



**EBAN CENTRE *for*
HUMAN
TRAFFICKING
STUDIES** ®

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TRAFFICKING STUDIES**

**REPORT ON RADIO ADVERTSIMENT
CAMPAIGN TO RAISE AWARENESS ON
HUMAN TRAFFICKING**

**TARGET POPULATION: VULNERABLE FEMALE
HEAD PORTERS (KAYAYIE)**

**TARGET AREA: POPULAR MARKETS IN ACCRA
MARKETS: MALATA, AGBOGBLOSHIE, MADINA,
KANESHIE, DOME, MALLAM**

RADIO ADVERTISEMENT CONCEPT

The radio advertisement will support a wider social media campaign on Facebook, running from Accra, Ghana, to the Gulf States. The advertisement will broadcast on public address systems of major market centres in Accra. (Check Appendix for concept note)

Concept

The concept of the radio advertisement was to raise awareness in vulnerable individuals of risks involved in accepting illegitimate job offers in Europe and the Middle East and North Africa Region (MENA). The purpose was to encourage incident reports to Helpline of Hope Call Centre vulnerable individuals who have experienced a suspicious interaction to call Eban Centre for Human Trafficking Studies advice line. The advertisement opened with a middle-aged male Ghanaian voice (Asante) offering the opportunity to take on domestic employment in Europe, with a safe place to live and money to send back to your family.

Raising awareness

The second part of the advertisement consisted of a young female Ghanaian voice (Northerner), soft and sad, explaining how she experienced beatings, torture and repeated rape when travelling through Libya, and how she saw her friends killed when their family could not pay their ransoms.

BACKGROUND

The past decade has seen considerable increase in domestic and international trafficking of Ghanaian, Francophone and Nigerian women and children. Ghanaians have been trafficked to various parts of the world including Kuwait and Saudi Arabia. A new emerging trend has seen the emergence of the trafficking of Ghanaian women to Kuwait and Saudi Arabia to work as domestic servants and in some situations, promised non-existent blue and white-collar jobs. In situations where Ghanaian migrants are unable to acquire jobs promised by travelling agencies, they are coerced into accepting sex trade as means of survival or paying for debts owed to travel agents and their new masters. This trend has led to some young Ghanaian ladies coerced into the act of sex trade. To understand and formulate the needed policies to arrest this situation, there is the need to understand the business perspective that informs the processes and business model used by traffickers. Trafficking can thus, be compared to international trade processes with the trafficked victims serving as “goods” which are bought, sold and made use of as commodities. The adoption of the term “goods” is for the understanding of the business model being used as in the case of international trade. However, unlike other commodities or cargo, human beings are more complex. This makes this business model a peculiar one. The need for care during the process of transporting them may not always be legal. Victims are often under coercion to function in a particular way, often being denied of any kind of choice or location and the mode of performing that function. Based on this assumption, the model to be used will illustrate business model behind trafficking. The model may not be perfect; however, it serves as lens for further understanding of how traffickers operate.

Rural-urban migration has been prevalent over the past few decades as people move in search of employment and better social services and infrastructure. This migration trend contributes significantly to rapid urban growth in Ghana. In addition to other factors such as the natural increase in urban populations and the reclassification of formerly rural areas as urban. Since the 1960s, population censuses have consistently revealed that six regions in Ghana; namely the Central, Eastern, Volta, Northern, Upper East and Upper West have largely been net out-migration regions, with the three northern regions having the highest out-migration rates. In contrast, the Greater Accra, Brong-Ahafo, Ashanti and Western regions are in-migration areas. These patterns of internal migration are a reflection of regional disparities and differential rural-urban poverty in the country (MOI, 2014). The existing disparities have led to a situation of lack of job opportunities for a huge section of the youthful population, compelling them, especially the young girls, to migrate in search of jobs in the Southern parts of the country.

Consequently, young females who migrate to the in-migration regions; Greater Accra, Ashanti Region; Brong Ahafo; Western Region in search of non-existing jobs may be lured by the economic benefits of sex trafficking. Head porters commonly known as kayayei represent a significant percentage of young females vulnerable to sex trafficking. The existing disparities have led to a situation of lack of job opportunities for a huge section of the youthful population, compelling them, especially the young girls, to migrate in search of jobs in the Southern parts of the country (Anafi, Kwankye. et al. 2003). Agriculture – which is the dominant means of employment in the northern sector – is primarily rain-fed. Consequently the harmful effects of climate change as seen in irregular rainfall patterns, and loss of soil fertility, has greatly affected agriculture as a sustainable means of livelihood (Songsore and Denkabe 1995; Abdul-Korah 2004). These situations compel young women and girls to migrate independently to become head porters called “Kayayei”, and engage in other informal ventures such as petty trading (Awumbila and Schandorf, 2008:171).

