

Community Heroes Prevention Project in Prey Veng Province, 2015 and 2017

Final Evaluation Report

December 2018

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Abbreviation

CHPP	Community Heroes Prevention Project
CDC	Chab Dai Coalition
RI	Ratanak International
M&E	Monitoring and Evaluation
FGD	Focus Group Discussion
MoWA	Ministry of Women's Affairs
UNODC	United Nations Office on Drugs and Crime

Executive Summary

This evaluation is designed to assess immediate and long-term, intended and unintended outcomes of the CHPP capacity building of local government staff and authorities, called 'hero', to inform future planning and design. It examines what has been retrained and how has this information impacted the community and their resistance to trafficking and all form of sexual exploitation.

The success of this CHPP approach is attested by its relevance, effectiveness and impacts of CHPP trainings on the capacity of the heroes to carry on their protection tasks beyond the indication of robust progress and achievement of 6 outcome and 18 output indicators. Recommendation was made by focusing on the change in the heroes' performance and community behaviors toward increasing knowledge of self-projection from potential risks of trafficking and sexual exploitation between 2015 and 2017.

Effectiveness of CHPP Trainings

The CHPP capacity building of heroes is evaluated as a robust empowerment tool for strengthening the function of local government staff, local authorities and community/church leaders to become more active in raising awareness of self-protection in the target communities.

By application of formula (3 heroes-trainers per district and each hero has to take care of 3 newly trained heroes), three Chab Dai-CHPP staff have been successful to have 113 heroes trained compared to the target of 114 trained heroes by the end of 2017. Women represent about 57% of the hero group in those four target district of Prey Veng province.

After attending trainings, the 92 hero-respondents reported to have conducted 1,501 awareness-raising, an average of 16 awareness-raising per hero, with villagers since the have joined the hero-

group. A total of 24,207 villagers reported to have benefited from the hero's awareness-raising 2015 and 2017. This success reflects the commitment of the heroes.

In October 2018, about 76% of 92 hero-respondents are confident in application of full procedure of training curriculum and awareness-raising methods in conducting meetings with villagers. The majority (78%) of them have reportedly changed the way of working in promote self-protection from previously dealing case by case of controlling the trafficking and sexual exploitation to a more systematic self-protection among the villagers through increasing awareness-raising activities in their respective villages. This change is well supported by the awareness-raising materials that they received from project staff which are useful to support their explanation during the meeting with the villagers in their respective communities.

The CHPP approach proves to be effective tool for empowering female heroes to become active in promoting awareness-raising with villagers. This success is confirmed the women's representation in the hero group, accounted for 57% of the 114 heroes and average 18 awareness-raising activities outnumbered number of 14 awareness-raising done by their male colleagues.

Impact of Trainings and Hero Awareness-raising

This success is confirmed by the positive changes in the way of heroes' work to improve communication with villagers and behaviors of the community people toward the issues of trafficking and sexual exploitation suggest the effective and impact of this CHPP initiative. The positive changes regarding the impacts of the CHPP capacity building can be summarized as following:

- After 10 months of project completion, almost all (99%) of 92 hero-respondents remain active as the focal point of contact to people and promised to contribute their awareness-raising with the villagers in their respective villages.
- Female heroes have become more active than their male colleagues in terms of their average awareness-raising activities outnumber that had been achieved by their male colleagues. Therefore, this project is successful in gender empowerment to increase awareness of self-protection among the community people.
- There is an increase in the vigilance and peer education of trafficking and sexual exploitation in the target communities.
- FGD participants have become well aware that trafficking and sexual exploitation is not an individual problem of the victims and their families. This issue is the community problem. They need to work together to protect their siblings and other vulnerable group from those risks.
- Both heroes and FGD participants are optimistic about increasing number of migrants who choose safe route of their migration.

Heroes have been credited by FGD participants as the significant source of information among other mass-media such as TV and others to lead these positive changes. Particular thanks from heroes to the three dedicated CDC staff who often provided timely consultation or acted as resource person to them in time of need for updating their knowledge and skills.

Some remaining concerns about the main causes of domestic violence that often have pushed many families into indebt, poverty and dysfunction of family which often put women and children at high risks of trafficking and sexual exploitation as being noted by both hero-respondents and FGD participants are:

- Drug and alcohol consumption remain in grave concerns. Women and children often become victims.
- There are emerging business enterprises such as KTV, quest house and other entertainment place in the main district or commune. Those places can be potential sources to activate misbehavior among youth or the potential place for sexual and exploitation.

However, the success of the CHPP is on strengthening the function of local government mechanism including district, commune and village authorities, police and women affaires represented by the heroes, in place to address those concerns in the target villages.

Recommendation

The following 8 recommendations are made based on the challenges that the three staff have faced in their hero-trainings and in their monitoring activities for identifying the best next step for the follow-up trainings and/or coaching; and for maximizing positive impact of the awareness-raising of the heroes in promoting self-protection among the villagers and grown up youth in the target communities. Those recommendations can be grouped into:

Project Management Level

1. The CHPP approach of capacity building should be replicated for any project aiming at strengthening the role and function of local government staff and authorities for effective protection efforts.
2. The hero-trainer formula (3 heroes per district and one hero taking care of newly formed heroes) should be replicated for not only assisting the project staff to select the heroes for training but is also effective tool for building the local protection network among those heroes. For more effectiveness and maximizing the impacts, the project staff should further empower to the hero-trainer to provide training to other newly formed heroes and other informal group of peer education.
3. The project should allocate some fund for conducting refresher-causes for those heroes who show strong commitment to continue their protection activities but are still having limited knowledge and not confident in applying full procedure and with poor and/or fair recall knowledge of what they learned.
4. Clear M&E indicators and instruction of how those indicators must be collected to update in M&E records should be well defined; and the project staff should be well equipped to use the tracking record of those monitoring indicators at the start of the project. This should be supported by longer term of agency agreement.

