't Work in HC (9.7%)

HAZARDOUS LOCATIONS
- 16
- 118

- Work in Hazardous Locations (11.94%)
- Don't Work in HL (88.06%)

HAZARDOUS OCCUPATIONS
- 26
- 108

- Work in Hazardous Occupations (19.4...
- Don't Work in HO (80.6%)

HAZARDOUS SECTORS
- 22
- 112

- Work in Hazardous Sectors (16.42%)
- Don't Work in HS (83.58%)

WORK AT NIGHT
- 6
- 128

- Work at Night (4.48%)
- Don't Work at Night (95.52%)

WORK LONG HOURS
- 9
- 125

- Work Long Hours (6.72%)
- Don't Work Long Hours (93.28%)

F. Forced Labor

Following ILO Forced Labour Convention, 1930 (No. 29), forced *labor* is defined as "all work or service that is exacted from any person under the menace of any penalty and for which the said person has not offered himself voluntarily."[35] This report operationalizes forced labor using the ILO's recent publication, "Global Estimates of Modern Slavery."[36] In this report, the ILO lays out an operational definition and survey guidelines for forced labor and forced marriage[37]. The ILO report also draws upon ILO Conventions 29[38] and 105,[39] two UN Conventions (1926 Slavery Convention,[40] Supplementary 1956 convention[41]), ILO Convention 182 on the Worst Forms of Child Labor (1999) and the UN Protocol to Prevent, Suppress, and Punish Trafficking in Persons, especially Women and Children (2000), also known as the "Palermo Protocol,"[42] in establishing the definitions.

The coercion may take place either: (1) during the child's recruitment, to force the child or their parents to accept the job, (2) once the child is working, to force them to do tasks that were not part of what was agreed upon at the time of recruitment, or (3) once the child is working, to prevent the child from leaving. If a child is working as a direct consequence of their parents being in a situation of forced labor, then the child is also considered to be in forced labor. Any child is considered a victim of forced labor if at least **one of the following** three dimensions is positive and experienced **within the past 5 years, as defined by ILO's report on forced labor.**[43]

1. **Involuntariness** is positive when at least one indicator of involuntariness is present.

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[35] The International Labour Organization, Forced Labour Convention, 1930 (No. 29).
[36] Global estimates of modern slavery: Forced labour and forced marriage. International Labour Office (ILO), Geneva, 2017

[38] ILO Convention 29:
http://www.ilo.org/dyn/normlex/en/f?p=NORMLEXPUB:12100:0::NO::P12100_ILO_CODE:C029.
[39] ILO Convention 105, 1957:
http://www.ilo.org/dyn/normlex/en/f?p=NORMLEXPUB:12100:0::NO:12100:P12100_ILO_CODE:C105
[40] Slavery Convention, 1926: http://www.ohchr.org/EN/ProfessionalInterest/Pages/SlaveryConvention.aspx.
[41] The United Nations Supplemental Convention on Slavery, the Slave Trade, and Institutions and Practices Similar to Slavery, 1956:
http://www.ohchr.org/EN/ProfessionalInterest/Pages/SupplementaryConventionAbolitionOfSlavery.aspx
[42] The United Nations Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, 2000, or "Palermo Protocol":
http://www.ohchr.org/EN/ProfessionalInterest/Pages/ProtocolTraffickingInPersons.aspx
[43]International Labour Office (ILO). 2017. Methodology of the global estimates of modern slavery: Forced labour and forced marriage. Geneva.

2. **Coercion** is positive when at least one indicator of penalty (or menace of penalty) is present.

3. **Family** is positive when the child performs work as a direct consequence of the parents being engaged in forced labor.

Indicators of involuntariness include when an individual are as follows:

1. Forced to work by an employer or recruiter;
2. Forced to work to repay a debt with an employer or recruiter and not allowed to leave;
3. Offered one kind of work, but forced to do something else and not allowed to leave;
4. Had to work in order to help another family member who was forced to work by an employer;
5. Forced to work for an employer so that another person would receive a job, land, money, or other resources.

Indicators of coercion include when an individual is under menace of penalty of one or more of the following:

1. Physical violence;
2. Sexual violence;
3. Threats of violence;
4. Threats against family;
5. Locked in work or living quarters;
6. Kept drunk/drugged;
7. Punished through deprivation of food, sleep, etc.;
8. Punished through fine/ financial penalty;
9. Threats of legal action;
10. Withheld passport or other documents;
11. Had to repay debt;
12. Withheld wages;
13. Too far from home and nowhere to go.

Note that one could deem children to be in forced labor if they are in HCL or other WFCL as involuntariness is implicit. Because we report HCL and WFCL separately, we treat forced labor as its own category.

At the household level, of the 194 households who had at least one child who worked at least one hour in the last 12 months, 6 (3.09%) had at least one child who was engaged in forced labor (Figure II-9(a)). At the individual level, of the 251 children who worked at least one hour within the past year, 7 (2.79%) were found to be engaged in forced labor (Figure II-9(b)).

Figure II-9: Children in Forced Labor

(a) Households with Children in Forced Labor

(b) Number of Working Children in Forced Labor
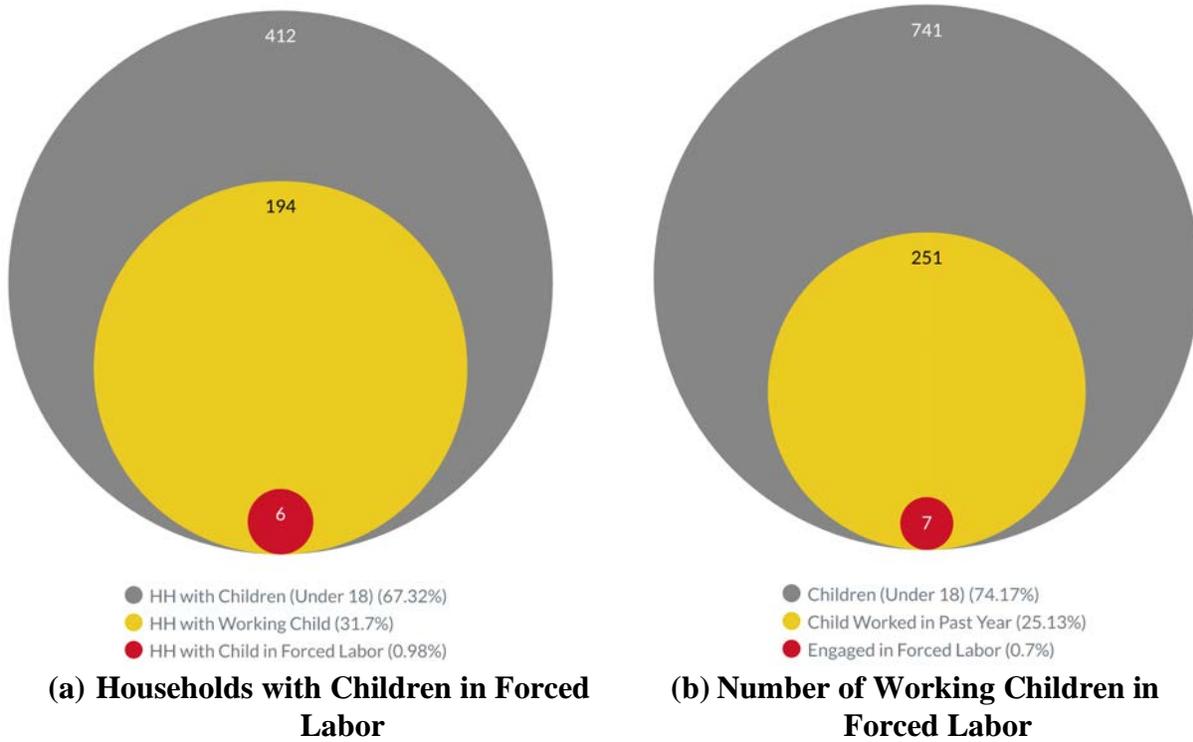
The 7 children engaged in forced labor explicitly reported to have experienced threats of penalty at work if they tried to stopped working.

G. Household Conditions of Children at High Risk of Engaging in Child Labor

In addition to examining the numbers of children engaged in child labor, we also examined household conditions that place children at risk of engaging in dangerous or harmful labor practices in the future. Children at High Risk (CAHR) of engaging in child labor refers to children who experience a set of conditions or circumstances — such as a family environment, living situation, proximity to economic activities prone to employ children, and so on — that make it more likely that they will be employed in child labor.

