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International Labour Organization
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FINAL REPORT

Saphan Siang Youth Amabassador (SSYA) Programme

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1. Background & Structure of the Programme

a. Background

The *Saphan Siang* Youth Ambassador (SSYA) programme was conceptualised on the belief that increased interaction with migrant workers leads to improved awareness and better understanding of migrant worker issues. To this end, the Saphan Siang campaign aims to engage young people to improve the public's understanding and to promote a more positive image of migrant workers. It is hoped that those reached by the campaign, once equipped with an understanding of the issues facing migrant workers, are empowered to contribute to the improvement of public attitudes towards migrant workers in the Thai society.

The Saphan Siang Youth Ambassador programme was designed to provide longer-term interaction with migrant worker issues for select individuals, deepening their understanding. The programme matched twelve selected university students, aged between 18 and 25, with partner civil society organisations in different parts of Thailand for a period of six months to work on migrant worker-related assignments. The Youth Ambassadors were selected and placed according to their skills, experience and interests. The Youth Ambassadors worked on an assignment to build the capacity of the partner organisation to respond to various challenges facing migrant workers from neighbouring countries. Youth Ambassadors also promoted *Saphan Siang* campaign messages and reflected their learnings back into their communities. In doing so, the Youth Ambassadors began to create attitudinal and behavioural change that will enhance the shift towards the protection and promotion of migrant workers' rights throughout Thailand.

Throughout the course of the programme, the Youth Ambassadors were provided with ongoing support from the ILO and partner organisations. They shared their learning progress every 45 days in the form of blog posts. These blogs were shared widely by the Youth Ambassadors themselves, through the campaign's social media platforms as well as through the campaign's network of affiliates and external media outlets.

Key to the programme design is that Youth Ambassadors and host organisations mutually benefit from involvement. The twelve Youth Ambassadors gained professional and practical experience in migration and related issues while learning skills such as project management, coordination and communication. Host organisations were able to increase their outputs, through newsletters, interpretation and translation work as well as increased assistance in trainings, project coordination and communication. After the completion of their volunteer assignments, the Youth Ambassadors joined the *Saphan Siang* youth network. Ten Youth Ambassadors (83 per cent) decided to continue their engagement with the campaign by developing social outreach project proposals, ranging from classes for migrant children, developing a mobile application to disseminate useful information to migrant workers, and writing short stories to establishing migration and human rights clubs within universities. Several of these proposals have been successful in receiving funds from the ILO-IPEC project, World Vision and UNACT.

b. Participating Host Organisations

- Thai Allied Committee with Desegregated Burma Foundation (TACDB), Bangkok
- Foundation for the Health and Knowledge of Ethnic Labour (MAP), Chiang Mai
- Foundation for Labour and Employment Promotion (HomeNet), Bangkok
- Human Rights and Development Foundation (HRDF), Chiang Mai
- Human Rights and Development Foundation (HRDF), Bangkok
- Foundation for AIDS Rights Thailand (FAR), Bangkok
- World Vision Foundation of Thailand (WVFT), Bangkok
- Raks Thai Foundation (RTF), Pattani Office

c. Typical tasks that SSYA were involved in

- Teaching migrant workers the local language, culture, human rights, labour rights and safe migration.
- Assisting host organisations in workshops, events, conferences, etc.
- Monitoring migrant worker and human rights situations.
- Drafting reports, summaries, newsletters, articles and meeting minutes.
- Providing health education, distribute condoms and conduct health workshops in migrant communities.
- Assisting host organisations in paralegal services and monitor legal cases.
- Facilitating meetings and seminars.
- Assisting in interpretation and translation.

d. Orientation Training and Capstone Events

Orientation Training – March 2014:

The Youth Ambassadors travelled to Udon Thani province during 14 -16 March 2014 to attend an orientation hosted by the *Saphan Siang* campaign. It was the first time all of the 12 Youth Ambassadors met. The Youth Ambassadors participated in several training sessions; an introduction to the *Saphan Siang* campaign; migration and development and migrant workers' rights in Thailand; a simulation workshop on project management; social media and communications training and strategizing; and an introduction to the host organisations.

Capstone Event – August 2014:

The Capstone Event was organised on 29 August 2014 at the United Nations Conference Centre, Regional Office of Asia and the Pacific, to commemorate the completion of the programme's six-month volunteer placements. The event was joined by the 12 Youth Ambassadors, civil society organisations, campaign partners and members of the media. The twelve Youth Ambassadors shared their volunteer experiences and their own perspectives on migrant worker issues. They also had the chance to give a series of interviews to local media outlets including Channel 3, 7, 11 and ETV Network. They joined a session on the participatory development model to better equip themselves before implementing their social outreach projects, which were then presented in concept note format. The event ended with participants reflecting challenges and lessons learned in an effort to strategise the programme's future steps.

“This platform has allowed us to continue our journey as volunteers and make an impact to local migrant communities, especially to the vulnerable migrant children” – *Wanchana Watee, Raks Thai Foundation, Pattani Office.*

2. Impact Analysis

Throughout the six-month journey of the first batch of the Youth Ambassador programme, there were a number of positive changes made either as a result of direct actions taken by the Youth Ambassadors or their contribution to broader objectives.

a. On Youth Ambassadors

It is evident in 48 blog posts that there is a general positive attitudinal change in all of the Youth Ambassadors. The most salient evidence is their increased interest in migrant worker issues. A series of interview questions asked during the orientation training in Udon Thani echoed a number of misconceptions and certain prejudicial attitudes toward migrant population in Thailand. In follow-up questions documented along their six-month journeys, the majority of the Youth Ambassadors appeared to have a greater depth of knowledge of the issue and better understanding of various challenges facing migrant workers. Particularly, their answers to similar questions appeared to reflect a sense of empathy and compassion towards migrant workers. This attitudinal, and arguably behavioural, shift is further evident in their urge to engage in other opportunities, including the campaign social outreach component, as well as activities outside of the campaign. Measured against the campaign's monitoring and evaluation framework, this has appeared to be heading in a positive direction.

“The programme has taught me many things. Most importantly, it's taught me to understand migrant worker issues and allowed me to really listen to their voice. This is how my attitude towards migrant workers has changed, and this will surely have an impact on how I live from now” – *Natthawuth Ruppayoon, Raks Thai Foundation, Pattani Office.*

b. On Host Organisations

Throughout the engagement period, the Youth Ambassadors worked on various assignments towards making an impact on migrant workers. According to the survey results from the host organisations, it is clear that the Youth Ambassadors contributed to the organisational goals and mandates. The majority of the Youth Ambassadors had a clear understanding of their host organisations' needs and priorities as evident in the level of positive response from the host organisations, all of which expressed interest in hosting the next batch of Youth Ambassadors. In addition, it was found that those whose tasks required regular interaction with migrant communities did contribute to a better environment. The inclusion of young people within various organisations helped create a more positive environment, where, in certain cases, youth became the bridge of communication between migrant workers and Thai communities.

“Saphan Siang has become the bridge for me and other young people to gain invaluable experience from working with the host organizations while helping others” – *Wipanan Tanthasarn, World Vision Foundation of Thailand (ETIP).*

c. On Migrant Workers

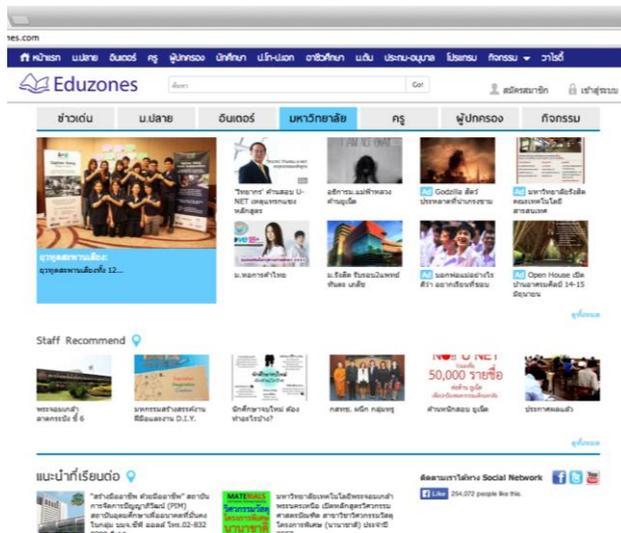
One of the campaign's objectives is to begin to create societal conditions that demand rights-based policy and legislative change to better protect migrant workers. With their host organisations, Youth Ambassadors had the opportunity to contribute to this goal by participating in various efforts to promote and support access to support service to migrant workers in the provinces where the programme is active. By way of example, two Youth Ambassadors who were assigned to work with Raks Thai Foundation in Pattani, were regularly involved in a health campaign. Three days a week, they travelled into migrant communities to distribute condoms and conduct health workshops for local migrant workers. Other Youth Ambassadors placed at Foundation for AIDS Rights were active in assisting the organisation in bringing migrant workers to local hospitals to receive proper health services. Two other Youth Ambassadors at Human Rights and Development Foundation assisted their host organisations in facilitating paralegal services and counselling to victims of labour exploitation. These Youth Ambassadors contributed to shaping better understanding between Thais and migrant workers by engaging local communities with whom they encountered. Greater understanding can only be fully realised when migrant worker are able to see changing attitudes the local population hold towards them. The opportunity to have direct interaction with migrant workers proves essential for achieving the campaign's central goal.

