



# **ONRTIP's Knowledge, Attitudes and Practices (KAP) Study on**

**TRAFFICKING IN PERSONS  
IN JAMAICA**





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# PREFACE

The Office of the National Rapporteur on Trafficking in Persons (ONRTIP) continues to play a leading role in the anti-Human Trafficking landscape in Jamaica. It is our consistent objective to pursue meaningful strategies that will serve to improve our country's ability to utilize innovative and practical tools in the fight against this gross human rights violation. Human Trafficking strips people of their dignity, their self-determination and their very essence of self. Through this ***Knowledge, Attitudes and Practices (KAP) Study***, it is our intention that the data gathered will serve to enhance workable and effective solutions that will help Jamaica to bolster its resistance to Human Trafficking.

The data for this KAP Study was collected in 2019 in the pre-Covid-19 era, having been conceptualized as a means through which to gain insight into the approach Jamaican parents took towards the issue of Human Trafficking. The ONRTIP was motivated to embark upon such an undertaking because of the consistent data that shows teenagers as being a cohort which is particularly vulnerable to Human Trafficking – this reality applies globally, regionally and also within the Jamaican context. We thought that this served as a good reason to enquire into the knowledge quotient of parents/guardians as it is they who many times occupy a 'front row seat' in the lives of their children and as such, play a pivotal role in assisting them to avoid falling victim to Human Trafficking. Equally as important, are the attitudes demonstrated by parents/guardians as well as the practices adopted by them towards the issue of Trafficking in Persons as very often these can set the tone for how they guide their children and also how their children model their own behaviour(s).

It is the ONRTIP's hope that the findings of this KAP Study which have collated and evaluated the views of parents in Jamaica, will facilitate a greater understanding of their perspective. This understanding can be further used to inform plans and support the implementation of approaches that target parents and guardians with a view to positively impacting their capacity to guide their children on preventative considerations with regard to Trafficking in Persons.

In my capacity as the National Rapporteur on Trafficking in Persons, I encourage you to peruse this KAP Study as it provides some insight into the mind of the Jamaican parent and to put the information



that the participants have afforded us to good use by crafting meaningful interventions. In closing, I extend deep appreciation to the participants who engaged with the team from the ONRTIP; to the National Parenting Support Commission that gave us access to their Parent Villages and Regional Workshops and hence facilitated contact with the target population; and to my own team within the ONRTIP who worked tirelessly and collectively contributed to this endeavour.

**Diahann Gordon Harrison**

**National Rapporteur on Trafficking in Persons**






## EXECUTIVE SUMMARY

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The Office of the National Rapporteur on Trafficking in Persons (ONRTIP) conducted the Knowledge, Attitudes and Practices Survey in 2019, with a view to gain insight as to how parents in Jamaica navigated the anti-trafficking landscape; to identify any knowledge gaps, cultural beliefs, or behavioural patterns that may exist and make the relevant recommendations as may be needed. This is in line with ONRTIP's mandate and vision to foster a grounded culture of accountability, coordination, collaborative and sustained action in the fight against human trafficking through research, effective and independent monitoring, and reporting. The study was conducted in partnership with the National Parenting Support Commission (NPSC), which facilitated access to the population being studied.

The National Rapporteur in her Second Annual Report to parliament, dubbed Human Trafficking a “Clear and Present Danger” for Jamaica, with women and children comprising the main cohort of victims. Sexual and labour exploitation are considered the predominant types of trafficking in persons identified locally. Historically, Jamaica has been categorized as both a source and destination country for this crime. As such it was deemed critical to capture data on parents' levels of awareness, understanding and attitude towards the issue, given that awareness building is one of the best ways to assist in the fight against trafficking in persons. Additionally, the National Rapporteur deemed it fit to undertake this study given that child trafficking remains a key challenge for Jamaica, and it is critical to identify gaps in knowledge which must be closed in order to increase the knowledge base of parents to counter the trafficking of children. This will further equip parents to protect their children, themselves and also carry out civic responsibilities such as reporting suspected incidents of trafficking in persons, whenever they may occur. Moreover, the rich data and information garnered could also prove useful to aid awareness building strategies and implementation plans.

Through convenience sampling, the research was carried out with one hundred and ninety-nine (n=199) parents/guardians who attended either the NPSC's parent villages or regional workshops. Data was collected using a concise survey developed by the researchers to collect both quantitative



and qualitative information which helped to define the parents' attitudes, behaviours, and practices in relation to human trafficking. Females outnumbered males at a ratio of 3:1 (n=44 males and n=150 females), majority (61.3%) falling within the range of 18-45 years. Most (54%) of the respondents surveyed were from the county of Cornwall.

The study utilized both descriptive (means, frequencies and percentages) and inferential statistics (Chi-square Test of Independence and the Fisher-Freeman-Halton Exact Test) to analyze the results obtained. The bivariate analysis revealed that there was no relationship between parents' level of awareness and their socio-demographic background(s). Noteworthy is that an overwhelming majority (78.9%) of parents/guardians have not been involved in any training on Human Trafficking. Relatedly, it was found that, their level of awareness of agencies that assist victims of trafficking was relatively low (60.4%). Irrespective of that, there was an overwhelmingly high degree of willingness (97%) to report suspected instances of the crime. Finally, the descriptive analysis found that, mass media was the primary means through which parents wish to receive Human Trafficking information.

To plug the gaps identified in the results of this study, the following recommendations were posed. These include a review/evaluation of the current approach to advocacy and awareness building strategies undertaken by the relevant anti-trafficking stakeholders; public education efforts should aim to proportionately include both males and females; respective stakeholders who play a role in anti-trafficking interventions and efforts should strive to promote their individual roles and responsibilities so that the public is aware of the diverse services available; develop a communication strategy and an associated implementation plan that is geared towards social dialogue and community mobilization on TIP to further bolster social and behaviour change; and develop effective messaging on TIP that not only appeals to but excites a variety of audiences.

In concluding, despite parents' general limited awareness on TIP support agencies, they displayed a general willingness to report any suspected instances of the offence. This indicates that if the proposed recommendations are implemented, they would indeed bear fruit given parents' unreluctance towards reporting the issue.



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# FINDINGS

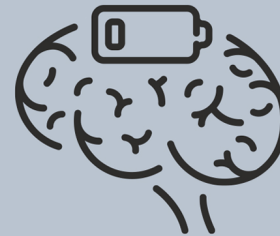
At-A-Glance

**Age is immaterial to the level of awareness**



**Parents/guardians in the main have not been involved in any training on Human Trafficking**

**Relatively low awareness of agencies that can assist victims of trafficking**



**Overwhelmingly high degree of willingness to report suspected instances of Human Trafficking**

**The primary medium through which parents wish to receive Human Trafficking information is mass media**



**Majority of the respondents were surveyed from the county of Cornwall. Females outnumbered males at a ratio of 3:1, and were mainly within the age range of 18-45 years.**



# RECOMMENDATIONS

## ONRTIP'S KAP STUDY ON TRAFFICKING IN PERSONS IN JAMAICA



01

### REVIEW ADVOCACY & AWARENESS STRATEGIES

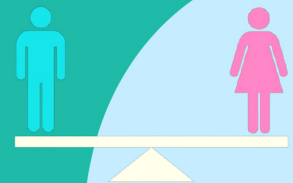


Periodic reviews and/or evaluations of the approaches to advocacy and awareness building strategies undertaken by the relevant anti-trafficking stakeholders, are recommended. It seems appropriate to ensure that such public education activities are made available in diverse town centres across the fourteen (14) parishes. Additionally, concerted efforts ought to be made to address challenges posed by the digital divide as this affects the accessibility of some communities when public awareness campaigns are executed through digital platforms.

02

### GENDER BALANCE IN PUBLIC EDUCATION EFFORTS

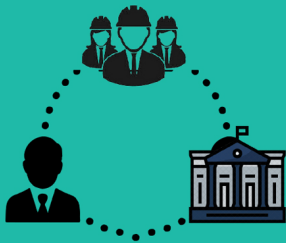
As a direct off-shoot to recommendation 1, any public education efforts should aim to proportionately include both males and females so that the gender balance can be maintained and both sexes can be made aware of the ills of Human Trafficking and the potential risk that it poses for both.



03

### PROMOTING AGENCY ROLES AND RESPONSIBILITIES

Respective stakeholders who play a role in anti-trafficking interventions and efforts, should strive to promote their individual roles and responsibilities so that the public is aware of the diverse services available. Service differentiation among anti-trafficking stakeholders would also serve to minimize possible confusion or misconceptions in the mind of the public.



04

### COMMUNICATION STRATEGY AND IMPLEMENTATION PLAN

Develop a communication strategy and an associated implementation plan that is geared towards social dialogue and community mobilization on TIP to further bolster social and behaviour change. These interventions should be executed at the national, sub-national and community levels.



05

### EFFECTIVE MESSAGING ON TIP

Develop effective messaging on TIP to appeal to (and excite!) a variety of audiences for example, parents or heads of households, community leaders and influencers, individuals with low literacy levels and the span of vulnerable groups as identified at different periods of time.





# Introduction to the Study


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In keeping with the ONRTIP's mission to combat Trafficking in Persons, through research, effective and independent monitoring and reporting, this KAP study was proposed and undertaken to delve into the minds of parents so that their level of knowledge along with their attitudes and practices in regard to Human Trafficking could be ascertained. Research initiatives such as this one currently being presented, are essential as they help to frame the extent of any potential issues and/or gaps and provide an evidential pool of data for future reference to inform policy decisions. The data to be sought is directly related to ONRTIP's monitoring and evaluation framework and our priority areas of prevention, protection, prosecution, policy and research and partnership.

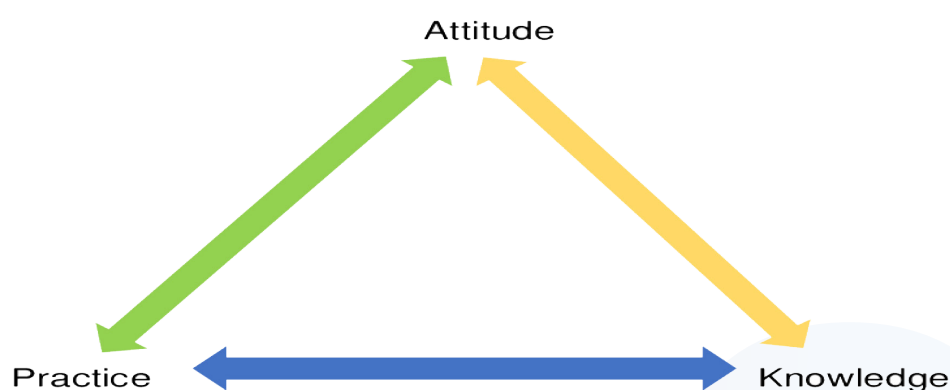
With this in mind, the Office of the National Rapporteur on Trafficking in Persons (ONRTIP) sought to collaborate with the National Parenting Support Commission (NPSC) during Parent Month in November 2019 to capture data on the knowledge, attitudes and practices of parents in relation to Human Trafficking in Jamaica. Under the theme **“Be the Influence”**, the National Parenting Support Commission had launched a 3-year parenting awareness campaign that began in the year 2017. 2019 was its final year and the NPSC outlined several activities to be executed under the three pillars **“show empathy, show love and show respect.”** The activities are outlined below.

1. Launch of Parent Month - November 1, 2019 at the AC Marriott Hotel.
2. Annual Church Service - November 3, 2019 at Hope Fellowship in Half Way Tree
3. 64 Parent Education Sessions and 3 Regional Workshops (St. Ann- SDC Partnership, St. James and Westmoreland) - November 5-21, 2019
4. 3 Parent Villages - November 9, 16, 23, 2019
5. Parent Mentor Graduations - October 31, 2019, November 7 & 10, 2019
6. Annual Parent Month Award Ceremony - November 29, 2019 (Including school awards)

In an effort to gather rich and meaningful data from a wide cross-section of parents during the month of November, a KAP study was developed and executed by ONRTIP. A KAP (Knowledge, Attitudes




and Practices) study represents an opportunity through which pre-defined questions formatted in standardized questionnaires may provide access to both quantitative and qualitative information from its respondents. Through either administering or orally presenting this survey to parents who attended any of the parent education sessions, regional workshops or parent villages, the ONRTIP sought to garner information which may shed light on any errors, misconceptions, or knowledge gaps that parents have in relation to Human Trafficking in Jamaica.



## Background and Context of the Study

According to the annual global rankings done by the US Department of State, Jamaica sits at Tier 2 in the world rankings in terms of its efforts in the fight against Human Trafficking. Jamaica has historically been categorized as a source, transit and destination country for Human Trafficking, with forced labour, sex exploitation and child trafficking being the three main types detected locally. In more recent times, questions have arisen as to whether Jamaica can properly be designated a transit country; despite this, however, the other two designations of ‘source’ and ‘destination’ hold firm. Given the clandestine and persistently increasing nature of Trafficking in Persons in Jamaica, it is important to capture data concerning Jamaicans’ level(s) of awareness, understanding and attitude towards the issue.

The research problem which drove the ONRTIP to undertake the KAP study is an important social concern for two main reasons. Firstly, with Human Trafficking on the rise in Jamaica, parents need to be more aware of what Human Trafficking is, and how they can protect themselves, their children



and other members of their communities. The ONRTIP needs to identify the gaps in knowledge so that the office can devise and/or recommend a plan of action to fill these gaps. Secondly, the information obtained would aid to both increase awareness and the implementation of effective preventative strategies. The ONRTIP has sought to conduct a KAP study to complement, contribute and/or possibly guide further initiatives to combat Human Trafficking in Jamaica.

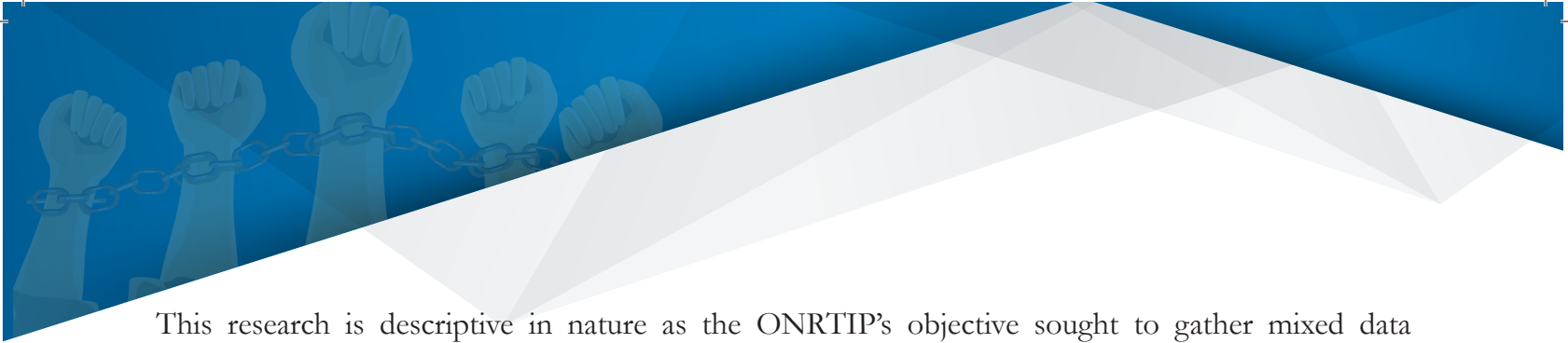
## Purpose and Significance of the Study

The purpose of this study is to assess the knowledge, attitudes and practices of the parents in Jamaica towards trafficking in persons, and their willingness to carry out any related civic responsibilities, for example making reports to the authorities when they see suspected instances of Human Trafficking. The study will also provide information about the population's knowledge, attitude and behaviour regarding key anti-trafficking actors and related efforts being made to combat the crime. It seeks to explore the avenues through which parents have possibly been exposed to Human Trafficking, as well as find gaps in knowledge which must be closed in order to increase the knowledge base of parents on trafficking. The research is significant because of its role in attempting to fill the gaps in ONRTIP's knowledge on the current knowledge, attitudes and practices of parents towards human trafficking. Another factor that makes it significant is the impact the findings from this research will have on public education policies in the anti-human trafficking fight.