In this report, we adopt the UNICEF definition of child vulnerability and define children at high risk by using the following criteria:

1. **Wealth Status:** a child who lives in a household ranked in the bottom two wealth quintiles, which in this report is measured using reported income.
2. **Living Arrangements:** a child who does not live with either parent.
3. **Orphanhood Status:** a child who has lost one or both parents.
4. **Education Level of Adults:** a child who lives in a household with adults with no education.

According to UNICEF's definition of CAHR, there are three groupings that meet the different conditions for CAHR. Below are the definitions of these groups and the percentages of children surveyed in Round 3 that reported facing these conditions.

1. **Group 1:** Children not living with either parent and living in a household ranked in the bottom two wealth quintiles. Of the 741 children under the age of 18 surveyed in Round 3, 52 of them (7.02%) were found to fall into this category.
2. **Group 2:** Children who lost one or both parents and are living in a household ranked in the bottom two wealth quintiles. Of the 741 children under the age of 18 surveyed in Round 3, 4 of them (0.54%) were found to fall into this category.
3. **Group 3:** Children who are living in a household with adults with no education and are living in a household ranked in the bottom two wealth quintiles. Of the 741 children under the age of 18 in Round 3 of the survey, 64 of them (8.64%) were found to fall into this category.

Thus, of the 741 children under the age of 18 surveyed in Round 3 of data collection, 109 (14.71%) can be defined as CAHR of engaging in child labor (Figure II-10).

Figure II-10: Children at High Risk of Engaging in Child Labor
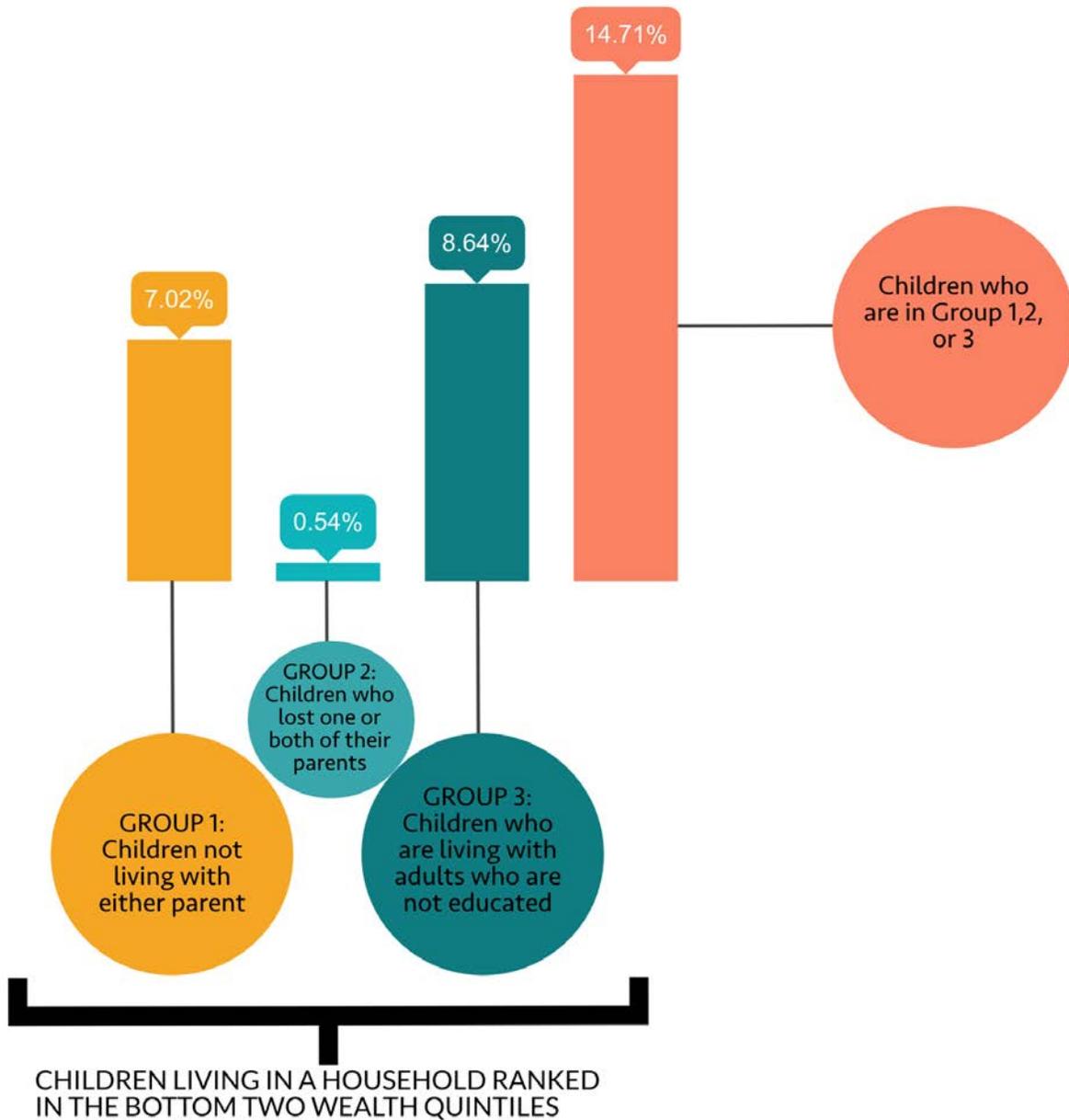
H. Adults in Forced Labor

This section examines data collected from adult respondents on their labor conditions in Round 3 of data collection. The data represent the 1,949 adult respondents from the 2,011 respondents surveyed, excluding the 62 child respondents. We define adult labor as forced labor when a respondent reports doing work that was **involuntary and coerced within the past 5 years.**[44] Indicators of involuntariness include when an individual are as follows:

1. Forced to work by an employer or recruiter;
2. Forced to work to repay a debt with an employer or recruiter and not allowed to leave;
3. Offered one kind of work, but forced to do something else and not allowed to leave;
4. Had to work in order to help another family member who was forced to work by an employer;
5. Forced to work for an employer so that another person would receive a job, land, money, or other resources.

Indicators of coercion include when an individual is under menace of penalty of one or more of the following:

1. Physical violence;
2. Sexual violence;
3. Threats of violence;
4. Threats against family;
5. Locked in work or living quarters;
6. Kept drunk/drugged;
7. Punished through deprivation of food, sleep, etc.;
8. Punished through fine/ financial penalty;
9. Threats of legal action;
10. Withheld passport or other documents;
11. Had to repay debt;
12. Withheld wages;

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[44] Global estimates of modern slavery: Forced labour and forced marriage. International Labour Office (ILO), Geneva, 2017

13. Too far from home and nowhere to go.

Of the 1,949 adult respondents, 20 (1.03%) reported experiencing forced labor. Among these respondents, 14 worked in the farming industry and two worked in manual labor, such as mining or construction. The remaining four worked in wholesale and retail, carpentry, driving, and tourism-related sectors. Of the 1,949 adult respondents, 38 respondents (1.95%) reported doing involuntary work and 34 (1.74%) reported to have been under menace of penalty. Just 23 (1.18%) said that the experience involving forced labor occurred within the past 5 years.

In Round 3 of data collection, in addition to capturing self-reported measures of forced labor, we conducted a list experiment — an indirect method of asking sensitive questions[45] — to estimate the prevalence of forced labor. List experiments reduce social desirability bias and address privacy concerns by giving respondents a higher degree of anonymity (Gonzalez-Ocantos et al. 2012). In this study, the list experiment estimates the prevalence rates of three types of work-related abuses. To do so, we randomly assign respondents into a control group and treatment groups, and depending on the assignment, read 3 (items 1 - 3) or 4 (items 1 - 3, and item 4, item 5, or item 6) of the following statements:

1. My family cannot afford to loan money to a friend or family member.
2. My family has enough food to eat every day.
3. I have been asked to pay a bribe before.
4. **I have been threatened by my employer from quitting my job.**
5. **I have been forced to work without pay.**
6. **I have been forced to have sex as part of my job.**

By asking respondents to report the number of activities they experienced rather than asking them to identify the specific activities, respondents are given a higher degree of anonymity, thus reducing social desirability effects. We are then able to compare the average number of reported

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[45] Respondents from each group are read the same question, "I am now going to read you a list of items. Please tell me HOW MANY of the following items apply to you. I don't want to know which ones; just HOW MANY apply to you. You don't need to tell us which ones are true, just how many are true." The control group is read the list of items 1 - 3 while treatment groups receive items 1 - 3 plus one treatment item (one of items 4, 5, or 6) (see above for a list of all statements).

statements in each of the treatment groups to the average number of reported items in the control group to get an estimate of the prevalence of each type of abuse within the sample population.