5. If it is feasible, the project should have made and request for permission from the Ministry of Interior for at least one year of hero-training. This is to address issue of time consuming for getting permission of hero-trainings from the Ministry of Interior as noted by the project staff

Hero-Training and Capacity Building

6. After the CHPP trainings, each individual hero should be encouraged to develop and submitted their quarterly awareness-raising plan to the project staff. This plan should have been integrated into CHPP M&E recording framework or system for the targeting purpose of the follow-up capacity building or refresher training. This should be applied for recommendation 3. This way of monitoring should be replaced the direct phone call from the project staff to hero.
7. The quarterly-reflection workshop on achievement of hero-quarterly work plan should be conducted to allow the heroes to assess the achievement and identify the best next step for addressing their challenges they have faced during implementation their quarterly work plan. Key outputs from this workshop should be used for targeting the heroes who are most need for further coach or capacity building support.
8. The project of this type should consider to include the primary and/or secondary school teachers in the hero network group for maximizing the impact on students who reach age of joining the labor migration. According to FGD participants, some of family members decided to migrate in search of work at the early age of 15 for female and 16 for male members.

1. Introduction

Community Heroes Prevention Program (CHPP) launched in 2011 and had Memorandum of Understanding with Ministry of Foreign Affairs and International Cooperation of the Kingdom of Cambodia; Ministry of Social Affairs Veterans & Youth Rehabilitation. It aims to address the issues and protection of trafficking and all forms of sexual exploitation in rural areas in Cambodia. This is to achieve through capacity building of local government staffs called the 'hero' to become active in protection of human trafficking and all forms of sexual exploitation in the target communities. This CHPP is funded by Ratanak International (RI) and implemented by the Chab Dai Coalition (CDC). By 2017, a total of 113 heroes were trained on human trafficking, sexual abuse and safe migration. Those heroes are the staff of the district office of women and social affairs, deputy governors, police officers, commune councilors, village and church leaders. After the training, those heroes were encouraged to conduct awareness-raising of the mentioned subjects with the villagers in their respective communities. The CHPP has reached at the end of its project cycle in December 2017. It is time to evaluate and document its expected and unexpected outcomes as inputs for further design of the project of this type.

1.1. Purpose and Objective of the Evaluation

This evaluation is to assess the success of the CHPP training curriculum and heroes' capacity to increase awareness of self-protection from risks of trafficking, sexual exploitation among the villagers in target communities. It was done in four target districts namely Ba Phnom, Kamchay Mea, Mesang and Preah Sdach of Prey Veng Province between January 2015 and December 2017.

Key findings from this evaluation inform the best next steps and critical inputs for the design to ensure the sustainability of its positive outcomes of the program and/or project of this type. The results are documented as lessons learned from the immediate and longer term impacts of the CHPP approach of implement on increasing the resistance to trafficking among community people in the target areas.

The following are specific objective that this evaluation tries to address:

- Identify the main achievements regarding relevance and effectiveness of the CHPP project
- Assessing the CHPP's impact on participants and their communities, as well as how this impact is sustained once initial capacity building and training has taken place.
- Make recommendations which can be used to plan and design future iterations of the project.

1.2. Research Methods

Secondary and primary data were collected and analyzed to address the specific objectives of this evaluation. The analysis of secondary data was done through a comprehensive review of CHPP documents and other four relevant international and research reports with focus to find answer for cross checking with quantitative M&E indicators set for project achievement. The project documents included 1) Agency Agreement and/or Project Proposal in 2015, 2016 and 2017, 2) CHPP Quarterly Reports of those three years, 3) M&E records, 4) training and awareness-raising materials and 5) List of heroes' participants in Chab Dai trainings.

Table 1: Sample of Hero Survey and 12 FGD exercises conducted from 21 to 31st October 2018

District	Survey of Heroes			Location of FGD Exercises	Male	Female	Total
	Male	Female	Total				
Ba Phnom	5	19	24	Kampong Tra Bek village, Sdov Commune	3	7	10
				Trapaing Sala, Chhoeu Kach Commune	3	7	10
				Pro Sre village, Boeng Preah Commune	4	7	11
Kamchay Mea	13	10	23	Loak village, Smoak Chhoeung commune	1	9	10
				Po Pel village, Krokaov commune		8	8
				Cheach Tboundg village, Cheach commune, Kamchay Mea district (7 participants, 4 female)	3	4	7
Mesang	10	13	23	Prey Chamka Choeung, Svay Chhrum Commune	4	7	11
				Troak village, Chres commune		10	10
				Tbeng village, Trapaing Sre Commune	2	6	8
Preah Sdach	8	14	22	Boeng Doal, village, Boeng Doal commune	1	9	10
				KDai Skea village, Chhey Kampot commune	1	9	10
				Sras Thkov village, Kamong Seong Commune	4	4	8
All Heroes	36	56	92	All participants	26	87	113

Primary data derived from the survey of 92 hero-respondents, 12 focus group discussion (FGD) with 113 villagers in four target districts from 20-31st October 2018 (Table 1).

The hero survey was done by 6 trained enumerators through application of ODK software in Smart Phone to record the responses of each individual hero. The FGD exercises were done by 2 members of the evaluation team through using thematic questions for facilitating discussion with a maximum of 10 participants. We also had a meeting with the 3 project staff regarding the

achievement and strategic actions they used to overcome their challenges in capacity building and training of the heroes on 31st October 2018.

Enumerator Training

The evaluation team consisted of a group of core 3 members of the evaluation team and another group of 6 enumerators. The team leader offered a two day training, 19-20 October 2018, to the enumerators for conducting the hero survey and the 2 members of the team for conducting FGD with the villagers and how to take note for post-coding to both groups.