In addition to field work, the campaign was able to attract a number of audiences, predominantly from Myanmar and other neighbouring countries to engage online. Based on the online analytics, it was found that there were a sizeable number of migrant workers in Thailand who follow updates of varying content either coming directly from the campaign or from the Youth Ambassadors.

“Achieving a better living is I think what most migrant workers hope for. Notwithstanding such common aspiration, there is not enough public empathy and space for migrant workers to express their needs, their hope becomes confined if not shattered. *Saphan Siang* campaign has become the panacea for this constriction. Through its activities, we were able to contribute and create a positive change for migrant and local population” – *Duangtha Mongpha, Human Rights and Development Foundation, Bangkok Office.*

d. The Youth Ambassadors in media

Since the programme inception, there has been a reasonably large amount of interest from the media. The Youth Ambassador programme has been covered in different local newspapers, TV news reports and interviews with radio stations as well as a number of leading websites. From the campaign's media record December 2013 and August 2014, there were 35 news pieces in traditional and online newspapers, a dozen articles on leading student websites and three interviews with local radio stations. Below are examples of this media coverage.



An article on Youth's roles in promoting positive image of migrant workers was highlighted on the front page of Eduzone.com | 1 May 2014



An article on Youth Ambassadors' involvement in changing public attitudes towards migrant workers in ILO Feature Article section | 4 July 2014



A full page article on the Youth Ambassador programme was featured in Than Settakij newspaper | 12 January 2014



An article on the Youth Ambassadors' role in propelling a more positive image of migrant workers in CityNews Chiang Mai | 2 May 2014

“Creating positive image is unquestionably important because the image of people constructed in our mind always affects the way we treat them” – Dhiramedhist Lueng-ubon, HOMENET.

3. Engagement & Community Building

a. Online Analytics

The youth Ambassadors' online engagement was tracked and recorded on a monthly basis from three main sources: website, Facebook and their blog.¹ What follows is a summary of the online interaction including online traffics, page view, post reach, visitor location, and number of people reached and engaged. The illustrations below cover the period of 6 months (March - August 2014), during which volunteer placement took place.

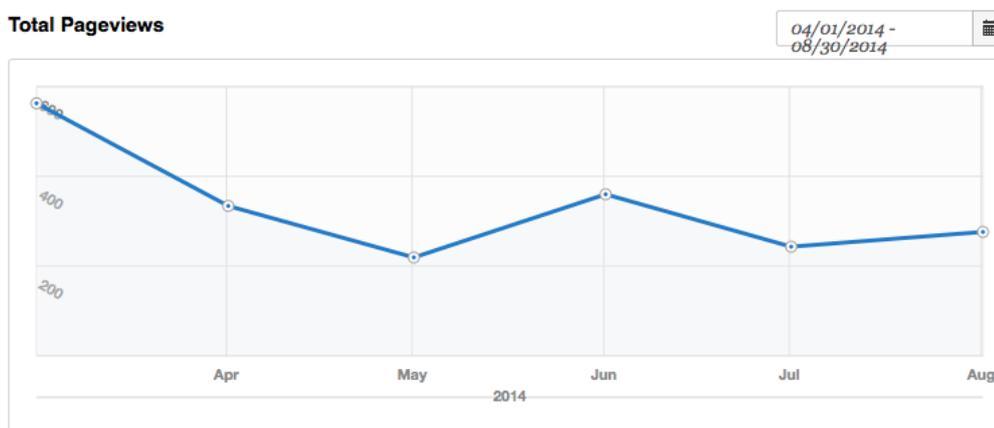
- Website: www.saphansiang.org

Pageviews

Pageviews Summary

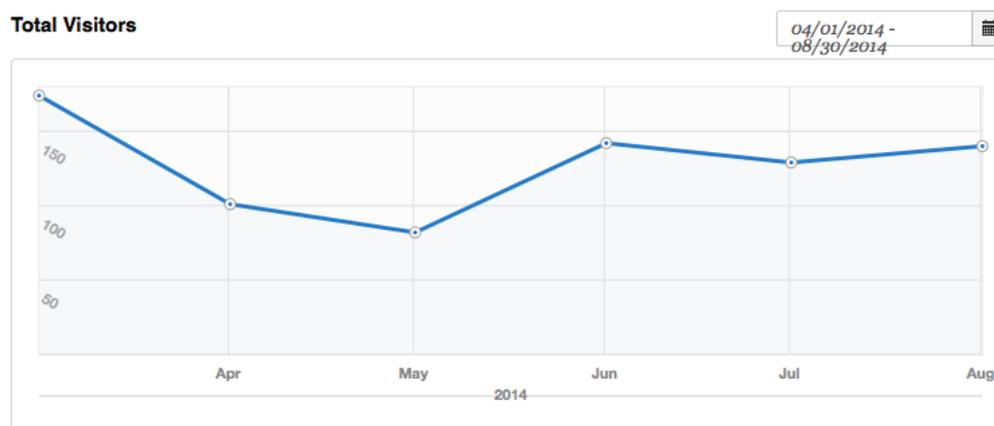


Total Pageviews



Visitor Information

Total Visitors



The total page views peaked during the induction period and decreased in the next few months.

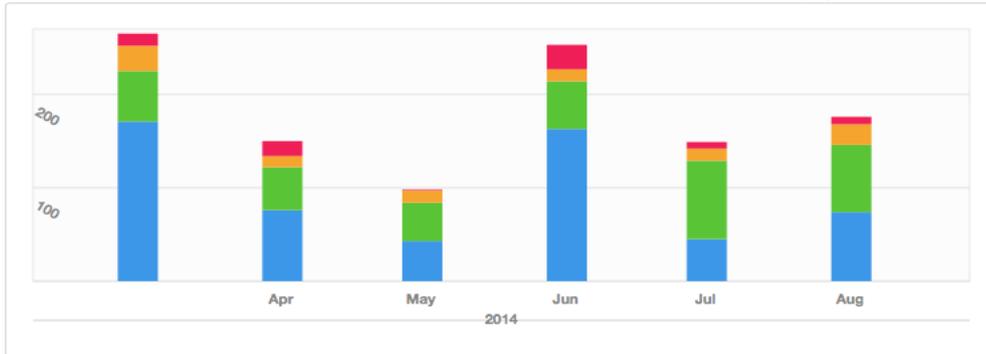
¹ Given the prominence of the Youth Ambassador programme between the months of April and August 2014, the results indicated from the website and Facebook can be representative of the programme's actual online engagement.

