

USAID and IOM Unite on New Campaign to Combat Human Trafficking



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IOM X

Details Today, the United States Agency for International Development (USAID) announced a \$1.3 million grant to the International Organization for Migration (IOM) for a new behavior change campaign to fight human trafficking and exploitation in the Asia Pacific region.

Spokesperson

Mia Barrett
IOM X Communication and
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"This campaign will leverage the power of media, technology and celebrities to inspire young people and their communities to act against human trafficking, and encourage others to do the same," said Michael Yates, Director of the USAID Regional Development Mission for Asia. "We are pleased to continue our support across Asia for programs to call attention to the crime of human trafficking and help put a stop to it."

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Human trafficking is one of the world's fastest-growing criminal activities, and particularly prominent in Asia Pacific.

"Through this new partnership with USAID, we will ensure that young people across the region are empowered with the knowledge and tools they need to take a stand against human trafficking in their communities," said Jonathan Martens, IOM's anti-trafficking specialist based in Bangkok.

The public launch of the new campaign will take place in late 2014.

Images





About IOM X

IOM X is the International Organization for Migration's groundbreaking campaign to encourage safe migration and public action to prevent human trafficking and exploitation in Asia Pacific.

By leveraging the power and popularity of media and technology, and using a Communications for Development (C4D) approach, IOM X inspires young people and their communities to act against human trafficking.

In partnership with the United States Agency for International Development (USAID), IOM X works closely with key stakeholders and influencers across the globe, including international and local celebrities, media and corporate partners, anti-trafficking and youth organizations, government agencies and young people to drive a worldwide movement.