The training started with the issues and prevention concept of trafficking, sexual abuse and exploitation, illegal migration, women and child rights that the team leader received from the RI M&E managers and the CDC project manager. The enumerators were then encouraged to learn the questionnaire and take their turn to as the interviewer and hero under facilitation of the team members. While the enumerators were using the questionnaire for interview, one of the team member was installing ODK software and questionnaire in the smartphone of each enumerators and other team member for use.

The enumerators and team member were then trained to use the Smart Phone for conducting the interview and recording both pre-coding and post-coding responses. The focus was also made to take note in the note-book for the opened questions for the post-coding response later for analysis (Other Annex: 1, 2 and 3).

Data Management and Analysis

A systematic data management was applied for ensuring the quality records of the responses from each individual hero. The records of hero's responses in each enumerator' smart phone were reviewed and uploaded to the ODK server by the member of the evaluation team at the end of each working day. Another team member, who was responsible for data management cleaned and convert those data into Excel for further quality checking by the leader of this evaluation team.

Those data were then converted into SPSS for analysis. In addition, the responses to the opened questions were then corded into SPSS for crosstab-analysis. Particular responses recorded in the FGD notes of the enumerators was also post-coded by the team leader into SPSS for analysis to support the findings from the hero data.

1.3. Limitation

The evaluation team plan to have interview with all 114 heroes. However, there were only 113 heroes were identified from the list of heroes who attended in the initial training and refreshed trainings. Out of the updated list, 104 heroes were from the four districts of Prey Veng province; and only 92 heroes could be reached for interview by the enumerators in October 2018. There were overlapping phone numbers of heroes, especially in Kamchay Mea district.

The findings regarding effectiveness and impacts of the CHPP capacity building and training were largely derived from the recalled perceptions of each individual hero and FGD participants to each particular questions with multiple pre-cording answers. The enumerators were trained to conduct the interview with those heroes and not allowed to read out the answers to the hero-respondents. For example, there are 31 recalled items regarding 1) venerable groups, 2) potential traffickers, 3) tricks of traffickers, 4) purposes of trafficking, 5) impacts of trafficking, sexual abuses and exploitation, 6) safe migration and 7) protect themselves from trafficking and sexual abuse/exploitation. During the interview, the hero-respondents were not allowed to read the training and awareness-raising materials that they had for answering those questions.

The enumerators recorded those multiple response of each hero-respondent in their smart-phone using with ODK software. The sum of all answers (1=yes, 0=no) were then recorded into 1=poor, 2=fair and 3=good recalled knowledge. The assumption was made on the fact that if the heroes were active in applying those training and awareness-raising materials, they should be able to recall all those sub-knowledge that they received from the trainings.

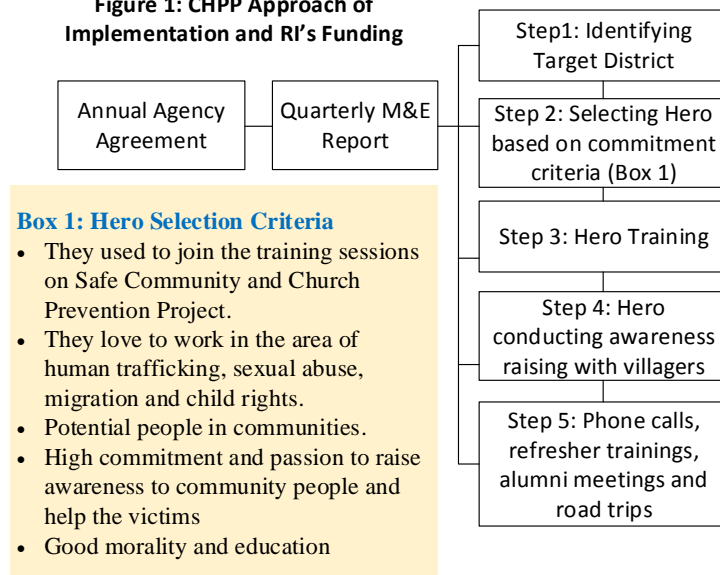
The evaluation team was impressed with active participation of both heroes and FGD participants in the individual interview and group discussion; and the follow-up question for reasons that they choose a particular answer. For example, if answer ‘1=Yes’ or ‘0=No’ to the question that are confident in apply full procedure of the CHPP trainings in your awareness-raising meeting with the villagers. The responses of those heroes were then recorded in the note-book for post-cording and cross-rationalizing particular choice of responses.

2. CHPP Approach of Implementation

Since to the 3rd quarter of 2015, CDC started to include four districts of Prey Veng province in the CHPP support according the 3th Quarter Report of 2015. CDC has to submit a one year proposal to RI for funding called Agency Agreement. Figure 1 summarizes five main critical steps of the CHPP capacity building approach of Heroes initiated by CDC.

Step1: CDC staff started with consultation with the Provincial Department of Women’s Affairs, local authorities and other heroes to select the four target districts in Prey Veng with high risks of human trafficking, sexual abuse and exploitation.

Figure 1: CHPP Approach of Implementation and RI’s Funding



Step 2: The heroes were selected based on the criteria set in Box1. By 2017, a total of 113 heroes were selected based on the criteria (Box 1) for CHPP trainings. Out of those heroes, 104 heroes including 45 male and 59 female staffs from the offices of local administrations, women’s and social affairs and church leaders in the four districts of Prey Veng province (Table 2).

Step 3: Hero Trainings and Awareness-raising Activities

Those heroes were trained on the issues of human trafficking, sexual abuses/exploitation and safe migration. In the training, those heroes reportedly also learned the skills in doing role play, reflection and experience-sharing which they can use in their awareness-raising with villagers later.

