

USING COMMUNICATION MEDIA AS A TOOL FOR CAMPAIGNING

Air France In-flight Video
Respect's Evaluation of the Austria In-flight Video



These guidelines are designed to help you develop an awareness campaign in co-operation with an airline company.

ECPAT International

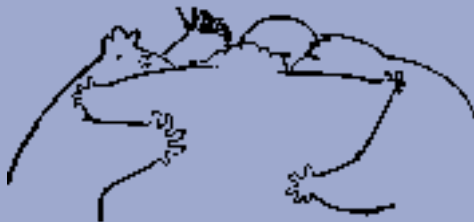


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Case study: Air France Video - "A child is not a souvenir"

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NOTES

Campaigning to raise awareness about the sexual exploitation of children in tourism is one of ECPAT's primary activities. Established by a community of individuals and organizations concerned by the rise of 'child prostitution in Asian tourism', ECPAT has managed to sensitize the tourism industry to the issue and has received support and cooperation from various tourism organizations.

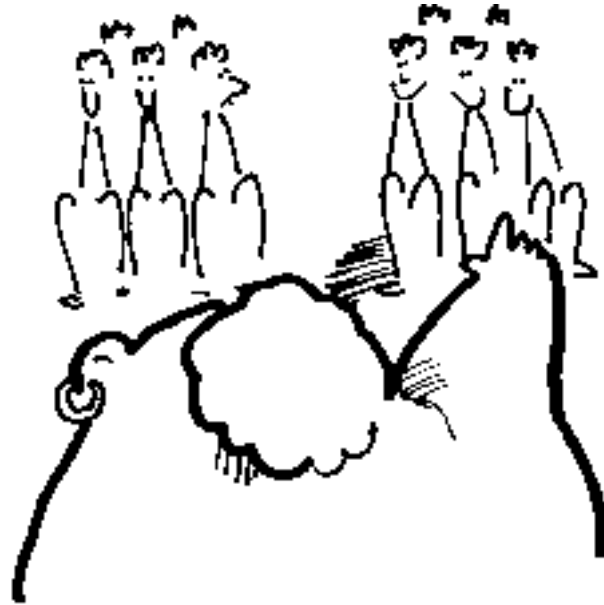
The tourism industry has mobilized itself to the extent that it now works side by side with ECPAT, adopting charters to condemn organized child sex tours and informing travelers about the issues surrounding Child Sex Tourism (CST). Air France is one of the airline companies that has committed itself to being an active participant in the campaign. The company started screening an in-flight video on all their long-haul flights to sensitize travelers to the issue of child sex tourism and educate them regarding the penalties they will face in the receiving countries and the penalties they may face in their own countries. Several other airline companies have joined the campaign and have also been screening informative in-flight videos for several years. This sort of awareness action conducted by airline companies is a sign that the tourism industry is concerned by this issue and wants to play an active role in fighting this crime.

But what impact has this action on the public?

Respect, Centre for Responsible Tourism, carried out a detailed evaluation of another in-flight video, commissioned by the Austrian Federal Ministry for Social Security and Generations and screened on some Austrian Airlines flights. This evaluation provided some very interesting results on what impact such material had on travelers.

Using these **two case studies** you can get a good overview of how in-flight videos have been used to address the issue of CST. This document is aimed at NGOs who are trying to obtain support and cooperation from an airline company to join an awareness campaign, but they can also provide interesting information to the airline company itself. Please note that this will be relevant if you already know that you want to use an in-flight video. If you are planning your communication campaign, we invite you to have a look at another document in this series entitled, "Designing a Communication Strategy: The achievement of ECPAT Italy's campaign" to help you define your target and choose your material.

1. Characteristics of your in-flight audience



The first priority for producing an in-flight video, as for producing any communication material, is to identify the audience to whom you will be addressing your message. In an aircraft you have to consider the diverse make up of your audience.

Depending on the flight, you will face different audiences made up of:

- ◆ nationals who travel abroad
- ◆ foreigners who are coming to your country
- ◆ domestic travelers

Also, your audience has diverse personal characteristics.

- ◆ Gender
- ◆ Age
- ◆ Level of Education
- ◆ Business travelers or those who travel for pleasure or personal reasons.

Finally, relating to child sex tourism, in the aircraft you might have:

- ◆ Persons who are unlikely to engage in a sexual relationship with a child because the idea of any sexual contact with a child offends their sense of morality.
- ◆ Persons whom we call '**situational child sex abusers**' i.e., 'adult men and women who sexually exploit children not because they have a focused sexual interest in children per se, but because [...] certain disinhibiting factors are present which allow them to delude themselves.' The Sex Exploiter, by Julia O'Connell Davidson, research paper for the Second World Congress against Commercial Sexual Exploitation of Children (CSEC);
- ◆ The '**preferential child sex abusers**' i.e., those who prefer sexual relationships with children and who travel to another country especially to satisfy those desires.

Are you going to address all those categories?

You could; but as with any communication strategy, if you define target audience accurately, and adapt your message specifically to this audience, your impact will be stronger.

Statistically, your largest audience in the aircraft would probably be:

1. Persons who are unlikely to become involved in a sexual relationship with a child (under 18) and
2. Situational child sex tourists (as the ones called paedophiles only represent a small portion of the child offenders).

So let's examine some messages to be addressed to these categories.

2. The message



The message will be defined according to your target and your objective. You should take into account the environment your audience will receive the message in, e.g. in an airplane.

If you address people who are unlikely to engage into a sexual relation with a child:

You have to think how the audience might be affected by CST:

1. They might not know it exists;
2. They might know it exists but they don't know what action they could or should take against it;
3. They might be confronted by a situation involving the sexual exploitation of children during their holidays.

What is your objective in communicating this issue to this target audience?

