

[Working with the National Theater to Combat Irregular Migration in Ethiopia]

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**Project type:** Counter Trafficking (CT)

**Secondary project type:** NA

**Geographical coverage:** Ethiopia

**Executing agency:** IOM (International Organization for Migration)

**Beneficiaries:** potential migrants

**Partner(s):** National Theater, Ministry of Foreign Affairs, Ministry of Labor and Social Affairs

**Management site:** Ethiopia

**Duration:** 9 months

**Estimated budget:** 50,000 EURO

**Summary:**

This project intends to contribute to the efforts of the Government of Ethiopia to curb the outflow of irregular migration through a well-coordinated messaging aimed at influencing attitude and behavior of potential migrants about irregular migration. IOM, in collaboration with the National Theater of Ethiopia, will undertake public sensitization activities channeled through the media. The project aims for potential migrants and community members to be well-informed about the risks of irregular migration.

**Rationale:**

Ethiopia is a country of origin, transit and destination for migrants in the Horn of Africa. Poverty, chronic unemployment, inadequate information on local livelihood options and ill-informed decisions to engage in irregular migration continue to drive thousands to embark on often hazardous journeys. Irregular migration, in spite of its risks, continues to increase steadily in the region. Equally, reports of abuse at the hands of smugglers and traffickers, sexual violence, exploitation, extortion, and threats of organ extraction is on the rise. There are also regular incidents of death due to exposure to harsh conditions, including walking long distances in the desert without sufficient food and water. This has raised concerns among the national and local government authorities, international community and other partners working to combat irregular migration among communities.



The Government of Ethiopia has shown strong commitment to addressing the challenges of irregular migration. The National Anti-Human Trafficking Council, reporting to the Deputy Prime Minister's office, coordinates the overall response in the country.

In the recent crackdown on human traffickers and smugglers, the Government detained more than 200 suspects. A new human trafficking bill that was launched in 2015 introduces stringent measures on perpetrators.

Despite the efforts to stem irregular migration by government stakeholders, there is still much to be done to reduce the sustained outflows of irregular migrants. While the public's awareness of the risks of irregular migration has seen improvement, attitude and behavior of target communities have not changed<sup>1</sup>. Instead, a 'Culture of Migration,' which views migration as the only means of livelihood, continues to shape the public's attitude towards migration. To change this deep-seated belief, there is a need for continued efforts for targeted and well-synchronized messaging to cultivate new ways of thinking and behavior.

The project intends to provide potential migrants with balanced and accurate information on migration which would provide them with a sound basis to make informed decisions. To do so, the project will engage popular Ethiopian artists. In Ethiopia, TV drama serials have gained popularity among the public becoming the most preferred channel for reaching local communities, including potential migrants, parents, and community leaders.

The action will be jointly implemented by IOM and the National Theater. IOM, as the leading migration agency, has vast experience in awareness and behavior change communication on irregular migration. Over the years, IOM in Ethiopia employed several community sensitization tools (theater shows, radio programs, Community Conversations, and peer education initiatives) to reach local communities with diversified backgrounds and needs.

IOM's information campaigns, especially community conversations and media interventions, have contributed to strengthening community mobilization efforts against irregular migration in communities of origin in Ethiopia.

The National Theater is the premier cultural and creative art institution in Ethiopia with enormous reach to contribute to information campaigns. The Government of Ethiopia prioritizes public mobilization through the media to effect changes in public perception and behavior on irregular migration. This action will complement and strengthen the various initiatives coordinated by IOM and the Government of Ethiopia.

### **Objective**

To contribute to the efforts of the Government of Ethiopia in combating irregular migration

### **Outcome 1:**

Community members targeted in this action make informed decisions on whether to migrate or not.

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<sup>1</sup> IOM Knowledge, Attitude, Practice (KAP) survey, 2013



**Output 1.1:**

Weekly TV drama serial (13 episodes in total) on the risks and consequences of irregular migration aired on the national channel.

**Output 1.2**

TV spots on irregular migration (26 TV spots in total) involving popular figures in the country aired on the national channel.

**Partnerships and Coordination**

IOM will lead the overall coordination of the project in this action which includes close consultation with the government, identification of the target audience, positive framing of messages, identifying particular target groups, providing training to the TV drama crew members on migration and its emerging trends, monitoring implementation and liaising with other partners, as necessary. The National Theater will take the lead in the audition and hiring, as well as in script development and directing of the TV drama serial.

