

European Crime Prevention Network

Good practice template

The European Crime Prevention Network (EUCPN) serves as a conduit for good practices in crime prevention. These good practices rely on current evidence and other quality criteria that assist the target groups in selecting effective preventive action to address their own crime problem in their own context. It simultaneously facilitates efforts at knowledge synthesis across projects.

This template serves as a formal framework for extracting information on the nature of potential good practices. All questions are to be completed in English.

With this completed template, the applicant aims to

Share good practice for inclusion on the EUCPN's channels (Knowledge centre, newsletter, publications, etc.)

Participate at the European Crime Prevention Award (ECPA)

The applicant gives permission to publish this information and her/his contact details on the EUCPN's website.

General information

1. What is the name of the intervention?

The prevention campaign "***Prison is not only behind bars!***", developed within the transnational project ISFP-2019-AG-THB "Further Enhancing the Fight Against Trafficking in Human Beings by Focusing on Prevention, Cooperation and Recovery of Crime Proceeds – WESTEROS 2"

2. Country of application

Romania

3. Who is responsible for completing this template?

Organisation responsible for this application: The National Agency Against Trafficking in Persons, Ministry of Internal Affairs, Romania

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If different, please provide contact details to ask for additional information:

4. Timing

Start date of the intervention: Click or tap to enter a date.

Is the intervention still running: Yes No

If not, please provide the end date of the intervention: 31/12/2022

5. Where can we find more information about the intervention? Please provide links to the intervention's website or online reports or publications (preferably in English).

<https://anitp.mai.gov.ro/project-westeros-2/> - information regarding the national campaign, posted on the Agency's website.

<https://we.tl/t-0cCV43Sdau> - PowerPoint presentation with descriptive notes - Final results of the national prevention campaign

<https://we.tl/t-fu3v4JIFVJ> - Terms of reference (the strategy of the campaign)

<https://we.tl/t-DkFWIuvSlw> - Report - Analysis of the campaign's target group (potential

consumers of sexual services and cheap labour)

<https://we.tl/t-zx6yb9aIWV> - Results, materials and links of the online component (promotion on social-media platforms)

<https://we.tl/t-VQbzdJgTZW> - Materials of the outdoor component

<https://we.tl/t-NYntzeyh9v> - Informative film moderated by a Romanian public person (English subtitles)

6. Please give a **short summary** of the intervention (**Max. 600 words**).

In order to raise awareness regarding the threats of trafficking in persons and the role of the demand among the general public and the potential users of services provided by the victims of trafficking, ANITP carried out between July and December 2022 the national information campaign "*Prison is not only behind bars!*", within the ISFP 2019-AG-THB "*Further Enhancing the Fight Against Trafficking in Human Beings by Focusing on Prevention, Cooperation and Recovery of Crime Proceeds – WESTEROS 2*" project, co-financed by the European Commission.

The campaign aimed at raising public awareness of the role of demand in the mechanism of trafficking in persons, in order to discourage the use of sexual services and cheap labour, that may be provided by exploited persons. Thus, the main goal was to change perceptions, attitudes and prejudices regarding victims of human trafficking and especially regarding the demand for services that keeps alive this criminal phenomenon. In this respect, the campaign was developed on two components, one carried out in the online environment and the other in the outdoor environment. The anti-trafficking messages of the campaign aimed at informing the public about the risks and implications associated with trafficking in persons, as well as conveying the urge not to buy/ use the services of a victim of trafficking in persons. Equally, the campaign aimed at sending a series of messages designed to influence the public on the development of attitudes in line with legal provisions and moral values, which may aim to reduce the demand for services provided by victims of trafficking.

The online component of the campaign was developed through various social-media networks (Facebook, Instagram, Youtube), the materials being realised with the participation of a vlogger and a well-known artist from Romania. The outdoor component involved the development and dissemination of a series of campaign materials (posters, leaflets, silicone wristbands and laptop backpacks) addressing targeted audiences in the outdoor environment. The campaign made use of two innovative elements namely paid promotion services and paid ads on social media networks, being the first prevention campaign for which were contracted such services and also the first campaign focusing mainly on the clients and consumers of services provided by THB victims. In order to increase the efficiency of the promotion activity and for a more specific targeting of the beneficiaries of the anti-trafficking messages, ANITP with the support of the service provider, established the features of the main target group, through an analysis containing indicators and filters applicable on Facebook and Instagram networks. This way, the posts were effectively targeted at people who might represent the demand for services in the THB mechanism. The indicators were established based on the following criteria: location, demographics, behaviour, interests and education.