- ◆ You want them to **be aware** of the problem?
- ◆ You want them to stand against and **speak out** about the problem?
- ◆ You want them to **denounce** it when they face a situation like that?

How can you reach these objectives?

- ◆ You can **sensitize** as many people as possible to the need to talk about the problem and warn them not to contribute to it by avoiding certain areas, certain establishments.
- ◆ You can encourage them to **act** by providing a phone number to report cases to law enforcement agencies or support organizations, etc.

If you want your audience to do something, you must explicitly tell them **what to do** and **how to do it**. You should recommend only one thing to do to avoid confusion and to ease memorization.

If you address situational child sex tourists:

It is best to research on your specific target as many things interfere, but here are some basic elements to know about situational child sex tourists.

The situational child sex tourist knows it is 'wrong' to have sexual relation with a child and would probably not do it at home but:

- ◆ It is about being on holidays. Holidays, especially in foreign countries provide a framework for experimental behavior in an atmosphere of freedom and excitement. It also provides the anonymity that contributes to persuade people to act outside their normal parameters of

acceptable behavior. Research show that a person is far more likely to 'enter into a commercial sexual relation on holiday than at home' and demonstrate that disinhibiting factors 'allow a situational child sex abuser to delude himself about the child's true age or about the nature of the child consent'.

- ◆ The situational child abuser uses illogical arguments based on misconceptions or myths about the use of children for sexual exploitation to justify their actions (even though they are aware that sexual relations with children are wrong). For example; 'the children are seducing the tourists'; 'they are consenting to the sexual relation because you can see them freely soliciting the tourist'; 'it is part of their culture and they need money so it helps support the family'.
- ◆ It is also a matter of indifference: Children might not be sought for by the tourists but as they are 'available', the situational child abuser doesn't care. The situational child abuser disconnects the child from its' child status by considering the child as a 'prostitute'. The situational abuser convinces themselves that 'those' children are used to having sexual relations with adults, that the children don't have a choice, and it helps them to survive so it doesn't really hurt the children.
- ◆ Moreover there are traditional myths: 'it is safer to have sex with a child because she/he is less likely to have sexually transmitted diseases' or even more 'having sex with virgins can cure AIDS'!

Your objective will obviously be to deter the potential perpetrators and prevent them from exploiting a child:

- ◆ You can **scare** them by talking about punishments and laws that exist;
- ◆ You can **threaten** them by presenting cases that have been criminally prosecuted;
- ◆ You can **educate** them about the respect they owe to different people and about the unacceptable realities of this exploitation so to dismantle the justifications they might use for their acts.

Advantages and disadvantages of a video versus a printed medium to transmit the message

Images are powerful to appeal to emotions. It is an asset to attract sympathy from your audience. Images can reduce the distance between the audience and the story, and it enables you to communicate a message from a different perspective. It can be important to exploit this to emphasize the relevancy of the issue to your audience.

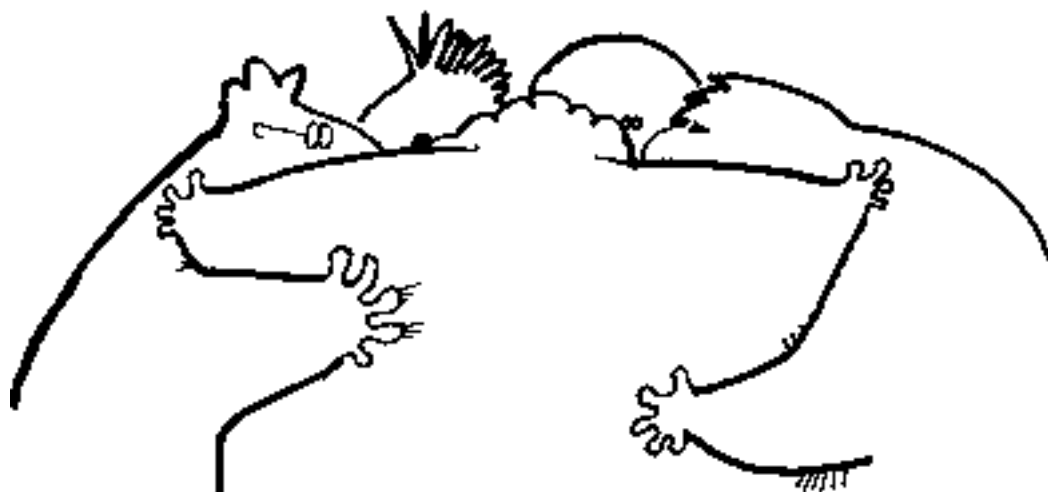
However

A video is a passive medium of communication. As it does not require any effort like reading, the video has to be attention grabbing to ensure that the information is really processed by the audience. Also, your message should be striking and easily remembered. For the same reason avoid bombarding the audience with too many facts and figures ('background noises').

"A Child is not a Holiday Souvenir" is a phrase that sends a clear message and appeals to the audience not to view the "use" of children like a commodity or to believe that in some countries anything can be bought. The informative message "Sexual relation with a child is a crime and offenders will be prosecuted locally or in their native country. STOP CHILD SEX TOURISM" should be striking and easily remembered.



3. Approach your partners



Once your message is defined and you have a clear idea of your objective, you can approach your partners.

The Airline Company

Seek contacts to back your action:

To negotiate the screening of an in-flight video on CST with an airline company you will probably first need to be supported by an influential partner. Examples of Influential Partners are:

- ◆ An important Tour Operator or Travel Agent. They sell the tickets on the airplanes, so they will have significant financial influence over the airline companies. An approach to the airline company by such operators and agents thus may be very persuasive.
- ◆ The alliance partners: many airline companies are grouping nowadays. Important groups like Star Alliance, Qualiflyer, Skyteam, Oneworld or Wings can gather more than 15 airline companies. If one of them is already screening a video, it can constitute a good example for your request (Lufthansa; Air France; Finnair; Austrian Airlines).
- ◆ The airport connection, like a General Handling Agents (GHAs) or catering companies constitute important stakeholders that have close and perhaps influential relationships with airline companies.
- ◆ A contact or a letter of support from governmental institutions. The Department of Tourism, the Ministry of Transportation or the Ministry of Industry are also potentially very powerful and influential partners.