## Objectives

- To assess the extent of Jamaican parents' knowledge, attitudes and practices regarding the basics of trafficking in persons
- To determine if there is a statistically significant relationship or correlation between the recorded/measured extent of knowledge, attitudes and practices of parents in Jamaica regarding Trafficking in Persons and their socio-demographic background.
- To identify whether there are any knowledge gaps, cultural beliefs or behavioural patterns that need to be addressed.
- To provide recommendations to the relevant stakeholders in the key areas of focus: prevention, protection, prosecution, policy and partnership





This research is descriptive in nature as the ONRTIP's objective sought to gather mixed data (quantitative and qualitative) which will help in defining the attitudes, behaviours and practices of parents in relation to human trafficking. Due to this format of research, measurable objectives were developed which influenced the construction of the data collection instrument.




# LITERATURE REVIEW

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Human Trafficking, also referred to as Modern Day Slavery or Trafficking in Persons, as defined by the United Nations involves “the recruitment, transportation, transfer, harbouring, or receipt of persons by improper means (such as force, abduction, fraud, or coercion)” for exploitation purposes. Like most developed and developing nations, this clandestine international crime is very much present in the island nation of Jamaica. Since September 23, 2003, with the ratification of the United Nations *Palermo Protocol*, the Jamaican government has continuously made efforts to prevent and suppress this offence against its citizens and indeed, any person who falls within its jurisdiction. Nonetheless, both national and international reports and/or studies on the reality of Human Trafficking in Jamaica have revealed that the country still has a far way to go when it comes to effectively suppressing this crime. As stated previously in the Introduction to this study, on the world stage, Jamaica falls short of ‘perfection’ as it relates to the prevention and suppression of Human Trafficking. Notably, Jamaica has been highlighted by what is viewed as an internationally standardized Human Trafficking tier ranking system that has been created by the Department of State (USA), as a Tier 2 country on this four (4) tier system.


As a tier two ranked country, Jamaica is viewed as not being fully compliant with the minimum standards outlined by the *United States’ Trafficking Victims’ Prevention Act (TVPA)*, but is seen as making a significant effort to do so (U.S Department of State, 2019). According to the U.S Department of State for the years 2019 - 2021, while the Jamaican government has demonstrated increased efforts in areas such as increasing funding for its anti-trafficking efforts, it has failed to meet the minimum standards in key areas such as victim identification and protection. Along with this assigned ranking, Jamaica has received several recommendations that have been communicated through the Annual Report on Human Trafficking, issued by the US Department of State. Of tremendous relevance to Jamaican context as well, are the thematic recommendations that have been made by Jamaica’s own local anti-trafficking stakeholder, the National Rapporteur who was appointed for this very purpose. Through ONRTIP’s annual Human Trafficking report that is published along with other special reports, the ONRTIP monitors the nature and scale of trafficking in the country and makes specific recommendations to policymakers and other key players.



With emphasis on recommendations found in the abovementioned reports and those of a similar nature that speak to the prevention of Human Trafficking, it appears that the wider Jamaican population is not as deeply aware and/or educated about the offence of Trafficking in Persons, and that this lack of knowledge has the ability to, or has significantly impacted the state's ability to prevent and suppress instances of Human Trafficking. As it relates to public education, several scholars have alluded to the existence of an association between a population properly educated on the topic of Human Trafficking and the prevention of Human Trafficking within that educated population's community. It was Dr. Saisuree Chutkul in an interview with the United Nations Office on Drug and Crimes (2011) who noted that knowledge and an education of Human Trafficking among all members of a community or society is key to stopping such offenders.

Despite this view, however, it is important to note that no matter how educated a population may be on the topic of Human Trafficking, it may not be enough to effectively prevent or suppress the majority of occurrences of this crime, especially when one takes into consideration that the rescue of Human Trafficking victims and the prosecution of offenders are greatly dependent on citizens reporting suspected cases. (United Nations Office on Drug and Crimes, 2011). As a result of this interdependence, the attitudes, perception and/or practices of a community's or country's population towards Human Trafficking must be taken into consideration by stakeholders, along with the population's knowledge of this crime, which must also be highlighted as a gross human rights' violation.

In a 2005 study entitled *Exploratory Assessment of Trafficking in Persons in the Caribbean Region* which was undertaken by the International Organization for Migration (IOM), there are said to be cultural norms present in the Jamaican society that facilitate a vulnerability to trafficking. On the topic of citizen reporting, the IOM notes that Jamaica has a "culture of silence and secrecy"; a culture that has penetrated all levels of the society. This culture of silence as highlighted by the IOM stands in support of the earlier claim that a knowledgeable population alone cannot effectively deter or suppress Human Trafficking, especially if the majority of this population subscribes to such a culture. Although the IOM makes the claim that this culture of silence was at the time rampant or present in every corner of Jamaican society, no evidence was put forward to support this claim; as such there is




no evidence that pointedly highlights just how wide-spread this culture is especially with respect to reporting the crime of Human Trafficking.

Of further significance to this discussion, is that a July 5, 2019 survey/poll carried out by ***U-Report Jamaica*** on behalf of ONRTIP provided results which suggest that when it comes to Human Trafficking, the noted culture might not be as impactful or widespread as the IOM implied. ***U-Report Jamaica*** is a social media messaging polling tool, implemented and operationalized by UNICEF Jamaica; this platform was designed to give Jamaican youth a greater voice on national issues. In its July 5, 2019 survey on Human Trafficking in Jamaica, the responses of 696 members of the Jamaican public, predominantly under the age of 35 years, were captured using seven (7) questions. In response to question two of this survey or poll, it was found that 95% of respondents stated that they would report the crime of Human Trafficking.<sup>1</sup>

It is important to note that this survey did not poll older Jamaicans and as such it did not take into account their views; as a consequence, it is not seen as disproof of IOM's assertion. It does, however, give rise to several exploratory questions which must be considered – for instance, the impact of the culture of silence and secrecy on older Jamaicans versus that of Jamaicans under the age of 35. Additionally, taking into consideration the focus of the study at hand, the possibility that older Jamaican parents or guardians are less likely to report the offence of Human Trafficking than younger parents is worth examining. Lastly, if there is an association between one's attitude and perception towards Human Trafficking and age, can the same be said for other socio-demographic factors?


As it relates to the existence of an association between socio-demographic factors and an individual's knowledge, attitudes and practises of/on Human Trafficking, a KAP study conducted in Nigeria, gives credence to the claim that such relationships should be considered and/or tested. There are two key takeaways or findings from that baseline KAP survey conducted in Nigeria entitled *Knowledge, Attitudes and Perceptions on Trafficking in Persons and Smuggling of Migrants in Nigeria*. The first, is the existence of an association between knowledge and education level and the second is an association between awareness of persons and their location.<sup>2</sup> In this study respondents' educational levels were said to determine their knowledge about Human Trafficking - higher educational levels





were associated with a more comprehensive understanding of Human Trafficking. As for observations surrounding awareness and people's location(s), it was found that respondents who resided in rural areas were less aware and/or exposed to public awareness campaigns on Human Trafficking than those in urban areas.<sup>3</sup>

In summary, literature consulted for the purpose of this current KAP study suggests that the wider Jamaican population is not adequately educated on the topic of Human Trafficking. Additionally, the mention of a culture of secrecy/silence within the island implies that there may be the presence of a negative attitude towards the reporting of the crime of Human Trafficking among Jamaicans. While this inference indicates the possibility of a negative impact on the tools that are critical to the fight against Human Trafficking such as citizen reporting, it remains unclear how widespread the reach or impact of such a culture in Jamaica today, especially as it may relate to members of the population that are parents and guardians. As a consequence of these observations, the only assumption held by researchers (i.e. informed assumption), going into the data collection and interpretation section of this study, was that the majority of Jamaican parents/guardians are likely to have a less than good understanding of what Human Trafficking is and/or what it entails.





## RESEARCH DESIGN AND METHODOLOGY

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### Participants

One hundred and ninety-nine (199) parents/guardians who attended either the NPSC's parent villages or regional workshops participated in the study. Of these 199 persons, 22% (n=44) were males, 75% (n=150) were females and 3% did not state their gender. The age of the participants ranged from 18-35 years (32.7%; n=65), 36-45 years (28.6%; n= 57), 46-55 years (19.1%; n=38), 56-65 years (13.6%; n= 27) and 66 years and over category (3.5%; n=7). 2.5% (n=5) of the respondents did not state their age. The majority of the parents/guardians who responded to the questionnaire had obtained a High School Diploma (39.2%, n=78), primary level education (25.6%, n= 51) or a Bachelor's Degree (14.6%, n=29). Only 5.5% (n=11) of them had gone on to obtain a post-graduate degree. As the surveys were conducted in concentrated areas across the island, (i.e. at the pre-selected locations for the various NPSC events) this influenced the parishes from which the parents/guardians came. The majority of the respondents came from St. Ann (30.2%, n=60), Westmoreland (20.1%, n=40) and St. James (18.6%, n=37). Responses were however received from all fourteen (14) parishes across the island but the dispersion was not even as convenience sampling was utilized.

### Study Design

A descriptive research design was chosen based on the nature of the study and the type of data being collected. The research was quantitative in nature, however, open ended questions were included to gather some qualitative data from parents and guardians. The research was designed to assess the knowledge, attitude and practices of parents in relation to Trafficking in Persons in Jamaica.

Data collection involved convenience sampling of parents who attended the NPSC's three (3) Parent Villages at the ONRTIP's designated booth that was erected at the villages held in St. Ann, St. James and Westmoreland, as well as at the one (1) Regional Workshop in St Ann. The recruitment phase involved assessing potential participants based upon previously agreed inclusion and exclusion criteria by ONRTIP. Once identified as a potential participant, a further determination was done as to how the survey would be administered – participants were either provided with the instrument for their completion and subsequent submission or in the alternative, the questions were orally asked of them



and their responses recorded.

### **Target Population**

The population targeted for this assessment were parents/guardians resident within Jamaica. Participants included a richly diverse range of individuals from different geographical backgrounds across the country, sex, social statuses and educational accomplishments. The inclusion criteria required that the individual was either a parent or guardian of at least one (1) child (i.e. a person below 18 years) and had consented to participate in the study.

### **Sampling Technique**

This research employed the convenience sampling technique. All parents attending the NPSC's parenting sessions during the month of November 2019 were conveniently recruited to complete the survey. They comprised a subset of the population. These parents would have either attended the parenting session held at the regional workshop or the parenting village booths.

### **Instrument**

A brief survey was developed by the researcher to assess and measure the parents' Knowledge, Attitudes and Practices towards Trafficking in Persons. The survey tool was piloted within the ONRTIP and was tested in office. As previously outlined, a KAP (Knowledge, Attitude and Practices) study contains pre-defined questions formatted in standardized questionnaires and provides access to quantitative and qualitative information. KAP surveys reveal misconceptions or misunderstandings that may represent obstacles to activities that stakeholders hope to be implemented over time as well as potential barriers to behaviour change. A KAP survey essentially records an "opinion" and is based on the "declarative" (i.e. statements). In other words, the KAP survey reveals what was said, but there may be considerable gaps between what is said and what is done.

The instrument contains both closed-ended and open-ended questions, and contains questions that are grounded in the four (4) objectives outlined. Likert Scales were also used to measure levels of agreement.



### **Statistical Analyses**

All data was manually entered into the Statistical Package for the Social Sciences (SPSS) Software which was used to perform statistical analyses. The study utilized descriptive means, frequencies and percentages to examine the results obtained. Chi-square Test of Independence and the Fisher-Freeman-Halton Exact Test were performed on select questions from the study's administered questionnaire.

## **Ethical Considerations**

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### **A. Seeking Informed Consent:**

As researchers, we acknowledged and fulfilled our responsibility to seek informed consent from all participants/subjects of this study prior to the commencement of interviews. This was accomplished by disclosing the purpose and scope of the study to prospective participants at the outset and fully informing them of their expected role in the study. It was also the responsibility of the researcher to inform participants that their participation was voluntary and that they could withdraw at any time, as well as informing them of any risks involved. However, due to the nature of this particular study no risks were identified or perceived.

### **B. Confidentiality:**

Researchers strived to maintain the highest level of confidentiality with respect to the handling and storage of information provided by the participants in the study. No questionnaires were kept in a public or easily accessible location nor in a manner deemed unsecure. The names of participants were not recorded on their respective questionnaire(s).

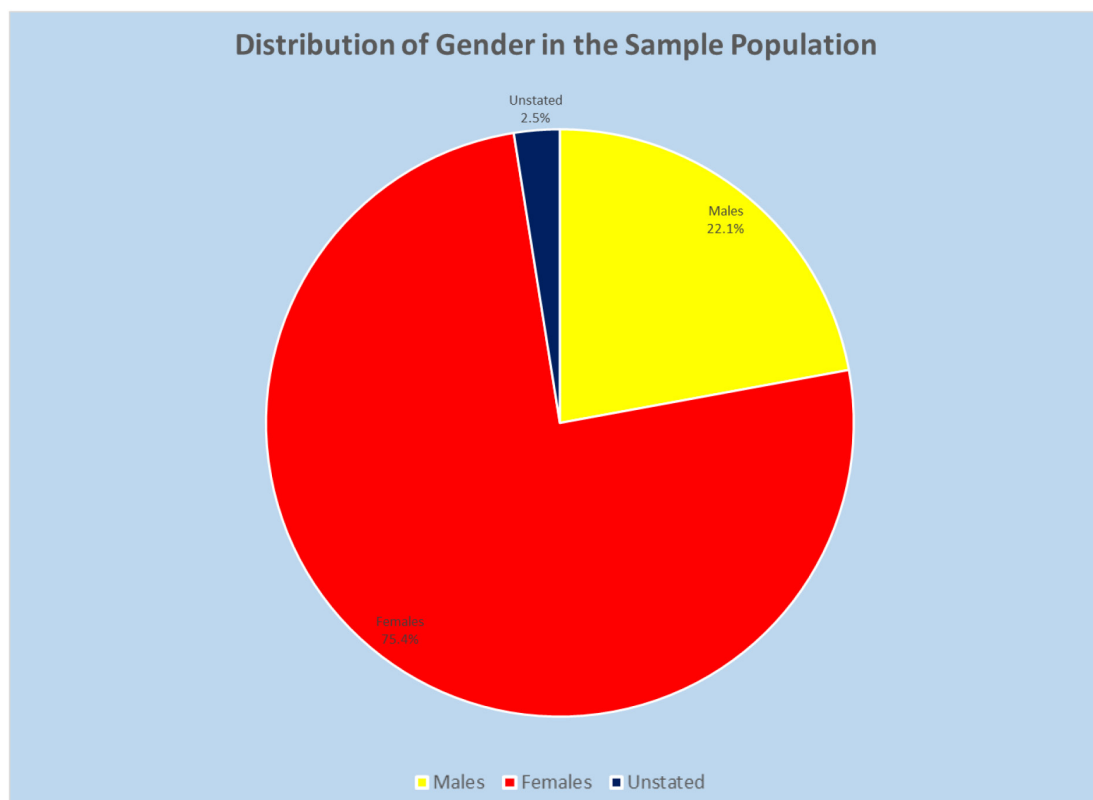
### **C. Ensuring Quality and Integrity of the Research:**

Researchers strived to ensure that all approaches, practices or procedures utilized throughout the study were appropriate and would suitably contribute to the desired outcome(s). Additionally, researchers to the best of their knowledge, ensured that all sources or quoted literature used throughout this study were properly referenced.