Traffic Sources

[Export Stats \(.csv\)](#)

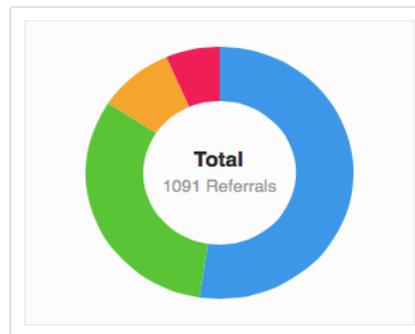
All Sources

04/01/2014 - 08/30/2014



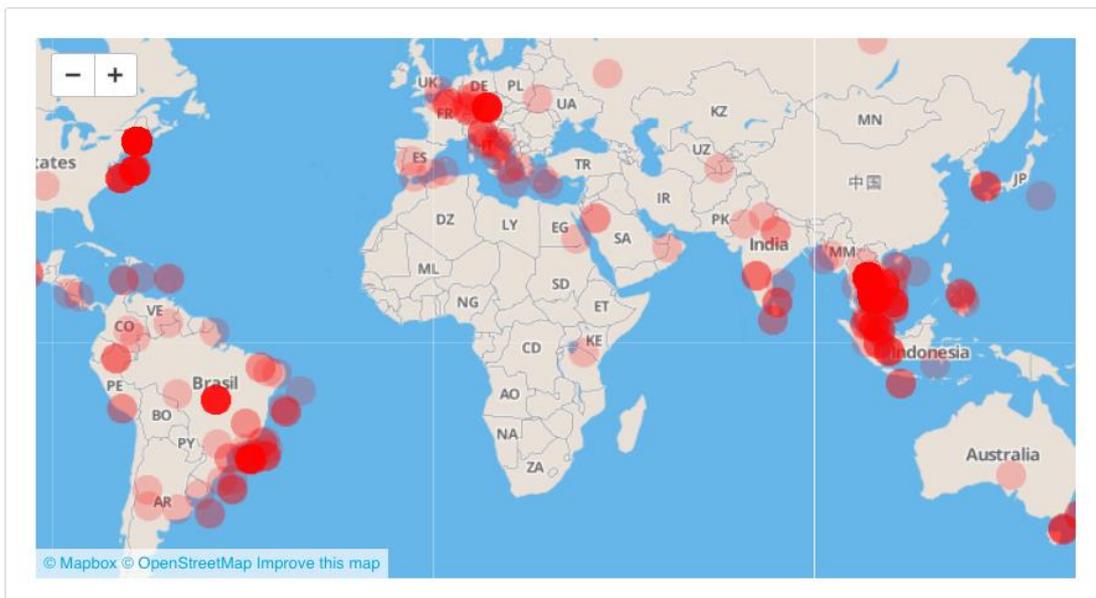
All Sources

Source	Visits	Share
Direct	572	52%
Links	348	32%
Search	100 Get More	9%
Social	71	7%
Online Ads	0	0%
Email	0	0%
Local	0	0%

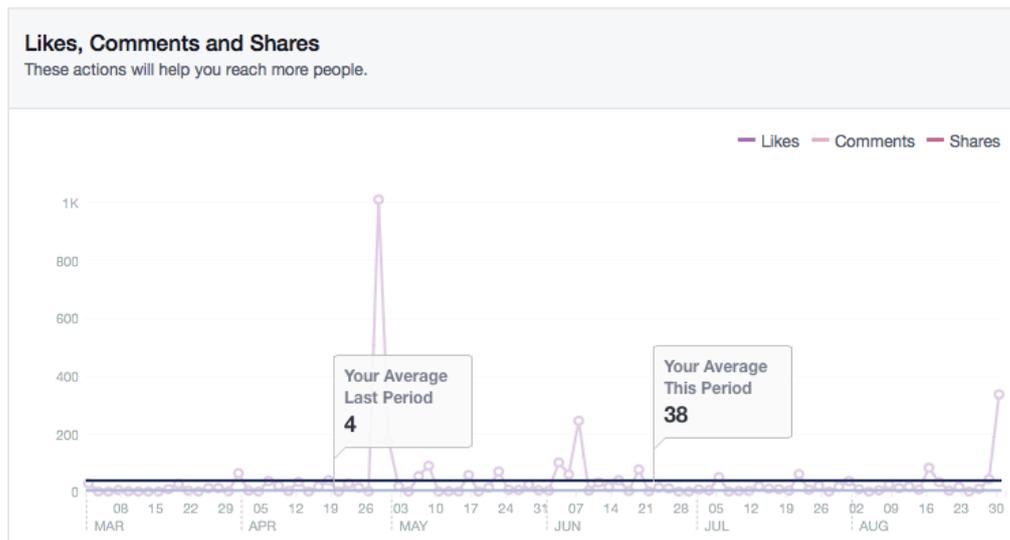
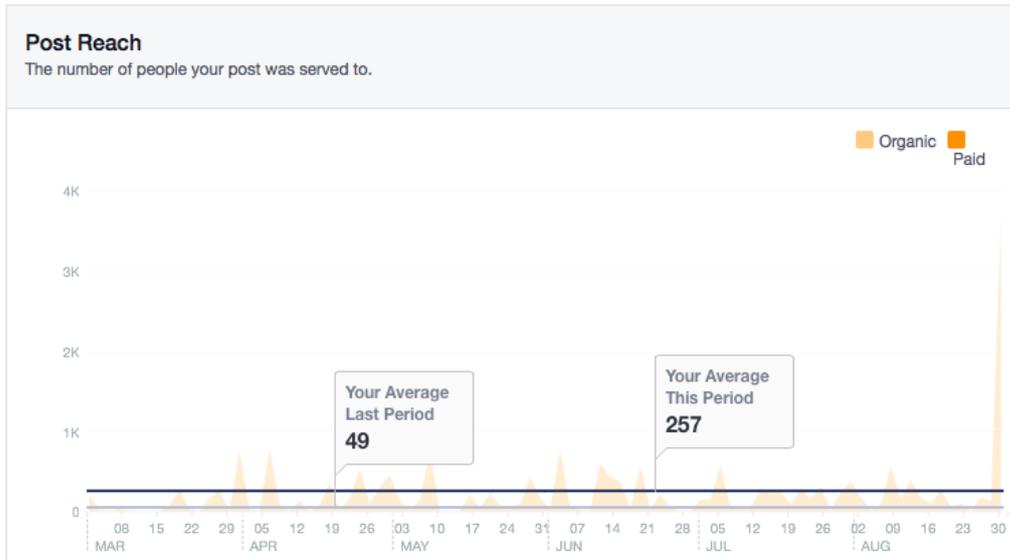


Traffic sources were primarily originated from direct source and through links provided (e.g. on the campaign website and twitter account). The level of traffic varied significantly from month to month. Direct search dominated other sources at the time of active engagement (e.g. when there is an event organised by the campaign). For example, a peak can be seen in June, when the website was used to launch a pledge for employers of domestic workers to mark Domestic Workers Day.

Visitor Locations



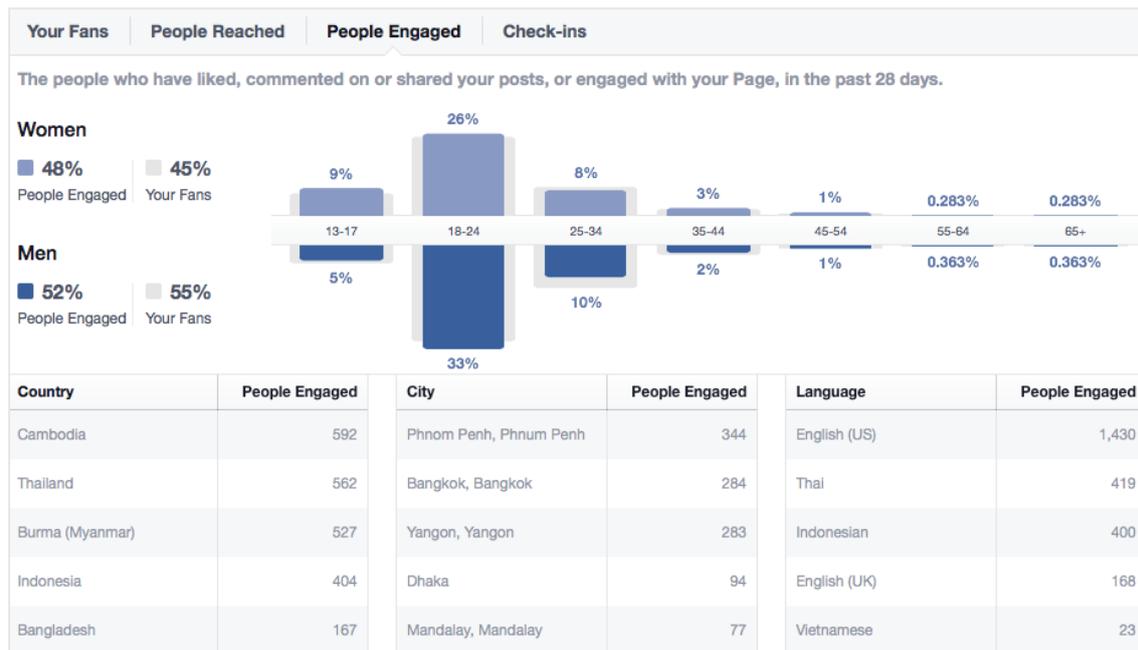
- Facebook: www.facebook.com/saphansiang



The post reach in the first half of the programme (49) increased fivefold in the second half (257) with nine times the number of 'likes'. This change partly reflects an increasing number of members on the page.