As a result of the paid promotion process, a number of more than 4,000,000 impressions of the posts and advertisements made on the Facebook and Instagram networks and an impact of more than 2,500,000 unique users were reached, of which approximately 1,700,000 people from among potential consumers of services provided by victims of trafficking. As for the outdoor component, at national level, there were organized 689 prevention activities, reaching over 47.000 beneficiaries (approximately 15.700 from the target group and 31.300 from the general public). During these activities there were disseminated 61.500 campaign materials.

Description of the crime problem(s) the activity wishes to address

8. What problem does the intervention wish to address? Please elaborate on its nature, scale, context, involved actors (offenders, victims, other

involved parties), causes, risk and protective factors, etc. **(Max. 200 words)**

Trafficking in persons works as a **market mechanism**, where the demand for labor and sexual services is mainly fed within the limits and peculiarities of the supply. It is the fundamental argument for any type of social intervention, against victimization.

Vulnerabilities expose people to greater risks of becoming victims of trafficking, but they are not the actual causes of trafficking. **Trafficking takes place because there is a demand for services** and goods provided through exploitation and because it is an extremely profitable form of organized crime.

It is very important to note that the abuse and violence of traffickers don't represent an end in itself, but a means to facilitate exploitation. The trafficker does not directly pursue the physical and/or mental aggression of the victim, aspects that represent other types of crimes. The trafficker follows the clients' money, as he is not motivated by the victim's "vulnerability", but by the clients' "generosity". This aspect does not remove at all the guilt of the trafficker and the obligation of the authorities to bring him to justice, but **shows the need to bring to light the third actor of this drama called human trafficking, namely the CLIENT.**

9. Was the problem and its context analysed before the intervention was initiated and in what way (How, and by whom? Which data were used)? If so, in what way did this analysis inform the set-up and implementation of the intervention? **(Max. 150 words)**

The prevention campaign responds to the need to address the demand and includes measures to reduce it, thus contributing to the achievement of the objectives set at European level, through the Council of Europe Convention on the Fight against Trafficking in Persons, which explicitly provides, through Article 6, the measures to discourage the request, which the Member States must take.

Thus, "In order to discourage the demand that favors all forms of exploitation of persons, especially women and children, which lead to trafficking, each Party shall adopt or strengthen legislative, administrative, educational, social, cultural or other measures, including:

(b) **measures to sensitize public opinion** on the responsibility and important role of mass media and civil society **to identify the demand as one of the basic causes of human trafficking;**

(c) **information campaigns for target groups**, which appropriately involve, among others, public authorities and political decision-makers;"

For the purposes of points (b) and (c), the campaign aimed at preventing trafficking in persons by raising public awareness of the role of demand within the criminal phenomenon.

10. What is/are the objective(s) of the intervention? Please, if applicable, distinguish between main and sub-objectives.¹ (**Max. 150 words**)

Main objective: Preventing trafficking in persons by raising public awareness about the role of demand in the mechanism of THB.

Specific objectives:

Informing and raising awareness within the general public as a whole about the risks and implications of THB;

Influencing the target groups in order to determine a change in their attitude that may result in a decrease of the demand for services provided by THB victims, by sending specific anti-trafficking messages;

Raising awareness of the public opinion on the role of impunity in perpetuating the THB phenomenon.

Description of the way in which the intervention addresses the identified problem(s) and why it is expected to be effective

11. What is the target of the intervention? Please motivate your answer (**Max. 150 words**)

Universal prevention: the intervention targets potential offenders and victims in the general population, or general places or systems.

Selective prevention: the intervention targets groups whose members have a higher risk of committing deviant behaviour or being victimised, or specific places or systems that are at an increased risk of becoming the scene of a crime.

Indicated prevention: the intervention targets individuals who are already exhibiting problem behaviour, with the aim of preventing re-offending, or those systems or places that are the scene of crime.