Refer to tourism undertakings to support your negotiation:

During the First World Congress against Commercial Sexual Exploitation of Children in Stockholm in 1996, the travel and tourism industry was referred to as an important stakeholder to prevent CST.

Since that conference, many tourism associations have adopted resolutions to condemn CST and also have participated in awareness campaigns: UFTAA (as early as 1993), IATA, ECTAA, PATA, FIYTO, IFWTO, IH&RA, IUF, etc.

Worth mentioning is the International Air Transport Association (IATA), the biggest air transport association with 272 members, which addressed a **letter to all member airlines** in 2000 to encourage them to follow the good examples of Air France or Lufthansa. You can also mention IATA's important contribution to the Second World Congress against Commercial Sexual Exploitation of Children in Yokohama in 2001 and its **statement** to the World Tourism Organization (WTO), to "jointly combat sexual offences against minors in travel and tourism."

These examples could carry a lot of weight in your negotiations. You can use your contacts and “influential partners” supported by those examples, to address the Marketing or Communication Manager of the airline company, or even the General Manager. Who you decide to address will depend a lot on the connections available to you.

Once you have arranged your appointment, remember that it will be easier if you already have an idea to propose to the airline company, even if it will be adapted to what they want to do. You can present your objective, your message and even a draft storyboard. You can introduce the different examples of airline companies that are already screening videos and present the in-flight video to give your partner a concrete idea. Some of the video spots available are “A child is not a holiday souvenir” from Air France, “The abuse of children is not a peccadillo” from Austrian Airlines, and “Toys” from Lufthansa. There are also several videos commissioned by ECPAT that can be used as models for ideas.

The Production Team

The production team you select will depend entirely on the resources available to you and the sort of video you want to produce.

Before starting any project, you should audit your resources so that you can decide what you can do yourself and what you need external support for.

Ask yourself the following questions:

- ◆ Do we have the resources to create the message?
- ◆ Can we define clear terms of reference so that the production team just has to realize the plot?
- ◆ Can we prepare a storyboard?
- ◆ Can we make the video ourselves?

If you don’t have the human or technical resources necessary, you can contact an advertising or communication agency that will prepare everything for you, from slogan to creation and production.

The airline company that agreed to screen the video probably works with communication agencies. They might be able to recommend someone to you and in the best case scenario they may even agree to pay for a short video.

You may choose to produce the video yourself if you really can’t afford to have it professionally done and you believe you have the resources available to competently produce it on your own. However, the best solution is probably for you to define your message clearly and present precise terms of reference so that whilst you control the ideas you can confidently hand the work over to professional producers.

4. Making the Video Spot



Select your storyboard

- ◆ A storyboard is a sequential chart of scenes presenting the development of the story.
- ◆ If you have the video produced, before making the storyboard, you should provide your production team with some basic information about CST so they are sensitive to the special issues involved.
- ◆ During the entire production process, you and your partners in the airline company should assist the technical team by giving recommendations.

ECPAT Luxembourg and Groupe Développement representatives and Air France executives were regularly in contact with the production team and associated to the production process.

- ◆ If you are going to make the video yourself, when designing the storyboard, make it as simple and clear as possible as it will determine in a large part what the end product video will look like.
- ◆ Dealing with sexual exploitation of children, you might be tempted to use shocking images to stimulate reactions. That might not suit many cultures so you have to be vigilant if you don't want to get the opposite effect so that the audience rejects the message because of their sensitivities. You should define a framework with your working group so that you can identify elements of the message eg. objects or images related to children, abusers or tourism that will communicate your message effectively. The form of your message is very important and the communication agency will be able to give you guidance in this area. There are various ways to present the same image depending on the time available, the issue you have selected and the context and culture that the video will be shown in. One thing to remember if you use images of children you **MUST** obtain their full consent (as well as the consent of their legal guardian) and you **SHOULD NEVER** put any child in danger for a video. Note that if you want to have a 'survivor', a child who has been a victim of sexual exploitation, you should not show her/his face as this may cause damage to the victim and/or the victims' family.
- ◆ Choose your in-flight video from the different storyboards presented. A rational way to choose the storyboard is to pilot or test each storyboard. You can then collect and analyze the reactions of your test audience to make sure the message is received and understood in the way you intended, and is accepted by the audience.

Pilot test the storyboard

Before you use the tool, you want to make sure people understand your message properly and accept it.

- ◆ You should test the storyboard on a small representative sample of your targeted audience. If you have several targets, you should have representatives of each focus group.
- ◆ Of course, the conditions in which your audience will be receiving the message will not be the same as the real ones (in the plane!) but that would provide an idea of how the message is perceived.
- ◆ You can let your group discuss together, moderate the debate or interview them individually. In any case, you should record the comments or take very precise notes because the specific words used by your test group are as important as what they express.
- ◆ You are trying to obtain their impressions, so be very careful not to imply any attitude nor any response from your phrasing, your behavior, nor just because of whom you are (NGO).

Those results will help you make the appropriate changes and redefine your message before you produce the video.

