

Report on Assessing the impact of Information, Education and Communication (IEC) Materials in empowerment process of Migrant workers



Submitted to
DanChurch Aid Bangladesh

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Executive Summary

Empowering migrant workers about safe migration is a fast growing and important issue in Bangladesh. Bangladesh is a densely populated, developing country where manpower exportation is one of the main pillars of its economy. But unfortunately, the migrant workers are being exploited in home and at abroad due to lack of their awareness. Considering this reality, DanChurch Aid Bangladesh is implementing a three years project on “Promoting Safe Migration and Local Development” in Eight Districts in Bangladesh through its partner organizations BOMSA and WARBE. One of the specific objectives of the project is to empower migrant workers through information provision leading to increased access to services including justice. Under the project records of information, education and communication (IEC) materials have been produced and developed to aware migrant workers and other stakeholders ie, elected local government representatives, relevant government departments, NGOs and civil societies about the key messages of safe migration. With a view to evaluating the effectiveness of the developed IEC materials, DanChurch Aid Bangladesh initiated to conduct a survey. On the basis of that initiative, the consultant has conducted a short study. The objective of the study is to evaluate the effectiveness of the IEC materials and provide valuable suggestions so that the IEC materials are upgraded if necessary, to ensure its effective replication. Under the study, the existing IEC materials were reviewed; numbers of consultation meetings, Focused Group Discussions (FGDs) and interviews have been conducted by involving the project personnel of the partner organizations of DanChurch Bangladesh, selected migrant workers, guardians of migrant workers, elected representatives of local government, representatives of government departments and NGOs, representatives of civil societies etc. Based on the findings of the field consultations, the strength and weakness of the existing IEC materials have been identified. Recommendations have been made on the basis of that identification to scale up the IEC materials for its replication. We believe that the findings of this study will contribute a lot in the empowerment process of the migrant workers on safe migration.

Title of the project

Assessing the impact of Information, Education and Communication (IEC) Materials in empowerment process of Migrant workers.

Objectives

Broad objective

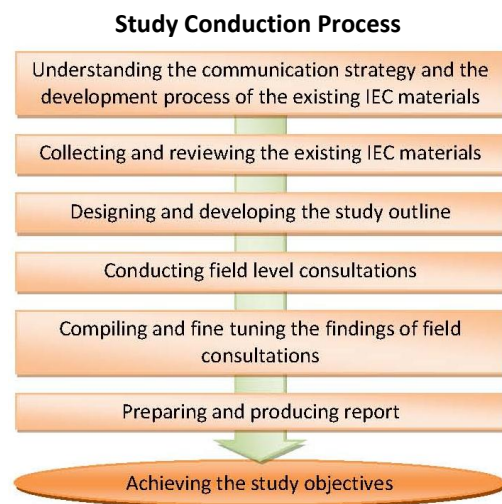
To assess the impact of IEC materials for the promotion of safe migration and local development.

Specific Objectives

- To identify the strength and weakness of the developed IEC materials.
- To evaluate the effectiveness of the communication strategy and process to recommend the appropriate means of communication and media for the replication of IEC materials.

Approach and Methodology

Participatory methodologies and tools were adopted for the implementation of the study. In every stage of the study, all decisions were finalized in consultation with the selected representatives of migrant workers, their groups, associations and organization. Participation of women migrant workers were highly considered in every stage of the study conduction process. At first, an inception meeting was conducted to understand the development process of the existing IEC materials by involving the relevant personnel of DanChurch Aid Bangladesh and partner organizations. With a view to identifying the strengths and weakness of the existing IEC materials, the IEC materials were collected and reviewed. Based on the findings of the inception meeting and the literature review, a study outline, discussion checklist and questionnaire were developed which were finalized in consultation with DanChurch Aid Bangladesh and partner organizations.



After that, on the basis of the agreed study outline, a number of field level consultations were conducted by involving the selected representatives of migrant workers, their groups, associations, organization, civil society and local government bodies. Finally, recommendations weremade to scale up the IEC materials on the basis of the field consultation findings.

Methodology

As a part of the methodology, the following activities were undertaken to achieve the objectives of the study.

a. Inception meeting

Separate meetings were organized with DanChurch Aid Bangladesh and partner organizations. The objectives of the meetings were to understand the development process of the existing IEC materials. In those meetings, the study implementation areas were also identified in consultation with the participants. During the meeting, the study conduction plan and methodology were reviewed and revised.