After the trainings, each hero also received training and awareness materials from the CDC Staff. The materials include:

- Hand-bag with a copy of all training CHPP curriculum, flip charts and T-shirt
- Posters, Help Cards, Leaflets and T-Shirts and bags for awareness-raising

Step 4: After the training, the heroes were encouraged by project staff to conduct the awareness-raising with the people in their villages by using full procedure of the training curriculums. Each villager who attended in the heroes’ awareness-raising reportedly received a small gift such as soap apart from gaining the know-how to protect themselves and other family members from the risks of trafficking and all forms of sexual exploitation and abut safe migration.

Step 5: As the results of its monitoring activities, the project staff had organized a number of for capacity building of the heroes. These activities include phone call, refresher trainings, annual hero-alumni and road trips, especially for the outstanding heroes who had demonstrated high commitment in awareness-raising among the people in their villages.

Table 2: Number of heroes who were trained by CHPP-CDC Staff, 2015 - 2017

	Number	Percentage of Total Heroes
Number of heroes as compared to the target of 114 heroes at the end of 2017	113	
Male Heroes	45	43%
Female Heroes	59	57%
Total of trained heroes in the four districts of Prey Veng	104	100%
Heroes' Position		
Village leaders	43	41%
Commune leaders	42	40%
Church leaders	4	4%
District deputy/governor	4	4%
Chiefs of the women affairs' office	4	4%
Chief of social affair's office	4	4%
Police	3	3%
Total	104	100%

Source: Updated list of all heroes received from Chap Dai in October 2018

2.1. Lessons Learned from One Year Cycle of CHPP Funding

The Chab Dai is required to submit the proposal for the CHPP activities to RI for one year funding (Figure 1). This reportedly allows a flexibility for more effective planning of capacity building of the heroes. The evidence is confirmed by the change in the way of the output and outcome indicators were set and recorded in the project log-frame and the quarterly reports between 2015 and 2017. This claim can be traced by reviewing the M&E records of those three years. This improvement was confirmed by a placement of the RI's monitoring and evaluation (M&E) manager since September 2016.

"...We do have the standard formats for our partners to make and submit proposal for one year funding and quarterly report to us as part of the monitoring. Yes, I did updated the M&E record format of tracking the progress and achievement of agreed outputs and outcomes..." Quote from the meeting with RI M&E manager on 18 October 2018.

2.2. Improvement of Monitoring an Evaluation Framework

CDC staff have applied a number of monitoring tools for tracking the progress of CHPP efforts. Those tools included direct phone calls, updated lists of heroes' detailed information and villagers' attendances in the heroes' awareness-raising activities and quarterly report format of the CHPP. In this vein, the project staff highlighted that:

"...we often called individual heroes directly for checking whether they had conducted the awareness-raising with their villagers; and to get feedbacks on usefulness of the training and materials they used in the meetings with villagers, the challenges they faced for further support that they needed from us..."
Quote from the meeting with Chab Dai staff on 31st October 2018.

The feedbacks from the heroes who attended in the refresher training, annual alumni events, road trips and direct calls to the heroes were recorded in the M&E log-frame for quarterly reporting to RI. With those M&E information, the project staff reported to update training and awareness-raising materials for the heroes. For example,

"...we have developed some types of form such as summary report, villager's attendance list, and follow-up list for gaining detail information from heroes & heroines and villagers in the communities. In those forms, we keep some

Table 3: Achievement of 24 Indictors

	2016	2017
A) Traceable Output Indicators	13	18
Over-achievement	5	5
Achievement	8	5
Under-Achievement		8
B) Traceable Outcome Indicators	6	6
Over-achievement	4	4
Achievement	1	1
Under-Achievement	1	1
Total indicators	19	24

Source: Updated M&E data in 2016 and 2017

spaces for them to write down the challenges, feedbacks or comments...” Quote from the 3rd quarterly report in 2015,p2.

Out of the 24 indicators (Annex 1), only 19 indicators were traceable in 2016; and the CHPP reached the targets of 13 outputs and 5 outcome indicators (Table 3). Remarkable uneven achievement of those 18 output indicators and 6 outcomes observably occurred in 2017. This is due to the political issues and campaign before national election in 2018 as noted by the Cha Dai staff on 31st October 2018.

The comprehensive reviews of M&E tracked records and quarterly reports of 2015, 2016 and 2017 prove that the improvement was made in 2017; and which convinced by the project staff that:

“...We had limited M&E knowledge at the beginning, especially in 2015. Through engaging in this project, we were able to learn M&E methods from the Ratanak International in 2016 and also in 2017. We often keep updating the M&E records for reporting writing. Yet we still have to learn on how to use M&E data for improving our strategic action, especially in targeting the follow-up capacity building and training...” Quote from the meeting with 3 Chab Dai staff on 31st October 2018.

A part from writing quarterly report, the project staff have not yet realized the potential use of M&E records for targeting capacity building activities and specific supports to those heroes who are in need for most support from the staff or hero-trainers. For example, the specific topics of the refresher trainings often derived from the direct calls or picking up from the road trips which has not been recorded in the M&E records. One of the critical note from the meeting with the project staff and comprehensive review of the quarterly report, specific tailored made training offer to the heroes who are in need for the most support were missing; or not captured by the M&E records.

1. Key Findings

The CHPP curriculum and training prove to be effective empowerment model for strengthening the capacity and function of the local authorities and other community leaders to increase awareness of self-protection and promoting safe migration among the villagers in the target communities. The success of this project is attested by the relevance, effectiveness and impact of the CHPP approach beyond the achievement of those 24 M&E indicators. Critical outcomes are convinced by the change in the ability and commitment of the heroes to increase knowledge of self-protection and villagers’ behavior toward trafficking, sexual abuse and exploitation and safe migration in the target communities.