TARGET POPULATION; (VULNERABLE FEMALES AND KAYAYEI)

The radio advertisement concept was targeted at major trading market centres in Accra. Ghana has a population of about 24,658,823 with Accra, the capital city having about 4,010,054 (16.3%)¹ people. Vulnerable females and kayayei were selected as the target population. This selection came about as a result of their vulnerability to trafficking as stipulated in the Kayayei Report submitted to Ghana Parliament in 2014 by the Ministry of Gender, Children and Social Protection.

The word *kayayoo* was derived from two languages. *Kaya* comes from the Hausa language, meaning luggage, load or goods, and *Yoo* is a Ga word meaning a woman. The word *kayayoo*, is a combination of the two words, meaning a young woman or a teenage girl who carries other people's loads on the head for a fee. The plural form of *yoo* is *yei*, hence *kayayei* are women head porters. Because such women are ubiquitous in the towns and cities of southern Ghana, the terms *kayayoo* and *kayayei* have become part of the Ghanaian commercial vocabulary. Also the Centre noticed that not all vulnerable females are kayayie and therefore decided to include other young vulnerable females who are not kayayei but equally susceptible to trafficking.

KAYAYOO – HEAD PORTER

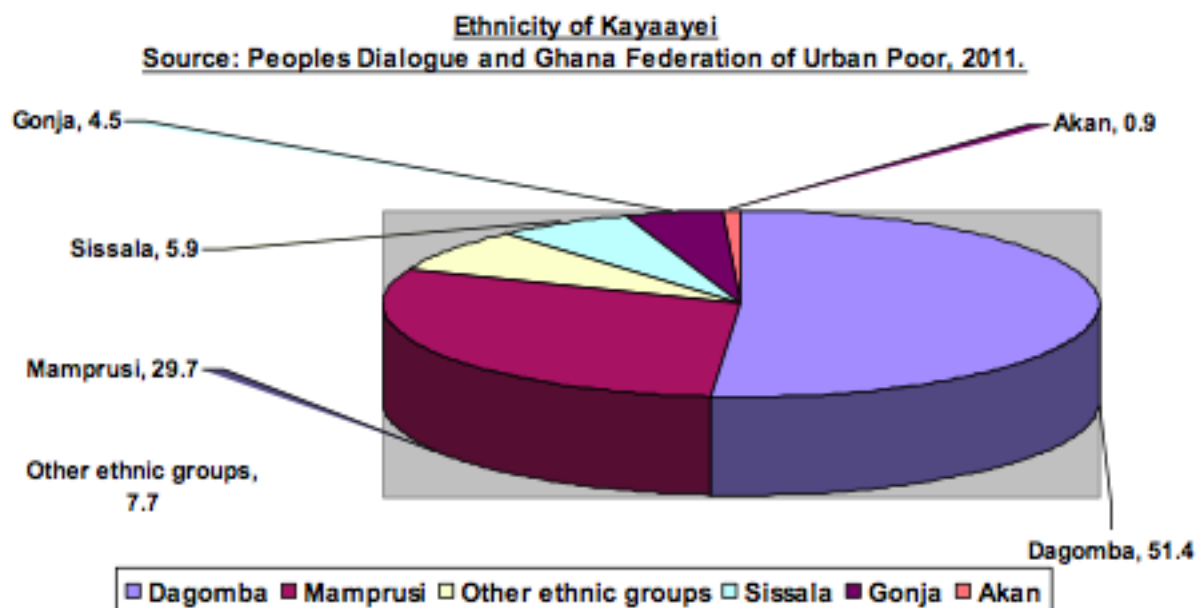


Profile of Kayayei in Ghana

¹ 2010 POPULATION & HOUSING CENSUS

The actual numbers of Kayayei in Ghana is unknown since no national survey has been conducted on the phenomenon. Nevertheless, a registration exercise of Kayayei at the Makola, Konkomba and Agbogbloshie markets in the Accra Metropolitan area by the then Ministry of Women and Children's Affairs (MOWAC) in 2007 captured 2,432 Kayayei. A more recent study by the Peoples Dialogue and Ghana Federation of Urban Poor (PDGFUP) in 2011 puts the number of Kayayei at approximately 15,000. The Ghana Child Labour Survey undertaken by the Ghana Statistical Service in 2003 provides a better dimension on *kayayei*. The results show that out of an estimated 6.36 million children aged 15-17 years; 2.47 million (half of rural children and one-fifth of urban children) were engaged in paid economic activity. About two-thirds of children (68.7%) did no work, of which 80.5% were at school full-time, while an estimated 1.59 million were combining school with work. Nearly 20% of children (about 1.27 million) were engaged in activities classified as child labour (GSS, 2003).