Key findings of the meetings are as follows

- Mirpur of Dhaka City Corporation and Rupganjpaliza of Narayanganj district were selected for the implementation of the study. The partner organizations of DanChurch Bangladesh, BOMSA and WARBE are implementing the project respectively at the selected areas.

- No study, assessment or project reports were found that reflects the necessity of the development of the existing IEC materials, the rational of the key messages for dissemination, considerations to select the types of IEC materials and the distribution plans of IEC materials.
- The project personnel of the partner organizations respond that they assessed the needs of IEC materials in consultation with project beneficiaries and other stakeholders. They also mentioned that the IEC materials were tested at the fieldlevel before finalization.

b. Collection and review of the existing IEC materials

Under this activity, existing information, education and communication (IEC) materials on safe migration, justice and relevant services were collected and reviewed considering different stakeholders. The objective of the activity was to identify the strength and weakness of the existing IEC materials. The following factors were kept in mind for literature review:

- Attractiveness and presentation of the IEC materials
- Relevance of the key messages in line with the project goals and objectives.
- Understandability of the key messages
- Cultural acceptance of the IEC materials
- Cultural and educational status of the stakeholders
- Mode of the IEC materials considering the accessibility of medium
- Sustainability of the dissemination process.

The findings of Literature review are as follows

Strengths of the IEC materials

- Useful messages
- Some of the materials are attractive
- Most of the material are picture based
- Familiar with the communication process

Weakness of the Materials

- Most of the materials are pictorial but not enough self-explanatory
- Some of the messages are written in English which are not easily understandable for all target audience
- Some of the pictures used in the materials are not clear
- The Bangla term “Obivashon” itself is not very clear to the target audience
- Some of the materials contain a good number of messages but they are not arranged in sequence

c. Design and development of study outline, discussion checklist and questionnaire

Under this activity, based on the findings of project documents, inception meeting and literature review, an outline of the study was designed. The study outline included the criteria of the respondents, number of respondents, data collection methodology and tools, discussion checklist, questionnaire, guideline etc. A set of parameters were selected before field consultation to evaluate the impact of IEC materials.

d. Field level consultations, major findings and recommendations

Based on the agreed study outline and impact evaluation parameters of the existing IEC materials, a number of field level consultations ie, interview, Focus Group Discussion (FGD) and Key Informant interview (KII) were conducted by involving the selected representatives of migrant workers including female, their groups , associations, organization, civil society and local government bodies. A number of case studies were collected for the same purpose. The FGD was conducted on 31st October, 2011 at Sheikh Fazilatunnesa Teacher Training College, Darus Salam, Dhaka. There were 41 participants in the FGD. **Participants list are attached as annex-1.** All were female who were eager to go to abroad as an employee. All the participants have got the pre-departure training. At the same time, the FGD was conducted on 1st November, 2011 in the training room of WARBE at Rupganj under Narayanganj. There were 16 participants in the FGD. **Participants list are attached as annex-2.** Both male and female members who were eager to go abroad as an employee were present in the discussion. WARBE does not conduct the Pre-departure training. If anybody takes final decision and prepares the documents to go abroad, then WARBE organizes the Pre-departure training for the migrant workers. Basically, WARBE works to empower migrant workers through courtyard meeting, migrant family meeting, awareness meeting etc.

The findings of field consultations are as follows:

Leaflet No 1:

Most of the participants didn't get the leaflet. Out of the Forty one (41), only seven (7) participants have seen the leaflet, which according to their comment, were hanged on different places of the training center. After watching it, they all expressed that it is good-looking and colorful. After reading the information of the leaflet, all of them said that it is easy and understandable but the majority of them can't read. Only 30% can read but not properly. They agreed that it is a useful leaflet to them and to their families because they are now aware about the minimal expenses of migration.