Production of the video

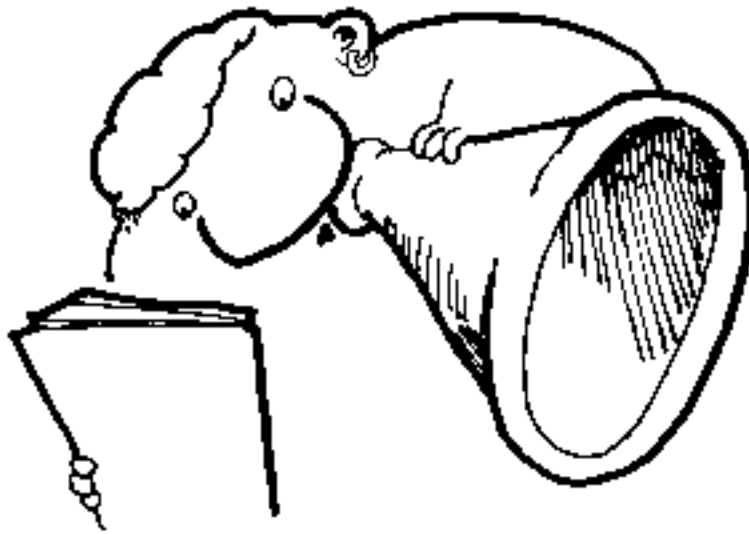
The technical team conducts this process.

Here are some very basic elements to consider in producing an in-flight video:

- ◆ A simple message
- ◆ Fixed plans are easier to make
- ◆ Add a text/ subtitles
- ◆ Off-voice

You can consult books or websites. Among others see i-Contact Video Network at www.videonetwork.org, an initiative to provide support of videos used for positive changes.

5. Communicate on your campaign



Internal communication

Involve the airline personnel in the activity

The campaign against CST should be considered as a corporate commitment in favor of the protection of children. Ideally all staff members should be informed of this action, sensitized to the problem and involved in the process.

It is important that the corporation owns the action to assure success and sustainability. The staff must feel committed to the issue and involved in the action. While the executive staff are the ones who make the decisions of conducting and supporting the action, the "local personnel" is often the front line of communication, directly in contact with the tourists. Their sensitization and feedback on the issue is just as important as an executives'.

As a result of the evaluation of the video screened on Austrian Airlines' flight to India and South Africa, carried out by Respect, Dr. M.H. Friedrich, child and youth psychiatrist, recommended that "cabin attendants should be prepared to handle disapproving reactions by passengers" and able to answer basic information.

To help involve the airline personnel in the video, you can present the CST problem to the personnel and inform them about the video using internal channels of communication. It is important that they understand the problem and agree with the company's commitment to the issues. Some examples of how you can encourage participation by the staff: group discussions, information sessions on CST and information exchanges on CST.

This participatory approach is a good way to involve each member of the company. The efficiency of this action also depends on the support of all the airline employees. Their support should not be imposed by the management but should be obtained through the employee's commitment to participate in a good social action. If this strategy is successful it can be turned into a model that may encourage more firms to consider the problem and conduct actions. The executive staff of the firm can themselves stimulate other companies to join their campaign therefore extending the action and its impact. The firm conducting this action gets recognition on several levels; firstly, on an internal level as employees feel that they are actively doing something good for the society; secondly, on a peer level as other firms might be tempted to "follow their lead" and join the action; and thirdly on a public level as the public are informed by the press of the firms commitment to a serious social problem giving the firm a positive public image in terms of corporate responsibility.

External communication

As a prevention action, communication is essential. To raise awareness, as many people as possible must be targeted. You can reach them on planes, or at home through the media. The process is the same as a commercial one. The more often people see the material, the better they will remember the message and the more effective the action will be.

Launch your video

For the launching of the action you can organize a press conference, inform the media and other relevant organizations and authorities. Present the problem and the action. The communication at the launch should be carefully prepared as it is a good moment to create opportunities for future actions and stimulate other partners to join the campaign.

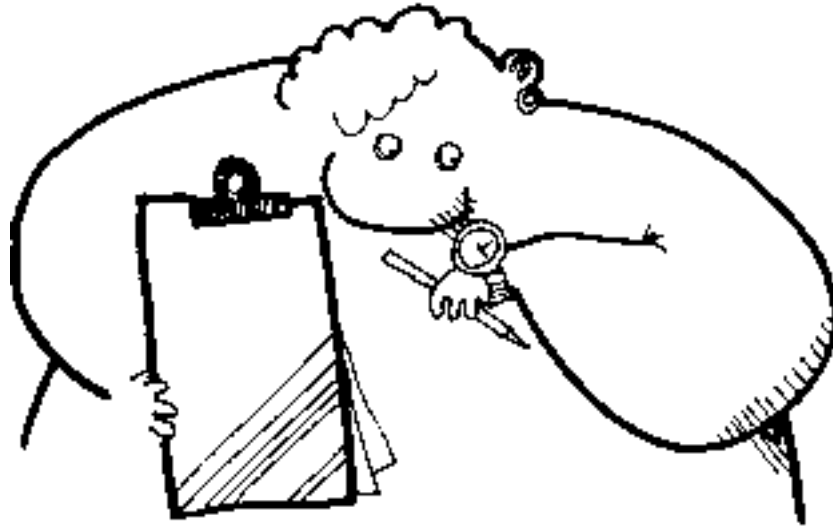
Regularly communicate on the action

Remind people that the action is on going, present information on the results of the action and gather more organizations and support. This can be done at the evaluation.

Air France staff's commitment was crucial for the success of their action. The personnel reacted very positively to the video; the President addressed a letter to many airline partners encouraging them to use the video for free. This video is now presented as an example and is often used by the media on TV, as part of documentaries or reports when the issue of CST is raised.



6. Evaluate the action



Why should you consider evaluating your action?

It is essential to evaluate the in-flight video to assess its impact; to extend and maintain its' sustainability and to stimulate new partners. It is important to know what the results of the action are to have convincing arguments for its' continuation. You should anticipate that the environment will change and therefore the action might not be appropriate after a certain time. It then becomes ineffective and counterproductive to keep the same message and the same material. If you don't evaluate your action, you won't be able to adapt to new situations.