The results from the list experiment indicated a much higher prevalence of abuse than did the questions that asked respondents directly about forced labor. It indicated that 3.35% of adults had been threatened by their employers from quitting their jobs, 8.89% had been forced to work without pay, and 6.57% had been forced to have sex as part of their job.

The list experiment also found that female respondents faced more work-related abuse as compared to their male respondents; 7.16% of female adults reported experiencing any of the above three situations, as compared to 5.74% of their male counterparts. The nature of the abuse also differed. A higher percentage of male adult respondents (3.86%) reported being threatened by their employers than did female adult respondents (2.84%), while a higher percentage of female adult respondents reported being forced to work without pay and forced to have sex (11.49% and 7.38%, respectively) than did the male adult respondents (6.10% and 7.17%, respectively).

Note that this technique is not free from other forms of error. A list experiment is more cognitively challenging than direct survey questions. Thus, respondents may have provided an answer that is familiar or easy in order to satisfy the enumerator rather than a correct answer (Kramon and Weghorst 2012). To address these concerns, we re-ran the analysis on just the respondents we identified through quality control mechanisms[46] as having understood the experiment. Results remained fairly consistent: of all the adult respondents, 4.14% reported being threatened by their employers from quitting their jobs, 8.49% reported having been forced to work without pay, and 6.62% reported being forced to have sex as part of their job.

I. Forced Marriage

Of the 2,011 adult and child respondents, 31 (1.54%) reported experiencing forced marriage defined as situations where a person has been forced to marry without their consent, regardless of his or her age.[47] Our report considers a person as having been forced to marry if, within the past

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[46] For quality control, list experiment part of the survey was recorded with consent. Nepali-speaking researchers and auditors listened to the experiment and identified successful cases.

[47] United Nations General Assembly, Preventing and Eliminating Child, Early and Forced Marriage, Report of the Office of the United Nations High Commissioner for Human Rights, 2014:

5 years, they were married without giving consent, or if a person is still married without having given consent.[48] A strict criterion of consent was imposed to derive a conservative estimate. For example, out of the 35 respondents who reported experiencing forced marriage, three said they consented to the marriage and hence these three were not counted as being in a forced marriage.

Of the 31 respondents who reported experienced forced marriage, the youngest was 18 years old and the oldest was 59 years old; the average age was 38 years old. While none of the child respondents were found to be in forced marriages, one respondent, now 18 years old, was 17 at the time of forced marriage. Given the sensitive nature of this question and the effects of social desirability bias suppressing people openly admitting to being in situations of forced marriage, these are likely conservative estimates.

J. Summary of Results

This section has presented data from Round 3 of the HTV Survey that illustrate an alarming rate of child labor and forced labor among children and adults in the Central Development Region of Nepal. One-hundred and thirty of 853 households surveyed (15.24%) reported having at least one child engaged in child labor. These households represent 161 children working in child labor conditions. In the global context, these data suggest that rates of child labor in this region of Nepal are much higher than global averages, regional averages, and averages of countries with similar characteristics. It is important to note that data collection took place entirely in the Central Development Region of Nepal, an area that has been identified as prone to human trafficking, and as such results are not nationally representative of Nepal as a whole. Moreover, the sampling procedure was not designed to lead to regionally representative estimates of child labor and adult forced labor.

In addition to examining the labor conditions of children, we provided the number of children who are at high risk of engaging in child labor. Using household characteristics — including income, education of adults, and household composition — we reported that 109 (14.7%) of all 741

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https://www.ohchr.org/EN/HRBodies/HRC/RegularSessions/Session26/Documents/A-HRC-26-22_en.doc

[48] If the respondent refused to answer whether anyone in the family had been forced to marry, then it is treated as indicative of having recently experienced forced marriage, as per the ILO 2017 guidelines.

children are at high risk. Identifying key characteristics that put children in danger of child labor situations is critical in coming up with preventative solutions and policies.

This section also highlighted the usefulness of list experiments in estimating rates of sensitive and private experiences. The results from the list experiment showed that prevalence of work-related abuse as ascertained by the list experiment was much higher than what was ascertained by questions that asked directly about it. When asked directly, just 38 respondents (1.96%) reported that they experienced involuntariness at work and 34 (1.75%) reported to have been under menace of penalty. This is in stark contrast to the list experiment results, which indicated that 6.23% of adult respondents had been threatened by their employers from quitting their jobs, forced to work without pay, or forced to have sex as part of their job.

We would also like to stress the importance of quality control, especially in using the list experiment approach. Because list experiments are harder for respondents to understand, identifying those who have understood the question is crucial for deriving reliable estimates. For example, some of the respondents identified which of the three to four statements applied to them rather than providing the number of the statements as intended. This undermines the purpose of giving anonymity to respondents. Through an extensive quality control process, which involved listening to audio recordings of the list experiment section to ensure the enumerators were implementing the list experiment procedure properly[49], this study was able to show that the results were consistent even after restricting the analysis to those who properly received the treatment. We recommend that researchers and practitioners implement a quality control process in addition to a thorough enumerator training session that highlights the significance of ensuring the anonymity of respondents, and the proper way to administer the experiment.

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[49] Designated auditors were instructed to listen to the list experiment, and confirmed if it was implemented properly, paying attention to whether 1) enumerators clearly explained the experiment procedure and 2) the respondents understood and followed the instructions accordingly.

III. Results and Discussion: Long-term Effects

A. Introduction

This section presents the medium- and long-term effects that awareness campaigns have on individuals' KABP regarding human trafficking and child labor, as measured in Round 2 (medium term) and Round 3 (long term) of the HTV Survey and compared to the data collected in Round 1 of the HTV Survey. We found some differences in the durability of effects depending on whether they received the danger or empowerment narrative and whether they received the campaign in a group or individual setting.

The effects of receiving the campaign in a group setting were mixed. For instance, in the long term, compared to those who received the campaign individually, receiving the campaign in a group increased the respondents' concern for human trafficking, but decreased the concern for human trafficking in their community; it reduced the likelihood of blaming sex trafficking victims for what happened to them, but also reduced the notion that boys are at high risk of being trafficked; and it increased support for legalizing prostitution as well as providing people with information about trafficking, while also increasing support for a law that would restrict girls from moving outside of Nepal.

There were no long-term differences in the effects of the campaign dependent on the format of delivery (poster, graphic novel, radio dramatization, audio-visual dramatization). It is worth noting, however, that at least in the short-term, narrative campaigns (graphic novel, radio dramatization, audio-visual dramatization) were notably more effective than non-narrative campaigns (poster).

The durability of effects from the fear-based appeal versus empowerment-based appeal were minimal. When effects did last, the empowerment-based campaigns tended to perform better than fear-based ones.

The first part of this section will discuss the medium-term effects, as assessed in Round 2 of data collection, and the second part will address the long-term effects, as assessed in Round 3 of data collection.

B. Review of Short-Term and Medium-Term Effects

As noted in the introduction, the HTV survey included three rounds of data collection. Round 1 of data collection occurred from July to December 2014 and Round 2 occurred from March to September 2015. Archer, Boittin & Mo (2016) analyzed the short-term (Round 1) and medium-term (Round 2) effects of the human trafficking awareness campaigns tested in the study. The present report will focus on the data collected in Round 3 to test the long-term effects of the awareness campaigns. It will also analyze new data collected on respondent KABP about forced labor and child labor.

Before we present the long-term results, we will provide a brief overview of the effects that were durable in the short- and medium terms. Results from Round 2 of data collection found that the overall effects of the awareness campaign did not consistently withstand the test of time. There were, however, a few durable effects in the medium-term, including respondents' ability to recognize whether family members or friends had fallen victim to human trafficking, their ability to identify human trafficking as a problem at the national level, and their knowledge regarding what human trafficking looks like, all of which increased as the result of receiving any form of the awareness campaign, as compared to the control group that did not receive any awareness campaign.

Results from Round 1 demonstrated that there were several significant differences between receiving the treatment in an individual setting versus in a group setting in the short-term. For instance, group exposure had a stronger impact on the ability of participants to recognize cases of human trafficking among family and friends. However, it did not increase the ability of respondents to self-identify as having been trafficked. With that said, given human trafficking is a rare event, we were likely not statistically powered to detect an effect even if there was one. Individual exposure to the campaigns was more effective than group exposure at increasing respondents' sense of urgency around human trafficking, as well their perceptions of how big of a problem human trafficking was at the local and national level.