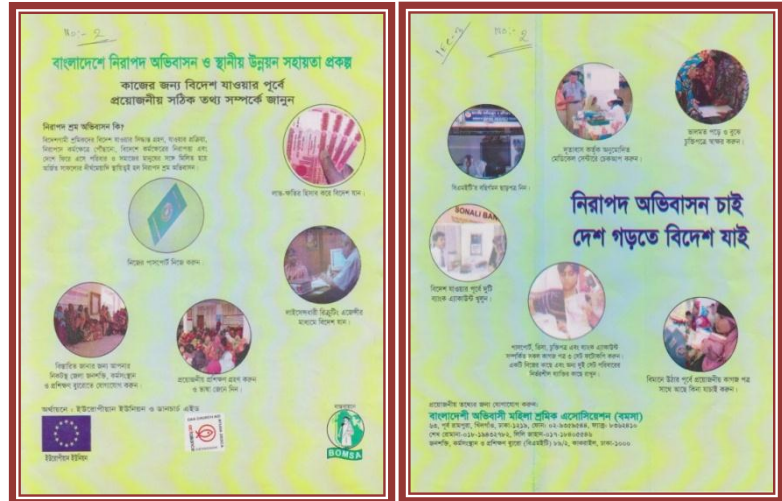
Recommendations for replication

These materials were found very effective for communication. The messages contained in these materials are also very important for empowerment. But to ensure effectiveness of the materials in future, the following recommendations should be considered.

- The communication process should be refined .Since most of the target audience is not well educated, during dissemination, these materials should be gone through at least once in front of them
- During distribution of the materials ongoing monitoring system should be adopted so that the gaps can be identified and properly addressed.

Leaflet No 2:

Both the BOMSA and WARBE have used the material for their working areas by changing sequence and arrangement of few pictures. The key messages and insight are remaining same. The majority of them got the leaflet, but nobody was aware about the content and information of the leaflet. They didn't know the importance of the leaflet. Everybody said that it is attractive but the messages of the leaflet are not clear to them as they all are not able to read. After explaining of the contents of the leaflet, they agreed that it is an important leaflet but they feel that the distribution process was not so good. They had to collect it from the office room. The leaflet was not displayed in the training class. So, it should be distributed in all the discussion session for clear understanding. The picture should be clear, enlarged & by sequence rather than the written messages recommended by the participants. They also suggested that if the information is disseminated to their family, it will be more effective for them.



Recommendations for replication

- The communication process should be refined .Since most of the target audience is not well educated, during dissemination, these materials should be gone through at least once in front of them.
- The leaflets must be displayed and explained in the training sessions so that the target audience may gain interest about the contents of the leaflets.
- During distribution of the materials ongoing monitoring system should be adopted so that the gaps can be identified and properly addressed.
- The pictures used in the leaflets should be clear, enlarged & sequential rather than merely written form of instructions.

Leaflet No 3:

BOMSA and WARBE have both adopted the material in their command areas. The key messages of the leaflet are almost same but little bit changes were made in the sequence of the picture used in the leaflet. In both the areas, most of the participants have perceived the leaflet and were aware about the information of the leaflet though nobody can read. They don't have any objection and recommendation about the leaflet. They collected it from the office room.



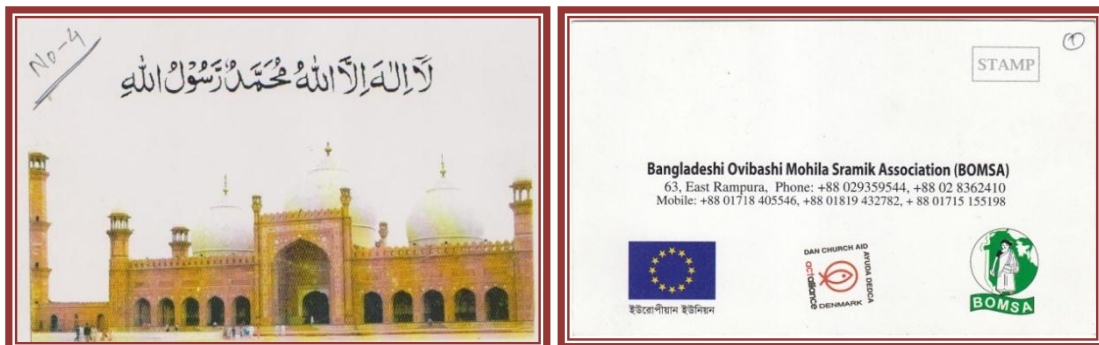
Recommendations for replication

Though the respondents didn't make any recommendation for scaling up of this material, but considering the literacy rate of the beneficiaries, the following issues must be taken into consideration for further replication.