Motivation:

First, the main target of the intervention was **selective prevention**, the messages of the campaign being **mainly addressed to potential consumers of services** provided by victims of trafficking in persons, namely sexual services, cheap labor or products with unreasonably low prices, in order to make them aware of the fact that their choices can influence a person's freedom and lead that person into an exploitative situation. Thus, the

¹ **Main objectives** define what changes you desire with respect to the previously defined problem and/or within the target group. In other words, if you achieve these strategic goals, then the project achieves its purpose of preventing and/or reducing crime or fear of crime.

Sub-objectives are more short-term and establish the objectives of specific actions. Achieving these goals is necessary to achieve the main objectives.

choice to consciously use and pay for these types of services creates demand and contributes to the increase in the number of victims of trafficking.

Second, the campaign also involved **universal prevention**, the anti-trafficking messages being also addressed to the general public, in order to cover the continuous need to inform the population about the risks and implications of trafficking in persons and to make them aware that the demand may lead to an increase in the number of victims.

12. How is the intervention expected to achieve its goals on a practical level?

In other words, what are the activities of the intervention, its outputs and its outcomes? If possible, you can describe the **Logic Model**² of the intervention here. (**Max. 200 words**)

Inputs:

Resources: External funding, human resources (ANITP's representatives, service provider, public figures), materials for the outdoor component: posters, flyers, laptop backpacks, wristbands, materials for the online component: graphic materials (text and images), short videos, social media platforms (Facebook, Instagram, Twitter, LinkedIn, YouTube).

Expertise: Knowledge and expertise of the Agency in anti-trafficking efforts and campaign development and, on top of that, knowledge of the service provider in areas like marketing, social-media, communication and promotion strategies, public relations, graphic-design and copywriting.

Activities:

ONLINE COMPONENT:

The first stage was conducted by a service provider contracted by ANITP for the following services:

- Analysis of the target group represented by potential clients/consumers of services provided by victims of THB
- Graphic design services – 120 graphic materials (image and text) and 30 short videos to be promoted on social-media networks
- Production of a 10-minute informative video depicting the role of the demand in the THB mechanism, moderated by a Romanian public person (Dorian Popa)

² A **Logic Model** represents the relationship between the project's key activities and the intended outcomes in a way that shows the underlying logic behind the project. It usually presents this relationship in a diagram that plots the resources that the intervention employs (i.e. inputs), the action designed to achieve the outcomes (i.e., activities), the expected and unexpected changes produced by the activities (i.e., outcomes), and the units of service or products (e.g., the number of workshops with young people to prevent juvenile delinquency, the number of talks with elderly people to prevent victimisation through fraud and theft, etc.) that the activities generate (i.e., outputs).

- Production of an 18-minute informative video (vlog) on the subject of trafficking in persons, realized by a Romanian vlogger (Zaiafet)
- Promotion of the above mentioned materials on social-media networks (Facebook, Instagram and YouTube – using paid posts and ads, LinkedIn and Twitter – organic reach) during 90 days
- Conducting an online survey in order to measure the impact of the campaign among the general public

The second stage was conducted by ANITP’s representatives that continued the promotion of the videos and graphic materials in the online environment, through the organic reach method.

OUTDOOR COMPONENT

The service provider contracted for the development of the online component was also responsible for the production of information and promotion materials for the outdoor component of the campaign, namely: 2.000 posters, 50.000 trifold flyers, 1.285 laptop backpacks and 15.000 silicone wristbands. These materials were disseminated to the target group and to the general public during prevention activities and direct meetings taking place at national level, conducted by ANITP representatives (headquarters and Regional Centres).

Outputs:

- Online reach: The campaign achieved over 4.5 million views and more than 2.5 million unique users on Facebook and Instagram platforms, 200.000 views of the paid ads on ANITP’s YouTube channel, over 350.000 views reached by the two video materials posted on Dorian Popa and Zaiafet’s YouTube channels.
- New followers: Over 9,000 new Facebook followers and 780 new Instagram followers were gained.
- Outdoor activities: At national level, there were organized 689 prevention activities, reaching over 47.000 beneficiaries (approximately 15.700 from the target group and 31.300 from the general public).
- Outdoor materials: Production and dissemination of 2,000 posters, 50,000 leaflets, 1,285 laptop backpacks and 15,000 silicone wristbands.

