

UN MIGRATION AGENCY VIDEO GOES VIRAL

Domestic worker rights video gets a staggering 15 million views in just one week.

09 FEBRUARY 2017, BANGKOK

SUMMARY

More than 15 million people watched [Open Doors: Singapore](#) over the past week. Three hundred thousand Facebook users have reacted to the video, 400,000 have shared it to their own walls and 13,000 people have left comments.

The International Organization for Migration (IOM - UN Migration Agency) and the United States Agency for International Development's (USAID) video [Open Doors: Singapore](#) has become an overnight sensation in Asia. The video, aimed at preventing the exploitation of domestic workers, was viewed more than 15 million times over the past week.

Produced by IOM and USAID's innovative counter-trafficking campaign, IOM X, and in partnership with ASEAN and UN Women, [Open Doors: Singapore](#) tells the gripping story of a young Filipina domestic worker who finds herself being mistreated by her employer. The video carries a message to employers of domestic workers that a positive relationship with their domestic worker, based on trust and communication, helps create a happy home

[Open Doors: Singapore](#) is generating a strong, emotional response on Facebook: More than 300,000 people have 'reacted' to the video, 400,000 have shared it to their own walls and 13,000 people have left comments.

"Thank you for producing this video and sharing it. It makes me [see] from another perspective and [with] more understanding. Even though I'm just a teenager, I'll grow older and help others," wrote one Facebook user.

The seven-minute video, in English, premiered in Jakarta in May 2016. Recently, the video appeared on Vidsee, an online video service specializing in the dissemination of short films from Asia. It resonated with a Filipino Facebook user, who then posted it to their own wall on 28 January 2017, where it went viral.

"I cried and [was] touched because I appreciate the behaviour of the Filipina domestic [worker]. Hopefully many employers will watch this video and be an example to others," said another Facebook user.

[Open Doors](#) is a three-part video series, each featuring the struggles of migrant domestic workers in

Malaysia, Singapore and Thailand.

Of the estimated 52 million domestic workers worldwide, 41 per cent are from Asia Pacific [1]. It is estimated that 1.9 million of the domestic workers from Asia Pacific are being exploited [2]. Live-in domestic workers who have experienced exploitation have reported low pay or no pay at all, excessive working hours (such as being on call for 24 hours a day), no weekly day off, living in poor and unsafe conditions, inflated agency fees, debt-bondage, forced labour and forced confinement [3].

To view the videos and learn more about the exploitation of domestic workers in the ASEAN region, please visit IOMX.org/HappyHome

To learn more about domestic worker rights, or to report suspected exploitation, please contact the following organizations:

In Indonesia: Jala PRT, www.jalaprt.co, jala_prt@yahoo.com, 021 217 971 629 (or +62 217 971 629 from outside of Indonesia)

In the Philippines: 1343 Actionline.ph , fb.com/1343Actionline, call (02) 1343 if outside Metro Manila, or download the 1343 app for free

In Singapore: H.O.M.E., www.home.org.sg, 1 800 797 7977 (or +65 6341 5525 from outside of Singapore)

In Thailand: HomeNet Thailand, puttinee.m@gmail.com, 02 513 9242 (or +66 2 513 9242 from outside of Thailand)

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[1] <http://www.ilo.org/global/about-the-ilo/newsroom/n...>

[2] ILO: Profits and Poverty: The Economics of Forced Labour (2014)

[3] <http://www.aic.gov.au/publications/current serie...>



RELEVANT LINKS

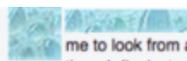
 IOM X Website
<http://IOMX.org>

 IOM X Happy Home Campaign
<http://IOMX.org/HappyHome>

IMAGES



STOP EXPLOITATION
LEARN • ACT • SHARE

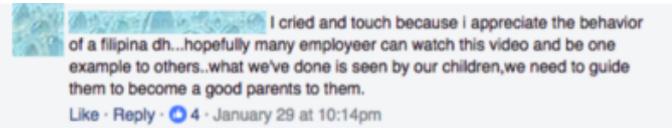
 Thank you for producing this video and sharing it. It makes me to look from another perspective and more understanding others. Even though I'm just a teenager, I'll grow older and helping other.
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USAID
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The UN Migration Agency

SPOKESPEOPLE



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ABOUT IOM X

IOM X is the International Organization for Migration's (IOM) innovative campaign to encourage safe migration and public action to stop exploitation and human trafficking.

The campaign leverages the power and popularity of media and technology to inspire young people and their communities to act against human trafficking. IOM X moves beyond raising awareness to effecting behaviour change by applying a Communication for Development (C4D), evidenced-based and participatory framework to tailor messaging for its activities.

The campaign is produced in partnership with the United States Agency for International Development (USAID).

Learn more at IOMX.org



IOM Xnewsroom