Of these effects found in the short term, only a few persisted in the medium term, as measured in Round 2.[50] Group exposure to the awareness campaign had a persistent effect in increasing respondents' perceptions of how frequently types of human trafficking, forced labor, debt bondage, and sex trafficking occurred, while individual exposure to the campaign resulted in a persistent increased effect on respondents' perceptions that girls under age 16 are at high risk of trafficking.

In regard to message format, on any given set of outcomes related to respondents' human trafficking KABP in the short term, as measured in Round 1, the three narrative formats — the graphic novel, the radio dramatization, and the audio-visual dramatization — were generally more effective than the poster. For instance, the three narrative formats were found to be more effective than the poster at correcting misconceptions that human trafficking requires movement across borders and to increase knowledge that men can be victims of human trafficking. Further, all three narrative formats were equally impactful at increasing the likelihood of viewing women over the age of 16, men over 16, and boys under 16 as being at risk of human trafficking. However, none of the differences between message format persisted in the medium-term, as measured in Round 2. In the medium-term, the fact-based poster remained notably weaker than the narrative formats in eliciting the attitude that boys and men are vulnerable to human trafficking, which speaks to the potential efficacy that awareness campaigns can have in neutralizing misconceptions that human trafficking is mostly a gendered issue.

In the medium- term, eight months after exposure to any form of the awareness campaign, respondents who received the treatment were less likely to perceive that a lack of information was responsible for human trafficking than those who did not. A respondent's perceptions of risk was another area where the effects of being exposed to a campaign were durable in the medium-term.

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[50] Full analysis of immediate and mid-term results discussed in: Reducing Vulnerability to Human Trafficking: An Experimental Intervention Using Anti-Trafficking Campaigns to Change Knowledge, Attitudes, Beliefs, and Practices in Nepal. Available at: http://pdf.usaid.gov/pdf_docs/PA00MBT4.pdf

C. Discussion of Long-Term Effects

This section analyzes Round 3 of the HTV Survey data to assess the long-term effects of awareness campaigns on a respondent's KABP related to human trafficking. It also presents data from Round 3 measuring whether receiving an awareness campaign has an effect on one's long-term vulnerability to forced labor and child labor. The analysis is comprised of three main tests: (1) whether being exposed to any awareness campaign (treatment) versus not being exposed to one (control) has an impact on outcomes of interest five years after initial exposure; (2) whether receiving a campaign individually or in a group has an impact on outcomes of interest five years after initial exposure; and (3) whether receiving a campaign with a danger-based versus an empowerment-based message has an impact on outcomes of interest five years after initial exposure.

Impact of Exposure versus No Exposure to a Human Trafficking Awareness Campaign

The following sub-section presents the long-term effect of receiving an awareness campaign treatment in Round 1 of the HTV Survey on respondents' KABP related to human trafficking, as measured in Round 3 of data collection. Generally, there were few statistically significant long-term effects on the KABP of respondents who received an information campaign treatment in Round 1 versus those in the control group who did not receive an information campaign treatment in Round 1. The most durable effects of exposure to a campaign were increases in respondents' knowledge of information about human trafficking.

In terms of identifying past experiences of trafficking, there were no statistically significant long-term differences in the number of respondents who self-identified as having been a trafficking victim, nor who identified family or friends as having been trafficking victims between those who received the awareness campaign and those who did not.[51] There were also no long-term effects on respondents' perceptions of how frequently different forms of human trafficking occur,

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[51] This is based on two questions: "Do you think that you are/have ever been trafficked?" and "Do you think that you have any friends and/or family who have ever been trafficked?"

including individuals being forced to work for little or no pay,[52] being forced to work to pay off a debt,[53] being forced to engage in prostitution,[54] or being sold into marriage.[55]

For most outcomes related to respondents' sense of urgency about trafficking, there were no statistically significant effects between those who received the awareness campaign as compared to those who did not that endured in the long term. Although being exposed to an awareness campaign had a significant impact in the short term on respondents' overall concern about human trafficking,[56] as well as on their attitude that human trafficking policies should be prioritized by the government,[57] these effects did not persist in either the medium term (Round 2) or long term (Round 3). However, exposure to an awareness campaign did have a long-term effect on respondents' sense that human trafficking was a significant problem in Nepal.[58]

In terms of perceptions of risk, across all three rounds of data collection, being exposed to an awareness campaign significantly increased the perception that boys under 16 years of age[59] and men over 16 years of age[60] were at high risk of being trafficked. The treatments may have had a more persistent impact on these outcomes because human trafficking awareness campaigns in Nepal do not typically provide information on human trafficking's effects on men, so for many respondents it may have been entirely novel information. However, being exposed to the awareness campaign did not have a significant medium-term or long-term effect on increasing the perception that women over the age of 16 were at high risk of being trafficked,[61] girls under the age of 16 were at high risk of trafficking,[62] or that members of one's own community were at high risk of being trafficked.[63] This again speaks to the necessity of making awareness campaign content locally relevant. These campaigns were effective at reducing a widespread misconception

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[52] How commonly do you think people are forced to work for little or no pay in Nepal?
[53] How commonly do you think people are forced to work to pay off a debt in Nepal?
[54] How commonly do you think people are forced to engage in prostitution in Nepal?
[55] How commonly do you think women are sold into marriage in Nepal?
[56] How much concern do you feel about human trafficking?
[57] There are many issues facing our country today, and choices have to be made about how to prioritize them. How much would you say that the government should prioritize anti-trafficking policies and programs?
[58] How big of a problem is human trafficking in Nepal?
[59] How much do you think boys (under 16) are at a risk of being trafficked?
[60] How much do you think men (over 16) are at a risk of being trafficked?
[61] How much do you think women (over 16) are at a risk of being trafficked?
[62] How much do you think girls (under 16) are at a risk of being trafficked?
[63] How much do you think members of your ward are at a risk of being trafficked?

in Nepal that human trafficking is only a women's issue. If respondents believe their community is exceptional or immune to the push and pull factors of human trafficking, thus maintaining that human trafficking is not an issue in their community, they may be more likely to overlook it when it does actually manifest itself.

Exposure to an awareness campaign did have a significant and durable effect in increasing knowledge of human trafficking. In line with the aforementioned results, there was a significant and persistent increase in knowledge that men can be trafficked among those who received the awareness campaign, as compared to those who did not;[64] in the short-, medium-, and long-term, the average treatment effect on knowledge that men can be trafficked was approximately 11 percentage points. The effect was statistically significant, with a p-value below 0.01. Additionally, relative to the counterfactual group, receipt of the awareness campaign increased the share of respondents who correctly identified that human trafficking does not require movement across borders, that sex trafficking is not the only type of human trafficking, and that human trafficking is a form of slavery also increased in both the short and long term. The only knowledge variable that was not statistically significantly impacted in the long-term was the share of respondents who correctly identified that those who knowingly enter into prostitution can still be victims of human trafficking.

In terms of attitudes towards human trafficking victims in the short term, exposure to any of the treatment campaigns did not increase willingness to have a conversation with a labor trafficking victim; rates of willingness were already high for this variable. However, awareness campaigns did have a positive impact in the short term on respondent willingness to have a conversation with a sex trafficking victim. In the short term, receiving an awareness campaign was also associated with a significant increase in overall blame for victims of labor trafficking and a significant decrease in blame for victims of sex trafficking, indicating that the campaign encouraged greater positive attitudes toward sex trafficking victims than labor trafficking victims. These effects were not, however, durable in the long term.

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[64] For each of the following statements about human trafficking in Nepal, I would like you to tell me whether you think it is true or false. It is fine if you do not know the correct answer to these. Please provide your best guess. Is this statement true or false? "Men can be trafficked."

Regarding attitudes towards anti-trafficking policies, data from Round 3 indicate that being exposed to a trafficking campaign had a long-term positive effect on the perception that trafficking can be reduced by improving how countries work together.[65] There were, however, no long-term significant effects on other measures of attitudes towards anti-trafficking policies.

Finally, in regard to actions to combat trafficking, respondents exposed to the campaign were more likely to report, in the long-term, that they talked with family and friends about trafficking.[66] There were no other long-term effects on actions to combat trafficking.

Table III-1 summarizes all the short-term, medium-term and long-term effects of receiving an awareness campaign, as compared to those in the control group who did not receive an awareness campaign. Effects were estimated using a DID and ANOVA[67] approach. Standard errors are reported in parenthesis where effect sizes are significant.