The increased number during the second half of the programme indicates a higher interest in the campaign, evident in more page views. The illustration above reflects different numbers of 'Timeline' views in varying months.

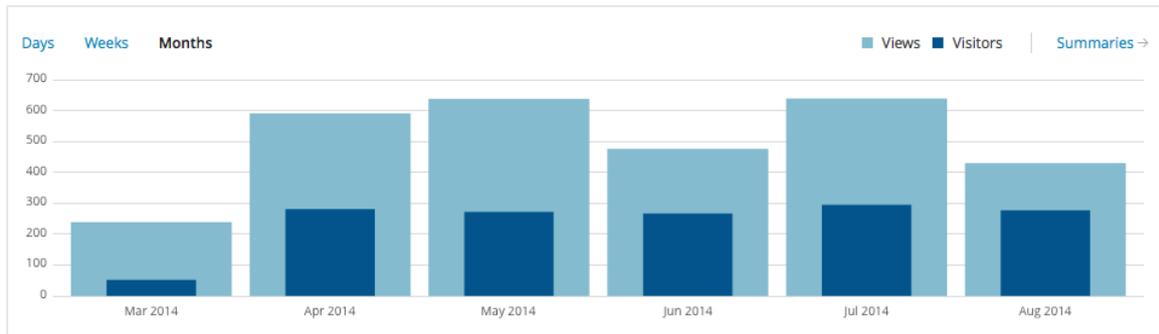


Two illustrations above show the difference between the percentage and number of people reached and engaged on Facebook page (e.g. through commenting, liking, and sharing posts). The majority of audience are between the age of 18 and 24 years old with 46:53 ratio between women and men. A similar ratio is seen among those engaged with 48:52 ratio between women and men. The majority of audience reached are from Thailand, followed by Cambodia and Indonesia, whereas the largest audience engaged are from Cambodia, followed by Thailand and Myanmar.² This indicates that the

² Worth noting is the number of the total audience of the page. The highest number of audience come from Myanmar (1,598), followed by Cambodia (1,000) and Thailand (993) at the end of August 2014.

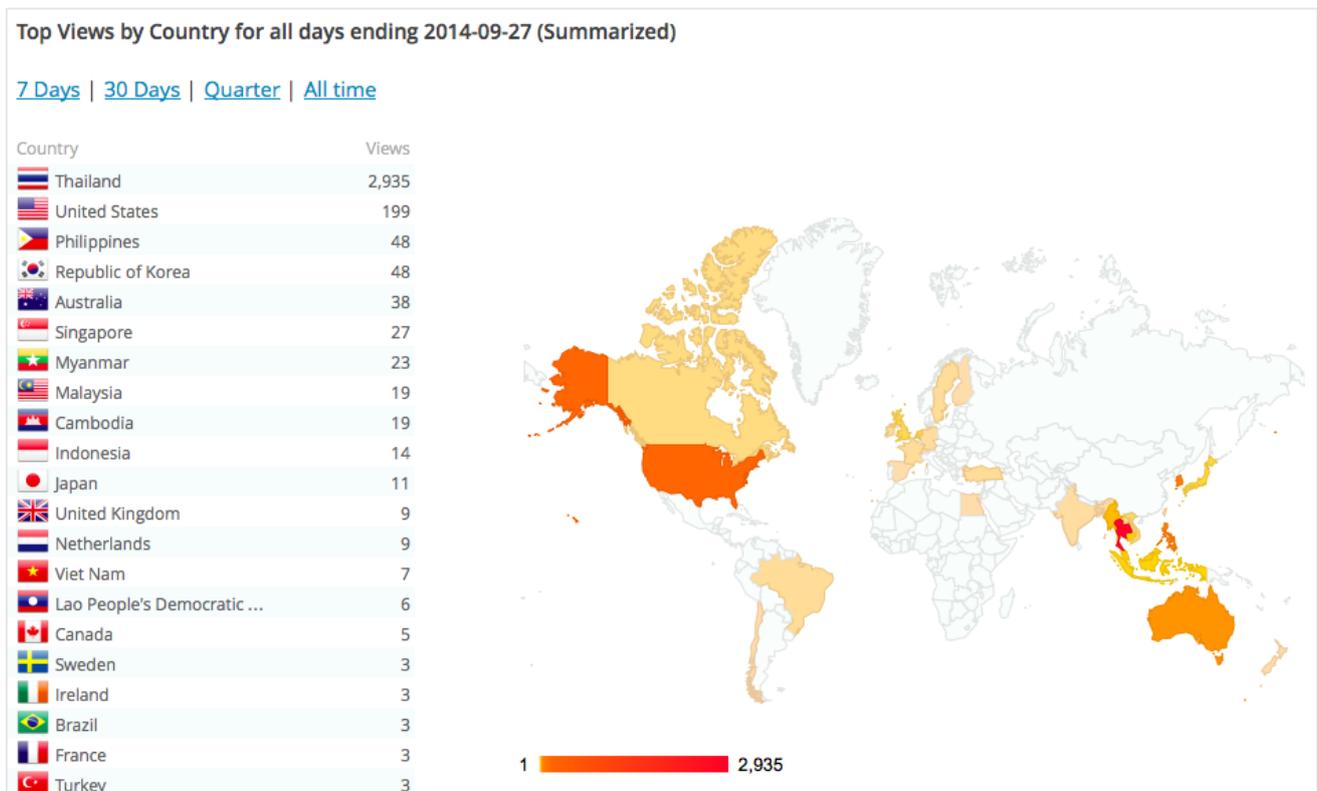
campaign is reaching its intended target, but may consider further expansion to Cambodia and Myanmar.

- Blog: www.saphansiangambassadors.wordpress.com



Months and Years													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014			239	591	638	476	639	430					3,013

This chart indicates the number of total audience viewing and visiting the Youth Ambassadors' blogs. The dark blue indicates the number of actual visits per month and the light blue of page views (i.e. without a meaningful interaction). From April towards the end of August, the number of audience is consistent, averaging at 554 visits per month.



b. Offline Engagement

Although it has proven difficult to monitor every single interaction and quantify the level of impact created through personal engagement of the Youth Ambassadors, there has been visible evidence throughout the programme's duration.³ Traceable impacts are primarily evident in blog posts that were regularly submitted by the Youth Ambassadors. Examples include conversations about volunteer placements and migrant worker issues with their friends and families.

Not only did these engagements occur between the Youth Ambassadors and other Thais, over half of the Youth Ambassadors had various opportunities to interact with migrant workers. Many stories were shared, for instance, while Youth Ambassadors conducted a presentation or facilitated a training workshop, among similar tasks. It is also evident that positive relationships were established from various field visits of the Youth Ambassadors, particularly those who speak the language of the migrant counterparts.

Engagement can also be measured by the level of involvement Ambassadors have had with migration and development programs and activities outside the campaign. For example, a number of Youth Ambassadors have had the opportunity to participate in other initiatives including youth fora. To mention a few, five Youth Ambassadors have been invited to participate in the Thailand COMMIT Youth Forum. The forum addresses various topics relating to human trafficking and migration. The Youth Ambassadors joined 60 other youth across Thailand in expressing their perspectives and experiences on labour migration. Another two Youth Ambassadors formed a team with MTV EXIT Youth and submitted a proposal for "ASEAN Youth Ending Slavery" as part of the United States Development of States Young Southeast Asian Leaders Initiative (YSEALI)'s Seeds for the Future Grant, an ASEAN-wide competition to promote youth-led initiative for development. The proposal was one of the projects successful in being awarded a US\$15,000 grant. The team members are in the course of implementing their project activities.

c. Social Outreach Activities

Aforementioned, as part of the programme, all Youth Ambassadors were encouraged to develop a social outreach project proposal based on their interests after completing their volunteer placements. A guideline was provided in order to broadly determine a scope and level of support and outreach. Of all the twelve Youth Ambassadors, ten submitted a project proposal by the given deadline (30 September 2014). The following proposed projects are either an individual or collective effort:

- 'Teaching Volunteers for Migrant Children' project in Pattani (*approved*)⁴
- Human Rights club at Thammasat University (*approved*)
- A film seminar on migrant worker issues (*pending*)
- Migration club at Chiang Mai University (*approved*)
- A workshop on migrant worker issues in Chiang Mai (*pending*)

d. SSYA short film

A 12:42-minute SSYA short film captures the six-month journey of the twelve Youth Ambassadors with varying volunteer assignments. The film records individual journeys that reflects their shifts in attitude during the programme. A series of questions were asked ranging from public perception and myths about migrant population to migrant workers' social and economic contribution to the host country, and policy solutions that should take place in order to improve labour rights and social protection of migrant workers.