A media advisory committee, comprising focal points from the National Theater, IOM, Ministry of Foreign Affairs, and Ministry of Labor and Social Affairs, will be established to review the monthly progress of the project which will also look into the appropriateness and timeliness of the messages to ensure that they reflect and respond to the information needs, and are relayed in a manner that will contribute to the achievement of the intended results.

**Monitoring and Evaluation**

IOM will ensure regular monitoring of the activities as the project progresses to ensure efficiency and effectiveness and provide corrective measures at an early stage if necessary. The established Media Advisory Committee will closely monitor the relevance of the messages and the overall production of the TV Drama serial which will contribute to ensuring the appropriateness and relevance of the messages to the audience.

Furthermore, this project envisages one mid-point review. The mid-point review, with the aim of improving the performance of the project, will look into the efficiency, effectiveness of methodologies, appropriateness of implementation strategies, challenges encountered, and efficiency in the utilization of resources. In addition to assessing the coverage and acceptability of the TV shows, a sample survey will be conducted during the second quarter of the project period in collaboration with the media partners. At the end of the project period, similar assessment will be conducted to measure target audience's understanding of the aired episodes.



#### 4. Results matrix

See Module 2 Proposal Development (Step 7: Results Matrix)

	<i>Indicators</i>	<i>Baseline</i>	<i>Target</i>	<i>Assumptions</i>
<b>Objective:</b> To contribute to the efforts of the Government of Ethiopia in combating irregular migration	Proportion of target community members initiate actions against irregular migration	N/A	30 % of audience.	
<b>Outcome 1:</b> Community members targeted in this action make informed decisions on whether to migrate or not.	Proportion of surveyed population with access to electronic media report the TV drama serial has influenced their views on this topic	N/A	30%	Partners in this action support the initiatives  ERTA – provides air time
<b>Output 1.1:</b>  Weekly TV drama serial (13 episodes in total) on the risk and consequences of irregular migration aired on the national channel.	Number of episodes aired	N/A	13	National government and broadcasters support the initiatives and secured prime time slots for the TV series on the national media
<b>Output 1.2:</b> TV spots on irregular migration (26 TV spots in total) involving popular figures in the country aired on the national channel.	Number of spots	N/A	26	



**Activities 1.1:**

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| <ul style="list-style-type: none"><li>1.1.1 Set up a media advisory committee with maximum 9 members</li><li>1.1.2 Identify script writers</li><li>1.1.3 Hire script Writers</li><li>1.1.4 Develop the Storyline for the TV Drama Serial for each episode</li><li>1.1.5 Review and endorse the storyline</li><li>1.1.6 Develop and refine the characters</li><li>1.1. 7 Develop the script/screenplay for the drama serial (thirteen weeks)</li><li>1.1.8 Develop the shooting script</li><li>1.1. 9 Review and endorse the script for the TV drama serial</li><li>1.1.10 Conduct casting auditions for the main characters</li><li>1.1.11 Enter into an agreement with the broadcasting agency</li><li>1.1.12 Broadcast the drama</li><li>1.1.13 Develop content for TV spots</li><li>1.1.14 Broadcast 26 TV spots</li><li>1.1.15 Mid-point review - Gather feedback from the audience and identify areas for improvement</li></ul> |  |
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## Work plan

Activities	Party responsible	Time frame								
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9
Set-up a media advisory committee	IOM , National Theater, Ministry of Labor and Social Affairs									
Identify Script writers	National Theater, IOM	x								
Hire Script Writers	National Theater, IOM	x								
Develop storyline/treatment	National Theater, IOM	x								
Review and Endorse storyline	National Theater, IOM	x								
Character Development	National Theater			x	x					
Script Development for the TV drama serial	National Theater			x	x					
Audition of main actors	National Theater			x	x					
Develop shooting script, and recording	National Theater					x	x			



Activities	Party responsible	Time frame								
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9
Enter into an agreement with the broadcasting agency	IOM , Ethiopian Radio and Television Agency(ERTA, and National Theater					x				
Broadcast TV serials	ERTA					x	x	x	x	
Midterm Review of the ongoing TV drama serial	IOM						x	x		
TV Spot production	ERTA					x	x	x		
TV Spot Airing	ERTA					x	x	x	x	

## 6. Budget

The total budget for this project is EUR 50,000 as per attached Annex