Table III-1: Impact of Exposure to Human Trafficking Campaign

Variable Name	Short-Term Post-Treatment	Medium-Term Post-Treatment	Long-Term Post-Treatment
Identifying Past Experiences with Human Trafficking			
Have been trafficked	↑ *0.9*** percentage points* (0.2166)	-	*NOT statistically significant*
Family members or friends have been trafficked	↑ *6.6*** percentage points* (0.5742)	*NOT statistically significant*	*NOT statistically significant*
Sense of Urgency Around Human Trafficking			
Concern about human trafficking	↑ *7.2*** points* (0.4866)	*NOT statistically significant*	*NOT statistically significant*
Human trafficking is a big problem in respondent's community	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*

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[65] How effective do you think improving how countries work together would be in reducing human trafficking?
[66] Please tell us how likely you would be willing to do each of the following?: Talk to your family and friends about trafficking.
[67] Variables for which ANOVA was used are marked with + next to the variable name.

Human trafficking is a big problem in Nepal	↑ *6.7*** points* (0.3374)	↑ *5.5*** points* (1.7013)	↑ *6.4*** points* (1.8337)
Government should prioritize anti-trafficking policies and programs	↑ *4.1*** points* (-.2690)	*NOT statistically significant*	*NOT statistically significant*

Perceptions of Frequency of Types of Human Trafficking

People being forced to work for little or no pay+	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
People being forced to work to pay off a debt+	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
People being forced to engage in prostitution+	*NOT statistically significant*	↓*4.5* percentage points* (2.3183)	*NOT statistically significant*
Women being sold into marriage+	*NOT statistically significant*	↓*3.7* percentage points* (2.2496)	*NOT statistically significant*

Knowledge on Human Trafficking

Lack of information as a main reason of why people become trafficked+	*NOT statistically significant*	↓*8.3* percentage points* (4.5148)	*NOT statistically significant*
Women over 16 are at high risk	↑ *3.9*** points* (0.4710)	*NOT statistically significant*	*NOT statistically significant*
Girls under 16 are at high risk	↑ *4.2*** points* (0.4281)	*NOT statistically significant*	*NOT statistically significant*
Men over 16 are at high risk	↑ *11.2*** points* (0.4776)	↑ *8.1*** points* (2.1776)	↑ *4.9** points* (2.2679)
Boys under 16 are at high risk	↑ *9.6*** points* (0.4205)	↑ *3.7* points* (2.1781)	↑ *5.7** points* (2.6865)
Members of the ward are more at risk	↑ *4.7*** points* (0.3355)	*NOT statistically significant*	*NOT statistically significant*
Human trafficking requires movement across state or national borders	↑ *13.9*** percentage points* (1.0632)	*NOT statistically significant*	↑ *7.2* percentage points* (4.2924)
The only type of human trafficking is sex trafficking	↑ *11.7 percentage points* (0.7943)	*NOT statistically significant*	↑ *8.5** percentage points* (4.0596)

Human trafficking is a form of slavery	↑ *10.4*** percentage points* (0.7253)	↑ *8.9* percentage points* (3.554)	↑ *9.6** percentage points* (4.6066)
Men can be trafficked	↑ *16.3*** percentage points* (0.8539)	↑ *9.4*** percentage points* (2.9891)	↑ *10.9*** percentage points* (3.8300)
Cannot be trafficked if knowingly entered into prostitution	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*

Attitudes Towards Human Trafficking Victims

Would have a conversation with a labor trafficking victim	*NOT statistically significant*	-	*NOT statistically significant*
Would have a conversation with a sex trafficking victim	↑ *9.5*** percentage points* (0.8594)	-	*NOT statistically significant*
Would share a meal with a with a labor trafficking victim	↑ *8.4*** percentage points* (0.9950)	-	*NOT statistically significant*
Would share a meal with a with a sex trafficking victim	↑ *11.2*** percentage points* (0.7931)	-	*NOT statistically significant*
Blame labor trafficking victims for what happened to them	↑ *8.9*** percentage points* (1.0322)	-	*NOT statistically significant*
Blame sex trafficking victims for what happened to them	↓ *2.4*** percentage points* (0.6329)	-	*NOT statistically significant*
Level of empowerment of human trafficking victims+	*NOT statistically significant*	-	*NOT statistically significant*
Level of personal responsibility of human trafficking victims+	↓ *8.8** points* (3.9120)	-	-
Police are helpful in assisting human trafficking victims+	*NOT statistically significant*	-	-

Attitudes Towards Anti-Trafficking Policies

Adopt stricter penalties for purchasing sex+	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Legalize prostitution+	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Provide more police training+	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*

Adopt stronger penalties for traffickers+	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Prevent government corruption+	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Increase workplace monitoring and supervision+	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Combat drug gangs+	*NOT statistically significant*	*↑15.3*** percentage points* (5.0823)	*NOT statistically significant*
Improving how countries work together+	*NOT statistically significant*	*↑8.4* percentage points* (5.0587)	*↑10.2* percentage points* (5.2999)
Improve economic conditions and wages in Nepal+	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Provide people with more information about trafficking+	*↑4.5* percentage points* (2.7178)	*↑5.8* percentage points* (3.0291)	*NOT statistically significant*
Educate girls and provide them with more work options+	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*

Actions to Combat Human Trafficking

Would call the police about a situation of human trafficking+	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Would vote for a law to restrict the ability of young girls to move outside of Nepal+	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Would talk with family and friends about trafficking+	*↑ 15.8*** percentage points* (4.0746)	*NOT statistically significant*	*↑ 12.2** percentage points* (6.1665)
Would volunteer time to an anti-trafficking organization+	*NOT statistically significant*	-	*NOT statistically significant*
Would donate money to an anti-trafficking organization+	*NOT statistically significant*	-	*NOT statistically significant*
Average amount donated to an anti-trafficking organization+	*NOT statistically significant*		-
Has signed a petition+	*NOT statistically significant*		-
Sent a postcard+	-	*NOT statistically significant*	

P-values less than 0.10 is marked with one asterisk, p-value less than 0.05 is marked with two asterisks, and p-values less than 0.01 is marked with three asterisks.

Impact of Exposure to Human Trafficking Campaign: Group v. Individual Treatment

Exposure to a campaign in an individual or group setting had no statistically significant effect on the share of respondents who either identified themselves[68] or their family and friends as victims of human trafficking in the long term.[69] In terms of effects on respondents' sense of urgency around trafficking, there were no statistically significant impacts in the long term on respondents' perceptions of human trafficking as a big problem in Nepal, or on their opinion that the government should prioritize anti-trafficking measures. Respondents who received the treatment in a group were, however, less likely in the long term to perceive trafficking as a big problem in their community, and more likely to report a general concern about trafficking. There were no long-term effects on respondents' perceptions of how frequently different types of trafficking occurred.

In terms of risk perception, compared to respondents who received the awareness campaign in an individual setting, respondents who received the awareness campaign in a group setting were less likely to view women and girls are at high risk of being trafficked in the short-, medium-, and long-term. Additionally, receiving the campaign in a group decreased respondents' perception that boys under 16 are at high risk of being trafficked in the long-term. Respondents who received the treatment in a group setting were more likely to identify lack of information and education as a main driver of trafficking[70] in the short-term and medium-term. This effect did not, however, persist in the long-term.

There were also few statistically significant persistent effects on respondents' attitudes towards human trafficking victims. In the long-term, respondents who received the treatment in a group were less likely to blame sex trafficking victims for their circumstances. In Nepal, sex trafficking is generally more stigmatized than other forms of trafficking. This result illustrates that discussing the issue of sex trafficking in a group can be an effective way of inducing positive attitudinal change on the topic.

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[68] Do you think that you are/have ever been trafficked?
[69] Do you think that you have any friends and/or family who have ever been trafficked?
[70] What do you think are the principal reasons people become trafficked? : Lack of information/lack of education

In terms of attitudes towards anti-trafficking policies, the group treatment had a long-term positive impact on respondents' support for the legalization of prostitution[71] and provision of more information about trafficking to the public.[72] Regarding taking action against trafficking, the group treatment also led to a long-term increase in respondents' self-reporting that they would call the police in a situation of human trafficking.[73] Respondents who received the group treatment were also more likely in the long-term to report that they would vote to restrict the ability of young girls to move outside of Nepal; interestingly, this effect was not statistically significant in either the short- or medium term.[74] As Table III-2 illustrates, the group treatment had a statistically significant positive effect on a wider range of attitudinal variables in the short- and medium-term, with these effects fading in the long-term.

Table III-2 summarizes the short-, medium-, and long-term effects by indicating how receiving the awareness campaign treatment in a group setting impacted the outcome variable of interest relative to receiving the awareness campaign treatment in an individual setting. Effects were estimated using a DID and ANOVA[75] approach. Standard errors are reported in parenthesis where effect sizes are significant.