The objectives of the short film are threefold: to highlight the participation of young people in raising important messages about the rights and livelihood of migrant communities in Thailand; to promote a positive image of migrant workers and their economic and social contribution to Thailand; and to

³ See more about impact creation in 'Impact Analysis' section below.

⁴ Status updates as of 30 September 2014.

serve as promotional material for the second round of the Youth Ambassadors programme and other activities under the *Saphan Siang* campaign. The film is available at: <http://youtu.be/PnreT-NQchk>

The experiences at these institutions made me more vocal for the migrant workers. Whenever I have the chance, I do not think twice to recount and expound the hardships faced by the migrant workers to my families and friends” – Paing Hein Htet, *Human Rights and Development Foundation, Bangkok Office*.

4. Programme Evaluation

a. Monitoring and Evaluation indicator ⁵

The *Saphan Siang* campaign contributes to the GMS TRIANGLE project’s output: increase labour rights protection and awareness of the positive contributions made by migrants among the public and tripartite constituents. Under the campaign’s overarching objective to promote greater understanding between Thais and migrant workers, it aims to specifically:

1. Raise **awareness** on the issues faced by migrant workers and their positive contribution to Thailand’s economy and society;
2. Engage local community including young people in changing public **attitudes** and creating a dialogue around migrant workers that will play a role in influencing policy; and
3. Contribute to the protection of the rights of migrant workers by promoting and supporting various means to increase practical **access** to support services.

Under the scope of the Youth Ambassador programme, certain indicators have been established. These include, but are not limited to, the following:

- A general increase in positive attitudinal orientation of Youth Ambassadors towards migrants;
- An increase in the number of applications: from 60 to 100 in the next round of the Youth Ambassadors programme;
- One-quarter (25 per cent) of Youth Ambassadors participate in events organised by the campaign (including the campaign’s partners) and contribute to the subsequent round of the programme, (for example, by participation in the orientation programme for round two);
- Each Youth Ambassador to have engaged with migrant worker communities at least 6 times throughout their placement.
- With their host organisations, Youth Ambassadors *increasingly* contribute to labour rights protection by promoting and supporting existing access to support services.
- One-quarter (25 per cent) of Youth Ambassadors carry out an initiative after each round of volunteer placements (e.g. university club, forum or event).

b. Survey Results

The purpose of the survey was to gauge the experience of the Youth Ambassadors and to allow the findings (qualitative and quantitative) to shape and improve the running of the programme for the second round.

i. Youth Ambassadors

The survey consisted of eight sections with the total number of 42 questions with all 12 Youth Ambassadors participating in the survey.⁶ The survey was designed to assess different areas of the

⁵ See Annex 1 for the complete framework of monitoring & evaluation.

⁶ The survey was originally conducted in English. Raw material is available upon request.

programme implementation and obtain participants' opinion to better understand various challenges. The findings will be useful for the programme implementers to identify success and failure indicators in order to improve the next round of the programme. The result is presented in the order of the sections.

- **Selection process:**

- ⇒ 92% find the recruitment period to be sufficient.
- ⇒ 83% find the selection criteria to be reasonable.
- ⇒ 75% believe the information provided was adequate.

Relevant comments/suggestions:

- Adding more rounds to the selection process (e.g. face-to-face interview) and allowing candidates to choose host organisation themselves.
- A list of host organisation profiles and more explicit tasks for each placements should be provided.
- Allowing Youth Ambassadors to talk to each other before the actual placements with host organisations.
- The next round of the programme could be initiated while students are still at university (before the summer break and their volunteer placements begin). This would allow selected Youth Ambassadors to connect with each other and come up with more concrete social outreach ideas that they could implement after the end of placement.

- **Preparation**

- ⇒ 75% think that the orientation training was useful.
- ⇒ 50% think that the length of the event was too short; 50% think it was just enough.

Relevant comments/suggestions:

- There should be a training session with host organisations to ensure that Ambassadors are better informed about the tasks.
- More rudimentary also more in-depth information about migrant worker issues.
- More presence of and information about host organisations.
- More suggestions of how to communicate and help migrant workers.

- **Host organisations**

- ⇒ 83% received enough supervision from their host organisations.
- ⇒ 50% worked with one supervisor; 50% with several.
- ⇒ Level of an overall support from the host organisation: 42% - very good, 25% good, 33% fair.

Relevant comments/suggestions:

- Unclear understanding about the role of the Youth Ambassador: Intern vs volunteer.

- **Volunteer placements**

- ⇒ 91% think volunteer placements reflect their stated interests.
- ⇒ 50% think their assignment was moderate in terms of difficulty; 42% think it was fairly difficult; 8% thinks it was easy.
- ⇒ 75% state that there was a high level of change in assignments; 25% remained the same.
- ⇒ 91% state that they learned new skills that will be useful for their future.
- ⇒ 100% were engaged or had some kind of interaction with migrant workers: 33% all the time; 50% most times; 17% rarely.
- ⇒ 67% state there were enough tasks for the entire duration.

Relevant comments/suggestions:

- There should be work plan or assignments should be more regular. Some weeks there was no assignments at all.
 - More opportunity for Youth Ambassadors to meet/communicate in order to brainstorm action plans and promote awareness of migrant worker issues.
- **Use of social media**
 - ⇒ 67% think the use of social media was fair amount; 25% too little; and 8% too much.
 - ⇒ 100% find the blog component to be useful.
 - ⇒ 75% think there should be more blog posts.
 - ⇒ 83% agree that blog posts are the best way to communicate to the public.

Relevant comments/suggestions:

- Youth Ambassadors should be more encouraged to come up with social media strategy/campaign.
- **Communication with the Campaign**
 - ⇒ 92% think that communication with the campaign was clear.
 - ⇒ 92% think that communication was sufficient.
 - ⇒ 92% think there should be more communication from the campaign.
 - ⇒ 100% think the timeframes/deadlines provided were reasonable.
 - **Communication with the host organisation**
 - ⇒ 75% think that communication was clear.
 - ⇒ 75% think that communication was sufficient.
 - ⇒ 75% think communication with host organisations was approachable– they found it relatively easy to approach HO.
 - **Conflict management**
 - ⇒ 42% were not able to handle conflict by themselves. SSYAs were able to solve conflicts (e.g. misunderstanding with HO, emotional conflicts, etc.) without having to turn to the campaign for help; 33% could sometimes; 25% could most of the time.
 - ⇒ 83% received assistance from the campaign when a conflict arose; 17% never.
 - **Questions relating to the programme in the future**
 - ⇒ 92% would be interested in being part of the next SSYA.
 - ⇒ 100% would be interested in being part of other *Saphan Siang* activities.
 - ⇒ 83% think the best time to begin the next round of the SSYA is during the semester break with full-time placements.
 - ⇒ 67% think the most effective way of promoting the programme is through giving presentation in universities, while 33% thinks that online promotion is the best way.

ii. Host organisations

The survey consists of 5 sections with a total of 23 questions. All of the 8 host organisations participated in the survey.⁷ The survey was designed to assess different areas of the programme implementation and obtain host organisations' opinion to better understand various challenges. The

⁷ See Annex 4 for the complete survey. The survey was originally conducted in Thai language.

findings will be useful for the programme implementers to identify success and failure indicators in order to improve the next programme. The result is presented in the order of the sections.

▪ **Preparation**

- ⇒ 100% was satisfied with the number of SSYA allocated for agreed volunteer placements.
- ⇒ 55% were reasonably informed about SSYA programme; 45% were partially informed.
- ⇒ 62% had a clear understanding about the campaign's objective; 25% knew little; 13% did not know about it.
- ⇒ 75% state that the Youth Ambassadors were prepared for their assigned volunteer tasks.

Relevant comments/suggestions:

- Both Youth Ambassadors and host organisations should have had the opportunity to select one another.
- The Campaign should look more thoroughly into the readiness and the type of placement available at the host organisations prior to sending Youth Ambassadors.
- Youth Ambassador should be allowed to select an organisation and respective volunteer assignment so to allow the Youth Ambassador to better understand about the organisational structure and mandates.
- Given unmatched schedule, Youth Ambassadors should come to the office and meet with a representative prior to the start of the placement.
- Host organisations should be informed clear roles of the Youth Ambassadors.