- ♦ assess if the objectives set at the beginning of the campaign are reached
- ♦ assess whether you are getting your message across
- ♦ test the tools used
- ♦ confront the message and the tools to the new context in order to ameliorate them

What do you evaluate?

You want to test the results of your campaign and the medium you are using. So to assess the impact of the video you will have to confront its' effects on travelers in your target group.

Issues you should evaluate:

- ♦ Is your message communicated effectively?
- ♦ Does the audience understand your intended message?
- ♦ Does the traveler remember the message in their home and destination countries?
- ♦ Did the video have an effect on the tourist?

Evaluating the affect on your target audiences' behavior is very difficult, but you can do research to see if the tourist feels concerned, reacts in any specific way to the video or decides that they want to do something about the problem.

But also, you need to assess the medium and the circumstances of the screening:

- ♦ If the passenger has seen the video or not? And why?
- ♦ How to improve the screening to draw more attention?
- ♦ Is the in-flight video appropriate? Relevant to the message and to the target?

How do you evaluate?

A combination of quantitative and qualitative evaluation should be considered your best assets in evaluating your action.

A **quantitative evaluation** will be based on a questionnaire you can distribute to passengers. You will have to be aware of some basic elements for researching through a questionnaire:

- ◆ You have to hand out a great quantity of questionnaires as the return rate you get will not probably exceed 20%;
- ◆ You have to plan this in advance and realize that the evaluation will have to extend over a significant period of time. This will allow you to reach high levels of distribution thus making the evaluation as representative as possible;
- ◆ Your questionnaire should be designed so that it encourages passengers to participate. People are often solicited by questionnaires, and tend to answer mechanically. To obtain a better level of concentration from the traveler you should try and think about a way to design your questionnaire so that they will feel compelled to answer it honestly and accurately.
- ◆ The questions need to be pre-tested to make sure people understand them properly.

A **qualitative evaluation** is also an important tool used to measure an audience's reaction to the video. A qualitative evaluation is a sociological study used to ascertain the passenger's emotional and/or defensive reactions to the video. For this type of evaluation you will need to conduct face-to-face interviews with a team of qualified researchers.

Respect Austria provides the following hints based on their experiences with qualitative evaluation:

- ◆ You should start with an open question; this gives the interviewee an opportunity to express their feelings freely.
- ◆ The interview should follow quite shortly after the screening of the video.
- ◆ The interview should be short because of time constraints and to avoid boredom.
- ◆ You should have a good dictaphone to record statements.
- ◆ The interviews should happen in a relaxed atmosphere, perhaps after a meal.
- ◆ The research team should be flexible in that they will have to be creative in adapting to the space and time constraints so that they can consistently provide the best possible conditions for the interview.

Remember that it is essential to get the cooperation of the airline company, as the interviews will have to take place in the aircraft. Advise the airline company that you will require seats for the research team and that the cabin crew should be informed and ready to cooperate in announcing the action. The airline should understand that they will benefit from this evaluation and will have to work together with you to ensure the success of the action.

Upon your evaluation you might have to reconsider your campaign, the message, the target and the tool. That is why it should occur at an early to middle stage. It is an efficient way to identify new developments and design a more efficient action that will really assist to eradicate child sex tourism.



FACTS TO CONSIDER



- ◆ Producing and screening a video is a partnership action. Its success depends on the cooperation of the airline company and its staff, the work of the technical partners and on the quality of your message.
- ◆ The circumstances of the screening are important. The passengers might not be watching the screen at the particular moment, they may choose not to pay attention to a commercial-like in-flight video, or they may not be ready to receive such a message. Try to find a strategic moment for the screening of the in-flight video eg. before/after airport information, screening it several times during the flight, announcing the video prior to its screening.
- ◆ An in-flight video is short and therefore the amount of information you can communicate is limited. Consider presenting it with other forms of communication like a brochure, an information page in the in-flight magazine, and an information booklet for the cabin crew to help them handle reactions and answer questions.
- ◆ If the in-flight video is informative and raises the awareness of the audience, they might want to know more about the problem and what to do about it. At the end of the in-flight video you can consider having a fixed image with phone numbers, website addresses, or recommendations on what to do and how to do it. This message could be reinforced in a brochure you distribute.
- ◆ Several in-flight videos have already been produced by ECPAT groups, other NGOs or government institutions. You can base your videos on those already produced or create an in-flight video that you believe caters more specifically cultural context of your target audience. You can also create a video that will be screened in buses or trains to address domestic travelers and local child sex abusers. It is up to you to be creative.
- ◆ The evaluation will give you valuable indications not only on the video but also on the awareness and knowledge of your target audience. Your evaluation should provide you with guide to what future actions you should develop. It may be an expensive and difficult task but it is definitely worth considering, as it constitutes an important tool. The evaluation used by Respect Austria on the in-flight video shown by Austrian Airlines is presented in the following section. A more detailed report on the methodology and results is available. We urge you to read the report carefully.



NOTES



Air France Video

"A child is not a souvenir"

This is a case study of the in-flight video produced and broadcast by a French airline company, Air France, to sensitize tourists and travelers to the problem of child sex tourism.

It is a successful example of:

- ◆ A private tourism company creating and using its own material to prevent child sex tourism
- ◆ A modern and efficient material with a powerful message

The expression of a real social commitment by a tourism company and its staff



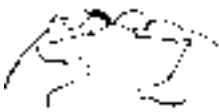
History

Air France produced and displays an in-flight video in its aircraft to warn tourists on existing laws and remind them that it is illegal to have sex with a child no matter where you are in the world.

The film consists of a run of slides presenting various objects brought back as valueless memories of holidays in the middle of which the images of a boy and a girl are shown. The in-flight video concludes with a message outlining to the tourists that will face penalties, both in their own country and abroad if they engage in child sex abuse during their trip.