3.1. Relevance of CHPP Capacity Building Approach: Training Curriculum

CHPP capacity building approach is designed in response to the sustainable development goal 5 and national agenda to curb down human trafficking and all forms of discrimination against the most vulnerable groups including women and children (MoWA, 2014). Cambodia is identified by the internal community as one of the transitional routes and places of human trafficking in ASEAN (UNODC, 2016) About 17 out of 1,000 Cambodians are living in modern slavery as noted by Global Slavery Index 2018¹.

Labor migration becomes alternative source for employment of the rural labor force since late 1990s and/or early 2000 (Top & So, 2017). This movement is also common in the target area (Table 4a) due to poverty, indebtedness and lacking of employment opportunities as noted in the Agency Agreement in 2015, 2016 and 2017 and facilitated by the disparity of development and wages between rural and urban area in Cambodia and other destination countries (Barner, 2014). In 2018, about 54% of 113 participants in the 12 FGDs (Table 4a) reported to have 125 migrant family members, or on an average of 2 migrant members per family (Table 4b). Women are accounted for about 46% of those 125 migrants (Table 4c). For some families who the members participated in the FGD exercises reported that their siblings started to join the migration at the early age of 15 for female and 16 for male family members. Those migrants are often in high risks to become victims of trafficking, sexual abuse and labor exploitation if they are not aware of those potential risks (Top & So, 2017).

Despite there is high commitment pledged in government policy since 1996² (MoWA, 2014), government protection efforts of human trafficking and sexual exploitation are still in slow making progress (Top & So, 2017).

Table 4a: Family with migrant member, 2018					Table 4b. Number of migrant per family				Table 4c: Number of migrants by sex		
Type of family	Number of families	Yes	No	NHH	Sum	Mean	Minimum	Maximum	Male	Female	% of Female
Non Poor	89	52%	48%	46	100	2.2	1	6	50	50	50%
Poor	24	63%	38%	15	25	1.7	1	3	17	8	32%
Total	113	54%	46%	61	125	2.0	1	6	67	58	46%

Source: 12 FGDs in October 2018

¹ This figure can be found at <https://www.globalslaveryindex.org/2018/data/country-data/cambodia/>

² This evidence can be found at http://www.unodc.org/documents/human-trafficking/Country_profiles/East_Asia_Pacific.pdf

The CHPP capacity building responds to the need for strengthening the function of the local government staff, authorities and potential community leaders in raising awareness of self-protection from those risks and safe migration among villagers in the target commune. This evidence is well confirmed by the 92 hero-respondents (Table 5a and 5b). For example, the local authorities confirmed that:

“...we did have our safe village and commune plan to ensure security and social order in our villages. We did raise the issues of women and child’s rights, trafficking and sexual abuse in our community development plan as well as in women committee for sectoral alignment for action. However, the government budget allocated for this activity is quite limited. We dealt case by case before. With support from Chab Dai’s training, we were able to conduct meetings with villagers...” Quote from a male commune council interviewed in Smoak commune on 28 October 2018.

About 75% of the hero-respondents admitted to have some knowledge before receiving trainings from project staff (Table 5b). However, the trainings have enabled them to learn more comprehensive knowledge of vulnerable groups, child and women rights for protection and effective methods of awareness-raising with villagers.

Table 5a: Proportion of the hero-respondents reported the responsiveness of CHPP training to the need for improving their work performance in protection of trafficking, sexual abuse and promoting safe migration

Table 5b: Proportion of the hero-respondents reported to have such knowledge before receiving CHPP training

	Number of respondents	Yes	No	Yes	No
Male	36	97%	3%	81%	19%
Female	56	98%	2%	71%	29%
Total	92	98%	2%	75%	25%

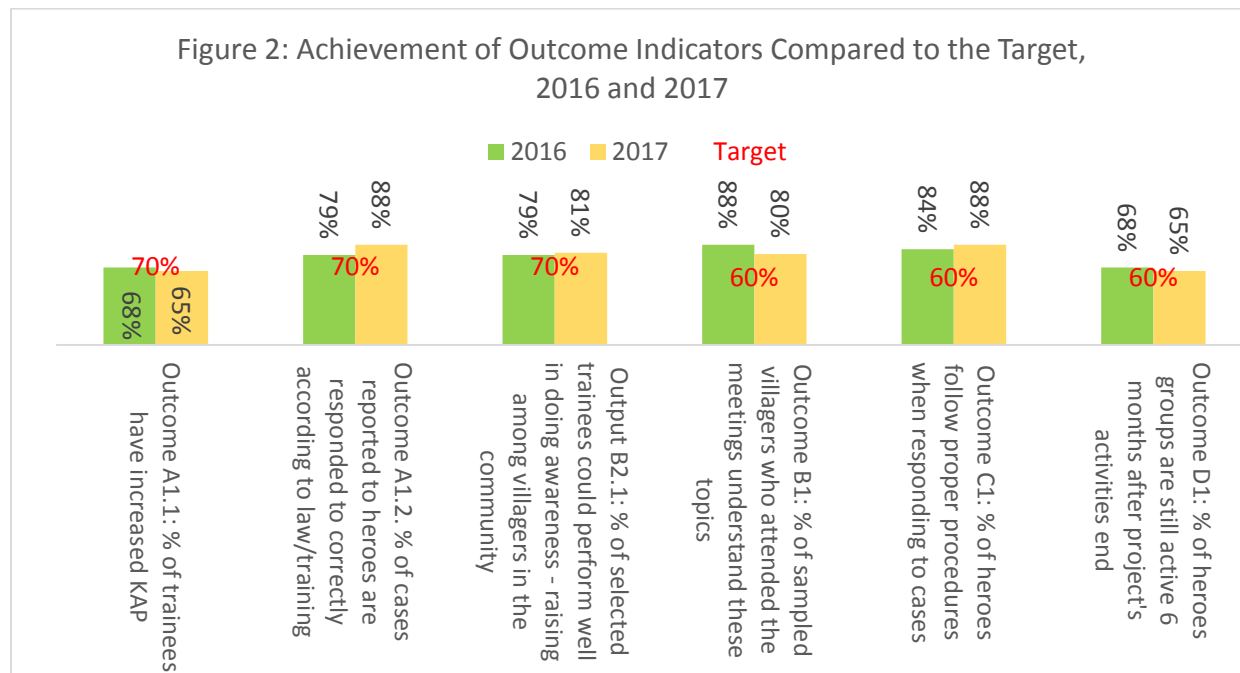
Source: 92 heroes intervened in October 2018