▪ **Volunteer placements**

- ⇒ 100% had sufficient knowledge and/or skills for the tasks assigned.
- ⇒ 100% found that the number of volunteer days was reasonable.
- ⇒ 100% found the content of the volunteer assignments to be in line with *Saphan Siang's* objectives.
- ⇒ 88% stated that the Youth Ambassadors received sufficient assignments throughout the programme duration.

Relevant comments/suggestions:

- Volunteer placements should not be less than 3 months.

▪ **Communication with the Youth Ambassadors**

- ⇒ 100% found it easy to assign tasks to the Youth Ambassadors.
- ⇒ 100% found the Youth Ambassadors to be approachable when help was needed.
- ⇒ 100% found the Youth Ambassadors to be highly responsible for their assigned tasks.
- ⇒ 88% of the Youth Ambassadors found themselves constantly under a new supervision/focal person.

Relevant comments/suggestions:

- The difficulty lies in assigning tasks that are both interesting and useful to the Youth Ambassadors, while making sure the tasks are in line with the campaign's priorities. Sometimes, it has become something that is not easy to fulfill.
- Youth Ambassadors can be great at working with a designated team. However, sometimes they should take more ownership of their tasks and be part of the "thinking process" in improving existing tasks.

- **Communication with the campaign**

- ⇒ 88% found communication with the campaign to be sufficient.
- ⇒ 100% found the coordination/deadline timeframe to be reasonable.
- ⇒ 88% found it convenient to approach the campaign in time of need.
- ⇒ 100% could access information needed and received clear communication from the campaign

Relevant comments/suggestions:

- It would be better if there was more time to understand the programme. For example, it would be helpful to know more about the skills set offered from the Youth Ambassadors and how they can assist.
- The blog has proven to be very useful for the host organisation and we are aware of what they have gained from working with the organisation.

- **Other information**

- ⇒ All eight host organisations stated an interest in future Youth Ambassadors.
- ⇒ 88% found the Youth Ambassadors understood the host organisations' mandates.
- ⇒ 100% found the Youth Ambassadors made a positive contribution to the area of work assigned.
- ⇒ 100% found the Youth Ambassadors to be dependable.
- ⇒ 88% found the roles of Youth Ambassadors to contribute to an overall achievement of the host organisations.
- ⇒ Six out of eight organisations would like to host the next round of the SSYA during the 1st semester break in week days; two organisations would like to host during the second semester on weekdays as well as weekends.

Relevant comments/suggestions:

- Is there a need to distinguish the Youth Ambassadors who are 'volunteers' from other 'interns'?

"It is time for Thai people to view migrant workers as human beings who come here for better jobs. They deserve justice and sufficient minimum rights in the same way Thai workers abroad deserve" – *Pongnapa Kidha, Human Rights and Development Foundation, Chiang Mai Office.*

5. Conclusion and recommendation

Throughout the programme, it is unquestionable that exposure to local organisations working on migration issue and direct interaction with migrant workers have allowed the young people to gain better awareness of the issue. Having seen first-hand the host of social and economic problems facing migrant workers, these Youth Ambassadors gradually developed a sense of empathy toward this often isolated population. Similarly, being aware of what migrant workers are able give back to the host country brings about an environment where understanding and respect are created.

The first Youth Ambassadors programme has proven to be an enabler for achieving *Saphan Siang's* mission: to understand the issue and help paint a more positive image of migrant workers by reflecting their contribution to the host country. Through their six-month journeys, many Youth Ambassadors

interacted with migrant communities. The result of these engagements are reflective of a number of public attitude studies which conclusively postulate the causation between personal interaction with migrant communities and increased awareness and understanding of the magnitude and complex realities of migration as a social phenomenon. Various self-initiated activities from the Youth Ambassadors—whether with the support of the campaign, such as through the social outreach project, or beyond— further reinforces such a belief.

Changing public attitudes is a colossal task to achieve and often takes a long period of time to see change any given society. Despite such a challenge and a number of inadequacies, there are a great number of lessons to be learned from the first *Saphan Siang* Youth Ambassador programme. To truly achieve what the campaign has set forth requires not only engagement with the more open-minded younger generation, but also greater involvement from the public, as well as greater commitment from existing partners; all crucial for a more peaceful coexistence and increased social harmony between Thais and migrant workers. The Youth Ambassador programme is an important piece in this much larger puzzle.

Recommendations for the next round of the programme:

- Selection process should be more methodical to reflect better matches between Youth Ambassadors and host organisations. Specifically, both parties should have greater participation in the selection process. An addition of interview or informal talk can remedy this inadequacy.
- The campaign should be more selective in choosing host organisations in order to reflect the campaign's objectives.
- More explicit volunteer tasks will help prevent some uncertainties for both parties.
- Allowing more time for Youth Ambassadors to network, exchange their placements, and come up with action plans can help better prepare them for their placements.
- More training on migration that gives more depth of understanding about migrant workers issues in Thailand
- Increase channels of interaction between the Youth Ambassadors and migrant workers, where possible.
- Youth Ambassadors to have a clearer understanding of each host organisation's mandate.
- A unified volunteer description from the campaign across all host organisations to better reflect what the programme aims to achieve.
- Skill sets from each candidate should be made known to the host organisations for better matched placements.
- Regular/stable volunteer tasks, where possible, should be provided to the Youth Ambassadors.
- More communication channels apart from blogging and Facebook. Youth Ambassadors should feel free to come up with their own communication methods.
- More effort is needed to increase public engagement with the Youth Ambassadors as a way to propagate the campaign's message.

"I feel that there are still so much that need to be done. Many migrant workers still have no access to information and are unable to protect themselves...I think greater efforts must be made in addressing the gap. Making the right-holders aware of their rights first can prevent a host of other problems from happening"
– *Pinsuda Suwanno, Thai Allied Committee with Desegregated Burma Foundation.*

Annex 1: Monitoring and Evaluation Framework

1. Overall and specific objectives

Saphan Siang campaign contributes to the GMS TRIANGLE project's output: increase labour rights protection and awareness of the positive contributions made by migrants among the public and tripartite constituents. Under the campaign's overarching objective to promote greater understanding between Thais and migrant workers, it aims to specifically:

1. Raise **awareness** on the issues faced by migrant workers and their positive contribution to Thailand's economy and society;
2. Engage local community including young people in changing public **attitudes** and creating a dialogue around migrant workers that will play a role in influencing policy; and
3. Contribute to the protection of the rights of migrant workers by promoting and supporting various means to increase practical **access** to support services.

2. Management Strategy

The *Saphan Siang* Campaign is implemented by the ILO Tripartite Action to Protect the Rights of Migrant Workers within and from the Greater Mekong Sub-region (the GMS TRIANGLE project) and partner organisations. The GMS TRIANGLE project will be directly responsible for carrying out planned activities under each calendar throughout the project duration (2010-2015), along with partners organisations. Specific management tasks for GMS TRIANGLE staff and partner organisations will be determined on a case-by-case basis, depending on the activity or intervention..

3. Specific objectives and implementation strategies for *Saphan Siang*

3.1 Objective 1: Raise **awareness** on the issues faced by migrant workers and their positive contribution to Thailand's economy and society.

Strategy: *Saphan Siang* conducts a number of activities with an aim to accurately reflect migrant workers' social and economic contribution to the host country, Thailand. Since the campaign's launch in July 2011, the GMS TRIANGLE project and its partners have supported a number of formal and informal community engagement activities to promote a positive image of migrant workers. Many of the past activities have created resources that can continue to be used, especially during outreach activities.

Activities:

- *A 'Positive Image' Exhibition:* held at the Bangkok Arts and Culture Centre (BACC) in December 2012, the event drew attention to the positive experiences that many migrant workers have in Thailand and promoted a positive image of migrants in line with their contribution.
- *Mae Sot Roadshow, with MTV EXIT:* The event brought together Thai, Thai Muslim and Myanmar youth to participate in workshops and create drama performances around the themes of safe migration and anti-trafficking..
- *'Migrant Story' Series:* Filmed in 2012, a series of vox pops in which migrant workers expressed their stories and experiences of working in Thailand have been broadcast via Youtube.
- *Public Service Announcements (PSA):* aimed at the general public, the campaign developed a PSA to capture varied expressions and views on migrant workers' contribution to Thailand's society and economy.
- *University talks:* *Saphan Siang* has run a number of workshops at universities on labour migration issues, the rights of migrant workers and the challenges they face.
- *Online presence:* *Saphan Siang* maintains a visible presence on social networking sites including Facebook and Twitter with regular updates on campaign activities, relevant media reports, news

stories and research. *Saphan Siang* also actively engages with mainstream media, and has been featured in national newspapers and television.