Air France

Air France is one of the world's leading airlines and a member of the SKYTEAM ALLIANCE. It ranked number 3 for European international passenger transport with over 198 destinations in 82 countries and 1200 daily flights. Air France is committed to corporate social responsibility and supports various humanitarian aid actions. Since 1994, Air France has become a partner in the ECPAT campaign against Child Sex Tourism. This partnership includes Air France's commitment to ECPAT Luxembourg, an NGO that is specialized in financial engineering, tourism and development, human rights actions for children, and economic development. In cooperation with ECPAT Luxembourg and Groupe Développement, Air France has taken part in several traveler information campaigns such as awareness raising based on luggage tag distribution and sticker distribution to its customers, articles on child sex tourism in the Air France in-flight magazine. A proposal to design and broadcast a video on CST was put to Air France in 1997 and resulted in the production of this in-flight video.



ECPAT Luxembourg and Groupe Développement

Groupe Développement is an international NGO founded by a handful of airline executives in 1973, which aims to improve social and economic living standards in developing countries. It is focusing its expertise and resources in the travel industry on ideas for sustainable economic development and tourism of higher interpersonal and environmental quality.

ECPAT Luxembourg is working on some economic and social projects with Groupe Développement but its mandate is focusing on children's rights and the fight against commercial sexual exploitation of children and the trafficking of children for sexual purposes.

Air France cooperates with ECPAT Luxembourg and Groupe Développement. This partnership has been efficient in conducting awareness campaigns on CST, with other international airlines and tour-operators.

The program

The aim of the video

- ✓ To sensitize travelers on the existence of child sex tourism and on the realities of the sexual exploitation of the children.
- ✓ To inform travelers on the laws, their scope and enforcement
- ✓ To deter tourists from engaging in sexual relations with children while traveling because they might think it is part of the fun of traveling and it does not matter as much in poor countries.



The target

The message is clearly targeting situational abusers, travelers and tourists. The purpose of the message is to educate the passengers about the exploitation of children in tourism and dissuade the passengers not to participate in that sexual exploitation by presenting it as immoral behavior and behavior that will be punished with criminal prosecution.

The video is broadcast on the Air France long-haul flights to the Americas, Asia, Africa, the Middle East, the Caribbean, the Indian Ocean and the Pacific. Based on the available seating on these flights the message reaches a potential 87,908 million passengers a year.



The context

Air France is a French-based company. In terms of CST France is best defined as a "tourist sending country" e.g. French tourists travel abroad and have sexual relations with children, as opposed to a "tourist receiving country" (or "host country") i.e. the country "hosts" tourists that participate in child sex abuse. As a sending country, CST campaigns traditionally address the potential offenders (tourists and travelers) and the solution part (law enforcement, tourism industry prevention).

In France, several information campaigns had been conducted already to sensitize the general public to the problem of CST. Campaigns used various communication medias: posters, stickers, leaflets, luggage tags.

So the video spot is part of a broader campaign supported by different mediums and integrates as an element of the general awareness campaign.

The message

- "Child prostitution is not a holiday souvenir"
- "A child is not a local curiosity"
- "For those who have forgotten this, there are now laws to remind them"
- "Sexual relations with a child is a crime and offenders will be prosecuted locally or in their native country"
- "Stop child sex tourism"



The distribution

- ✓ Air France broadcast the video on every long-haul flight
- ✓ The video spot is edited on the in-flight video tape so it is screened on round trips
- ✓ The video is screened immediately before the TV news

Action Progress

ECPAT Luxembourg initiated the action by putting a proposal to Air France. A working group composed of ECPAT Luxembourg program officer and Air France executives worked together to define the terms of the action, the roles and the implementation.

ECPAT Luxembourg defined the message, the information that would be provided and the reference terms. Air France provided the advertising agency to produce the video.

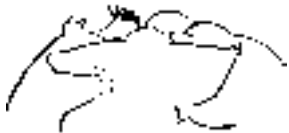
The terms of reference and framework were provided to the communications agency that realized a storyboard as a proposal. The storyboard was commonly accepted and the video produced.



The launching of the video was carefully prepared. It was progressively launched in three steps. It was first officially presented to Air France General Manager and executive staff. Then a letter from the President was sent to the AF staff accompanied by an information booklet on CST and the awareness campaign to invite them to meetings organized for the launching of the video. Professional organizations were invited and the video was screened daily with AF staff at the headquarters. ECPAT Luxembourg and Air France organized a formal press conference where they invited the press, television, and radio in order to present the video to the public. Publicity was largely made around this action, for example: articles in Air France magazines, TV reports, screening at the ECPAT booth situated at the world tourism fair in Paris.



Air France President sent a letter to major airline company presidents (about 60) to personally invite them to join the CST campaign and screen the video in their flights. Air France offered to provide the video for free to interested partners and each company can even add its logo on the film. Some responded positively and many videos were sent out. IATA General Manager also addressed a letter to Presidents and Chief Executive Officers of all their members to present the two videos produced on CST, the Air France one and the Lufthansa one, and encouraged them to join the action.



Also, the follow-up of the action has been undertaken jointly by AF staff and ECPAT Luxembourg. Air France transmits all information requests to ECPAT, which in turn provides answers. Documentation is provided in the in-flight trolleys for the tourists and information booklet distributed to the crew.

Air France's role was essential, it not only financially supported the progress of the action; but also implemented the action by screening the video, launched the action with mass media exposure, educated and sensitized their staff to the issues and motivated others to promote and participate in the action.