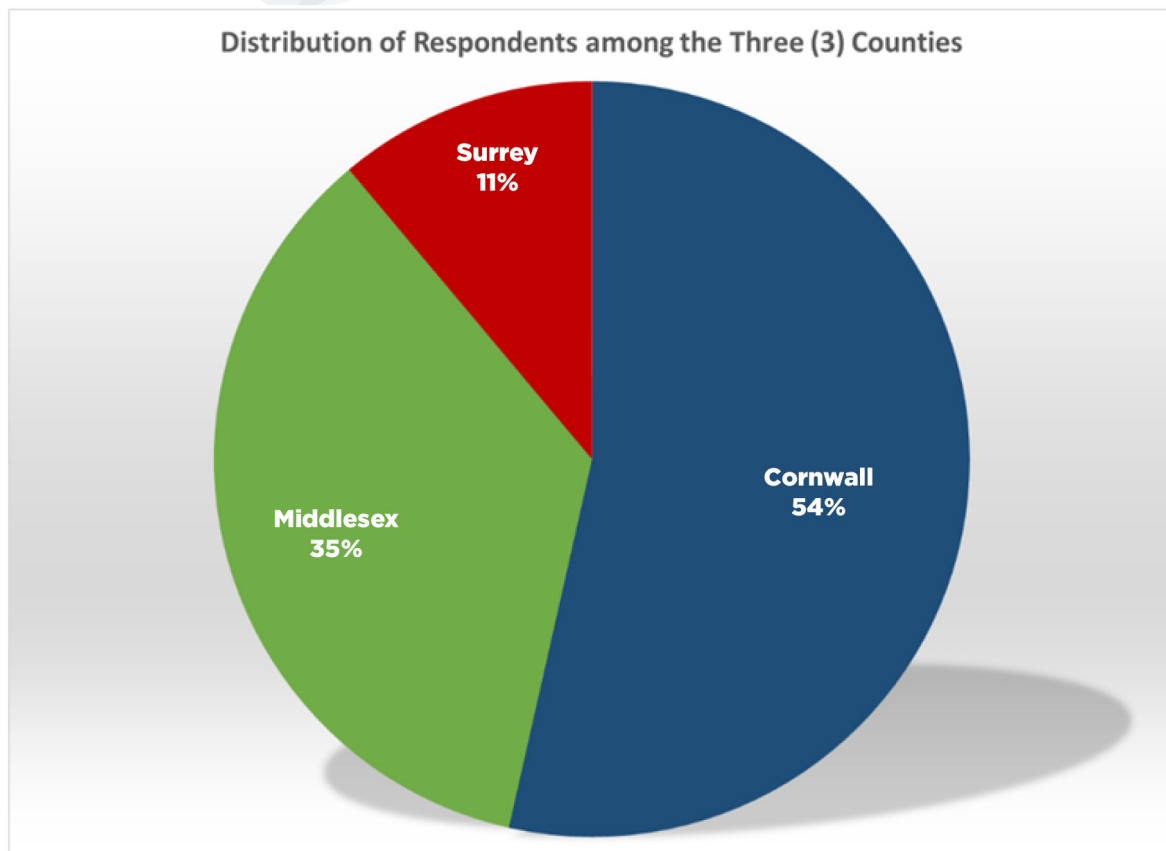
# Results

## Demographics



**Figure 1.1: Gender Distribution**

Of the respondents who participated in the survey, 22.1% were males, 75.4% were females and 2.5% did not state their gender (Figure 1.1). As can be seen, female respondents vastly outnumbered males by a ratio of 3:1 and as such, the data was largely reflective of the female perspective.



**Figure 1.2: The Distribution of Parents/Guardians Sampled by Location**

As per location, the chart above (Figure 1.2) revealed that the number of parents sampled by county was not evenly distributed. This was as a result of the structure of the NPSC's programmes which the ONRTIP utilized for the collection of the data. The majority of respondents came from parishes within the county of Cornwall (54%), with 35% coming from Middlesex, and the smallest portion (11%) taken from the county of Surrey. Responses were however received from all parishes across the island but the dispersion was not even as convenience sampling was utilized.

**Table 1.1: The Age Distribution of the Sample Population**

Table 1:1 Distribution of Age among the Sample Population		
Age Range	Number of Respondents	Percentage Value
18-35 years	65	32.7%
36-45 years	57	28.6%
46-55 years	38	19.1%
56-65 years	27	13.6%
66 and over	7	3.5%
Missing	5	2.5%


Table 1.1 outlines the age distribution of the parents/guardians in the sample population. 61.3% of participants were within the age band of 18-45 years, while the remainder (36.2%) were within the range of 46 years and older. 2.5% of the respondents did not state their age. This, therefore, shows that the majority of the parents in the sample size were within child-bearing age and in the category of young adulthood or middle-aged.

## Assessing Knowledge



**Figure 1.3: Parent's Knowledge and Awareness of Human Trafficking**

Figure 1.3 presents the level of knowledge possessed by parents/guardians about what Human Trafficking is. Of the parents/guardians surveyed, 24.1% had at least some knowledge of what Human Trafficking was, and displayed understanding of the fact that it is a problem in Jamaica. 44.7% had adequate knowledge while 14.6% had good knowledge. 10.6% admitted to having no knowledge of what Human Trafficking was. A total of 6% of the respondents did not provide a response.



*Good Knowledge* responses included:

- “Human Trafficking is the (criminal) act of moving persons against their will from one location to another for the purpose of exploitation.”
- “Human Trafficking is the abuse of humans where they are exploited physically, emotionally by another individual or group. They are usually taken away from their homes or comfort zones and rendered powerless.”
- “The trade of humans (especially women and children) for forced labour, sexual slavery.”

*Adequate Knowledge* responses included:

- “Human Trafficking is the movement of persons from one place to another to do things against their will.”
- “Human Trafficking is a serious offence which takes away the rights of an individual’s freedom.
- “This is taking disadvantage of human rights, exploiting them in an illegal way.”

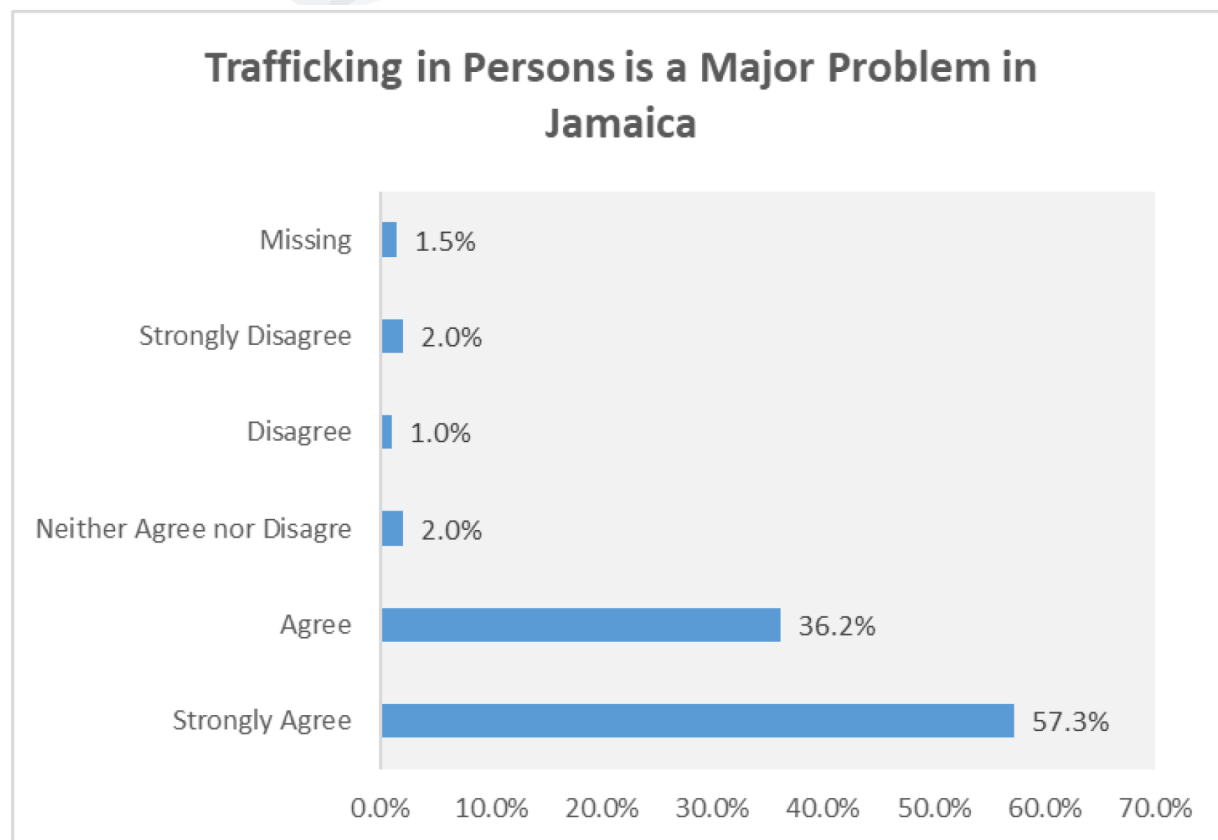
*Some Knowledge* responses included:

- “Take away people”
- “Taking persons from one place to another, one country to another, from one parish to another.”
- “No clue. Take away children or adults”

*No Knowledge* responses included:

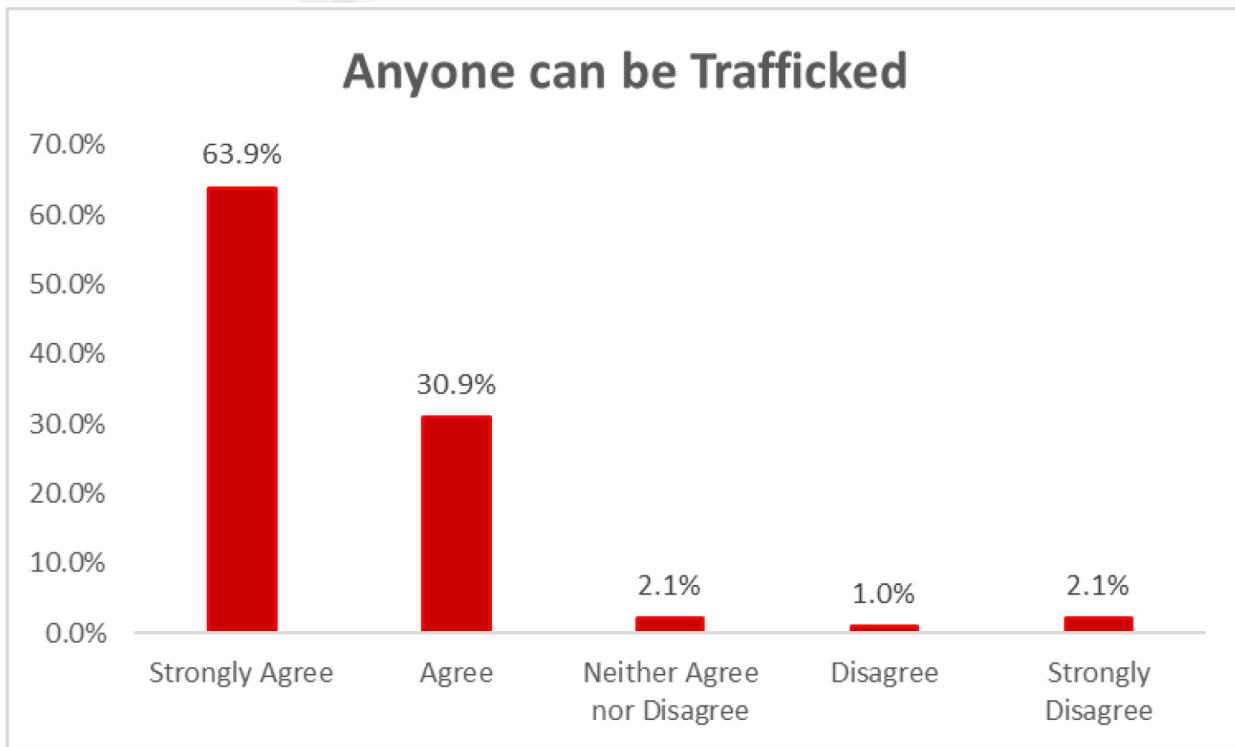
- “Nuh memba”
- “Human Trafficking is how to conduct yourself on the street and help your children to use the road correctly.”
- “People who give trouble, the bad ones.”





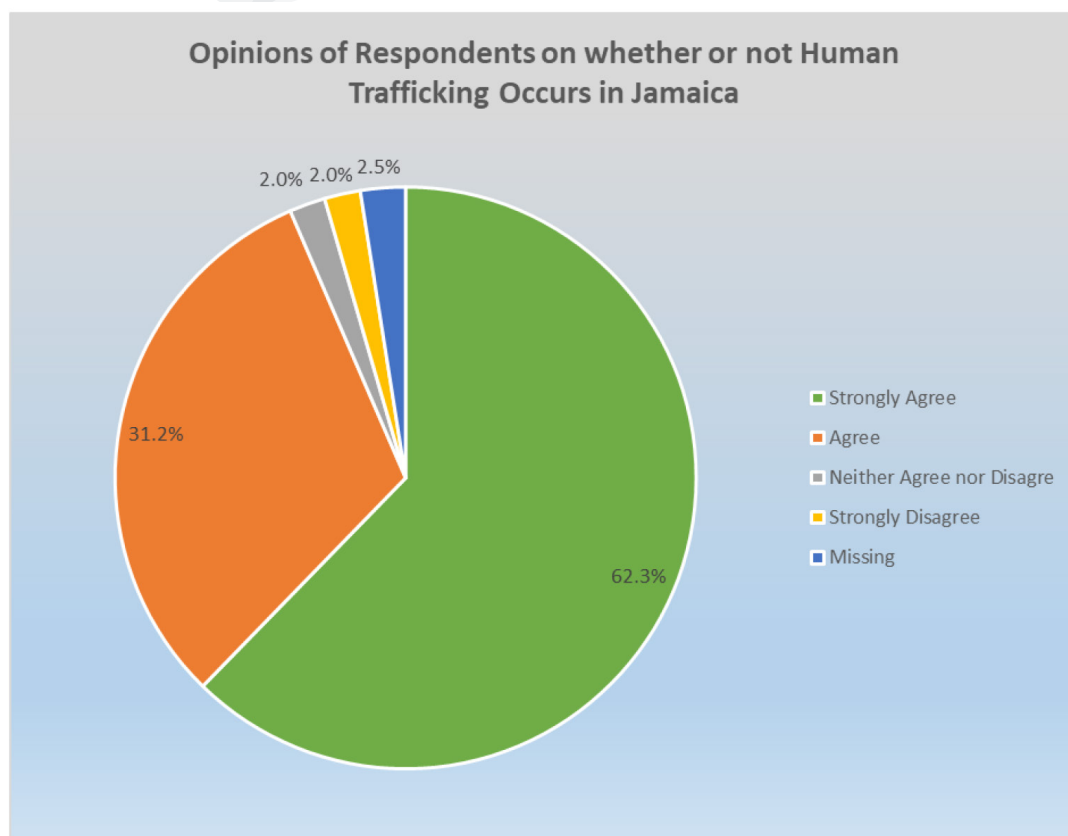
**Figure 1.4: The Perception of Human trafficking as a Major Social Issue in Jamaica**

Figure 1.4 revealed that of the parents who responded, 93.5% cumulatively believed that Human Trafficking was a major problem in Jamaica – viz. 57.3% of the parents strongly agreed with the statement while 36.2% agreed. This overwhelming majority overshadowed the 3% that either disagreed or strongly disagreed with the statement and the 2% who neither agreed nor disagreed. 1.5% of the respondents did not provide a response to this question.



**Figure 1.5: The Types of Persons who can be trafficked**

When asked who can be trafficked, the vast majority of the participants who responded agreed (63.9%) or strongly agreed (30.9%) that it is possible to traffic anyone. Only 3.1% of the respondents disagreed (1%) or strongly disagreed (2.1%), while 2.1% indicated that they neither agreed nor disagreed with the statement. This demonstrates that overwhelmingly parents/guardians are aware of the possibility that anyone can be trafficked. This awareness is reflected in their responses to the question regarding the occurrence of trafficking in Jamaica (as depicted in Figure 1.4 above). Of even greater significance, is that this awareness should make these parents more alert to the potential danger that human trafficking can pose to their children and there may perhaps be a positive correlation with their practices with regard to their children.