Outcomes:

Awareness and attitude change: The campaign aimed at changing perceptions, attitudes, and prejudices regarding victims of human trafficking and the demand for their services.

The service provider applied a series of surveys on Facebook, in order to measure the impact of the anti-trafficking messages in the online environment and also to find out people’s opinions regarding THB.

The survey reached a total number of 44.000 views, an impact of 30.000 unique users and 134 respondents from which

97% consider that we shouldn’t encourage THB (from the demand point of view) and 98% of them would be willing to notify the authorities if they had suspicions regarding people being exploited.

13. How is the intervention expected to have an effect on the identified problem? In other words, is the intervention based on any particular **crime prevention/reduction mechanism(s)³ or principle(s)**? Please, also explain if and how the activation of this/these crime prevention mechanisms is dependent on the particular context of the intervention (**Max. 200 words**)

The prevention campaign "*Prison is not only behind bars!*" is expected to have an effect on the identified problem of trafficking in persons through several crime prevention mechanisms and principles:

Raising awareness and changing attitudes: The campaign primarily relies on the mechanism of raising awareness and changing attitudes within the target audience, particularly potential consumers of services provided by victims of trafficking. It aims to inform and sensitize them about the implications of THB and the role of demand in perpetuating this crime. By doing so, it seeks to establish and maintain normative barriers to committing criminal acts related to THB.

Normative barriers: The campaign's message, "*A human trafficking victim's freedom depends on your choices!*" creates a normative barrier by framing the act of consuming services from THB victims as socially unacceptable. It emphasizes that one's choices can directly impact another person's freedom, discouraging individuals from engaging in such activities. This normative barrier is crucial for preventing potential consumers from participating in THB-related criminal acts.

Deterring potential consumers: The campaign also employs a deterrent mechanism by highlighting the potential consequences of the use of sexual services and cheap labour that may be provided by exploited persons. It emphasizes that choosing to pay for such services contributes to recruitment, transportation, abuse and exploitation of victims. This threat of punishment, although not in the form of legal penalties, acts as a psychological deterrent by making potential consumers aware of their role in the criminal process.

Protection of vulnerable targets: While the campaign's primary focus is on potential consumers, it indirectly contributes to the protection of vulnerable targets (victims of THB) by reducing the demand for their services. By decreasing the number of potential consumers, the campaign helps reduce the opportunities for traffickers to exploit vulnerable individuals.

³ **Mechanisms** are how the intervention has its effects on a particular problem, within a specific context. For a list of potential mechanisms, see final page of this document.

Description of outcome evaluation results or indications of theoretical plausibility

14. Has there been an outcome⁴ or impact⁵ evaluation? and what were the main results? Please, also describe which indicators were used to measure the effects of your intervention. **(Max. 300 words)**

The evaluation assessed the campaign's effectiveness in achieving its objectives and measured its impact on the target audience.

Key Results:

Online environment: In the first 90 days, the campaign's online component exceeded its expected results.

Reach and engagement: Through paid promotion on Facebook and Instagram, the campaign reached over two and a half million unique users and garnered over four and a half million views of campaign materials. This high level of engagement demonstrated the campaign's success in capturing the online audience's attention.

New followers: The campaign not only met but exceeded its goal by gaining over nine thousand new followers on Facebook and nearly eight hundred new followers on Instagram.

YouTube ads: The two paid ads on YouTube achieved an impressive two hundred fifty thousand views, surpassing the initial goal of two hundred thousand. This suggests that the video materials were effectively disseminated through this platform, using specific ads.

Organic reach: Beyond the initial 90 days, the campaign continued to maintain its presence. Thus, over one thousand two hundred posts on Facebook, three thousand likes and two thousand five hundred shares indicated sustained engagement and interest in the campaign's messages.

Influencer channels: Posting the informative film and vlog on Dorian Popa and Zaiafet's YouTube channels, contributed to reaching a broader audience, with over three hundred and fifty thousand combined views.

Outdoor Component: The campaign's outdoor activities also achieved substantial results.

Prevention activities: Six hundred eighty-nine prevention activities conducted at the national level reached over 47.000 beneficiaries. This included over 15.000 from the target group and over 31.000 from the general public, highlighting extensive engagement.