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[71] How effective do you think legalizing prostitution would be in reducing human trafficking? Please tell me if you think it would be extremely effective, very effective, moderately effective, slightly effective or not at all effective.

[72] How effective do you think providing people with more information about trafficking would be in reducing human trafficking? Please tell me if you think it would be extremely effective, very effective, moderately effective, slightly effective or not at all effective.

[73] Please tell us how likely you would be willing to do each of the following?: Call the police about a situation that you thought might be trafficking.

[74] Vote for a law to restrict the ability of young girls to move outside of Nepal.

[75] Variables for which ANOVA was used are marked with + next to the variable name.

Table III-2: Impact of Human Trafficking Campaign: Individual v. Group Treatment

Variable Name	Short-Term Post-Treatment	Medium-Term Post-Treatment	Long-Term Post-treatment
Identifying Past Experiences with Human Trafficking			
Have been trafficked	*NOT statistically significant*	-	*NOT statistically significant*
Family members or friends have been trafficked	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Sense of Urgency Around Human Trafficking			
Concern about human trafficking	*NOT statistically significant*	*NOT statistically significant*	*↑ 2.7* percentage points* (1.0340)
Human trafficking is a big problem in respondent's community	*↓ 2.7** points* (1.2019)	*NOT statistically significant*	*↓ 5.2** points* (2.5385)
Human trafficking is a big problem in Nepal	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Government should prioritize anti-trafficking policies and programs	*↓ 2.0** points* (0.7528)	*↓ 1.7* points* (0.9770)	*NOT statistically significant*
Perceptions of Frequency of Types of Human Trafficking			
People being forced to work for little or no pay+	*↑ 4.3*** percentage points* (0.9153)	*↑ 3.9*** percentage points* (0.9516)	*NOT statistically significant*
People being forced to work to pay off a debt+	*↑ 3.6*** percentage points* (0.9199)	*↑ 3.1*** percentage points* (0.9592)	*NOT statistically significant*
People being forced to engage in prostitution+	*↑ 4.0*** percentage points* (0.9276)	*↑ 2.5** percentage points* (1.0649)	*NOT statistically significant*
Women being sold into marriage+	*↑ 2.9*** percentage points* (0.9459)	*NOT statistically significant*	*NOT statistically significant*
Knowledge on Human Trafficking			
Lack of information as a main reason of why people become trafficked+	*↑ 5.0** percentage points* (1.9895)	*↑ 5.8*** percentage points* (2.0865)	*NOT statistically significant*

Women over 16 are at high risk	*↓ 2.0* points* (1.1018)	*↓ 2.2* points* (1.2057)	*↓ 3.8** points* (1.6596)
Girls under 16 are at high risk	*↓ 2.0* points* (1.0953)	*↓ 3.3*** points* (1.1597)	*↓ 2.9* points* (1.5318)
Men over 16 are at high risk	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Members of the ward are more at risk	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Boys under 16 are at high risk	*NOT statistically significant*	*NOT statistically significant*	*↓ 3.2* percentage points* (1.8189)
Human trafficking requires movement across state or national borders	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
The only type of human trafficking is sex trafficking	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Human trafficking is a form of slavery	*↓ 4.8*** points* (1.7118)	*↓ 3.7* points* (2.1293)	*NOT statistically significant*
Men can be trafficked	*↓ 4.7* points* (1.9674)	*↓ 4.2** points* (1.8503)	*NOT statistically significant*
Cannot be trafficked if knowingly entered into prostitution	*↓ 6.6** points* (2.5105)	*NOT statistically significant*	*NOT statistically significant*

Attitudes Towards Human Trafficking Victims

Would have a conversation with a labor trafficking victim	*↑ 7.0*** percentage points* (2.0746)	-	*NOT statistically significant*
Would have a conversation with a sex trafficking victim	*NOT statistically significant*	-	*NOT statistically significant*
Would share a meal with a with a labor trafficking victim	*↑ 3.3* percentage points* (1.9301)	-	*NOT statistically significant*
Would share a meal with a with a sex trafficking victim	*↑ 4.1* percentage points* (2.2306)	-	*NOT statistically significant*
Blame labor trafficking victims for what happened to them	*↓ 11.3*** percentage points* (2.1071)	-	*NOT statistically significant*

Blame sex trafficking victims for what happened to them	*NOT statistically significant*	-	↓ *4.0* percentage points* (2.0645)
Level of empowerment of human trafficking victims+	↑ *5.7*** points* (1.9869)	-	*NOT statistically significant*
Level of personal responsibility of human trafficking victims+	↑ *7.4*** points* (1.8244)	-	-
Police are helpful in assisting human trafficking victims+	*NOT statistically significant*	-	-

Attitudes Towards Anti-Trafficking Policies

Adopt stricter penalties for purchasing sex+	↑*5.6*** percentage points* (1.6082)	↑*7.1*** percentage points* (1.9126)	↑ *NOT statistically significant*
Legalize prostitution+	↑*6.0*** percentage points* (2.0065)	↑ *NOT statistically significant*	↑*5.1 percentage points* (2.5301)
Provide more police training+	↑*3.9** percentage points* (1.8538)	↑*9.0*** percentage points* (2.2025)	↑ *NOT statistically significant*
Adopt stronger penalties for traffickers+	↑*3.0*** percentage points* (1.1477)	↑*4.5*** percentage points* (1.4625)	↑ *NOT statistically significant*
Prevent government corruption+	↑*6.3*** percentage points* (2.0518)	↑*9.4*** percentage points* (2.3097)	↑ *NOT statistically significant*
Increase workplace monitoring and supervision+	↑*9.6*** percentage points* (1.9088)	↑*5.1** percentage points* (2.1938)	↑ *NOT statistically significant*
Combat drug gangs+	↑*6.6*** percentage points* (2.0396)	↑*6.1*** percentage points* (2.3068)	↑ *NOT statistically significant*
Improving how countries work together+	↑*9.4*** percentage points* (2.0134)	↑*10.7*** percentage points* (2.2734)	↑ *NOT statistically significant*
Improve economic conditions and wages in Nepal+	*NOT statistically significant*	↑*6.9*** percentage points* (1.8727)	↑ *NOT statistically significant*
Provide people with more information about trafficking+	↑*2.8** percentage points* (1.2120)	*NOT statistically significant*	↑*4.7 percentage points* (2.0811)

Educate girls and provide them with more work options+	NOT statistically significant	↑*4.0*** percentage points* (1.2167)	↑ NOT statistically significant

Actions to Combat Human Trafficking

Would call the police about a situation of human trafficking+	↑ **4.4*** percentage points** (1.5564)	*NOT statistically significant*	↑ **4.3 percentage points** (2.0339)
Would vote for a law to restrict the ability of young girls to move outside of Nepal+	*NOT statistically significant*	*NOT statistically significant*	↑ **4.4 percentage points** (2.2309)
Would talk with family and friends about trafficking+	↑ **8.2*** percentage points** (1.8085)	↑ **6.0*** percentage points** (2.1600)	*NOT statistically significant*
Would volunteer time to an anti-trafficking organization+	↑ **6.8*** percentage points** (2.0799)	-	-
Would donate money to an anti-trafficking organization+	↑ **4.1** percentage points** (2.0008)	-	-
Average amount to an anti-trafficking organization+	*NOT statistically significant*	-	-
Has signed a petition+	*NOT statistically significant*	-	-
Sent a postcard+	-	*NOT statistically significant*	-

P-values less than 0.10 is marked with one asterisk, p-value less than 0.05 is marked with two asterisks, and p-values less than 0.01 is marked with three asterisks.

Impact of Exposure to Human Trafficking Campaign: Danger v. Empowerment Narrative

The study also examined the long-term durability of effects related to receiving the fear-based appeal treatment versus the empowerment-based appeal treatment. In the short- and medium term, we observed that for many outcomes, the appeal structure did not matter. However, when there were significant differences, empowerment-based appeals generally performed better than fear-based appeals.

In the long term, there were no statistically significant differences between the fear- and empowerment-based narratives in regard to how often respondents identified themselves or others as victims of trafficking.

There were also no statistically significant long-term differences between those receiving a fear-based appeal or an empowerment-based campaign on a respondent's sense of urgency around trafficking, nor on respondents' perceptions of how frequently different types of human trafficking occur.

In regard to knowledge of human trafficking, receiving the fear-based narrative did, however, have a statistically significant negative impact on a respondent's ability to identify that the statement "human trafficking requires movement across borders" is false, as compared to the empowerment-based narrative. Otherwise, no other long-term differences were observed on knowledge of human trafficking.