Evaluation

An external evaluation conducted by an independent communication agency presented the following results regarding the impact of the video on the level of awareness of the public:

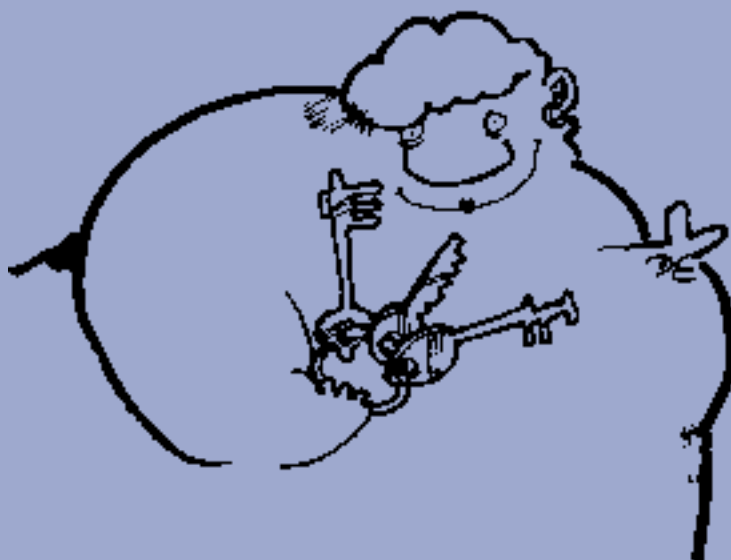
- ◆ The film has proved a tremendous success
- ◆ People felt moved by the film
- ◆ The message is clear
- ◆ The broadcast should be extended
- ◆ Audiences recalled the message of the video accurately.

Moreover:

- ◆ Aerolyon, AOM, Corsair and Finnair are now also screening this video on their flights.
- ◆ Several other airline companies are considering joining the action.
- ◆ The video has been used many times on TV in several countries and in various documentaries and reports. It gives visibility to the issue and positive coverage for the company involved.



KEYS TO SUCCESS



Success of the message: Can be measured by the emotional impact on the audience and the clarity of message. A good message should be emotionally stirring so that the viewer is touched and feels concerned as well as informed. Information should educate the audience about child sex tourism and what they can do to prevent it.

Success of the distribution: The in-flight video is targeting specific passengers, who are all travelers. It is so a quite narrow target, however we have seen that among the in-flight audience there are specificities to take into account. Besides considering the capacity of passengers on long-haul flights, the potential target is of millions of people. However we have seen that the conditions of the distribution have a big influence on the reception of the message and should be considered carefully.

Sustainability: Is the action able to be used in different mediums. An in-flight video can be adapted to various mediums (buses, airport screens) in various countries. However, the video will be more efficient if specifically adapted to your target and to the setting of the diffusion. The less focused you are about your issue, your audience and their cultural and sociological differences, the less powerful the message will be.

Partner's quality: Air France was constantly involved in the process of producing the material and distributing it as well as the communication process. The airline takes ownership of the action and is therefore more committed to the issue. Air France staff were informed and given the opportunity to participate in the project, they warmly welcomed this action and reacted very positively. This involvement of the personnel benefited the follow-up of the action. The cabin crew were able to inform passengers asking for information or direct them to ECPAT Luxembourg for more specific enquiries. It contributes to the sustainability of the action.

The success of the Air France video was only made possible thanks to the work achieved with the Air France personnel and their involvement in the process. In fact, they are on the front line of communication with passengers. They receive the passengers initial reactions to the message so their commitment and their support to the action is essential. Besides, Air France challenged other tourism partners to join the campaign and Aerolyon, AOM, Corsair in France have agreed to screen it as well.



NOTES



Respect-Austria

Evaluation of the in-flight video

“The abuse of children is not a peccadillo”



Respect, Centre for Tourism and Development, conducted a broad evaluation on the in-flight video commissioned by the Austrian Federal Ministry for Social Security and Generations and screened on Austrian Airlines. This action is the first detailed evaluation of an in-flight video on CST.

It gives important information on the effects of the video on the passengers, on the circumstances of the diffusion and provides useful recommendations for further action of this type. This section only makes a brief presentation of the evaluation research. We invite you to consult the report (available in German with an executive summary in English) on the Respect website at the following address: www.respect.at



History

Austrian Airlines have agreed since 1999, to screen an informative in-flight video on CST, on their long-haul flights to India and South Africa. This video is called "The abuse of children is not a peccadillo". It was commissioned by the Austrian Ministry of Social Security and Generations as part of an awareness campaign on CST and also received the support of the Department for Tourism and UNICEF. Two years after this video was first screened, a team of researchers from respect undertook to evaluate this action.

Respect, Centre for Tourism and Development

Respect is the Austrian Centre for Tourism and Development established with the support of the Austrian Development Co-operation Department, part of the Ministry of Foreign Affairs. It aims to promote sustainable tourism and inform the Austrian public on the potential negative effects of tourism on foreign countries.

Addressing social issues in responsible tourism, Respect takes action against child sex tourism and is the Austrian national partner in the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (see www.thecode.org). As part of their commitment to fight CST, they completed this evaluation of the in-flight video.



The evaluation process

The aim of the evaluation

This evaluation was a detailed and comprehensive process. It focused on assessing:

- ◆ The channels of communication, their efficiency and any possible improvements (the medium is the video spot but the screening circumstances are quite specific as it is on board of an aircraft going to "at risk" countries)
- ◆ The effects of the video on passengers
- ◆ The transmission of the message

The results of the research should also help evaluate to what extent an airline company can contribute to raise awareness on CST, and how to improve it.

The methodology

The evaluation carried out by respect is a combination of quantitative and qualitative research.

Respect started briefing the cabin crew on the issue of CST, what sort of evaluation action would be taken, and how the airline would benefit from it. It was essential that respect received the support from both the company and its staff, as it would be the support of the staff that would ensure the success of the action.