In summary, the CHPP is highly appreciated by local authorities for a number of reasons. First, the CHPP approach responds to the need for increasing know-how for self-protection among the community people. Second, it is wisely designed to mobilize a government and local networks for increasing awareness of local people. Finally, the capacity of the heroes has been strengthened to support the commune development plan and district women affair’s action plan.

1.2. Effectiveness of CHPP Curriculum and Trainings

The effectiveness of the CHPP implementation is convinced by overall achievement of capacity building approach is convinced by robust achievement of 24 indicators (Annex 1), and outcome indicators noted in Figure 2. The success of the project is attested by the number of heroes trained, coverage of heroes’ awareness-raising activities and ability of heroes to apply full procedure of CHPP training curriculum in their awareness-raising activities with villagers. This CHPP also

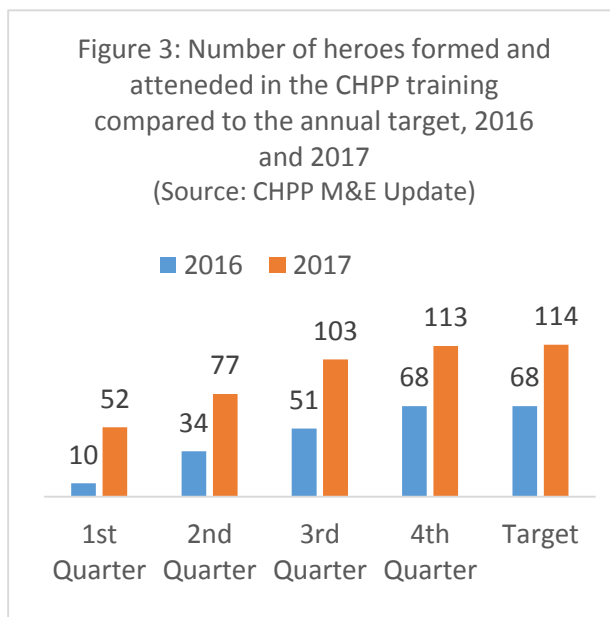
allowed the project staff to learn from their working experiences to identify the best next step for more effective capacity building and trainings of the heroes.



1.2.1. Success of Hero Selection and Capacity Building through Application Formula of 3 Hero-Trainers per District

CHPP was implemented by three staff to have 113 heroes compared to the target of 114 trained heroes at the end of 2017. It started in Prey Veng in 4th quarter of 2015 with 10 heroes who were also recorded in the 1st quarter of 2016. Both existing and newly formed heroes were recorded in each quarter M&E dataset of 2016 and 2017 (Figure 3). After one year of CHPP implantation, the project staff realized the need for forming the hero trainers, who possessed strong network and good communication with people, to select other potential staff of the local authorities and district women affairs to join the hero group for training (Chab Dei-Ratanak Internal, 2016). *The project staff confirmed that:*

“...without the support from the 12 hero trainers, we could not have these 113 heroes elected and trained. We realized, after having one year implementation, a need for empowering the most experienced heroes to help us select



other new heroes. In this process, we applied a formula to have 3 heroes per district to act as coach of the new trained heroes. Each hero has to take care other new 3 heroes in their respective district...” Quote from the meeting with the project staff on 31st October 2018

Comprehensive review of the Quarter Reports of CHPP suggests that the application of the formula of 3 hero-trainers per district had enabled the project staff to have more robust achievement of the targeted number of formed and trained heroes (Figure 3). Application of this formula also help build hero-network of protection as a local platform for knowledge sharing among the existing heroes.

1.2.2. Identifying the best next step for further strengthening the commitment of heroes

The project staff commit to use the lessons learned from the current achievement of CHPP implementation to determine the best next step for strengthening the heroes’ function and information of self-protection within the target communities. In this vein, the project staff highlighted hat:

“...For the next target districts, we will update our formula to have 1 hero taking care of 4 families...” Quote from the meeting with three Chab Dai staff on 31st October 2018.

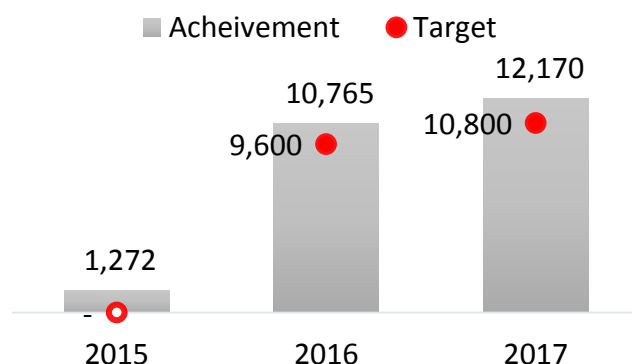
Such strategy is viewed to maximize the CHPP training for further strengthening the commitment of the heroes to increase awareness of self-protection from potential risks of trafficking and sexual exploitation among the villagers in the target communities. Many female heroes confirmed that:

“...I have tried my best to have as many group meetings or family visits as I can before the support from Chab Dai end. I wish not only to have the most vulnerable well aware of how to protect themselves and their siblings from those risks but also to encourage them to share it with other neighbors and community people...” Quote from a female commune council of O’ Kan Theay, Smoang Thoug Commune, Kamchay Mea district.