Regarding attitudes towards human trafficking in the long-term, the fear-based appeal decreased respondents' willingness to have a conversation with a sex-trafficking victim, as compared to the empowerment-based appeal. There were no statistically significant long-term effects on attitudes toward human trafficking.

Regarding anti-trafficking policies in the long term, those who received the fear-based appeal reported being more likely to support government efforts to adopt stricter penalties for purchasing sex and a policy that legalizes prostitution, as compared to those who received the empowerment-based appeal. This could possibly be translated as support for a partial legalization scheme in which selling sex is decriminalized, but in which purchasing sex is not.

In terms of actions to combat human trafficking in the long term, relative to the empowerment-based appeal, the fear-based appeal led to increased support for a law to restrict the ability of young girls to move outside of Nepal, a controversial policy. On the one hand, the law is intended to reduce trafficking risk: if young women are restricted from moving to places that may exploit them, they are less likely to be exploited in those areas. It also, however, restricts young women's mobility, with many arguing that it is an ineffective way of reducing women's actual trafficking vulnerability, with women who broke the law and moved overseas for work becoming less likely to seek support given their criminal status.

Table III-3 illustrates the impact of the fear-based narrative on all outcomes of interest, relative to the empowerment-based narrative. Effects were estimated using regression analysis. Standard errors are reported in parenthesis where effect sizes are significant.

Table III-3: Summary of the Impact of Human Trafficking Intervention by Narrative

Variable Name	Short-Term Post-Treatment	Mid-Term Post-Treatment	Long-Term Post-Treatment
	Danger v. Control	Danger v. Control	Danger v. Control
Identifying Past Experiences with Human Trafficking			
Have been trafficked	*NOT statistically significant*	-	*NOT statistically significant*
Family members or friends have been trafficked	*NOT statistically significant*	**↑ 2.2* percentage points** (1.1660)	*NOT statistically significant*
Concern about human trafficking	**↓ 2.3** percentage points** (0.8493)	*NOT statistically significant*	*NOT statistically significant*
Human trafficking is a big problem in respondent's community	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Human trafficking is a big problem in Nepal	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*

Government should prioritize anti-trafficking policies and programs	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*

Perceptions of Frequency of Types of Human Trafficking

People being forced to work for little or no pay	↓ **2.7*** percentage points** (0.8827)	*NOT statistically significant*	*NOT statistically significant*
People being forced to work to pay off a debt	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
People being forced to engage in prostitution	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Women being sold into marriage	↓ *1.933* percentage points* (1.0345)	*NOT statistically significant*	*NOT statistically significant*

Knowledge on Human Trafficking

Lack of information as a main reason of why people become trafficked	↑*4.8** percentage points* (2.1486)	*NOT statistically significant*	*NOT statistically significant*
Women over 16 are at high risk	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Girls under 16 are at high risk	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Men over 16 are at high risk	↓ **1.6* percentage points** (0.8078)	*NOT statistically significant*	*NOT statistically significant*
Boys under 16 are at high risk	↓ **2.4*** percentage points** (0.8830)	*NOT statistically significant*	*NOT statistically significant*
Members of the ward are more at risk	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Human trafficking requires movement across state or national borders	*NOT statistically significant*	*NOT statistically significant*	↓ **8.5** percentage points** (3.1695)
The only type of human trafficking is sex trafficking	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*

Human trafficking is a form of slavery	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Men can be trafficked	**↓ 2.0* percentage points** (1.0564)	*NOT statistically significant*	*NOT statistically significant*
Cannot be trafficked if knowingly entered into prostitution	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*

Attitudes Towards Human Trafficking Victims

Would have a conversation with a labor trafficking victim	*NOT statistically significant*	-	*NOT statistically significant*
Would have a conversation with a sex trafficking victim	**↓ 4.7** percentage points** (2.0945)	-	**↓ 5.781* percentage points** (3.3361)
Would share a meal with a with a labor trafficking victim	*NOT statistically significant*	-	*NOT statistically significant*
Would share a meal with a with a sex trafficking victim	*NOT statistically significant*	-	*NOT statistically significant*
Blame labor trafficking victims for what happened to them	*NOT statistically significant*	-	*NOT statistically significant*
Blame sex trafficking victims for what happened to them	*NOT statistically significant*	-	*NOT statistically significant*
Level of empowerment of human trafficking victims	**↓ 29.1*** percentage points** (2.2633)	-	-
Level of personal responsibility of human trafficking victims	*NOT statistically significant*	-	-
Police are helpful in assisting human trafficking victims	**↓ *11.0**** percentage points** (1.9637)	-	-

Attitudes Towards Anti-Trafficking Policies

Adopt stricter penalties for purchasing sex	*NOT statistically significant*	*NOT statistically significant*	**↑*4.9*** *percentage points*** (2.2961)
Legalize prostitution	*NOT statistically significant*	*NOT statistically significant*	**↑*10.1**** *percentage points*** (3.0552)

Provide more police training	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Adopt stronger penalties for traffickers	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Prevent government corruption	*NOT statistically significant*	↓ **4.677* percentage points** (2.6393)	*NOT statistically significant*
Increase workplace monitoring and supervision	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Combat drug gangs	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Improve how countries work together	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Improve economic conditions and wages in Nepal	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Provide people with more information about trafficking	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Educate girls and provide them with more work options	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Would call the police about a situation of human trafficking	↓ **5.1*** percentage points** (1.5621)	*NOT statistically significant*	*NOT statistically significant*
Would vote for a law to restrict the ability of young girls to move outside of Nepal	*NOT statistically significant*	*NOT statistically significant*	↑*7.2*** percentage points* (2.6495)
Would talk with family and friends about trafficking	*NOT statistically significant*	*NOT statistically significant*	*NOT statistically significant*
Would volunteer time to an anti-trafficking organization	*NOT statistically significant*	-	*NOT statistically significant*
Would donate money to an anti-trafficking organization	*NOT statistically significant*	-	*NOT statistically significant*
Has signed a petition	*NOT statistically significant*	-	-
Sent a postcard	-	*NOT statistically significant*	-

P-values less than 0.10 is marked with one asterisk, p-value less than 0.05 is marked with two asterisks, and p-values less than 0.01 is marked with three asterisks.

D. Discussion of Campaign on Children's Labor Conditions

This section analyzes the long-term effects of receiving the treatment in a group setting versus in an individual setting, as well as the impact of receiving the empowerment-based appeal versus the fear-based appeal on children's actual labor conditions.[76] Specifically, it examines the effects of these treatments on whether a child is reported to be engaged in legal work, child labor, HCL, other WFCL (worst forms of labor other than hazardous child labor), forced labor, or at high risk of engaging in child labor (see Section 2 for definitions of these categories). Since this data was only collected in Round 3, we cannot report DID results. However, we can report if variations in the treatment conditions produced statistically significant differences in these outcomes; overall, we do not find many statistically significant effects.

Table III-4 shows the effects of receiving the treatment in a group or individual setting on the labor conditions of children. We find no statistically significant effects with the exception of forced labor. Those who received the treatment in a group setting are less likely to have children in the household in forced labor, and the difference is statistically significant. It is, however, important to note that forced labor is an extremely rare event and hence this difference should be interpreted with caution. Effects were estimated using ANOVA analysis. Standard errors are reported in parenthesis where effect sizes are significant.

Table III-4: Impact of Human Trafficking Intervention: Individual v. Group Treatment

Variable Name	Effect in Round 3
Child Labor Vulnerability	
Working children	*NOT statistically significant*
Children in child labor	*NOT statistically significant*
Children in hazardous labor	*NOT statistically significant*
Children in other worst forms of labor	*NOT statistically significant*
Children in forced labor	↓ 0.015* percentage points (.0087)
Children at High Risk (Group 1, 2 or 3)	*NOT statistically significant*

P-values less than 0.10 is marked with one asterisk, p-value less than 0.05 is marked with two asterisks, and p-values less than 0.01 is marked with three asterisks.

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[76] Note that we are not able to analyze the effect of treatment on child labor conditions because they are very rare events among the control group. Based on the proportional test, however, we find there are no statistically significant differences between the treatment and control groups with respect to any of the child labor outcome measures.

Furthermore, the narrative appeal type had no statistically significant effects on any of the child labor outcomes of interest, with the exception of working children. Those who received the fear-based narrative were more likely to have children in the household who worked in the past year compared to those who received the empowerment-based narrative. Table III-5 illustrates the impact on child labor conditions of receiving the fear-based narrative as opposed to the empowerment-based narrative. Effects were estimated using regression analysis. Standard errors are reported in parenthesis where effect sizes are significant.