- The communication process should be refined. Since most of the target audience is not well educated, during dissemination, these materials should be gone through at least once in front of them
- During distribution of the materials ongoing monitoring system should be adopted so that the gaps can be identified and properly addressed.

Leaflet No 4:

Thirty six (36) out of forty one participants have seen the card but they don't know the usage of the card. After the explanation of the usage of the card, they are now aware about the objective of the card. They are worried about the **Kolma** and the address written in English. They all want to go to the middle-eastern countries, where the language is Arabic so it's quite impossible for them to keep the card to themselves. So, they recommended that it should change the Kolma-technique and would be better if the address & contact number of the card is written in Bangla beside English. It will more understandable with a picture, if possible.

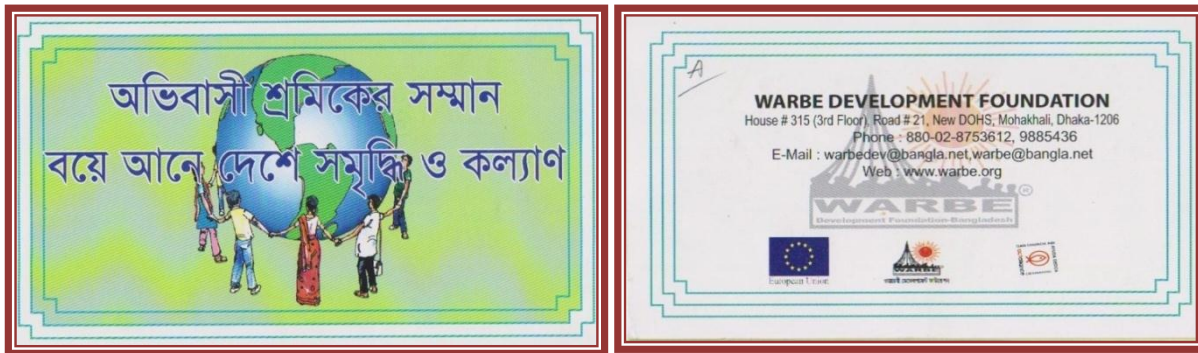


Recommendations for replication

- Considering the issue of complaint mechanism, the idea of this material is very good and effective but it may be more fruitful if the address is printed in Bangla instead of English. In that case the confidentiality of the message would also be ensured.
- Keeping in mind the issue of sustainability of the initiative, it is equally important to mention the contact details of the local office of the Embassy of Bangladesh though it requires, advocacy with the local embassy.

Leaflet No 5:

Out of sixteen (16), most of the participants have seen the leaflet in the awareness meeting shown by the Project personnel but it wasn't distributed among them. They all said that it is colorful and good-looking. They consider that, this card is important for them but as the address is written in English, it's not easily understandable for them because only three participants are able to read. It would be better if the card is written in Bangla and distributed to all the participants in the awareness meeting or courtyard meeting recommended by the participants.



Recommendations for replication

- The information provided in this card should be written in Bangla so that all target audience may interpret the key messages.
- This card should be distributed during the awareness meeting or at the courtyard sessions.

Leaflet No 6:

Most of them have seen the leaflet. They also didn't get the leaflet in hand like the leaflet 5. They all agreed that it is an important leaflet in considering the pre-rules for going to abroad. They are now aware about the rules and thanked to the project personnel for giving free service delivery for the migrant workers. They suggested that it will be more understandable to all if the rules are displayed with picture besides the written messages as they are not able to read.



Recommendations for replication

- It would be more understandable to all migrant workers if the messages can be presented in a pictorial form along with texts.
- It might be more effective if any trained representative could explain the key messages during hand to hand disseminating of the leaflets.
- During distribution of the materials ongoing monitoring system should be adopted so that the gaps can be identified and properly addressed.

Leaflet No 7:

This is not a leaflet in nature; this is the registration card for the migrant family identified by the project personnel. All participants have seen it but it's of no use for them. That's why they don't have any queries or recommendation for this card.