1.2.3. Large Majority of Heroes Remain Active in Conducting Awareness-Raisings

About 88% (92 hero-respondents) of the 104 heroes in Prey Veng province reported to conduct awareness-raising with villagers after the training, exceeding 70% target of the heroes who could perform well in doing awareness-raising with the villagers in the respective community in 2017 (Table 6).

Figure 4: Number of villagers who attended the heroes' awareness-raising, 2015-2017
(Source: Quarterly Indicators/Reports)



The hero respondents reported to conducted 1,501 awareness-raising, an average of 16 awareness-raising per hero, since they have joined the hero group (Table 6). According to the CDC staff, new beneficiary groups of villagers were recorded in M&E dataset for monitoring purpose. There were a total of 24,207 villagers attended in the heroes' awareness-raising meetings in the four target districts between 2015 and 2017 (Figure 4); exceeded the target of those two years by about 12% and 13% respectively. Those villagers lived in 240 villages of 36 communes in 2016 and 267 villages of 22 communes of the four target districts in 2017 (Annex 1).

These immediate outcomes of the CHPP indicate the heroes' commitment to apply the knowledge they gained from CDC trainings to promote self-protection from the risks of trafficking and sexual exploitation among the villagers in their respective communities.

Table 6: Number of Awareness-raising with villages Conducted by Heroes, 2015-October 2018

	Number of Respondents	Mean	Sum	% of Women Heroes	% of male and female heroes' awareness-raising with villagers
Male	36	14	507	39%	34%
Female	56	18	994	61%	66%
Total	92	16	1,501	100%	100%

Source: 92 heroes interviewed in October 2018

1.2.4. Success of CHPP Training in Gender Empowerment of Promoting Self Protection

The CHPP training and capacity building prove to be effective tool for empowering female staff of local government. Women represents about 57% of the hero group in those four target districts of Prey Veng province (Table 2). The female heroes' awareness-raising reported an average of 18 awareness-raising meetings which outnumbers that their male colleagues have done (Table 6).

Those awareness-raising were also reported to include family visits. Therefore, this number of heroes' awareness raising should be higher than that recorded in the M&E dataset. Only village meetings were taken into account throughout the monitoring process of the project staff. The analysis of both quantitative and quality data from hero survey suggested that the female heroes were more active than their male colleagues in doing family visit. They noted that:

“...I have conducted 2 awareness-raising activities per month. Depending on the time we had for the group meeting or family visit, I often did not need to go through all of the awareness-raising materials; but focus on issues of concerns in the group meetings or with particular family...” Quote from a male village chief of Kraing Kauk village, Kampong Soeng commune, Preah Sdach province on 26 October 2018.

All hero-respondents find the awareness-raising materials were useful for their meetings with villagers. For example,

“...I often did not have a lot of time for the meetings, but the posters help me a lot for explaining the group or individual families on how to have safe migration. When there is a

need for help, there is a phone number of focal person that they can call for help...” Quote from the female teacher of community kindergarten in Kampong Sleng village, They commune and Ba Phnom district on 23 October 2018.

While most heroes often admit their limited time, the focus on their awareness-raising were often related to their role and responsibility as the local authorities and staff of the office of women affaires. This evidence is also well supported by the fact that female heroes are more active than their male colleagues to do family visit as part of their awareness-raising activities.

1.2.5. Heroes’ Confident in Application of Full Procedure of Awareness-Raising

The hero respondents reported to receive an average of 3 trainings and refresher trainings from the project staff (Table 7a). In 2017, with proper assessment methods through using the standard checklist and observation, 81% of the selected trainees reportedly could perform well in doing awareness-raising among the villagers compared to target of 70% (Figure 2).

Table 7a: Number of trainings that hero reported to receive from project staff between 2015 and 2017

	N	Mean	Minimum	Maximum	Not confident	Some confident	Confident
Male	36	3	1	5	6%	22%	72%
Female	56	3	1	7	0%	21%	79%
Total	92	3	1	7	2%	22%	76%

Table 7b: Proportion of hero-respondents reported their confidence in applying full procedure of training and/or awareness raising

Source: 92 heroes intervened in October 2018

At the time of interview in October 2018, about 76% of the heroes felt confident in applying full procedure of awareness raising that they received from the project staff (Table 7b). This finding of this self-rating confidence cannot be used to compare with the result of trainee’s assessment done by the project staff and reported in the M&E dataset. However, the result of this self-rating reflects the effectiveness of the capacity building and training efforts of the project. At least 61% of 92 hero respondents agreed with the fact that:

“...It is easy for me to adopt the full procedure because the training materials with simple language and illustrations that I never had them before...” Quote from the female hero in Ta Ouk Villages, Reach Chey Commune, Ba Phnom Districts.

This evaluation also reveal some concerns regarding those who less active and/or not unconfident in application of those training materials; and can be grouped based on most frequency of responses into:

- Still have limited knowledge since I just joined the hero group. I cannot remember all what I have learned (30 respondents). My Hero-Trainer (Krou Bong Kol) also have limited knowledge, when I approached him or her for help.
- I am busy with my other works (28 respondents); and People often have limited time to participate in the meetings (11 respondents).
- Many participants come with their small siblings and did not pay full attention to the issues we discussed during the meeting; and I don't have time to follow up with them later (12 respondents).
- There were limited incentive to attract people's participation such as no snack for them due to limited budget we had (6 respondents).
- My health problem due to aging (4 respondents)

1.2.6. Ability to Recall the Knowledge Gained from CHPP Training

One of the objectives of this evaluation is to assess to what extent the information gained from the CHPP training remain sharing with the villagers in the target communities. Such success can be assessed through:

- The heroes' ability to recall what they have learned; and what they have shared with the villagers.
- The changes in information sharing among the villagers after attending heroes' awareness-raising meetings.