Campaign materials: 61.500 campaign materials were disseminated during these

⁴ **Outcome evaluation:** Measures the **direct effect** (i.e., extent of the changes) **of the intervention on the target group, population, or geographic area**. The information produced by the outcome evaluation determines at what level the **objectives were achieved**.

⁵ **Impact evaluation:** Measures **long-term effects** of the intervention on the target group, as well as **indirect effects** on the broader community. The information produced by the impact evaluation determines at what level the **ultimate goals** of the intervention were achieved.

prevention activities, contributing to raising awareness in the outdoor environment.

Outcome evaluation:

Survey results: The surveys conducted on Facebook provided valuable qualitative data on the campaign's impact.

Survey reach: The surveys reached a total of 44.000 views, impacting 30.000 unique users.

Attitude shift: Impressively, 97% percent of respondents believed that demand for human trafficking should not be encouraged, particularly from the demand perspective.

Willingness to report: Furthermore, 98% of respondents expressed a willingness to notify authorities if they suspected people were being exploited, suggesting that the campaign effectively promoted awareness and action.

Indicators:

Online metrics: Key indicators included the number of unique users, views, impressions, and engagement rates on social media platforms (Facebook, Instagram, YouTube).

Community growth: The growth in the number of new followers and likes on social media platforms.

Media reach: The number of broadcasts and views on TV, radio, and influencer channels.

Participation in prevention activities: The number of beneficiaries reached during prevention activities and the dissemination of campaign materials.

Survey data: Qualitative data from surveys on Facebook, which assessed attitudes and willingness to report human trafficking suspicions among respondents.

In summary, the outcome and impact evaluation revealed that the campaign effectively raised awareness trafficking in persons, engaged a broad audience, and triggered a positive change in attitudes and behaviors related to demand reduction. The campaign's multi-faceted approach, innovative elements, and use of both online and traditional media channels contributed to its success in achieving these significant results.

15. If applicable, please provide more information on the quality of the evaluation(s). For example: who conducted the evaluation (internally or externally?), what evaluation approach (pre-post-test design, randomised controlled trial, theory-based evaluation,...) was selected, what data and data collection method(s) were used, etc. **(Max. 150 words)**

The campaign's evaluation involved both internal and external assessments to gauge its effectiveness.

Internally, ANITP assessed the campaign's performance on social media and its impact on public awareness through outdoor activities. Simultaneously, the service provider

conducted evaluations of online activities using tools provided by social media platforms like Meta Business Suite and Google Ads. They also conducted surveys on Facebook as part of the evaluation process.

Key evaluation metrics included measuring the total number of unique users reached on social media, views and impressions of campaign materials, the acquisition of new Facebook and Instagram followers, the extent of video and audio teaser broadcasts on TV and radio channels, and survey findings related to perceptions of human trafficking.

All the campaign results and deliverables were published on the European Commission's platform for evaluation and approval.

16. If no outcome or impact evaluation has been conducted, are there any theoretical indications that the intervention might be successful? If applicable, please motivate these indications. **(Max. 150 words)**

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17. Has a cost-benefit analysis⁶ been carried out? If so, describe the results of this analysis, including how and by whom it was carried out. **(Max. 150 words)**

A cost-benefit analysis of the campaign hasn't been carried out.

Description of the nature of the intervention, its original context, and its implementation

18. What are the costs of the intervention in terms of finances, material and human resources? If needed, please provide an adequate timeframe to contextualise the costs (e.g. cost per participant, cost per month of keeping the project running, cost including/excluding personnel costs) **(Max. 150 words)**

The project was financed by the European Commission, the budget related to the prevention campaign being: 336,000 lei - EU funding, 37,000 lei - co-financing from the state budget, 71,000 lei - expenses generated by the value added tax, also provided from the state

⁶ **Cost-benefit analysis:** A type of economic evaluation that compares the direct and indirect cost of the resources employed in the intervention, with the equivalent economic value of the benefits. If no outcome evaluation has been conducted, a cost-benefit analysis is simply not possible.

budget. To these amounts were added the logistical and personnel costs of the ANITP representatives.

19. Were external reviewers, evaluators or researchers involved in the evaluation, and if so, what was their role in the evaluation? (**Max. 150 words**)

External reviewers, evaluators or researchers were not directly involved in the evaluation of the campaign. The evaluation primarily relied on internal efforts conducted by ANITP and the service provider. ANITP conducted internal evaluations focusing on aspects like organic promotion on social media and outdoor activities conducted by the Agency's specialists. Simultaneously, the service provider assessed online activities using tools from social media platforms and conducted surveys on Facebook as part of the evaluation process.