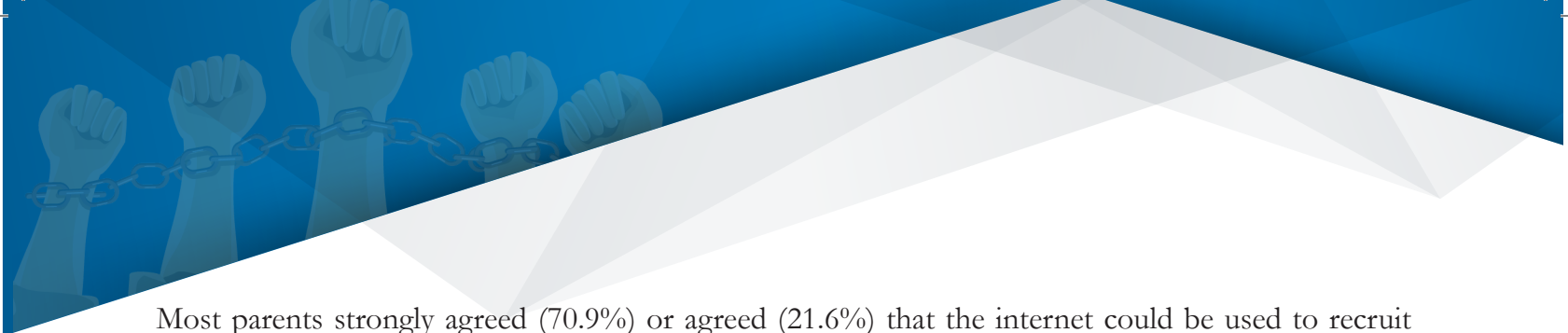


**Figure 1.6: Attitudes towards the possibility of Human Trafficking Occurring in Jamaica**

As demonstrated in the pie chart above, parents/guardians were aware that Human Trafficking does occur in Jamaica. 62.3% strongly agreed and 31.2% agreed that trafficking occurs in Jamaica. This highlights the awareness of some, but also the need for other parents to be sensitized (4%) about trafficking in Jamaica through various media and methodologies. A total of 2.5% did not provide any response to the question posed.

**Table 1.2: The Use of the Internet and Mass Media in Trafficking and the Need for Students to be Taught about Trafficking in Schools**

Responses to Three Questions: Mass Media and Human Trafficking & the Need to Sensitize Children about Human Trafficking in Schools						
	Internet can be used to Recruit Victims of Trafficking		The Newspaper can be used to Recruit Victims of Trafficking		My child needs to be informed about Human Trafficking in School	
	Number of Respondents	Percentage	Number of Respondents	Percentage	Number of Respondents	Percentage
Strongly Agree	141	70.9%	103	51.8	159	79.9%
Agree	43	21.6%	66	33.2	25	12.6%
Neither Agree nor Disagree	5	2.5%	13	6.5%	3	1.5%
Disagree	3	1%	9	4.5%	0	0
Strongly Disagree	4	2%	4	2%	5	2.5%
Missing	4	2%	4	2%	7	3.5%



Most parents strongly agreed (70.9%) or agreed (21.6%) that the internet could be used to recruit Human Trafficking victims. Once again, the large number of respondents who are aware of this risk (including the role of social media) in Human Trafficking is encouraging and serves as a clear indication that effective work is being done to sensitize Jamaicans about Human Trafficking. The newspaper is viewed as another form of mass media that could be manipulated by traffickers to recruit victims - 51.8% strongly agreed and 33.2% agreed that traffickers used newspapers to lure potential victims. The placing of advertisements for work can attract unsuspecting unemployed persons who are desirous of getting a job. Parents are aware of this method, however 6.5% disagreed or strongly disagreed that it was a method used to recruit victims. This outcome suggests that more needs to be done to educate persons on the various methods recruiters use to engage potential victims of trafficking.

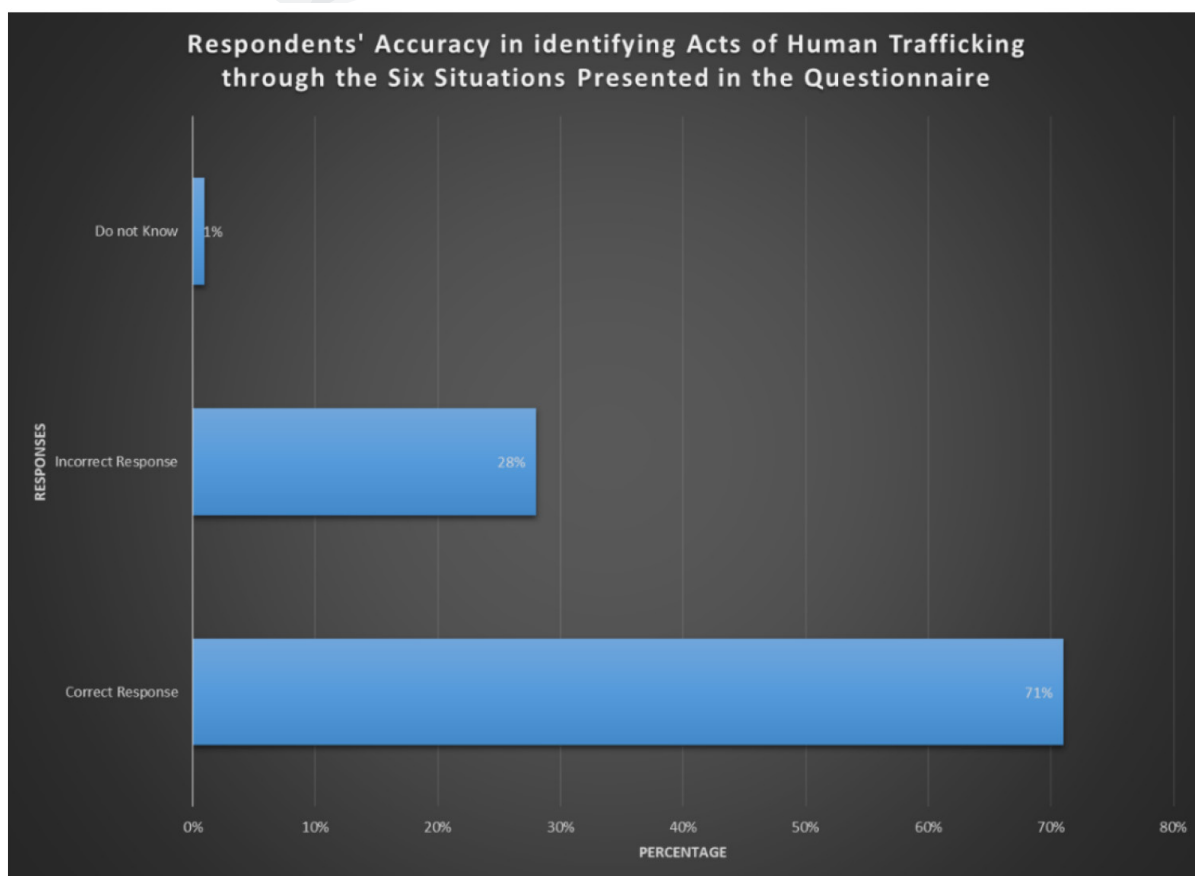
Most parents also indicated a need for their children to be informed about Human Trafficking in schools as 92.5% either strongly agreed or agreed that Trafficking in Persons (TIP) should be taught in schools. These results suggest that there need to be sustained strategies that are used to bolster the integration of TIP in schools, whether these be effected through extra-curricular activities, sensitization projects or through the teaching curriculum.



The table below highlights six (6) scenarios which were presented for parents to evaluate and indicate whether or not they amounted to cases of Human Trafficking. The histogram below presents the results.

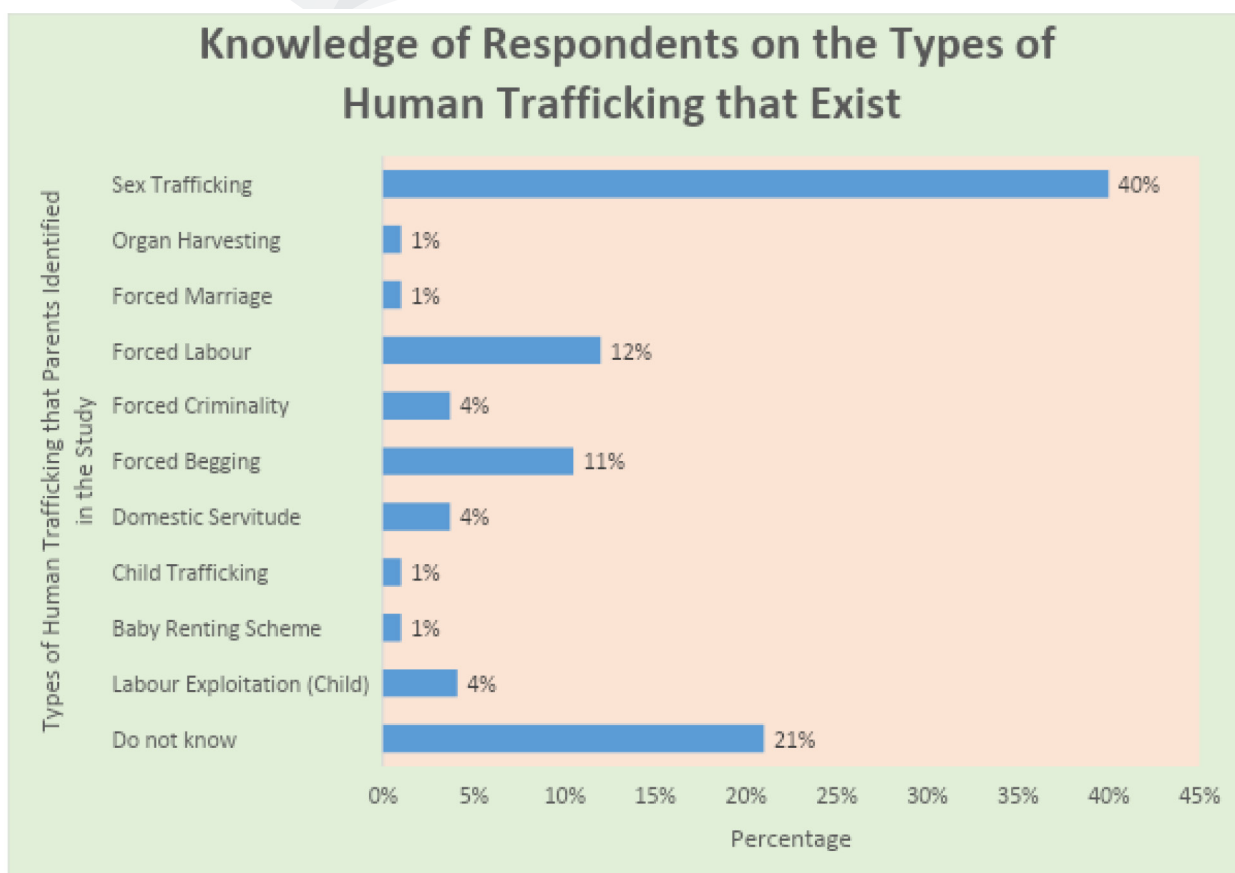
**Table 1.3: Table Depicting Answers to a Series of Situations Presented in the Data Collection Instrument**

Statement	Correct Answers
<b>A child is sent from the country (rural area) to live with a family member in Kingston. The child is not sent to school but made to wash, clean and take care of the other children in the home.</b>	Human Trafficking (Domestic Servitude)
<b>A woman is forced to work long and unusual hours in a prostitution ring with little to no pay. After expressing that she wants to leave, she is threatened with violence.</b>	Human Trafficking (Sexual Exploitation)
<b>A man works 10 hours per day with low pay.</b>	Not Human Trafficking
<b>A child is forced to beg at stop signs. Any money gained goes to his father.</b>	Human Trafficking (Forced Begging)
<b>A young girl is raped and forced to not say anything to her family.</b>	Not Human Trafficking
<b>A mother rents her baby for \$500 to a female friend who then poses with the child at ATM machines to beg money from strangers</b>	Human Trafficking



**Figure 1.7: Ability to Identify Possible Cases of Human Trafficking**

Six (6) scenarios were presented to parents for them to evaluate and determine whether or not they depicted Human Trafficking. Of the six questions, an average of 71% of the parents interviewed were able to correctly identify possible cases of trafficking based on their level of knowledge. However, there still remain some instances in which other crimes might be mistaken for Human Trafficking and vice versa. This outcome highlights the need for parents to be educated on the indicators and elements of trafficking so that they can properly identify cases and/or instances of concern.



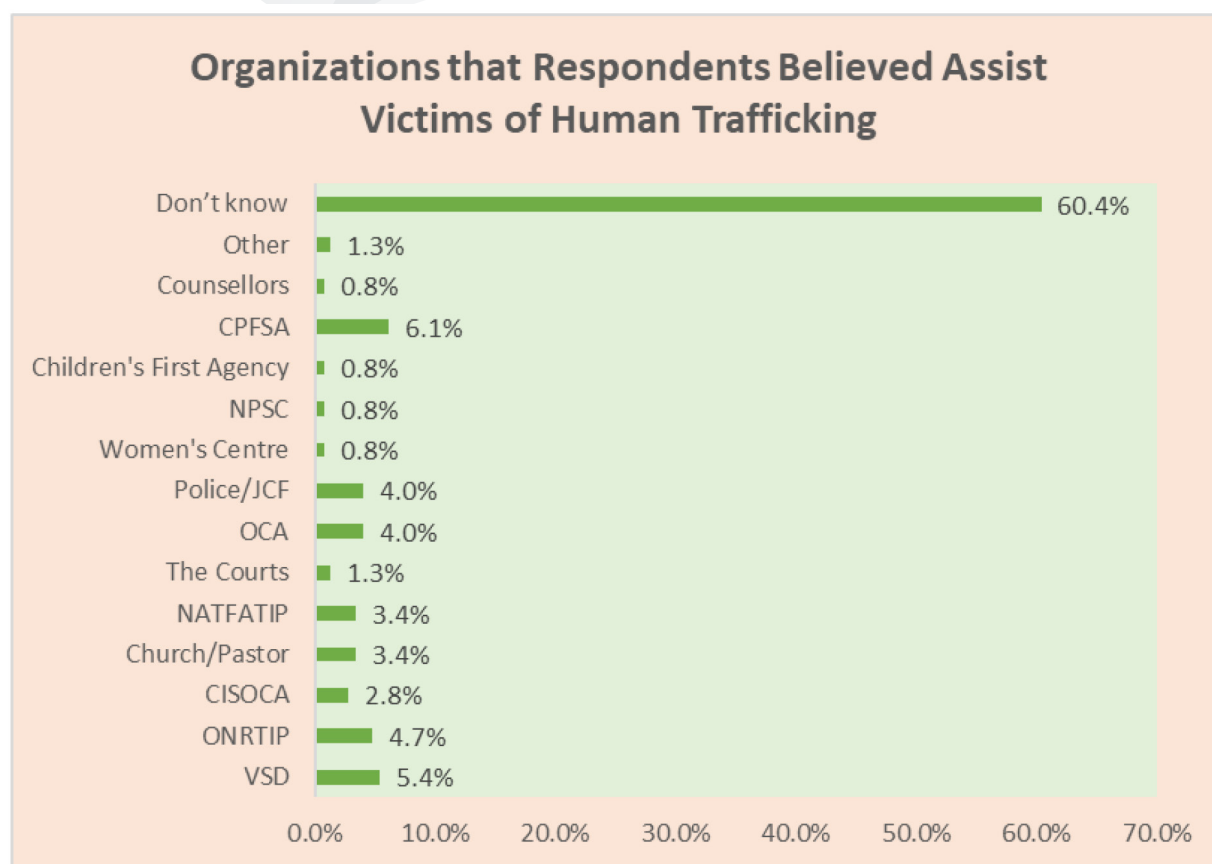
**Figure 1.8: Knowledge of the Types of Trafficking**

ONRTIP observed that while forty percent (40%) of the respondents were aware of sex trafficking as a form of Human Trafficking, the second largest percentage response reflected that twenty-one percent (21%) did not know any of the forms/types of Human Trafficking. These results highlight the need for more work to be done to increase the sensitization of persons about the different types of human trafficking that exist and what are the identifying characteristics of each type. It was also noted that parents mainly knew of the types of trafficking that were present in Jamaica such as sex trafficking, forced labour, forced begging and labour exploitation of children. Other forms such as organ harvesting and forced marriage were uncommon responses by the parents.