প্রকল্পের নাম : বাংলাদেশে নিরাপদ অভিবাসন ও স্থানীয় উন্নয়ন সহায়তা প্রকল্প

পারিবারিক পরিচিতি কার্ড

"সঠিক তথ্য ও প্রশিক্ষণ নিয়ে বিদেশ যাব প্রত্যাশিত না হয়ে নিরাপদে দেশে ফিরব"

পরিবার নিবন্ধন নং :

পরিবার প্রধানের নাম :

বয়স : পেশা :

গ্রাম/ওয়ার্ড : পোস্ট :

ইউনিয়ন/পৌরসভা :

উপজেলা : জেলা :

কিন্ড অ্যান্ডইজার

সেক্টর ম্যানেজার

অভিবাসন তথ্য সহায়তা কেন্দ্র নিম্নোক্ত সুবিধাসমূহ প্রদান করে থাকে:

- ▷ নিরাপদ শ্রম অভিবাসন এবং রেমিটেন্স (বৈদেশিক মুদ্রা) ব্যবহার বিষয়ে সচেতনতামূলক কার্যক্রম পরিচালনা।
- ▷ নির্মিত অভিবাসনের উপায় এবং অনির্মিত অভিবাসনের ঝুঁকি সম্পর্কিত তথ্য প্রদান।
- ▷ বিদেশে কাজ করতে যেতে ইচ্ছুক নারী ও পুরুষ কর্মীদের গ্রাক-বাইপাস প্রশিক্ষণ।
- ▷ কারিগরি প্রশিক্ষণ প্রদান।
- ▷ ন্যায় বিচারের জন্য সহযোগিতা প্রদান।
- ▷ বিদেশ হতে কেবং অভিবাসী শ্রমিক ও তার পরিবারের সদস্যের মূল্য বঠন।

যোগাযোগের ঠিকানা:

ওয়ার্ডী অভিবাসন তথ্য সহায়তা কেন্দ্র

Newsletter

The news letters are published for the different stakeholders ie, government officials, NGOs, local government bodies and elites of the implementation area. Since they are well educated, therefore, sensitization regarding the project through newsletter was found very effective from the study. There is no recommendation from the stakeholders regarding this material.

T-Shirt

From the visibility point of view of the project, message dissemination through T-shirt during special day observation was found of having very positive impression by the respondents. The idea can be further replicated.

Billboard

Billboard is an effective tool for mass awareness widely used in Bangladesh. Project was rightly introduced keeping in mind the effectiveness of billboard to promote the key messages of safe migration. To understand the effectiveness of the billboard, a number of consultations was carried out with the persons walking by. Most of the respondents respond that the messages are very clear to them and the messages were very valuable in terms of safe migration. They also suggested that if messages were displayed with pictures that would be more understandable to the average people.



Recommendations for replication

- The messages should be displayed with pictures

Mug

Distributing Mug to the key stakeholders such as government officials, NGO personnel and local government bodies etc. is one of the major strategies to promote the key messages of safe migration. As the key stakeholders regarded the strategy still effective, they rendered carrying on the same strategy. No recommendations are made.



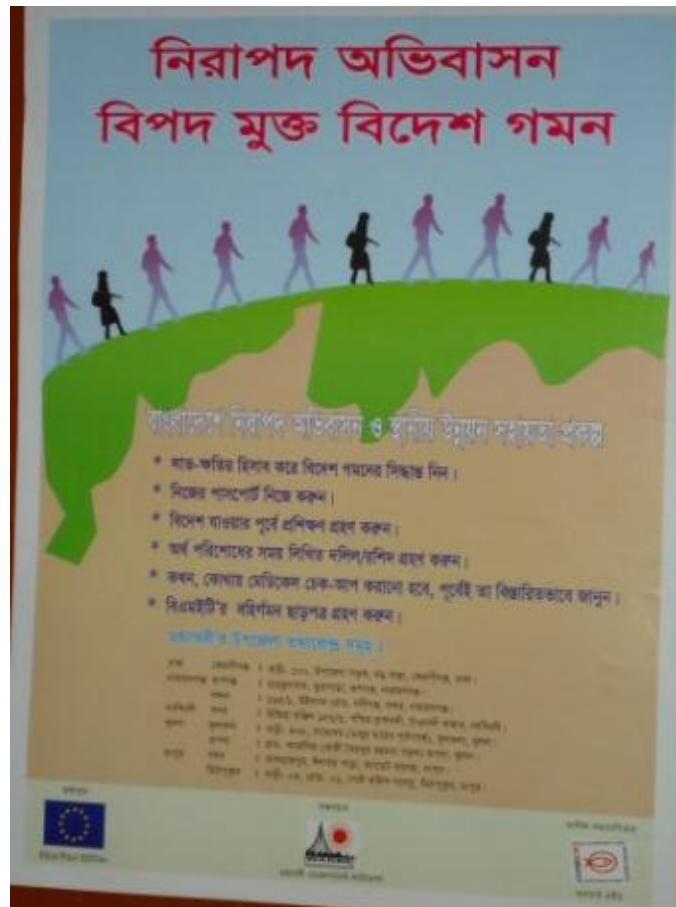
Game (Ludu)