Most Kayayei are migrant females from the northern parts of Ghana. The recent Ghana Living Standards Survey in 2008 (GLSS5) shows that 47 per CENT female and 37.6 per cent male migrate from the northern sector to the southern sector once in their lifetime (GSS, 2008). In a report by people's Dialogue, (PDGFUP) on persons engaged in the head portorage business, it was found that, out of the 15,074 respondents 51.4 per cent were Dagombas, 29.7 per cent were Mamprusi, 4.5 per cent were Gonja, 5.9 per cent Sissala, 0.9 per cent Akan and 7.7 per cent constituted other ethnic groups (Peoples Dialogue and Ghana Federation of Urban Poor, 2011).



REASONS FOR ENGAGING IN HEAD PORTERAGE

The common reason for people leaving their communities is to have a better life. The Kayayei phenomenon is underpinned by a mixture of reasons, and as a result makes it very complex to address. Available evidence suggests that girls and women who frequently become kayayei do so for the following reasons²:

- To raise capital to start a more profitable venture or to acquire the necessary items to enter marriage (Agarwal et al, 1997);
- Poverty, refusal of parents to support them through school, other abusive socio-cultural practices (early or forced marriage, FGM etc.) and cases of being orphaned;

² STATEMENT BY HON. NANA OYE LITHUR, MINISTER FOR GENDER, CHILDREN AND SOCIAL PROTECTION ON THE SITUATION OF 'KAYAYEI' IN GHANA

- For a significant number, to work briefly to raise money to pay their school fees (MOWAC, 2007). This group work for short periods and go back to where they came from. This is affirmed by the survey conducted by Peoples Dialogue and Ghana Federation of Urban Poor, which indicate that 40 percent of Kayayei have been in Greater Accra for less than 1 year (PDGFUP 2011).

Target Markets

Most cities around the world have markets they usually go to purchase groceries etc. Ghana is largely an informal economy. In Ghana, women are predominantly active in the informal sector and petty trading is primarily the occupational province of women (Apt, van Ham et al., 1992). The radio advertisement concept looked at market centres with large population of kayayie. Below were the selected markets per our studies.

1. **Agbobloshie Market**
2. **Makola Market**
3. **Kaneshi Market**
4. **Malam Atta Market**
5. **Madina Market**
6. **Dome Market**

IMPLEMENTATION OF THE RADIO AWARENESS CAMPAIGN BY EBAN CENTRE FOR HUMAN TRAFFICKING STUDIES

Introduction

The Eban Centre for Human Trafficking Studies team visited the government machinery responsible for ensuring the protection of vulnerable women and children to have a discussion on the radio advertisement campaign. The team was welcomed and various issues were raised. The team was advised to update the concept note to include migration of young Ghanaian women to the MENA region. This was concluded due to the rising numbers of illegal migration of young Ghanaian women to the MENA region. The Concept note was subsequently updated and implemented.

Awareness Coordination

For smooth coordination of the awareness programme, field workers who were largely volunteers of Eban Centre for human trafficking studies were placed at the various broadcast points in the market for smooth transmission and assessment of the radio advertisement. The radio advert had 3 numbers that victims or the public could call on to report cases of human trafficking or seek for advice.

The numbers included;

Ministry of Gender, Children and Social Protection

0800 800 800

The Ghana Police Service (GPS)

+233 302 779 300

The Eban Centre for Human Trafficking Studies (ECHTS)

+233 5555 890 026 & +233 243 869 394

Inbound Calls:

The respective partners were provided with an inbound call recording sheet, to record all incoming calls. In all 123³ calls were recorded with the greater number of calls coming to the Centre.

Complaints came in various forms. The nature included domestic violence, internal trafficking reports, missing persons, enquiry into the operations of some travel and tour agencies and sex abuse.

Confidentiality

The names and numbers of callers have been kept confidential and their real names not cited in any document.

Challenges

Issues of sustainability and other challenges such as broadcasting time, energy, lack of technical knowledge etc. for the functionality of the radio advert was the key challenges the Centre confronted. The Centre was challenged with the often break in the advert due to announcements and sale of their products. Thus, the advert was not airing continuously during the initial phase. This was solved when the market women gradually understood the content of the advert and what it seeks to achieve. The challenge of Energy, due to the current power rationing, the market sometimes goes off without energy. This pushed our implementation date forward. The lack of technical knowledge on the part of the operators delayed the playtime of the advert.

In all these, the challenges were addressed and the implementation was done successfully.

³ Both received and dropped calls

Appendix:



Makola Market



Madina Market



Kaneshie Market




Dome Market



Mallam Atta Market

JetForm 11/04/2018, 5:00 PM



Call detail record

Call Type

Inbound
 Outbound
 Conference

Name of Person

First Name Last Name

Phone Number

Other

Notes

Date/Time

03 - 05 - 2018 at 6 : 10 AM
Month Day Year Hour Minutes

https://form.myjetform.com/81002996247561 Page 1 of 2

Sample of Call Record Form

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