External parties were not engaged, however, all campaign results and deliverables were made publicly available on the European Commission's platform for transparency and evaluation by relevant stakeholders.

20. Which partners or stakeholders are involved in the intervention and why? What is the level of their involvement? What was their role in the evaluation? How well does this partnership function in practice? (**Max. 200 words**)

The prevention campaign was carried out by ANITP with the support of the contracted service provider. No other partner or stakeholder was involved in the intervention.

21. Describe the implementation of the intervention's activities and its outputs⁷. (**Max.200 words**)

Activities:

Online Component:

Analysis of target group: The campaign started with an in-depth analysis of the target group, focusing on potential consumers of services provided by victims of trafficking in persons (THB). This analysis included various criteria such as location, demographics, behavior, interests, and education.

Content creation: A service provider was contracted to create campaign materials, including

⁷ **Outputs** refer to the units of service or products (e.g., the number of workshops with young people to prevent juvenile delinquency, the number of talks with elderly people to prevent victimisation through fraud and theft, etc.)

graphic images, short videos, and two main video materials moderated by a Romanian public figure and a well-known vlogger.

Social media promotion: The campaign utilized paid promotion services and paid ads on social media networks (Facebook, Instagram, Twitter, LinkedIn, YouTube) to reach a wider audience. Detailed indicators and filters were used to effectively target potential consumers of services provided by THB victims

Survey: An online survey was conducted to measure the impact of the campaign among the target audience.

Outdoor Component:

Materials production: A series of promotional materials were produced, including 2,000 posters, 50,000 trifold flyers, 1,285 laptop backpacks, and 15,000 silicone wristbands.

Distribution: These materials were disseminated during prevention activities and direct meetings conducted at the national level by representatives of the National Agency Against Trafficking in Persons (NAATIP) and its Regional Centers.

Outputs:

Online Component Outputs:

Campaign materials: A total of 150 campaign materials, including graphic images and short videos, were created.

Social media reach: The campaign reached over 4.5 million views and over 2.5 million unique users through paid promotion on Facebook and Instagram.

Social media growth: The Facebook page gained over 9,000 new followers, and Instagram gained 780 new followers.

YouTube views: The paid ads on YouTube achieved 250,000 views.

Outdoor Component Outputs:

Campaign materials: Over 61,000 campaign materials (posters, trifold flyers, laptop backpacks, and silicone wristbands) were disseminated during prevention activities.

These outputs represent the tangible products and reach achieved by the campaign's activities.

22. Has there been a process evaluation⁸ and what were the main results?

Please, also describe what indicators were used to measure the implementation of your intervention? **(Max. 300 words)**

⁸ **Process evaluation:** A process evaluation documents **how the activities were implemented** in order to determine any deviations from the original planning. It facilitates finding explanations for when the results of the intervention are not as expected.

Process Evaluation Results:

Online Component:

Analysis of target group: The process of analyzing the target group to identify potential consumers of services provided by THB victims was successfully conducted. Indicators for targeting were established based on location, demographics, behavior, interests, and education.

Content creation: The service provider contracted for content creation produced the required materials, including graphic images, short videos, and the two main video materials. These materials were of high quality and aligned with the campaign's goals.

Social media promotion: Paid promotion services and ads on social media networks were effectively utilized to reach the target audience. The campaign exceeded its expectations in terms of reach and engagement on platforms like Facebook, Instagram, Twitter, and LinkedIn.

Survey: An online survey was conducted to measure the impact of the campaign, reaching a substantial number of views and respondents. This survey helped gather feedback and assess the effectiveness of the campaign messages.

Outdoor Component:

Materials production: The production of promotional materials, including posters, trifold flyers, laptop backpacks, and silicone wristbands, was successfully carried out.

Distribution: The dissemination of these materials during prevention activities and direct meetings conducted at the national level reached a significant number of beneficiaries from both the target group and the general public.

Indicators for Measuring Implementation:

- Reach and engagement metrics on social media platforms (e.g., views, likes, shares, comments).
- Growth in the number of followers on social media accounts (Facebook, Instagram).
- The number of campaign materials disseminated during prevention activities.
- The number of survey responses collected.