- *International Migrants Day (annual)*: The campaign hosts yearly activities for International Migrants Day (IMD). In 2012, the 'A Positive Image' Exhibition was held, in 2013, a workshop and debate for high school and university students was held in Bangkok. The IMD events have been successful in attracting large audiences and media coverage.

3.2 Objective 2: Engage local community including young people in changing public **attitudes** and creating a dialogue around migrant workers that will play a role in influencing policy.

Strategy: According to the ILO study on public attitudes towards migrant workers conducted in 2011,⁸ public attitudes can lead to an environment in which discrimination and unfair treatment of migrant workers are tolerated. The study also found that a key indicator in influencing this is interaction, which usually leads to more knowledge and positive perception of migrant workers. In response to this need, *Saphan Siang* has facilitated a number of activities— both online and offline—to engage the Thai public and migrant workers in social interactions and meaningful dialogue on these issues.

Activities:

- *Public debates*: At the 2013 International Migrants Day event, students from the Thammasat Speakers' Union debated on the motion 'Thailand offers sufficient protection measures for migrant workers.' The debate was incredibly well researched on both sides, with the 'government' arguing that Thailand offers sufficient protection measures to legal workers, and that there is a comprehensive registration process in place for migrants to gain legal status, while the 'opposition' responded that registration is inefficient, as it entails a long and complex process that leaves migrants in a vulnerable position. The opposition concluded that international law in regards to protection and access to services must be realized in practice in Thailand.
- *University roadshow*: As part of the Youth Ambassadors programme recruitment strategy, a number of presentation about the campaign as well all migrant worker situation in Thailand was conducted. A 30 minute presentation was given in provinces where host organizations are located. These include Chiang Mai University, Payap University, Thammasat University, Chulalongkorn University, Kasembandhit University, Rajabhat Surat Thani University, Surat Thani Community College, and Prince of Songkla University.
- *A 'Question & Answers' series*: This online activity that takes place on the campaign's Facebook page encourages the public, to answer a set of questions about their perspectives on migrant workers and Thailand's economy and society The activity aims to challenge respondents to think critically about common perceptions and their own personal experiences.
- *Youth Ambassadors programme*: Launched in early 2014, the Youth Ambassador programme selected twelve students to volunteer in different placements with civil society organizations (CSO) across Thailand. In their work with the CSO, the Ambassadors have the chance to interact with migrant workers and promote positive messages about migrant workers. Following the end of their placements, the Youth Ambassadors will be supported to continue their activities in their local communities and universities, becoming part of the *Saphan Siang* alumni network.
- *Public submission of artworks*: The campaign has involved the public in its various interactive art activities in the past years. In different events including the annually held International Migrants Day, a significant number of participants, both Thais and migrant workers, have participated in submitting artworks, photographs, performed, and involved in other interactive activities. In 2014, the campaign plans to engage an artist in a short film to promote the campaign's core messages and call for public actions.

⁸ Tunon, M. & Nilim, B. "Public Attitudes towards Migrant Workers in Asia." *Migration and Development* 1.1 (2012): 149-62.

3.3 Objective 3: Contribute to the protection of the rights of migrant workers by promoting and supporting various means to increase practical **access** to support services

Strategy: Through the first two objectives and indicated outputs (activities) above, the campaign aims to increase practical access to social services. To this end, it seeks to not only support existing partners, including the Youth Ambassadors programme's partner CSOs, but also new partners through campaign's future involvements in promoting and raising further awareness on access to support services. Through awareness raising and public attitude-changing efforts, it is hoped that better practices are increased and more migrant workers are able to benefit from existing support services.

Activities:

- *Youth Ambassadors programme:* The campaign's goal to increase social interaction between migrant workers and the local population has been reinforced through the Youth Ambassadors programme which lasts for six months. Youth Ambassadors are directly engaged in varied activities at their host CSOs that provide support services to migrant workers. The areas the Youth Ambassadors have engaged include health, legal services, training and education. Youth Ambassadors' engagements and contributions are documented bi-monthly via blogs and other existing social media channels (website, Facebook and twitter account).
- *Outreach activities:* All *Saphan Siang* Youth Ambassadors were encouraged to participate in an outreach activity upon the completion of their volunteer placements. In the first round of the programme, over 80 per cent of the Youth Ambassadors introduced project initiatives in the first half of the programme. Among proposed activities, 'human rights' and 'voices of migrant workers' clubs were set up at Thammasat University and Chiang Mai University, respectively. Two other Youth Ambassadors completed a series of learning camps with migrant children in Pattani with the support of their host organisation. Other Youth Ambassadors have been involved in ongoing, more short-term activities, including a film seminar and local field trips.

4) Development of Indicators (December 2013 – June 2015)

Objective	#	Indicator	Targets	Means of Verification
Overall Objective	1	Involvement and contributions of campaign's partners	<i>Number of partners:</i> An increase in campaign partners to 20 by June 2015	
			<i>Financial contribution:</i> An increase to half of the costs of the campaign's activities	
			<i>Technical support:</i> A general increase of technical support from partners such as through engagement in campaign meeting, events, support for Youth Ambassadors' activities	
Objective 1 (awareness)	2	Online presence	<i>Facebook likes:</i> number of 'likes' to 5,000-6,000 by end of 2014 (after International Migrants Day)	The number of 'likes' will be measured against page interaction, e.g. page sharing
			<i>Interaction:</i> a) Twice the number of daily page visits (157); b) Twice the number of blog visits (172/blog); and c) Maintain gender balance of 51 male : 49 female	Produce quarterly reports on Facebook and WordPress blog statistics. Current gender balance
	3	Media coverage	Coverage of the campaign's activities at least once a month: Coverage includes local newspaper, magazine, website, radio, TV report on YouTube	For website articles, estimated viewership/readership will be measured.
	4	Expansion of Youth Ambassadors programme	An increase in number of applications: from 60 to 100 in round 2 of the Youth Ambassadors programme	The ratio is weighed against the number of Youth Ambassadors to be selected in round 2
	5	Active participation in <i>Saphan Siang</i> alumni network	One-quarter (25 per cent) of Youth Ambassadors participate in events organized by the campaign (campaign's partners) and contribute to the subsequent round of the programme, including participation in the orientation programme for round 2.	Active participation of more than 50 per cent of the time
Objective 2 (attitudes)	6	Online engagement	An increase in number of interaction/submission from audience to at least once per week	Submission of answers for <i>Q&A series</i> . Other indicators will be measured from level of response, e.g. Facebook shares, retweets, re-blog

	7	Youth Ambassador's attitudes towards migrant workers	A general positive attitudinal orientation of Youth Ambassadors towards migrants	Evidences from a final report. This will be measured against interviews, feedback and evaluation form, blogs, personal posts via their Facebook, testimonies
	8	Youth Ambassadors' interaction with migrant workers	Each Youth Ambassador to have engaged with migrant worker communities at least 6 times throughout their placement	Level and frequency of engagement of Youth Ambassadors, both individually and collectively
	9	Youth Ambassadors' participation at the national level	Participation of 1-2 Youth Ambassadors (e.g. through a presentation/speech) in national level consultation such as SURAC, PAC meeting, COMMIT forum.	
Objective 3 (access)	10	Impact of volunteer placements	With their host organizations, Youth Ambassadors <i>increasingly</i> contribute to labour rights protection by promoting and supporting existing access to support services	a) number of assigned field works/training/workshops; b) Youth Ambassadors' own initiative in their placements (e.g. awareness of access to support services among migrants from participating in those activities)
	11	Outreach activities	One-quarter (25 per cent) of Youth Ambassadors carry out an initiative after each volunteer placement (e.g. university club, forum or event)	Level of participation and engagement from migrant workers.

Annex 2: Profiles of Host Organisations

1. Thai Action Committee for Democracy in Burma (TACDB)

Formed in 1989, TACDB was a response to an international forum held in Bangkok with Thai and other regional rights focused organizations, NGOs, and student's organizations. The organization was initially dubbed the International Action Committee for Democracy in Burma (IACDB) and the secretariat, which was based in Bangkok, was given the mandate of strengthening regional networks working on Burma issues. In August 1991, our committee decided to change the organization's name to "Action Committee for Democracy in Burma" in recognition of the fact that the international networking aspect of our mandate was hard to fulfill due to limited staff and material resources. At this time, Burma itself was being ruled by military junta and many activists were engaged in the Thai movement to securing democracy.