The first phase of the evaluation is the creation of the quantitative database

The quantitative research is based on the collection of data through a questionnaire. 1500 questionnaires were handed out to passengers by the flight attendants over a two-month period. The return rate of questionnaire was approximately 20%, which is an acceptable result considering the problematic period when the action took place (it started only a week after the September 11th events).



This is one of the external factors that cannot be planned but to which one has to adapt.

The questionnaire was produced in English and German so as to reach most passengers. It was addressed directly to the passengers, who were asked to fill the form by themselves. The questionnaire also contained a short introduction on the history of the in-flight video and the awareness campaign.

The questionnaire contains about twenty multiple-choice questions. The structure is clear:

- ◆ It starts with addressing the circumstances of the screening of the video: if people have seen it or not? If not, why? How the passenger's attention was drawn to the video? Those are external "noises" that influence the transmission of the video and the results will help you reduce this interference.
- ◆ The following questions relate to CST, to identify the general knowledge passengers had about the issue, the relevance of the issue for them as well as the emotional power of the message.
- ◆ The final section is aimed at statistical purposes and to help identify "types" of passengers and tendencies according to the type.

The second phase is the qualitative evaluation conducted by the research team

The qualitative research is the most difficult to conduct. It requires face-to-face interviews and a qualified team of four researchers working on the flight. Respect carried out this evaluation during two flights to Delhi and recorded 28 interviews. The working conditions were quite unusual as the researchers had to adapt to the noisy environment of the aircraft, short time constraints and space problems e.g. having to either move the interviewee or his/her neighbor to conduct the interview.

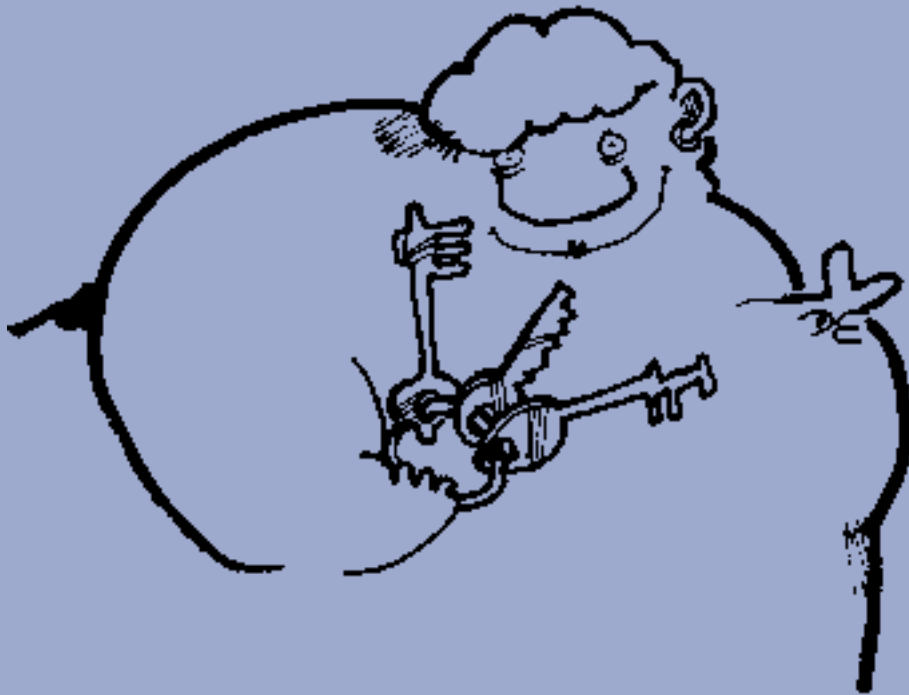
Some general results*

- ◆ 87% of the persons interviewed received the video positively, e.g. approved of this type of awareness action in-flight and half of the interviewees were encouraged to do something against the sexual abuse of children. In the case of the Austrian video (and those results only apply to this specific evaluation) its main purpose was to make people think about the problem.
- ◆ Once people know about the issue, they want to know how they can contribute to help and the video doesn't provide any answer to that.
- ◆ The tourism industry is not active enough in informing passengers. They expect travel agencies to inform them on the destinations' realities and take appropriate measures. They want the local authorities and the tour guides to act as focal points to which they can report instances of CST if they come across the problem. They are willing to boycott certain tour operators and hotels if they are involved in such activities.
- ◆ 'The passengers who are emotionally affected show a higher willingness to give serious thought to the subject as well as a high motivation to concern themselves with the problem' and the ones who are affected tend to be the ones who 'perceived the video from the child's perspective'.
- ◆ Due to the setting of the video and its context, people think it might be an advertisement for holidays and they do not pay enough attention, or too late.

* Those results are taken from the respect evaluation report "It is not only shameful ... it's a crime" Evaluation zum Einsatz des Inflight-Spots. Please refer to this report for more detailed information. You can find this report in pdf format on respect's website at <http://www.respect.at/eng/was/children.cfm>



KEYS TO SUCCESS



- ◆ Respect received the support of Austrian Airlines to produce the evaluation. The airline company was a real partner in the campaign. They supported the action technically and financially (by sponsoring flight tickets for the research team), the cabin crew handed out the questionnaires, they announced the interviews and participated in informing the interviewees.
- ◆ The evaluation combined qualitative and quantitative elements that enabled Respect to assess the message, the medium, the emotions of the passengers, the opportunities for improvement, the wills of the travelers.
- ◆ The methodology was carefully prepared the number of questionnaires distributed was sufficient to obtain reliable data, the research team was well- trained and flexible enough to adapt to the circumstances, the analysis of the results was supported by qualified sociologists and a psychiatrist expert in youth and child issues was consulted already when the video spot was produced to proof the spot in regard to it's impact on children and young people.
- ◆ The results were presented accompanied by recommendations to improve the action, for further development of the campaign and as indications for other airlines willing to join this initiative.