**Figure 1.9: Knowledge of Anti-Trafficking Agencies in Jamaica**

Of the parents/guardians canvassed, 48.8% did not know of any organization or group in Jamaica that fought against Human Trafficking, which is almost half of the sample size. This large percentage of individuals who lack adequate information about the existence, and work of the various agencies suggests that there are gap(s) in the work of anti-trafficking organizations and groups which would benefit from a boost in public education campaigns that focus on the assistance they provide, among other relevant matters.



**Figure 1.10: Knowledge of Places that provide Assistance to Trafficking Victims**

The majority of the parents (i.e. 60.4%) indicated that they did not know any organizations that assisted victims of human trafficking. This indicates that there is a lack of knowledge amongst parents about the roles and functions of the diverse organizations and agencies that contribute to the fight against Human Trafficking. This gap needs to be filled in order to ensure that more parents are aware of these agencies and persons know where to go to seek assistance should they come across suspected cases of Human Trafficking. Of the 39.6% that knew of any relevant agencies, agencies such as the Victim Service Division (VSD), Office of the National Rapporteur on Trafficking in Persons (ONRTIP), Office of the Children's Advocate (OCA), Child Protection and Family Services Agency (CPFSA) and the Police/JCF were identified by 4% or more of parents. This means therefore that perhaps greater emphasis ought to be placed by these relevant entities on their work surrounding victim assistance so that the knowledge gaps can be filled.



**Table 1.4: Responses of Participants about their Knowledge of NATFATIP & Its Activities and Knowledge of Jamaican Laws against Human Trafficking**

	Have you heard of the National Taskforce Against Trafficking in Persons?		Do you have any knowledge of the activities of NATFATIP?		Do we have any laws against Trafficking in Persons?	
Responses	Number of Respondents	Percentage	Number of Respondents	Percentage	Number of Respondents	Percentage
Yes	85	42.8%	30	15.1%	140	70.4%
No	95	47.7%	119	59.7%	17	8.5%
Don't Know	0	0%	21	10.6%	25	12.6%
Missing	19	9.5%	29	14.6%	17	8.5%

In Table 1.3, an overwhelming majority of the parents/guardians (i.e. 70.4%) indicated that Jamaica has laws against Human Trafficking. A small, but significant percentage, had no knowledge of anti-human trafficking laws in the island (i.e. 8.5%); this effectively means that they are unaware that Human Trafficking is a crime under Jamaican law. When asked Have you heard of NATFATIP?, 42.8% of participants responded yes, while 47.7% stated no. This means a marginal majority remains unaware about the GOJ's coordinating body that is tasked locally to lead the anti-trafficking fight. When asked if they knew of the activities of NATFATIP, only 15.1% indicated that they knew. An overwhelming majority of 70.3% did not know about the roles and activities of the task force. Based upon these findings, there seems to be the need for refreshed strategies to be pursued or for more intensified public education campaigns to be undertaken in a bid to educate Jamaicans about trafficking and the role(s) of the different stakeholders in the fight.

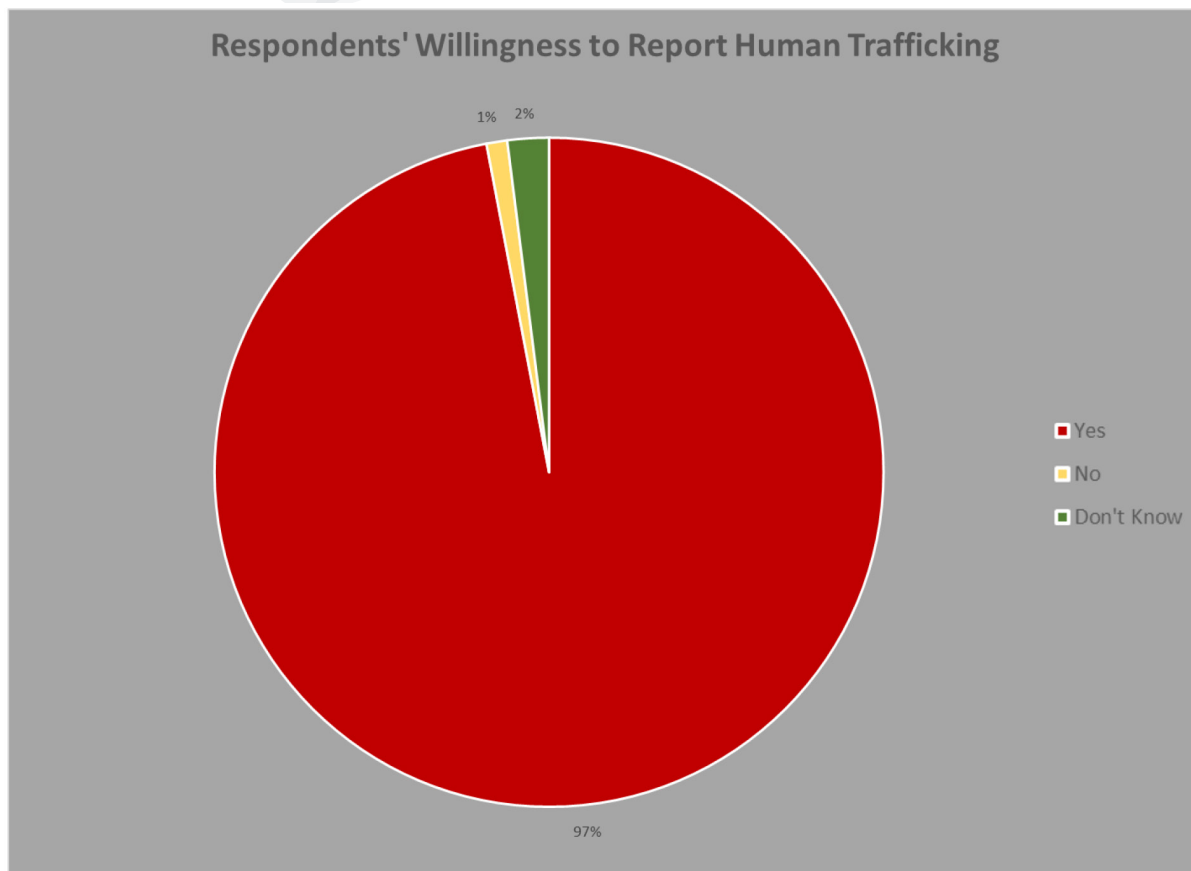


## Assessing Attitude

**Table 1.5: Risk Perceived by Respondents about Themselves and/or their Children Becoming Victims of Human Trafficking.**

	Do you think you could be at risk of being trafficked?		Do you think your child or children could be at risk of being trafficked?	
Responses	Number of Respondents	Percentage	Number of Respondents	Percentage
Yes	134	67.4%	160	80.4%
No	43	21.6%	30	15.1%
Don't Know	11	5.5%	1	0.5%
Missing	11	5.5%	8	4%

Parents were very aware of the potential risk of themselves being trafficked. In Table 1.5, their responses show that the majority of persons (i.e. 67.4%) said they thought they could be trafficked. When asked if they thought their children could be at risk, the majority (i.e. 80.4%) responded in the affirmative.

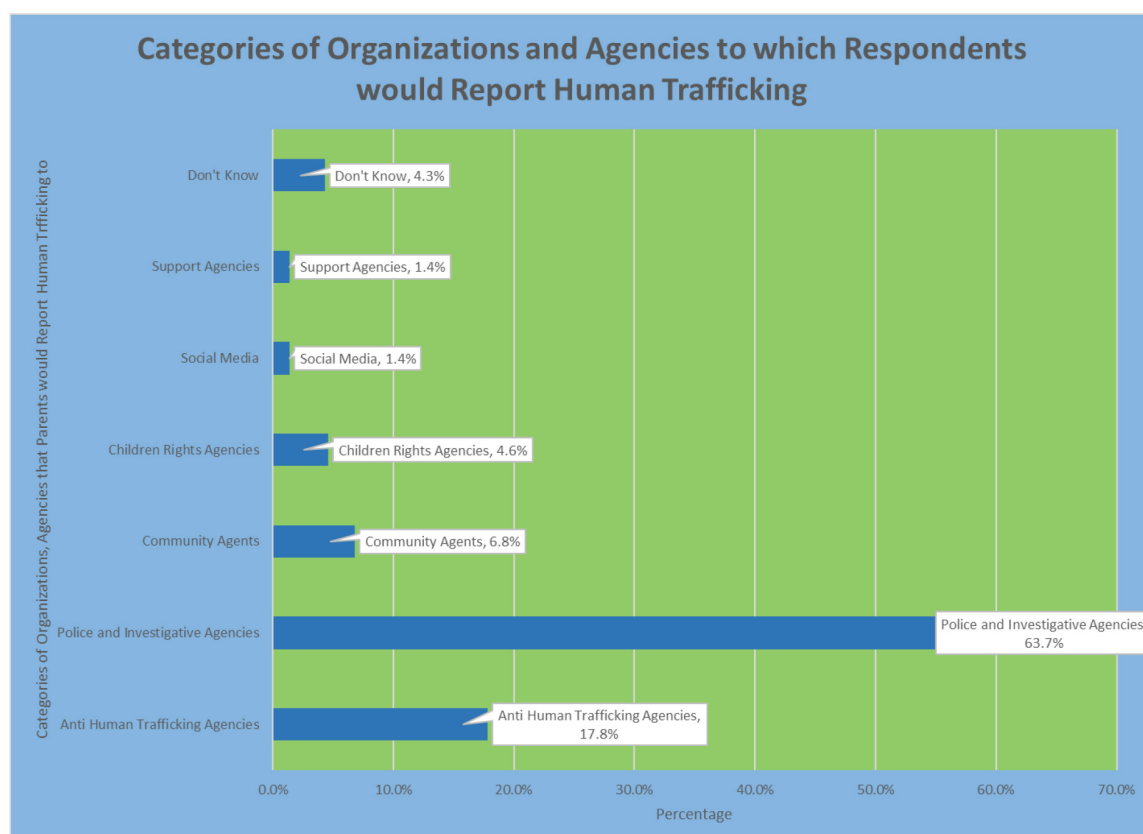


**Figure 1.11: Respondents' Willingness to Report cases of Human Trafficking**

The vast majority (97%) of persons indicated that they would report the crime of Human Trafficking while 2% of the respondents reported that they did not know if they would report. On the other hand, a mere 1% stated that they would not report the crime of Human Trafficking for the following reasons: -

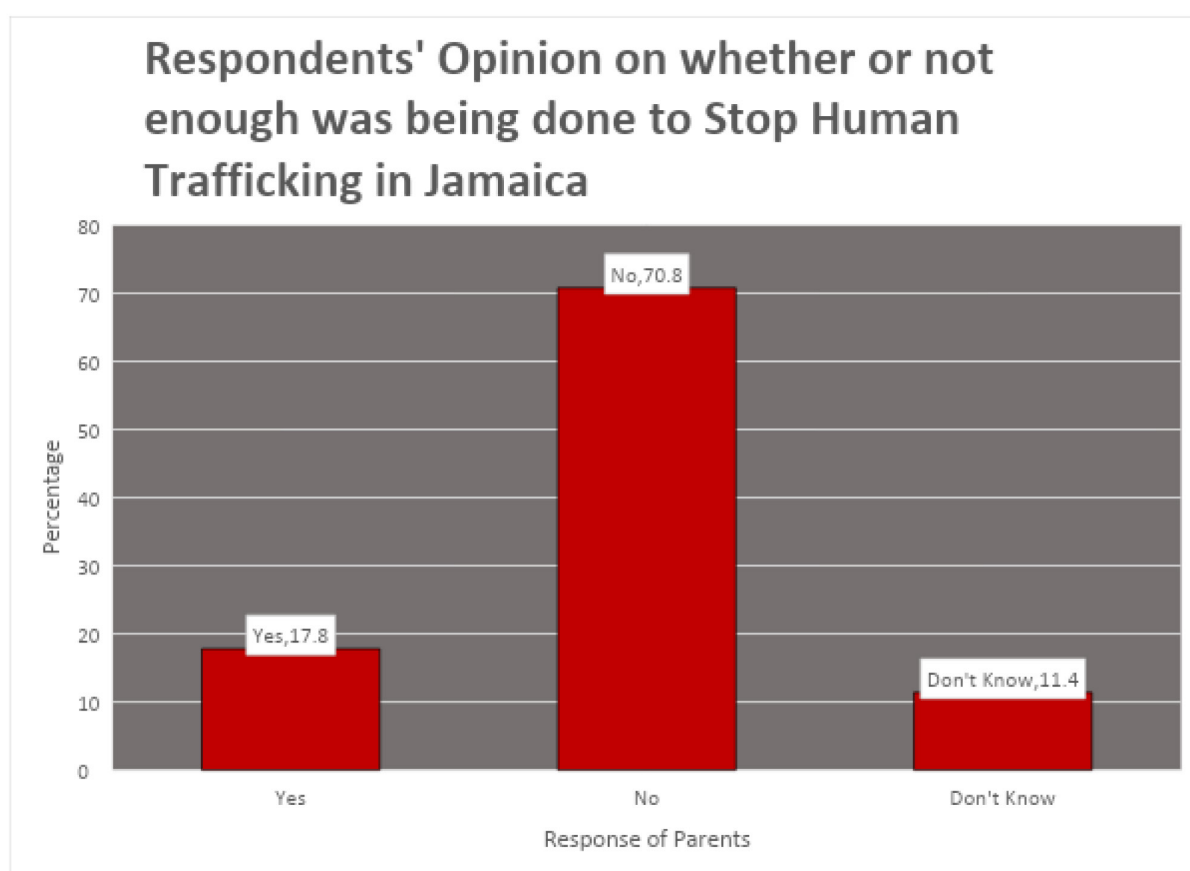
- "Do not trust the police"
- "Afraid of gun man"
- "Depends on the nature of the incident"

Based on these responses, issues deeply rooted in our cultural beliefs and behavioural patterns as a people come to the fore. One key issue is citizenry mistrust of some members of the JCF. Presumed corruption in the Force and other negative perceptions influence this pattern of apathy towards law enforcement and sometimes results in a lack of cooperation from members of the public. Another issue highlighted is the ‘informer fi dead’ culture in Jamaica where people are afraid to report crimes because of the fear of reprisal by criminal elements or just a general belief that informants are ‘snitches’ and their desire not to be so labelled. These are issues that must be tackled to increase the willingness on the part of those reluctant parents and other members of the wider society to report criminality. Notwithstanding this, the results show that many Jamaican parents profess a willingness to report criminality to the relevant authorities. It remains an outstanding matter as to what they would **actually** do when faced with a factual situation.



**Figure 1.12: Agencies which Respondents would Report to if they suspected a case of Human Trafficking**

In Figure 1.12, when asked which agencies they would make a report to, a significant majority (63.7%) indicated that they would report to the police or other investigative agencies that work with the police. The second highest were anti-human trafficking agencies with 17.8% and included NATFATIP and ONRTIP. This demonstrates the integral role of the police as frontline responders, and highlights the need for other agencies to be aware of Human Trafficking red flags and of how best to address them where possible and collaborate with and/or refer matters as may be needed.