Table III-5: Impact of Human Trafficking Intervention: Fear v. Empowerment Narrative

Variable Name	Effect in Round 3
Child Labor Vulnerability	
Working children	↑ 0.085* percentage points (0.0432)
Children in child labor	*NOT statistically significant*
Children in hazardous labor	*NOT statistically significant*
Children in other worst forms of labor	*NOT statistically significant*
Children in forced labor	*NOT statistically significant*
Children at High Risk (Group 1, 2 or 3)	*NOT statistically significant*

P-values less than 0.10 is marked with one asterisk, p-value less than 0.05 is marked with two asterisks, and p-values less than 0.01 is marked with three asterisks.

E. Summary of Results

Mass-media campaigns have not been subjected to longitudinal evaluation that can provide evidence of what their impacts are in the long term (Quirk & Shih 2017). The results of this study address this gap by illustrating that the impacts of various types of human trafficking awareness-raising campaigns on an individual's human trafficking KABP are rarely long-lasting, with the exception of knowledge levels pertaining to what human trafficking is. Furthermore, they do not have an impact on reducing the exposure of children to child labor conditions. The positive effects of information campaigns, coupled with a general lack of durability of many important effects suggest that groups who rely on such campaigns to shift KABP, such as I/NGOs and government agencies, should build in regular refreshers or repeat campaigns in the medium- to long term in order to increase the longevity of their effects.

F. Conclusion

Limitations: Data collection regarding child and forced labor conditions was limited to the Central Development Region of Nepal. Thus, the results are not nationally representative. In terms of long-term impacts, we found that generally empowerment narratives are more durable than danger ones and that effects from the group setting are more durable than receiving a campaign individually. It is important to emphasize that these are general patterns. On some outcome variables, there were no differences between the narrative appeals and setting. However, when there is a difference, empowerment narratives tend to do better. In terms of group setting, the effects are generally more durable but not always positive. For instance, the group treatment had a durable impact on reducing the respondents' perspective that people in their community are at risk. This unintended consequence is concerning give that many of the communities where we collected data are identified as being vulnerable to trafficking. Furthermore, the strength of the durability effect varies depending on the outcome variable. For some variables, such as knowledge, the effects are stronger and on others, such as attitudes, the effects are weaker.

Generalizability: The HTV survey in Nepal focused on a population that is generally vulnerable to human trafficking. We are currently building on this work through a new Department of Labor-funded project in Hong Kong that assesses the effects of mass media education materials on forced labor conditions amongst migrant domestic workers in Hong Kong. This study is unique in that it looks at the effects of campaigns as they pertain to both the demand and supply of labor. On the demand side, it focuses on the general population of Hong Kong, which includes employers of domestic migrant workers, who have the power to change the labor conditions of domestic workers. On the supply side, it surveys domestic workers themselves, who can use information to advocate for their rights and report forced labor conditions. This study will allow us to explore the generalizability of our Nepal-based findings to another area of the world.

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V. Appendix

A. Child Protection Protocol & Reporting Mechanism

Below is the language included in the survey instruction manual about child protection and reporting mechanisms for when there are indications of abuse.

Section VI. Child Protection Protocol & Reporting Mechanism

This section of the survey guide outlines the special focus on child rights and protection. Terre des Hommes (TDH) is an organization for international child relief; and is one of the previous funders in the HTV survey. Fighting child trafficking, abuse and exploitation and promoting child protection is one of major focus areas of TDH. Thus, being a part of this survey, enumerators must also internalize this child protection protocol. Also enumerators will be reporting the incidences of child abuse through the reporting mechanism given here.

a. Code of Conduct for the Research Team

The HTV research team members must ensure the highest level of protection and safety for children under 18, with (and for) whom they work, by operationalizing the following code of conduct:

Always:

1. Maintain a positive and considerate outlook towards children, and respect their culture and individuality.

2. Create an open and safe environment where children can raise their concerns.

3. Listen to the views of children.

4. Aim to increase awareness of child rights among children, so as to enhance their capacity and capability to make the decisions that affect their lives. Please follow the scripts provided by the research team with regards to the delivering of information campaign materials and survey questions, as those were created with this aim in mind. Avoid deviations from the script.

5. Recognize and avoid compromising situations that might lead to child abuse or be construed as abuse. For example, avoid being in a completely isolated situation and be aware that physically handling a child, perhaps to offer comfort, can be misconstrued. For instance, if you are in a room with a child alone, keep the door and/or windows open to ensure you or the child do not feel uncomfortable.

6. When working with children, follow the consent process and keep in mind visibility while working with children. That is, the interview should be in a private area where disruptions will be minimal and the child feels comfortable to share his/her thoughts. However, please be in an area where enumerator and respondents are visible to parents/guardians.

7. Obtain guardian consent (for children under 18 years) when possible, and obtaining child consent with the child consent form when it is not.

Never:

1. Engage in practices or put children in situations that can inflict physical harm, exploitation, or punishment.

2. Capture a picture/video of naked or semi-clothed children, or use images that can detrimentally affect children and undermine their dignity.

3. Engage in sexual or inappropriate physical behavior such as, kissing, hugging or touching a child.

4. Stay overnight, in the same room, with any child, or invite a child to their place of residence.

5. Do things for children of a personal nature, which they are capable of doing for themselves.

6. Use language and/or behavior towards children that can be construed as inappropriate.

7. Shame, humiliate, belittle or degrade children, or engage in any form of emotional/ psychological abuse.

8. Discriminate between children, or provide preferential treatment to some over others.

b. Steps for Child Protection

The members of this research project should commit to child protection through:

1. **The prevention of child abuse.** Raise awareness against the ignorance and harmful practices that inflict harm on children.

2. **The protection of child rights.** Prevent abuse of children in the form of neglect, sexual abuse, physical injury and emotional abuse. Enumerators are expected to protect children on these grounds and to stay alert regarding such violations in the local context. The enumerators can support children (or potential victims of trafficking) by encouraging them to report suspected human trafficking via the trafficking hotlines and SMS services advertised in the HTV postcard. However, please do not deviate from the script of the study when sharing the hotline information.

3. **Take action to support the rehabilitation and reintegration of children who are abused or are victims/survivors of human trafficking.** Any cases of abuse encountered during the course of the survey must be reported to the appropriate authorities, including TDH and the HTV team. Please refer to the reporting mechanism below for details on what you can do to take action to support children facing abuse.

c. Reporting Mechanism

New Era enumerator/supervisors and HTV member should internalize the following steps for reporting cases of child abuse. If a child in a given community is found facing any abuse or being under a high risk situation (that is, when their life is in danger or they are facing sexual abuse or physical injury), the survey team should take action towards protecting the child.

1. **Receive the information**

   i. This means knowing how to identify child abuse beforehand and comprehending the situation first. We need to be alert, and not jump to conclusions. We are NOT being pro active in seeking child abuse. For example, we do not respond to parents who are yelling at their children.

    ii. Focus on receiving more information if the respondents share their history of trafficking and abuse. Keep their information confidential. Do not raise expectations of relief from the study. Get information about their current situation on whether they are currently facing abuse or are under any threat.

2. Respond

    i. When responding to the scene of child abuse, proceed in a manner that does not put the child and the enumerator in more trouble.

    ii. If a child shares he/she is abused currently, the enumerators should try to get the consent of the child to report the incident. But proceed with reporting also without the consent if the child is at high risk (that is, when his/her life is in danger, or is likely to get physical injury or facing sexual abuse).

    iii. With children who have a history of trafficking, do not probe to get information regarding their past experiences. Ask only if they share that they continue to face abuse currently by someone in the community. But if the child is not facing abuse currently and is in process of reintegration and rehabilitation, do not probe further.

3. Report the incident of abuse

    i. The research team should contact and inform the district "child right's officer" (under Chief District Office in each working districts) in advance at the beginning of the survey. That way they will be prepared to receive and to act on the child abuse report.

    ii. Enumerators should inform the New ERA supervisors.

    iii. Supervisors should then inform the HTV team and call CWIN hotline 1098.

    iv. HTV team should also inform TDH about the case. HTV will follow up with other relevant authorities regarding the complaint.

Similarly, if the enumerators witness a colleague engaging in activities that go against the code of conduct as mentioned above, it should be reported directly to the New ERA management. However, the management must know the person reporting the incident, as acting on an anonymous

complaint can be baseless. Management will, however, keep the identity of the person reporting confidential, as the person filing the complaint should be protected.