Respondents has taken this game as 'awareness through entertainment to know about safe migration where risks are portrayed with funny pictures. They become familiar with scopes and risks of safe migration through this material and most of them recommend continuing the use of the material without any changes.



Poster 1

The respondents responds that the messages of the poster is very clear to them and understandable also. But they have few comments on the picture. They suggested that it would be better to portrayed a women with *Sharee* rather than marking with a black color that might be more culturally sound in the context of Bangladesh. They also suggested to display the posters into some pocket places inside boundaries and covered by protectors for their sustainability rather than displaying to any open places.



Recommendations for replication

- The women should be displayed with wears that set of clothes with our social norms and cultural dignity.
- The posters should be displayed into some pocket places inside boundaries and covered by protectors for sustainability.

Poster 2

The respondents responds that the messages of the poster is quite clear to them and understandable. They suggested to display the posters into some pocket places inside boundaries or protected areas. They also suggested that poster should be covered by protectors for their sustainability rather than displaying to any open places.

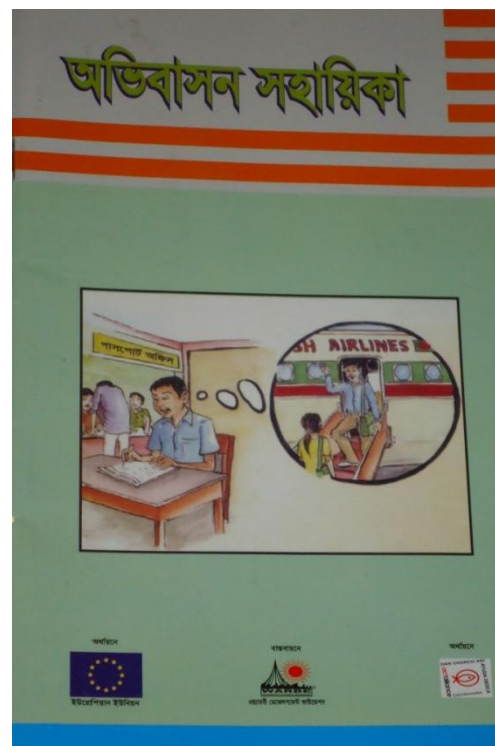
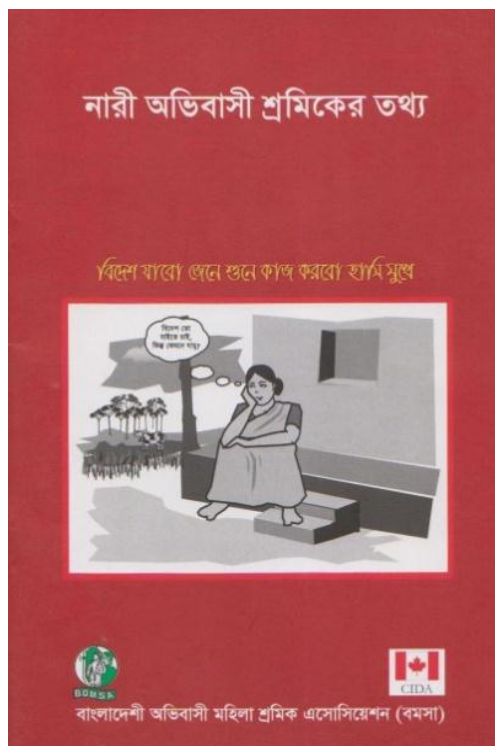
Recommendations for replication

- The posters should be displayed into some pocket places inside boundaries and covered by protectors for sustainability.