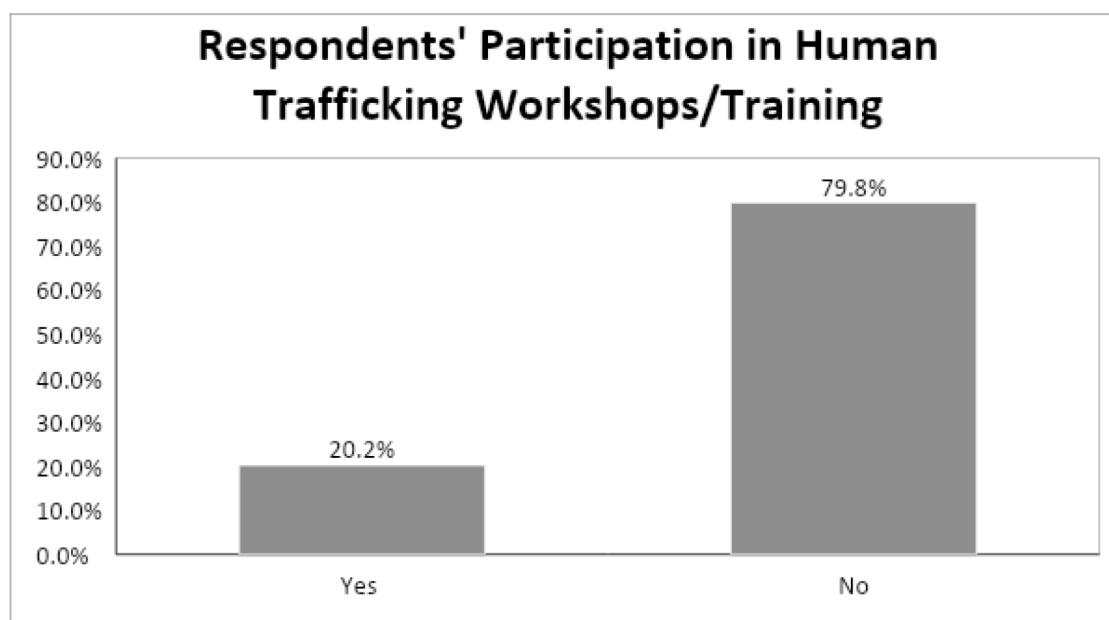
**Figure 1.13: Views of Respondents as to whether or not enough was being done to stop Human Trafficking in Jamaica.**

As per the responses depicted in Figure 1.13, the majority of the respondents (70.8%) did not believe enough was being done by the government and relevant stakeholders to stop the scourge of Human



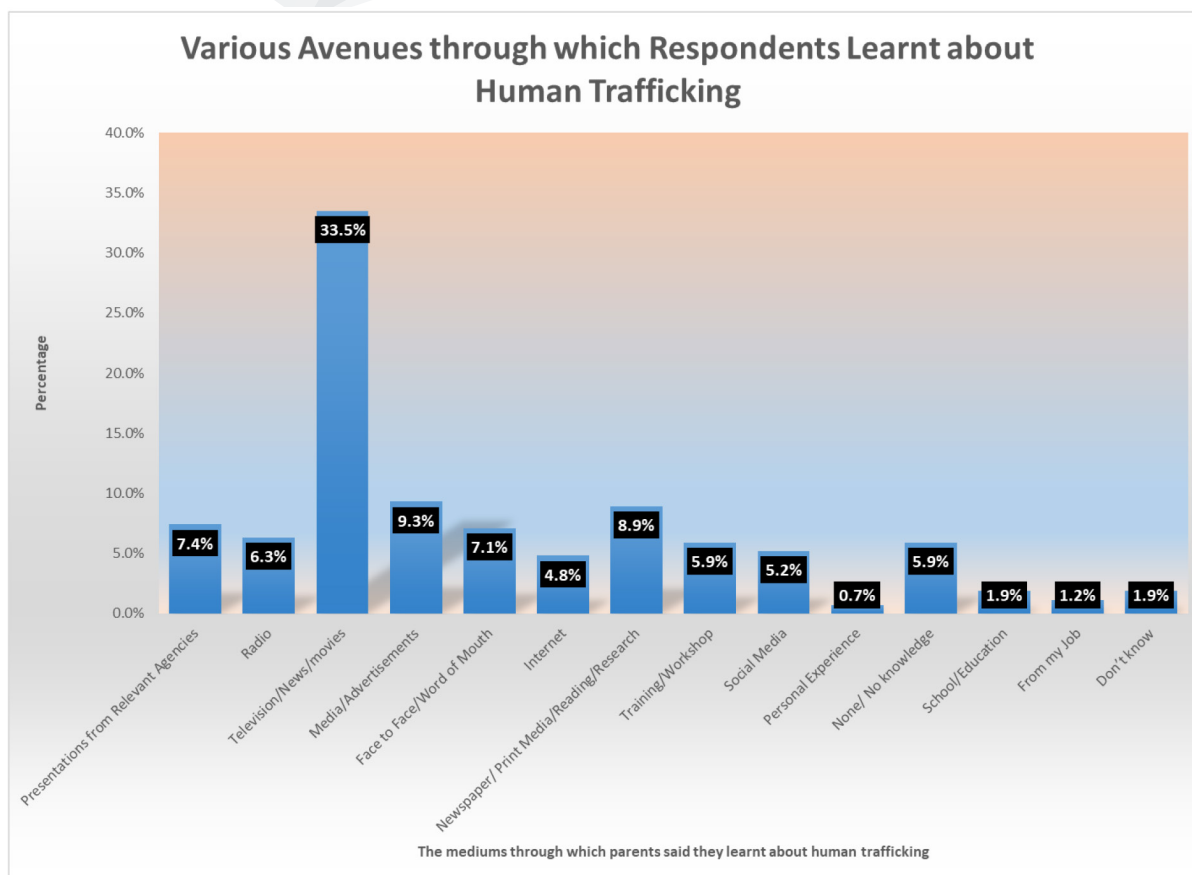
Trafficking within Jamaica. Only 17.8% believed enough was being done, while 11.4% indicated that they did not know. This is a rather interesting finding as though there are a number of anti-trafficking initiatives that have been undertaken over time, the respondents who were surveyed seemed not to be aware of any significant effort(s).

### Assessing Practices



**Figure 1.14: Level of Participation of Parents/Guardians in Workshops and Training on Human Trafficking.**

Ministries, Departments and Agencies (MDA's) play a vital role in the fight against Human Trafficking and educating the masses about the various forms of Human Trafficking that exist, the signs of trafficking and ways to protect oneself against being trafficked. One key activity that promotes this is community involvement through presentations, public awareness campaigns and through workshops and training sessions. Data collected indicates that community involvement may not be at the level it should be as 79.8% of the parents have never participated in a training session on human trafficking (Figure 1.14). It may be that not enough community based trainings are being executed or equally, it may very well be that though sessions are organized, a lack of interest on the part of members of the public, results in their non-attendance at these events.

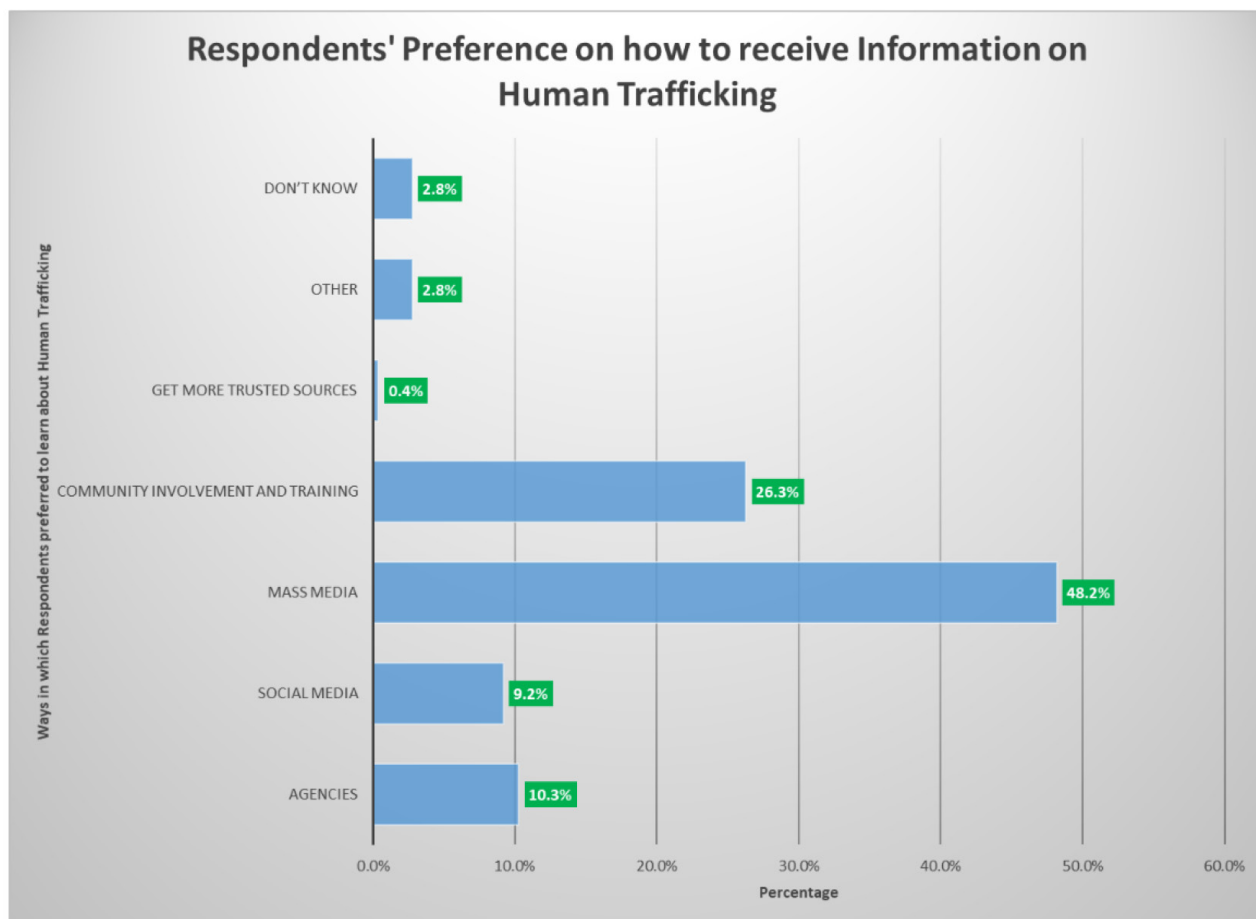


**Figure 1.15: The Avenues through which Parents learnt about Human Trafficking**

The most popular ways through which persons received information about Human Trafficking prior to their exposure at the ONRTIP's booth was through *Television/News/Movies* which boasted a rate of 33.5%. These responses were not limited to local sources but included persons who indicated that they also got information from international news. 9.3% of the responses attributed their awareness to *Media/Advertisement* and did not specify whether the advertisements viewed were over the television or via social media. On the other hand, 8.9% of the respondents indicated that they received Human Trafficking information previously from the *Newspaper/Print Media/Reading/Research*.

Other responses varied across them becoming aware of human trafficking through the following means: -

- 7.4% received presentations from relevant agencies such as the “National Parenting Support Commission”, “Conferences” and “Human trafficking organizations”.
- 7.1% of the respondents outlined that they got the information from “Face-to-Face/Word of Mouth.”

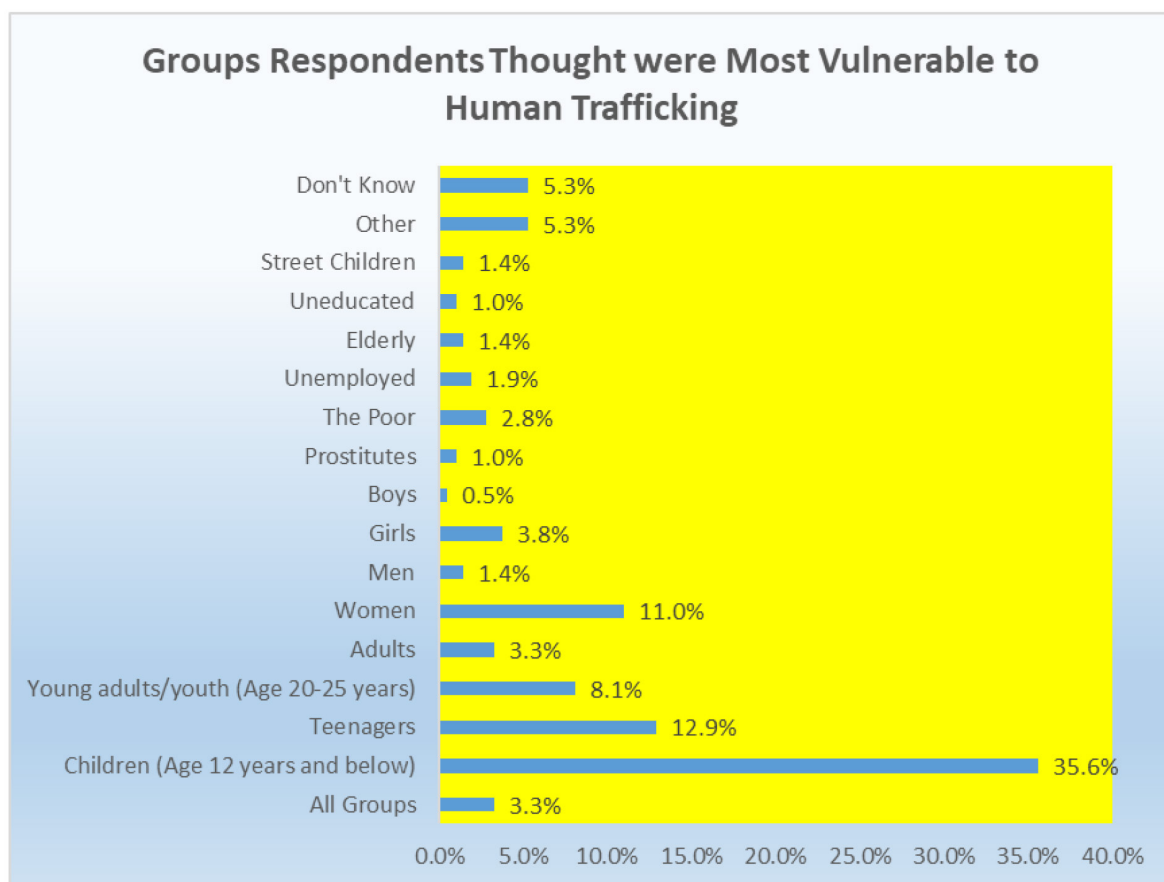


**Figure 1.16: Bar Chart showing Respondents' Preference(s) for receiving Information about Human Trafficking**

48.2% of the respondents indicated that they would prefer receiving information about Human Trafficking via mass media such as the internet, via email, the Television/News or through Newspaper/

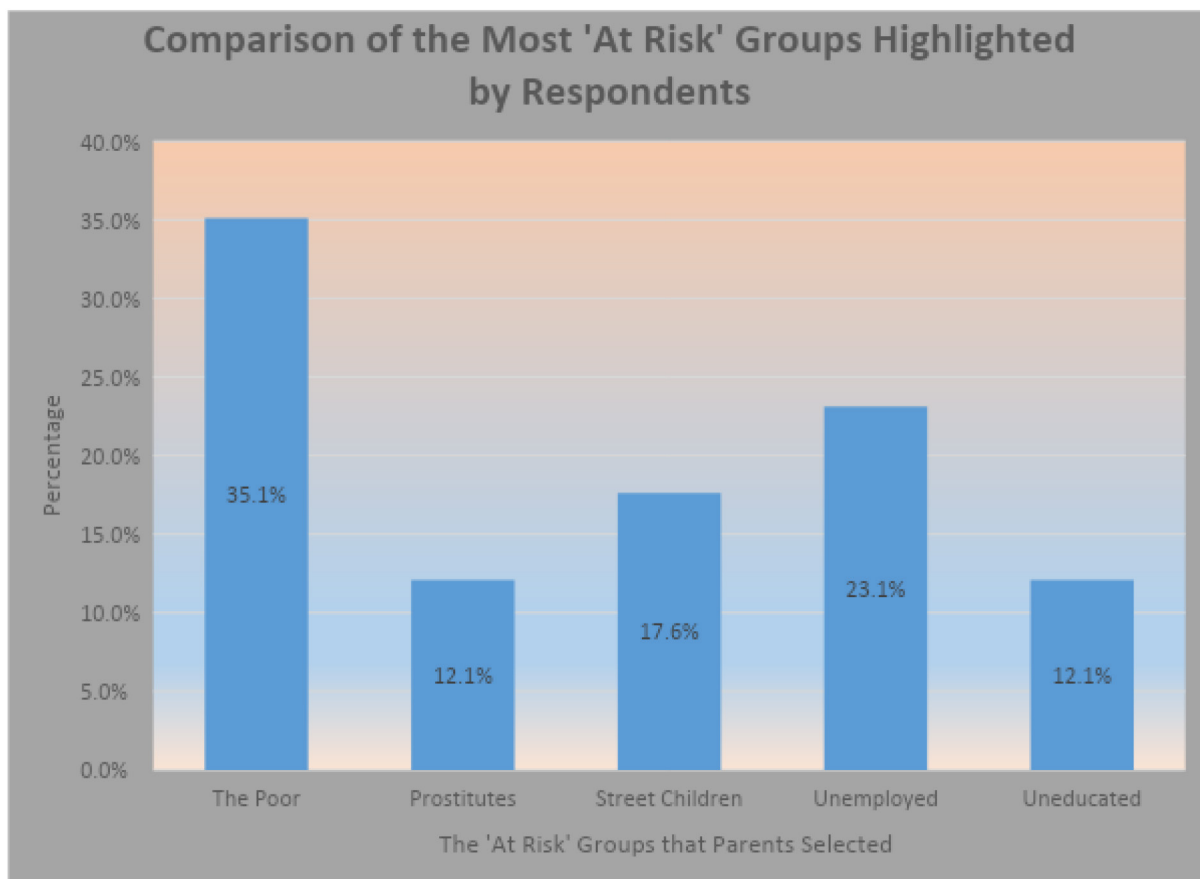
Print Media/Reading/Research. It was not clear whether the respondents would search for the information themselves. Other popular responses included a preference for community involvement or training (26.3%) and reflected the responses of parents/guardians who would prefer to get the information via presentations, word of mouth or training and workshops.

