

ZISVAW PROGRAM 2006-2008

Preventing Trafficking in Women in Thailand by Addressing the Normative Dimensions of Demand

**UNIFEM East and Southeast Asia
US\$100,000**

THE NEED

A multifaceted problem necessitating a comprehensive approach, trafficking has been a particular challenge for Thailand as a country of origin, transit, and a destination for trafficked persons, typically women and children. Over the past decade, the Government has partnered with non-governmental organizations to raise awareness and knowledge of trafficking problems. However, the majority of advocacy, training, and rehabilitation efforts have focused on the supply side of the issue – reducing or preventing the numbers lured into trafficking and treating those who have escaped. There remains a gap in understanding the root causes of socio-cultural norms, values and behaviors that generate tolerance and the demand for trafficking. Few programs exist to address preventing demand for human trafficking.

THE PROJECT

UNIFEM's project aims to prevent trafficking in persons, especially women and children, by addressing the factors that generate demand. Targeting high school students and teachers, male and youth groups, media, local government organizations and communities, the project will address socio-cultural norms, values and behaviors that 'justify' exploitative behavior and generate a demand for trafficked persons, especially women and children. It will seek to transform mindsets and develop partnerships, especially with youth and male groups, by challenging and changing the boundaries of socially tolerated behavior towards women, children and non-nationals through gender-sensitive education and awareness-raising.

ZISVAW PROGRAM

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