Overall, the process evaluation demonstrated that the campaign was effectively implemented, with successful targeting, content creation, and distribution of materials. The indicators provided valuable insights into the campaign's reach and impact, indicating a strong engagement from both the target audience and the general public.

23. If applicable, please provide more information on the quality of the evaluation(s). E.g., what data and data collection method(s) were used, what research methodology, etc. **(Max. 150 words)**

Quantitative surveys: The campaign conducted surveys on Facebook to gather quantitative data on the impact of anti-trafficking messages. These surveys reached a substantial number of views and respondents, providing statistical insights into public opinions and attitudes related to human trafficking.

Social media metrics: To measure the effectiveness of the online component, the campaign relied on social media metrics such as views, likes, shares, and comments. These metrics helped assess the reach and engagement levels of campaign materials on platforms like Facebook, Instagram, Twitter, and LinkedIn.

Quality assurance: The quality of the evaluation was ensured by contracting a service provider experienced in social media promotion and data analysis. This external provider helped design and conduct the surveys, collect and analyze data, and prepare evaluation reports.

24. What, if any, contextual factors/circumstances may have caused this project succeed in your own country/region/locality that won't necessarily exist when practitioners in other places try to replicate it? If applicable, mention organisational, institutional, and socioeconomic contextual factors. **(Max. 150 words)**

The success of the "Prison is not only behind bars!" campaign in Romania may be attributed to several contextual factors and circumstances that could influence its effectiveness and might not necessarily exist in other regions. These factors include:

Organizational capacity: The National Agency Against Trafficking in Persons had the organizational capacity and expertise to design, implement, and evaluate the campaign effectively. ANITP's experience in addressing human trafficking issues and its established networks contributed to the success.

Financial resources: The campaign had access to external financial resources, including funding from the European Commission. Sufficient funding allowed for the engagement of an external service provider, the production of high-quality campaign materials, and the use of paid promotion services on social media platforms.

Awareness and prioritization: Trafficking in persons represent a well-recognized and prioritized issue in Romania, garnering support from government authorities, civil society organizations and the general public. High awareness levels can contribute to the success of prevention campaigns.

Research and analysis: The thorough analysis of the target group's characteristics and

preferences, conducted with the support of the service provider, allowed for highly targeted and efficient online promotion. This level of data-driven analysis might not be readily available or applicable in all contexts.

High prevalence of exploitation: Romania faces significant challenges related to trafficking in persons, with both sexual exploitation and forced labor being prevalent. The presence of these forms of exploitation creates a context where addressing the demand side of trafficking is crucial.

Internal trafficking: Romania serves as both an origin and destination country for trafficking victims, including internal trafficking. This suggests a wide domestic market for exploitative services, underscoring the importance of targeting consumers of these services.

Replicating the success of this campaign in other places would require considering these contextual factors, adapting strategies to the local environment, and addressing specific challenges that may differ from those in Romania. It is essential to conduct thorough assessments of the local context and engage with relevant stakeholders to tailor anti-trafficking interventions effectively.

Additional ECPA questions

25. How is the intervention innovative in its methods and/or approaches?
(Max. 150 words)

Targeted approach: This campaign specifically focused on the demand side of trafficking in persons. By targeting potential consumers of services provided by victims of trafficking, the campaign sought to change their attitudes and behaviors, thereby discouraging the demand for such services. This approach is innovative because it narrows down the campaign's focus to a specific group with the potential to influence the problem.

Online and outdoor components: The campaign utilizes a combination of online and outdoor components. While online campaigns are common, the use of outdoor materials such as posters, trifold flyers, laptop backpacks, and silicone wristbands adds a physical dimension to the awareness-raising effort. This innovative blend of online and offline strategies maximizes the campaign's reach and impact.

Paid promotion services: The campaign breaks new ground by employing paid promotion services and advertisements on social media networks. This innovative approach allows for precise targeting of the desired audience, increasing the efficiency of the campaign. It also demonstrates a willingness to invest in reaching potential consumers of trafficking services directly.

Collaboration with public figures: Engaging public figures, such as a well-known vlogger and

a popular Romanian artist, to promote anti-trafficking messages adds credibility and influence to the campaign. This approach leverages the popularity and reach of these figures to convey the campaign's message effectively.