10.3% of the respondents preferred to have the materials being provided by relevant agencies. Some responses included: “The agency in charge”, “ONRTIP”, “Contact NATFATIP for information” or “The agency who is trained and responsible for Human Trafficking”. 9.2% of the responses indicated that social media would have been an appropriate means to get Human Trafficking data and information.



**Figure 1.17: Groups Parents Deemed as Vulnerable to Human Trafficking**

Parents were able to provide open-ended responses to the question ‘Which group in the society do you think is most vulnerable to Human Trafficking?’ Several responses were obtained from participants who spanned different age groups and social statuses (Figure 1.17). In order to streamline the data, it was broken down into four (4) groups. The first group was the set of ‘At risk’ groups as shown in Figure 1.17.1.

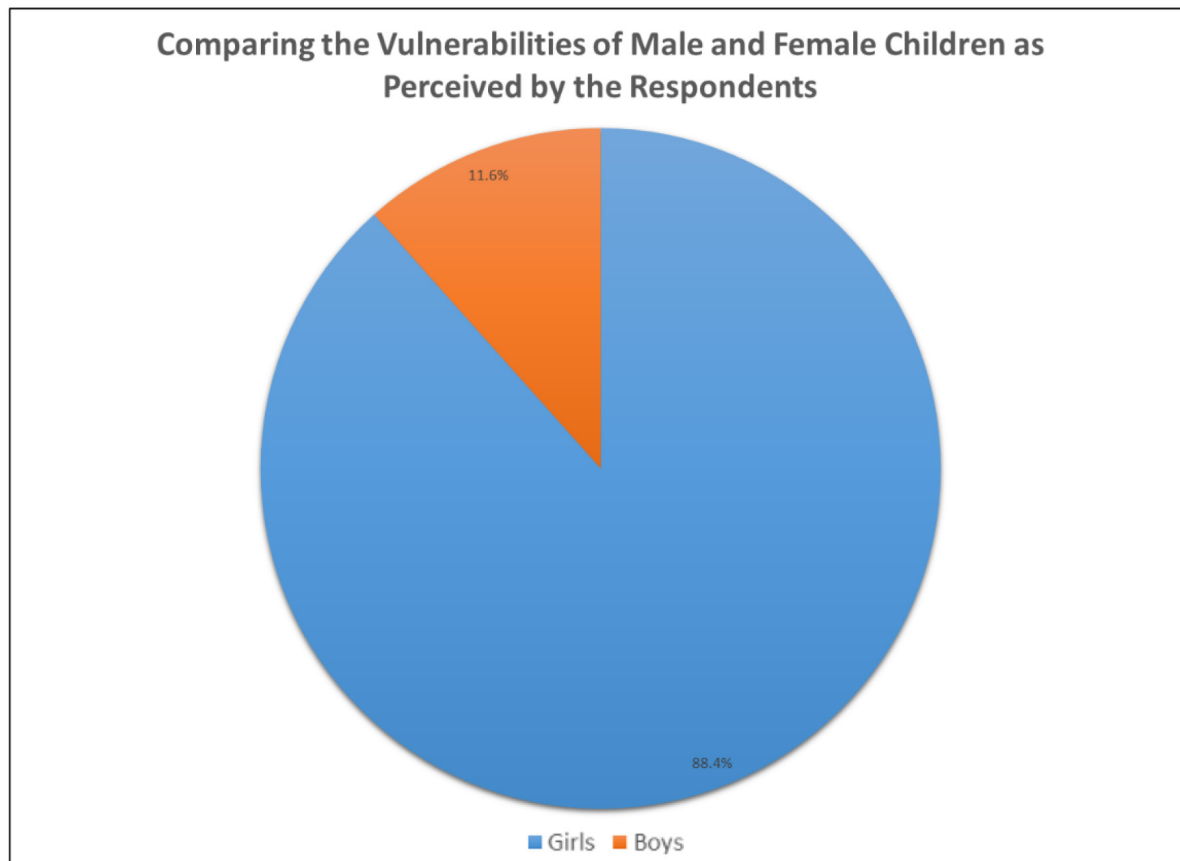


**Figure 1.17.1: Comparison of the ‘At Risk’ Groups that Parents/Guardians Highlighted**

Parents highlighted five (5) groups which were deemed to be at the highest levels of risk/vulnerability to trafficking. In descending order, these included the poor, unemployed persons and street children, with prostitutes and uneducated persons being identified as being equally ‘at risk’. These groups were termed ‘at risk’ because of their economic situation, risky line of work or no work at all, lack of education, and lack of proper housing which respondents thought may render them easy targets for

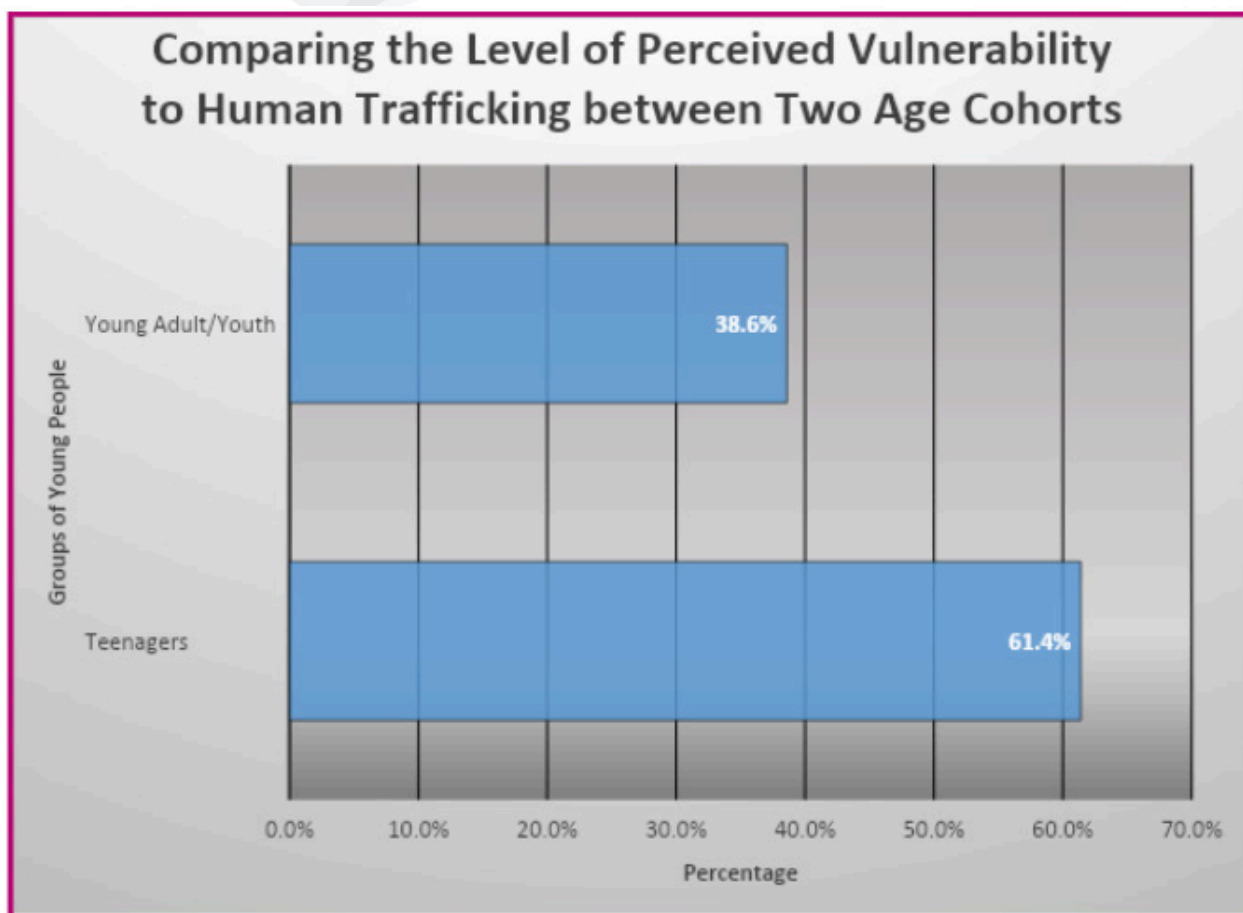


traffickers. When the results for the five (5) groups were compared, it was noted that parents saw poor persons as the most at risk of being trafficked (35.1%) and the unemployed at a close second with 23.1%. These two groupings were not completely exclusive of each other as unemployment fosters the cycle of poverty, as does a lack of education (12.1%).



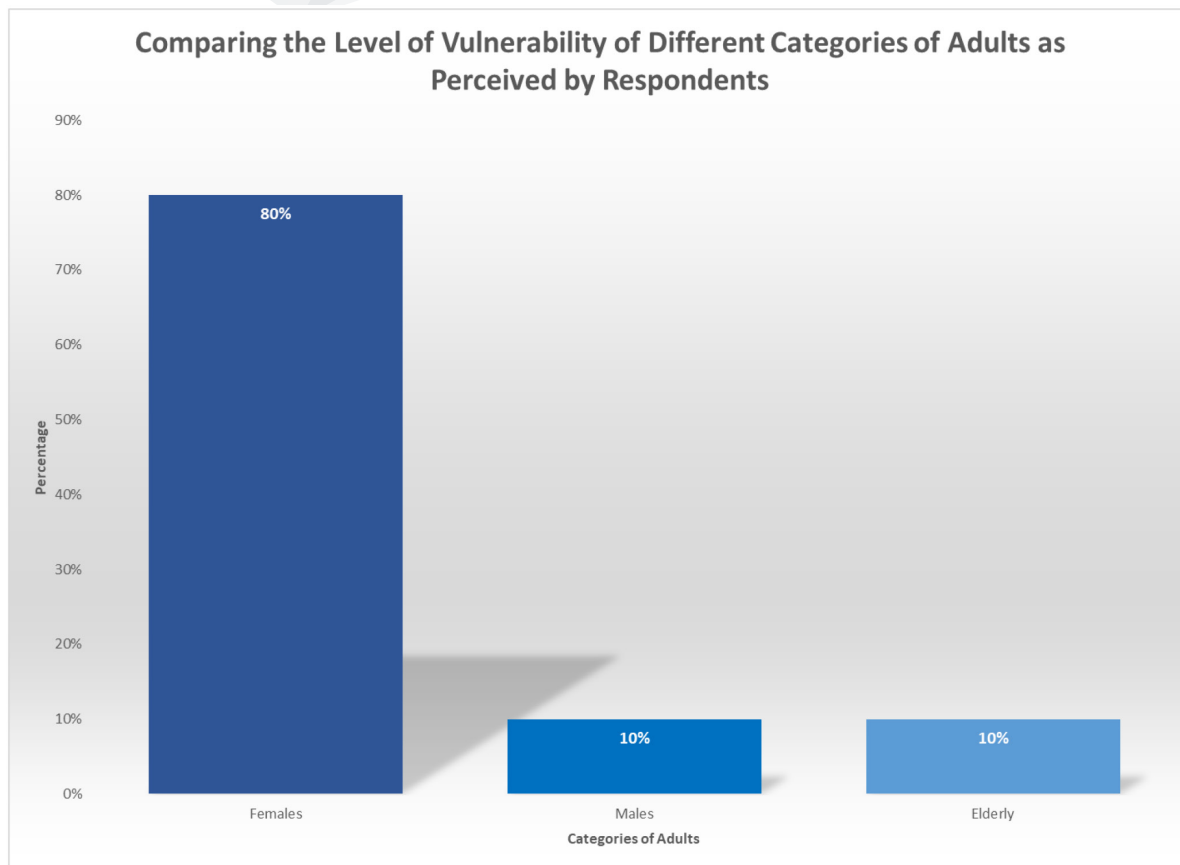
**Figure 1.17.2: Comparison of the Vulnerability to Human Trafficking of Male vs. Female Children**

Another group which parents believed was at high risk was children (Figure 1.17.2). To be better able to analyze the data, the researchers disaggregated the information received by sex. From the sample of parents/guardians who identified children as being an ‘at risk’ grouping, a large majority (88.4%) said that girls were more vulnerable than boys. This view is in line with global human trafficking data and trends where females are the main victims of Human Trafficking, primarily for the purpose of sexual exploitation.



**Figure 1.17.3: Comparison of the Perceived Vulnerability of Two Age Cohorts: Teenagers and Young Adults**

Teenagers and young adults formed yet another group that the parents/guardians who were surveyed cited as being 'at risk'. Figure 1.17.3 (above) illustrates that when compared, parents saw teenagers as being more at risk than young adults. The teenage years span 13 - 19 years, while young adulthood spans from age 20 to approximately 25 years. Some respondents based their views of teenagers being more at risk on the basis that it is more plausible as a result of the missing cases of teen girls which can morph into them becoming victims of Human Trafficking.



**Figure 1.17.4: Comparison of the Vulnerability of Adult Groupings to Human Trafficking**

A closer look was also taken at adults within three (3) sub-groups: males, females and the elderly. A comparison of the three showed that parents/guardians saw female adults as being more at risk of becoming victims of Human Trafficking (80%) than males and elderly persons. This view is plausible as there is a thriving sexual exploitation industry and global statistics show that women are more likely to be sex trafficking victims than males are.




## Discussion of Results

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This KAP Study sought to assess the extent of parents'/guardians' knowledge, attitudes and practices towards Trafficking in Persons in Jamaica. It also sought to determine whether there was a statistically significant relationship or correlation between the recorded/measured extent of knowledge, attitudes and practices of parents in Jamaica and their socio-demographic background. The study aimed to identify whether there are any knowledge gaps, cultural beliefs or behavioural patterns that need to be addressed and to provide recommendations to the relevant stakeholders in the key areas of focus: prevention, protection, prosecution, policy and partnership. The major findings of this study indicated several areas of interest when assessing the knowledge/education level of the Jamaican parent/guardian about Human Trafficking. Additionally, the current study highlighted some areas of weakness in the practices and attitudes of Jamaican parents towards the phenomenon of Human Trafficking.

