

ACTIVITY SUMMARY

Regional Consultation on Addressing Irregular Migration through Effective Information Campaigns: Preventing Trafficking in Persons and People Smuggling in Bali Process Member States

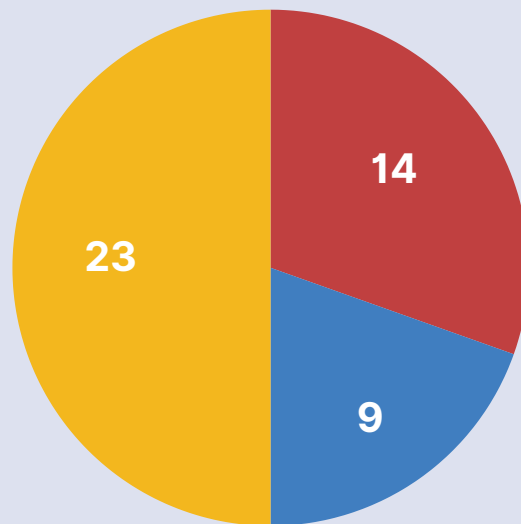


REGIONAL SUPPORT OFFICE
THE BALI PROCESS

20–21 August 2025



46 Participants took part in the Regional consultation



■ Senior officials
 ■ Law Enforcement
 ■ Organizations and civil society

RSO INITIATIVE 1: DRIVERS AND CONSEQUENCES OF IRREGULAR MIGRATION

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Information sharing and public information campaigns



BACKGROUND

As a way of effectively preventing irregular migration, trafficking in persons, and people smuggling, at the Eighth Ministerial Conference of the Bali Process, Co-chairs recognised that strong, clear public messaging is essential to promote safe migration pathways and prevent loss of life at sea. Co-Chairs requested the Regional Support Office of the Bali Process on People Smuggling, Trafficking in Persons, and Related Transnational Crime (RSO) work with affected states to: strengthen members' strategic messaging capacities; support coherent and coordinated delivery of public messaging; and enhance coordination among law enforcement authorities to prevent, disrupt, and prosecute criminal networks.

To this end, the RSO commenced the refresh the Bali Process Handbook on Addressing Irregular Migration through Effective Campaigns (Handbook), and the Training Package on Monitoring and Evaluating Migration-related Information Campaigns (Training Package) in close consultation and engagement with Bali Process Members and Working Groups.

A key milestone in this process is the convening of the **Regional Consultation on Addressing Irregular Migration through Effective Information Campaigns: Preventing Trafficking in Persons and People Smuggling in Bali Process Member States** over 20–21 August 2025 in Jakarta, Indonesia. The Regional Consultation facilitated:

- The exchange of promising practices and lessons learned in the design and implementation of information campaigns to address irregular migration and prevent trafficking in persons and people smuggling;
- Discussions on available resources and opportunities in countries of origin, transit, and destination which can be leveraged to enhance and improve information campaigns and public messaging; and
- The identification of capacity needs of Bali Process members and observers relating to designing and implementing information campaigns to address irregular migration.

The key recommendations made by the participants to inform the refresh of the Handbook are as follows:

1. Update the Handbook to include Social and Behaviour Change Communication principles.

- An individual’s decision to migrate is influenced by several intersecting drivers including economic, social, cultural, and environmental factors as well as safety, perceptions about irregular migration, and access to and availability of information among others. Taking these factors into consideration, the Handbook should include guidance and tools to develop and implement information campaigns which are geared towards social and behaviour change.

2. Include guidance on developing and implementing public messages that are context specific, culturally sensitive, and tailored to the target audience.

- For public messages and information shared with individuals considering irregular migration to be effective, they need to resonate with the realities of those individuals. Information campaigns should be responsive to the information needs, reliable sources of information, as well as the preferred means of information for each target audience. When developing messages, they need to be tailored to the different cultural aspects, varying literacy levels, gender, and other specific considerations relating to each target audience.

3. Emphasise the key considerations for the development and implementation of public messaging and information campaigns.

- While information campaigns are a priority for many Bali Process members, information campaigns should be consistent with the migration policies in place to ensure that the information provided to individuals is supported through existing policy frameworks and administrative processes. Without alignment between messaging and existing policy frameworks and processes, information campaigns risk creating confusion, undermining trust, and being perceived as empty slogans. Moreover, when developing and implementing information campaigns, it is worthwhile to explore the alignment of messaging across countries of origin, transit, and destination. This calls for ongoing consultation and engagement across different government agencies as well as between governments, civil society, and the private sector.

4. Supplement the Handbook with tools such as scenarios, examples, case studies, promising practices, and lessons learned.

- Add recent examples, promising practices, and lessons learned to provide Bali Process Member States with models and samples that can be replicated or adapted in others.

5. Enhance the uptake of the refreshed Handbook by making it more user-friendly and accessible.

- The refreshed Handbook can be developed into digital interactive formats and tools, which can be accessed easily through the Bali Process and RSO websites and accessible via social media channels. These digital tools should include templates, visual examples, self-paced modules, and cross-referenced case studies on developing and implementing information campaigns. Moreover, they should be mobile-friendly.

6. Socialisation of the refreshed Handbook through in-person and virtual capacity-building activities.

- It was recommended to use a combination of in-person and virtual capacity building activities with peer learning and knowledge exchange. The development of “Train the Trainer” programmes was highlighted as a mechanism to cascade knowledge within agencies and across regional networks, ensuring the practical application and long-term institutionalisation of the Handbook. These efforts should primarily target technical-level officials and policymakers who are involved in the development of information campaigns.



RSO INITIATIVE 1:

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NEXT STEPS AND ACTIONS

Taking these recommendations into consideration, the RSO will refresh the Handbook to include Social and Behaviour Change Communication (SBCC) approaches.

The RSO will refresh the Handbook and the Training Package through a participatory approach involving Bali Process members and observers that expressed their interest to contribute to this initiative, including Australia, Bangladesh, Cambodia, Indonesia, Lao People's Democratic Republic, Malaysia, Sri Lanka, Philippines, Thailand, International Organization for Migration (IOM), United Nations Office on Drugs and Crime (UNODC), United Nations High Commissioner High Commissioner for Refugees (UNHCR), and the International Federation of Red Cross and Red Crescent Societies (IFRC).

The RSO will conduct a regional workshop following the finalisation of the Handbook and the Training Package. This workshop will bring together policymakers and relevant government officials in Bali Process Member States, who will engage in practical learning exercises and exchanges to understand techniques, tools, and strategies for designing, implementing, and monitoring information campaigns.

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Information sharing
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Contact

Member States interested in contributing to the refresh of the Handbook can contact the RSO on info@rso.baliprocess.net.



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