Data-driven targeting: The campaign's use of data analysis, including indicators based on location, demographics, behavior, interests, and education, to identify potential consumers of trafficking services is a data-driven and innovative approach. It ensures that resources are directed toward those most likely to be involved in the demand for such services.

Feedback surveys: The campaign conducts surveys on social media platforms to measure its impact qualitatively. These surveys engage the audience, gather opinions on human trafficking, and assess behavioral changes among respondents. This innovative method provides valuable insights into the effectiveness of the campaign.

Continuous promotion: To sustain the campaign's impact over time, anti-trafficking messages are continuously promoted through organic reach on social media. This ongoing effort is innovative as it recognizes the need for consistent messaging to maintain awareness and behavioral change.

In summary, the campaign's innovation lies in its targeted approach, use of both online and offline components, data-driven targeting, collaboration with public figures, and the adoption of paid promotion services. These innovative methods and approaches contribute to its effectiveness in addressing trafficking in persons and discouraging the demand for trafficking services.

26. How is the intervention relevant for other Member States? (**Max. 150 words**).

Trafficking in persons is a transnational crime that affects numerous countries, making it a shared concern for many nations. The campaign's focus on addressing the demand for services provided by victims of trafficking is applicable in various countries facing similar challenges related to trafficking in persons.

The campaign aligns with the Council of Europe Convention on Action against Trafficking in Human Beings, which emphasizes the importance of discouraging the demand for services that perpetuate the criminal phenomenon. This convention provides a common framework for combating trafficking across Europe, making the campaign's strategies and objectives relevant to other Member States that are parties to the convention.

The campaign's approach of raising public awareness and establishing normative barriers to discourage the consumption of services provided by trafficking victims can be adapted and implemented in different cultural and social contexts. The principle of leveraging social pressure to deter demand is transferable to other regions.

The campaign leverages various social media platforms, public figures, and outdoor activities

for awareness-raising. This multi-platform approach can be tailored to suit the communication preferences and habits of diverse audiences in different Member States.

The positive survey results, indicating that a significant percentage of respondents are willing to report suspicions of exploitation, suggest that similar approaches could be effective in encouraging reporting in other countries.

The campaign involved collaboration with public figures and a specialized service provider and such efforts can be replicated and adapted in other Member States through partnerships with well-known vloggers, influencers, organizations or companies.

While the campaign was implemented in Romania, its strategies and messaging can be adapted to suit the specific challenges and context of other countries. Localized campaigns can target demand for services in various forms of trafficking, such as sexual exploitation and forced labor.

In summary, the campaign's focus on tackling the demand, its alignment with international conventions, and its adaptable strategies make it relevant and transferable to other Member States seeking to prevent trafficking in persons and discourage the demand for exploitative services. By customizing the campaign to local contexts, Member States can work collectively to address this critical issue across Europe.

List of potential crime prevention mechanisms⁹

- **Establishing and maintaining normative barriers to committing criminal acts**
 - e.g. 'Offenders, we are watching you' campaigns
- **Reducing recruitment** to criminal social environments and activities by eliminating or reducing the social and individual causes and processes that lead to criminality
 - e.g. social and financial support for disadvantaged families
- **Deterring** potential perpetrators from committing crimes through the threat of punishment
 - e.g. decreasing the time between arrest and punishment
- **Disrupting** criminal acts by stopping them before they are carried out
 - e.g. increasing police patrols in vulnerable areas
- **Protecting vulnerable targets** by reducing opportunities and make it more demanding to carry out criminal acts
 - e.g. placing locks and cameras
- **Reducing the harmful consequences** of criminal acts
 - e.g. initiatives to recover stolen goods
- **Reducing the rewards** from criminal acts
 - e.g. restorative justice programmes
- **Incapacitating** (or neutralising) perpetrators by denying them the ability (capacity) to carry out new criminal acts
 - e.g. imprisonment of key gang members
- **Encouraging** desistance from crime and rehabilitating former offenders so they are able to settle back into a normal life
 - e.g. prison rehabilitation programs



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⁹ T. Bjørgero, *Preventing Crime: A Holistic Approach*, Basingstoke: Palgrave Macmillan, 2016.