In September 1994, it was decided that ACDB should take a particular Thai focus in its work. The name was changed again, this time to "Thai Action Committee for Democracy in Burma". As it became increasingly important for the international community to know that Thai people were opposed to the direction of Thai government policy on Burma and for Thai people to be educated and informed of the realities of the situation inside Burma and the situation for Burma forced migrants to Thailand.

Objectives:

1. Strengthen Burmese organisations in Thailand involved in action campaign for democracy in Burma.
2. Give support and assistance and protect Burmese people whose human right are violated in Thailand.
3. Advocate foreign policies of Thai government that are favourable to development and genuine materialization of democracy in Burma.
4. Launch campaign to disseminate information and news to Thai society so that Thai people will learn and understand human rights problem in Burma, and support democratization process in Burma.

2. Foundation for Labour and Employment Promotion (HOMENET)

Workers in Thailand's Informal Economy have a lot of problems. Even though national statistics show their vital contribution to national economic growth and significant proportion of the GDP (Gross Domestic Product), they remain invisible in the eyes of our society. They have fewer opportunities to access the mechanisms of national development. They face problems in access to their labour rights and the work standards provided by law. They face many inherent risk including irregular income, low pay, long working hours, poor working conditions and limited access to the steadily improving social protection system provided by the state.

Homeworkers Network was established in June 1992 by home-based producers supported by concerned NGOs in Bangkok, the North and the Northeast of Thailand under an ILO project for Social Protection Promotion. After the project funding ceased in 1996, the network was able to sustainably operate with the title of "Informal Workers Network or HomeNet Thailand".

In 1998, NGOs working within the network established a coordinating unit known as the "Homeworkers Study and Development Centre" managed by HomeNet Thailand. Later on, in 2003, it was formally registered as "The Foundation for Labour and Employment Promotion".

Objectives:

- 1) To enhance homeworkers' capacities in production and management.
- 2) To promote and strengthen informal workers' organizations.
- 3) To promote labour standard and social protection among informal workers. 4) To influence government policies in relation to the legal and social protection of informal workers.

3. Foundation for AIDS Rights (FAR)

Foundation for AIDS Rights (FAR) is a human rights, non- profit organization with the focus on the three issues: the subject of AIDS and health rights, labor rights and the rights of drug users .The Foundation was established on 25 January 2008, previously known as CAR (Centre for AIDS Rights) on the year 2000 by a group of experienced people working on HIV/AIDS and Human Rights.

Objective:

1. Promotion and protection of human rights.
2. Supports research on legal development, regulations and policies that lead to the protection of human rights.
3. Promote the understanding about HIV/AIDS prevention to reduce infections, especially among the disadvantaged, including children and youth, women, labor in Thailand and migrant workers.
4. Provide assistance and improve the quality of life of those infected; those affected and disadvantaged groups (supporting the network of infected communities and community organizations in the management of HIV/AIDS).
5. Provide support at the policy level.

4. World Vision – 'End Trafficking in Persons (ETIP)

Recognising the complex nature of trafficking in the Greater Mekong Sub-region (Cambodia, China, Laos, Myanmar, Thailand, and Vietnam) and the need to provide a holistic and comprehensive response, ETIP will focus on three of the four main areas of the anti-trafficking response: Prevention, Protection, and Policy.

Human trafficking is a criminal offense in which victims are moved or placed into slavery or slavery-like situations through the use of force, threats, or deceit, and their human resources forcibly extracted and fundamental human rights denied. For children, the element of force, threat, or deceit is not required for them to be considered victims of trafficking. In recent years, there has been growing recognition that trafficking of persons for labor exploitation is claiming an even larger number of victims than sex trafficking. It is estimated that for every trafficked person subjected to forced prostitution, nine people are forced to work.

Though trafficking is a documented problem in all parts of the world, the Greater Mekong Sub-region (GMS) is recognised as a priority area in Asia, where high levels of undocumented migration between the GMS countries is believed to be linked to high incidence of trafficking. Victims from Asian nations have been trafficked for sex or labor purposes to other regions, and have been identified in the UK, Germany, USA, Australia, South Africa, and many others. Within Asia itself, victims from the GMS have been identified in Japan, Malaysia, South Korea, and Taiwan, while sub-regions often have trafficking routes within themselves, India being a major destination country in South Asia, while Thailand is a major destination country in the GMS.

Objective:

To contribute to the mitigation of the human trafficking problem in the Greater Mekong Sub-region whereby increasing numbers of people are safe from the trafficking threat, survivors are provided with appropriate protection services leading to integration back into society, and government policies provide greater protection to the vulnerable and to victims

5. MAP Foundation

They come seeking employment, livelihood and, for some, refuge. Nearly all migrants from Burma support their families and communities in Burma by sending home money they earn in Thailand. Migrants may also seek to establish a safe and stable life for their family in Thailand. The military dictatorship of Burma denies the existence of this pattern of migration to Thailand and consequently fails to safely provide its people the necessary documentation to leave Burma or enter Thailand legally. As a result, nearly all migration across the border to Thailand has been irregular and the migrants are completely undocumented. It is thus very difficult to estimate the number of migrants from Burma living and working in Thailand. The largest number of migrants from Burma to register for a temporary residence card was 921,492 in 2004, which probably only represents a third to a quarter of the total number of the migrants from Burma in Thailand.

To respond to the situation of migrants crossing the border without any documents, Thailand first put into place a system of registering migrants in 1992. The policy on migrants is renewed annually. Through these policies migrants from Burma are eligible to register for a work permit in Thailand for employment in certain labour-intensive industries, providing them temporary semi-legal status. The protection of the work permit is extraordinarily precarious, and migrants can immediately lose their status if they change employers, work or travel in a different location, or take action against an exploitative employer. The current move towards verifying the nationality of migrant workers and issuing temporary passports pursuant to a 2004 MoU between Burma and Thailand has been wrought with bureaucratic and administrative obstacles, undermining any potential enhancement of rights and ignoring concerns of migrants about risks of giving identifying information to the Burmese government.

Migrants from Burma face enormous hardships within Thailand; they live in constant fear of arrest, detention and deportation, work in the most dangerous and hazardous occupations with employers regularly flaunting the law and paying below minimum wage, encounter difficulties when accessing health services and are generally subject to discrimination in Thai society. Nevertheless, most migrants are prepared to persevere in Thailand and improve their situation, which is impossible for them to strive for inside Burma. Since MAP started in 1996, we have worked together with migrant communities as they increasingly stand up for their rights and strive to educate and empower themselves.

Objectives:

- For policies on migrant workers to be formulated and implemented from a human rights perspective.
- For local migrant worker communities to be able to collectively improve their working and living conditions.
- To increase understanding of the situation of migrant workers in the host country and reduce discrimination.

6. Human Rights and Development Foundation (HRDF)

The Human Rights and Development Foundation was established as a Foundation following the orders of the Office of the National Culture Council in 2000. It was established by human rights academics and a human rights lawyer.

Objectives:

1. To promote and protect human rights, democracy and peace;
2. To strengthen the standards on human rights, democracy and peace whilst promoting and acting to translate the said principles into practice;
3. To support development which promotes and protects human rights, democracy and peace;
4. To promote and safeguard quality of environment, sustainable use of natural resources and people's rights in this regard;
5. To safeguard consumers' rights and oppose unfair business or trade competition;
6. To coordinate and collaborate with concerned individuals and organizations committed to human rights issues, either governmental or non-governmental, working to achieve the above-mentioned objectives,
7. To organize educational and training programmes; to disseminate data and information; to organize meetings or conferences, seminars, symposiums and hears; to produce fact-finding reports and/or situation reports, observation reports on elections, reports on observation of trials and court proceedings; to file petitions or complaints; to provide legal aid or to take legal actions and to undertake any litigation in order to achieve the above mentioned objectives.

7. Raks Thai Foundation

The Raks Thai Foundation (RTF) was established on August 15, 1997 as a Thai successor to CARE International (Thailand) in promoting strong communities and assisting the disadvantaged in society. Dr. Krasae Chanawongse was appointed as the founding chairperson of RTF and continues in the role of Chair of the Executive Board of RTF up to the present (2012).

Currently, RTF implements programs in five development areas as follows:

1. Health promotion and prevention of HIV/AIDS
2. Educational support
3. Promotion of business, community enterprise and occupational development
4. Natural resource management and the environment
5. Assistance and rehabilitation of victims of natural disasters