Information Kit and guide line on safe migration

It is found very useful by the users. When anyone misses any information then they can take help for any sort of information on safe migration related information from this information kit. So, they suggest further continuing uses of such information kit for the users. No recommendations are made for scale up.



Conclusion

It is appreciable that DanChurch Aid Bangladesh has taken the initiative to review the impact of the existing communication materials for further replication. Communication is an art. Effective communication requires appropriate process, methodology and materials. In Bangladesh, a good number of communication materials have been developed so far. But the effectiveness of these materials, in terms of communication aspect, is not always properly assessed. Under the study, both the communication process and materials were assessed and carried excellent findings as recommendations which have already been mentioned earlier. We believe that if DanChurch Aid Bangladesh considers those recommendations in further replication of the IEC materials, it will contribute a lot to empower the migrant workers on safe migration.

ANNEXURES

Participant's list of FGD conducted for BOMSA

Sl.	Name	Occupation	Address	Contact Number
01	Saleha	Housewife	Dholaipath, Dhaka	-
02	Sokhina	Do	Jhirkorgachha, Jessore	-
03	Hamida		Madaripur	01927147562
04	RinaAkter	Do	Daudkandi,	-
05	Sahara	Do	Keraniganj, Dhaka	-
06	Khadeja	Do	Fatullah, Narayanganj	-
07	Jamila	Do	Gabtali, Dhaka	-
08	Asma	Do	Barguna	-
09	Hasina	Do	Rampura, Dhaka	-
10	Khadija	Do	Postogola, Dhaka	01918687052
11	Jamila	Do	Faridpur	-
12	Nilufa	Do	Munshiganj	01922626337
13	Doli	Service holder	Narayanganj	01942609283
14	Hasna	Housewife	Kishorganj	-
15	Bilati	Do	Narshingdi	-
16	Momena	Do	Faridpur	-
17	Abeda	Do	Kadamtala, Dhaka	01924913313
18	Arjina	Do	Satkhira	01735934621
19	Rina	Do	Mymensing	01712595054
20	Aysha	Do	Narayanganj	01986407194
21	Jesmin	Do	Taltala, Dhaka	-
22	Rokeya	Do	Monohordi, Dhaka	-
23	Taslina	Do	Bardi, Dhaka	-
24	Bulbuli	Do	Jamalpur	-
25	Banu	Do	Manikganj	-
26	Shahinur	Do	Narshingdi	01742692753
27	Joygun	Do	Savar	-
28	Jhorna	Do	Munshiganj	-
29	Eity	Do	Bagerhat	01936319492
30	Kajol	Do	Barguna	-
31	Fatema	Tailor	MalekerBarri, Gazipur	01712081885
32	Salma	Housewife	Singair	-
33	Jobeda	Do	Singair	-
34	Selina	Do	Munshiganj	-
35	Fatema	Do	Aminbazar, Dhaka	-
36	Rahima	Do	Narshingdi	01726352742
37	Khodeja	Do	Tangail	-
38	Shamima	Do	Rajshahi	01717824613
39	Shahanaj	Do	Shariatpur	-
40	Rita	Do	Munshiganj	-
41	Janu	Do	Tangail	-

Participant's list of FGD conducted for WARBE

Sl.	Name	Occupation	Address	Contact Number
01	Anwar	Unemployed	Rupganj, Narayanganj	01675065549
02	Abdul Jalil	Farmer	Do	01745553012
03	Delwar	Business	Do	01712748019
04	KhokonMollah	Do	Do	01711787863
05	Amir	Student	Do	01911385678
06	Saim	Do	Do	01914909402
07	Jewel	Farmer	Do	01717941078
08	Parvez	Do	Do	01715854305
09	Kohinur	Housewife	Do	
10	Shahinur	Do	Do	
11	Mariom	Do	Do	01947420818
12	Amena	Small Business	Do	
13	Anwara	Housewife	Do	
14	Nazimon	Do	Do	
15	Rumana	Tailor	Do	
16	Parvin	Housewife	Do	01733456821