### **Knowledge, Attitudes and Practices**

A significant and positive observation, is that one of the study's major findings confirms that most of the Jamaican parents/guardians from our sample (88.8%), had at least some knowledge of what Human Trafficking is, and displayed an understanding of the problem. 11.2% of parents/guardians who were interviewed, however, admitted to having no knowledge whatsoever of the issue. Most parents (93.5%) indicated that they had an awareness of the existence and possible threats that Human Trafficking poses to the Jamaican society and 94.8% either strongly agreed or agreed that anyone could be potentially a trafficking victim. On the other hand however, a relatively large proportion of parents (21%) were unable to name any of the forms of Human Trafficking, 48.8% did not know any organisation or group that worked in the anti-Human Trafficking field and 60.4% did not know any organization that provided support to victims. These findings suggest that though parents/guardians had some or an adequate amount of knowledge of what Human Trafficking is, they did not possess an in depth understanding of the various facets applicable to the local anti-trafficking framework. This underscores the need for continued public education and sensitization campaigns which should equip these parents as well as other members of the public, with critical information such as warning signs,




the different forms of Human Trafficking and the various service providers available to assist victims and to combat Human Trafficking. It has long been a settled position that increased knowledge and awareness are essential tools for effectively preventing the occurrence of Human Trafficking. Dr. Saisuree Chutikul, a Thai national who is recognized as one of the leading voices against Human Trafficking has commented that, “knowledge and an education of Human Trafficking among all members of a community or society would be crucial to stopping such offenders.” (United Nations Office on Drug and Crimes, 2011).

Elements of the literature that was reviewed for this study, also outlined that though education was an important factor in combatting Human Trafficking, it may not be enough to effectively prevent or suppress the majority of occurrences of this crime. As a result, the attitudes and practices of a society must also be taken into consideration. This perspective, justifies the need for KAP studies to be undertaken and served as one of the driving forces to this approach by ONRTIP.

In examining the attitudes and behavioural practices of Jamaican parents/guardians, the study sought to assess their willingness to report suspected cases of Human Trafficking. 97% of persons indicated that they would report it to the relevant authorities. Of the individuals that indicated they would not report the crime of Human Trafficking, ONRTIP noted that the underlying reasons were related to deeply rooted issues in the cultural beliefs and behavioural patterns of Jamaicans. For instance, a key issue that emerged was the citizens’ mistrust of some members of the Jamaica Constabulary Force. Presumed corruption in the JCF and other negative perceptions breed mistrust and influence this pattern of apathy towards law enforcement. Another issue highlighted is the reluctance of some members of the public to be identified, or portrayed, as police informants. The culture in Jamaica has developed where people are afraid to report crimes because of fear of reprisal by criminal elements. This issue has not escaped the attention of the relevant authorities and continuous efforts have been made to tackle it in a bid to increase the willingness of members of the society to report criminality. Incentivized programmes such as Crime Stop<sup>4</sup> as well as increased focus on the JCF’s Community Policing efforts provide good examples of attempts to tackle the problem.

Parents and guardians also depicted a heightened sense of awareness to their perceived risk of being trafficked. The majority of the respondents (67.4%) shared that they felt they could be at risk of being trafficked; with an even greater percentage (80.4%) believing their child or children could be at





risk. It stands to reason that there are several factors which perhaps could contribute to parents' belief that their children were at a higher risk of being trafficked. These include the naivety of children due to lack of experience and training in life skills, lack of critical evaluation skills needed to evaluate a potential danger/threat, or the impressionable nature of children which makes them vulnerable to traffickers. It is this very perception of children as being more vulnerable, that forms the basis of parents concerns.

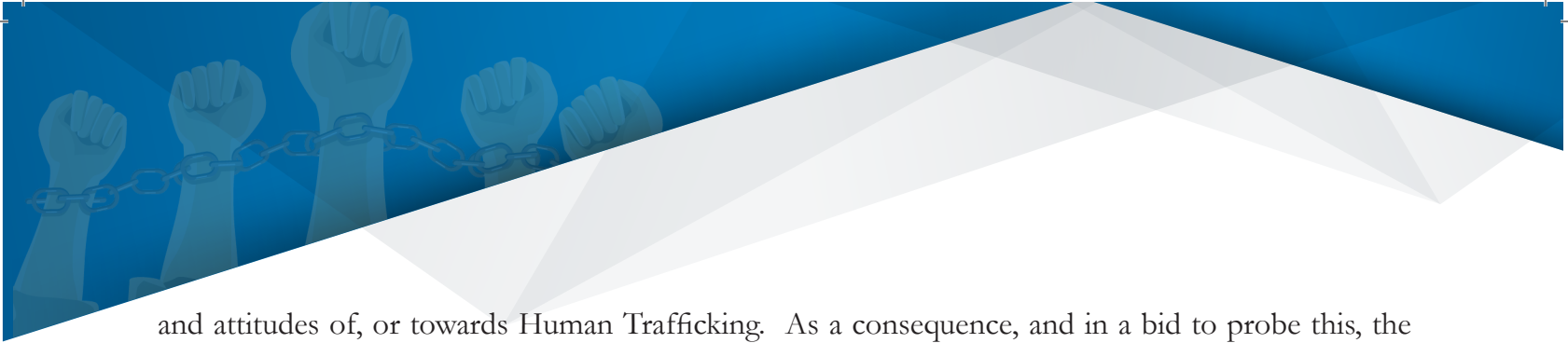
With regard to observations concerning the practices of Jamaican parents, the study revealed that the majority of the respondents (79.8%) indicated that they had not participated in any training sessions or workshops that focused on the issue of Human Trafficking. Nonetheless, those who were aware said that they learnt about Human Trafficking through media such as television/news/movies (33.5%), newspaper/print (8.9%), presentations from relevant agencies (7.4%) and word of mouth (7.1%). These avenues should perhaps be further utilized by the relevant stakeholders as a means through which to share vital information with the public in education campaigns.

### **Relationship Significance**

Yet another main objective for this study is to determine whether there is a statistically significant relationship or correlation between the recorded/measured extent of knowledge, attitudes and practises of parents/guardians in Jamaica regarding Trafficking in Persons on one hand, **and** their socio-demographic background(s). To achieve this objective, the Chi-square Test of Independence and the Fisher-Freeman-Halton Exact Test were performed on select questions from the study's administered survey instrument.

We sought to focus on this objective because of questions that arose during the study's literature review. The International Organization for Migration (IOM) stated that Jamaica has a "culture of silence and secrecy" that has penetrated all levels of society and possibly influenced citizen reporting with respect to Human Trafficking (2005). Additional literature consulted indicated that there may be a difference in relationship with respect to the culture of silence and secrecy and age in Jamaica. The data indicated that this possible relationship that encompasses culture, Human Trafficking and age has opened the door for researchers to investigate if such a relationship exists between other socio-demographic indicators and questions aimed at measuring the sample population's knowledge






and attitudes of, or towards Human Trafficking. As a consequence, and in a bid to probe this, the following questions were tested against the socio-demographic factors of the sample namely: age, gender, location, and education level. They were: -

1. Respondents' understanding/definition of the term Human Trafficking. Though responses to this question were originally open ended, the data collected was re-coded and the responses were categorized and represented as follows: *excellent, adequate, some and no knowledge*. In deciding whether a response explaining the definition was excellent, adequate or incorrect, responses given were compared with the definition of Human Trafficking in Jamaica as outlined in the relevant statute i.e. the *Trafficking in Persons (Prevention, Suppression and Punishment) Act (2007)*.
2. Respondents' awareness of Human Trafficking Laws in Jamaica/ Do we have any laws against Trafficking in Persons?
3. Respondents' perception of the risk of their child being trafficked.
4. Respondents' likelihood of reporting the crime of Human Trafficking.
5. Respondents' participation in any Human Trafficking related workshop.

A total of twenty (20) tests were performed in the current study using both the Chi-square Test of Independence and Fisher-Freeman-Halton Exact Test (this test is considered to be the more reliable test of the two given the small size of the sample population). Out of the twenty (20) tests performed, no test provided a p-value that indicated the existence of a valid relationship between any of the questionnaire questions on the one hand, and the sample population's socio-demographic background(s) on the other hand. However, even in the absence of a statistically significant relationship between the above mentioned questions individually and socio-demographic factors, the performed tests allowed researchers to make several inferences about the sample population.

The results of the bi-variate tests performed on the question used to measure respondents' likelihood of reporting the crime of Human Trafficking and the noted socio-demographic factors are deemed notable, due to the evidence/findings presented in the study's literature review. Age, sex, location or education level was not found to significantly impact the responses provided by the majority of the sample as they overwhelmingly indicated that they would report the crime of Human Trafficking. Of interest, is that this result does not precisely mirror IOM's previously mentioned finding that the



culture of silence and secrecy touches **all** corners of Jamaican society. This representation, however, does not conclusively dispute the claim that this culture of silence does, or possibly has a negative impact on activities such as citizens reporting, especially when one considers the small size of this study's sample population (i.e. under 200 respondents).

Guided by evidence arising from literature consulted within the confines of this study, the assumption was held that the majority of the participants – viz. parents and guardians living in Jamaica - would likely have a *less than good* understanding of what Human Trafficking is and/or what it entails. A total of nine (9) questions was incorporated into the study's main data collection instrument to test the knowledge of participants with respect to Human Trafficking. Of these nine (9) questions, bi-variate analyses were performed on two (2) questions; these covered participants' understanding of the term Human Trafficking and their knowledge or awareness of Human Trafficking laws in Jamaica. With respect to the question that was asked to test respondents' awareness of Human Trafficking laws in Jamaica, the bi-variate tests conducted revealed no relationship between their level of awareness and their socio-demographic background(s). The majority of respondents indicated that they were in fact aware that Jamaica had laws in place against Human Trafficking, no matter their age group, location, educational level or gender.

As for respondents' understanding of the term Human Trafficking, while no statistically significant relationship was confirmed by the test performed for this study, researchers were able to draw certain inferences about the sample population through the cross-tabulation done for the correctness of respondents' definition of Human Trafficking and respondents' socio-demographic factors. When the correctness of the respondents' definition of the term Human Trafficking was tested against the respondents' various socio-demographic background(s), it was confirmed that most parents/guardians in Jamaica (79.4%) fell in the "less than good" category (i.e. combined total of persons in Figure 1.3 who had no knowledge, some knowledge and adequate knowledge of Human Trafficking) when it came to their understanding of the term Human Trafficking, while only 14.6% had a 'good' understanding. When the cross-tabulation was done for the correctness of the definition and the educational level of respondents was evaluated, it highlighted that while most respondents had at least some understanding of what the term Human Trafficking meant, those who were identified as having no understanding of the term at all, had less than an undergraduate level of education.

## Cross Tabulation Focusing on the Correctness of the Definition of Human Trafficking and the Highest Education Level of Respondents

Count

		What is the Highest Education Level Achieved?							Total
		None attained	Primary	High School Diploma	Bachelor's Degree	Post-Graduate Degree	Other, (Please specify)	Missing	
How correct was the definition provided by the Respondents?	Good Knowledge	1	5	11	5	4	3	0	29
	Adequate Knowledge	2	15	37	21	3	7	4	89
	Some Knowledge	2	14	19	3	4	3	3	48
	No Knowledge	1	10	8	0	0	1	1	21
	Missing	0	7	3	0	0	0	2	12
<b>Total</b>		6	51	78	29	11	14	10	199

Another notable finding from the tests performed is in relation to the participation of respondents in Human Trafficking related workshops and training seminars. As with the previously assessed questions, the socio-demographic factors under focus did not impact respondents' participation in Human Trafficking workshops or training seminars. What has been made very apparent by the data gathered from these tests, is that despite the age, gender, location or educational level of respondents, the majority of them have never attended a workshop or training session that is focused on Human Trafficking. The result of these tests brings into question the availability of these workshops or training sessions and when available, their accessibility by members of the general public, particularly parents/guardians. There also has to be consideration as to whether there is any broad interest on the part of parents/guardians in taking advantage of these opportunities if and when available.



## Conclusion

In summary, both the literature that has been reviewed for the purpose of this KAP Study, as well as the quantitative data analysis conducted, supports the perception that most parents/guardians living in Jamaica have a *'less than excellent/good understanding'* of what Human Trafficking is. Additionally, and as previously discussed, the quantitative data analysis reveals that there is a need for more to be done in the area of public education efforts and strategies, given that most respondents, regardless of their location, age, gender or educational background/level, indicated that they have never attended any form of Human Trafficking workshop or training session.

While some other studies and literature have indicated that the culture of secrecy and silence has a far-reaching impact on the attitudes and practices of Jamaicans towards Human Trafficking, specifically, the likelihood of citizens' reporting instances of Human Trafficking, other studies suggest a contrary view. In the same vein, primary data gathered and analyzed for this study did not support that there was any reluctance on the part of parents/guardians to report suspected instances of Human Trafficking, regardless of the age group, gender or educational level. Similar findings were also reflected in another survey conducted by U-Report Jamaica on behalf of ONRTIP. However, given the sample size of this current study, no generalizations can be made about the wider population concerning the impact of the culture of secrecy and silence on the attitudes and/or practices of parents/guardians living in Jamaica, as they relate to Human Trafficking and the likelihood of reporting.



## Study Limitations

1. Based on the location of the NPSC parenting sessions, the data is skewed and disproportionately represents persons from within the environs of these geographical areas. As a consequence, therefore, in analysing and interpreting the data much reliance cannot be placed on location as a determining factor as the location of respondents is not equally distributed across the island.
2. Results from the study's sample cannot be applied to the general parent population in the island; again because the sample size was small and because the study was limited to certain parishes in which the NPSC had its sessions. The results at most, are indicative.
3. It was difficult to monitor all the parents' responses in real time and at times re-verification was limited due to the small number of research personnel.
4. Though participants were interviewed from all fourteen (14) parishes across Jamaica, the sample was not representative of the island as the sample size was small.
5. As convenience sampling was used to obtain responses from the parents/guardians, there was a greater proportion of females compared to males.

## Implications of the Study

Researchers acknowledge two (2) major implications of this study, these are: -

1. The findings of this study contribute to the existing literature on Human Trafficking within the Jamaican context.
2. The findings of the study should prompt further or additional research concerning the knowledge, attitudes and practices of the wider Jamaican population on Human Trafficking. Of course, the impact of certain culturally relevant context(s) within the Jamaican society on the nation's vulnerability to Human Trafficking and an evaluation of the government's mass education efforts with respect to Human Trafficking in Jamaica should provide useful and interesting information.





## Recommendations

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Based on the results and key findings of this study, the following recommendations are being proposed:-

1. A review/evaluation of the current approach to advocacy and awareness building strategies undertaken by the relevant anti-trafficking stakeholders. It seems appropriate to ensure that such public education activities are made available in diverse town centres across the fourteen (14) parishes. Additionally, concerted efforts ought to be made to address challenges posed by the digital divide as this affects the accessibility of some communities when public awareness campaigns are executed through digital platforms.
2. As a direct off-shoot to recommendation 1, any public education efforts should aim to proportionately include both males and females so that the gender balance can be maintained and both sexes can be made aware of the ills of Human Trafficking and the potential risk that it poses for both.
3. Respective stakeholders who play a role in anti-trafficking interventions and efforts, should strive to promote their individual roles and responsibilities so that the public is aware of the diverse services available. Service differentiation among anti-trafficking stakeholders would also serve to minimize possible confusion or misconceptions in the mind of the public.
4. Develop a communication strategy and an associated implementation plan that is geared towards social dialogue and community mobilization on TIP to further bolster social and behaviour change. These interventions should be executed at the national, sub-national and community levels.
5. Develop effective messaging on TIP to appeal to (and excite!) a variety of audiences for example, parents or heads of households, community leaders and influencers, individuals with low literacy levels and the span of vulnerable groups as identified at different periods of time.





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Notes





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