The questions about recalled subjects of trafficking, sexual abuse, safe migration and learning methods were developed for asking each hero respondent³. At the time of data collection in October 2018, about 32% demonstrate good recalled score of the 31 sub-subjects of concerns that they learned from the trainings (Table 8a). On average, those with good recalled scores possessed

average of 23 scores of the 31 sub-topics compared to the average 16 scores of those with fair recalled knowledge of what they learned from the CHPP training (Table 8b).

Table 8a: Heroes' recalled ability of the knowledge learned from CHPP raisings in October 2018

Number of Respondents		Poor	Fair	Good
Male	36	14%	61%	25%
Female	56	13%	52%	36%
Ba Phnom	24	4%	63%	33%
Kamchay Mea	23	9%	70%	22%
Mesang	23	17%	48%	35%
Preah Sdach	22	23%	41%	36%
All heroes	92	13%	55%	32%

Source: 92 Heroes Interviewed in October 2018

³ Note: These scales of the recalled knowledge derived from the individual heroes' recalls of the subjects that they learned from the Trainings. According to the training and awareness-raising materials, the heroes were trained on: A) *vulnerable group with 4 recalled points*, B) *Traffickers with 5 recalled points*, C) *Tricks of Traffickers with 4 points*, D) *Purpose of Trafficking with 4 recalled points*, E) *Impacts of Trafficking with 4 points*, F) *Safe Migration with 5 points*, and G) *Protection Method of Trafficking, Sexual Exploitation with 5 points*. The sum of these scores equal 31 scores. A cut of 10 points was used to recode the sum of scores into: 1=Poor with a maxim of 10 scores, Fair with 11-20 scores and Good = 21-31 scores.

The evaluation team was very impressed with the female heroes were more articulate than their male colleagues about the knowledge they learned from the CHPP trainings (Table 8a). This recalled ability is well explained by that fact that the female are more active than their male colleagues in conducting meetings with the villagers in their community (Table 6).

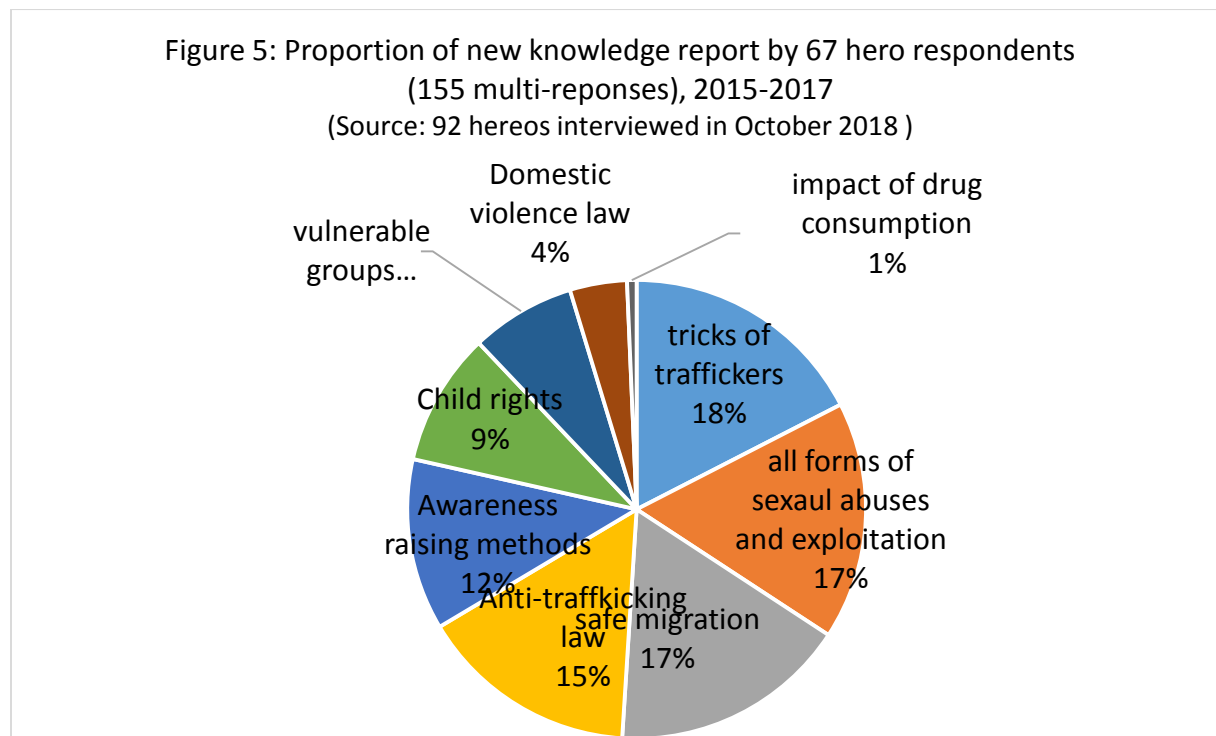
Table 8b: Average recalled scores at the time of data collection in October 2018

Hero-respondents		Mean	Minimum	Maximum
Poor	12	8	4	10
fair	51	16	11	20
Good	29	23	21	27
Total	92	17	4	27

Source: 92 heroes interviewed in October 2018 notes.

There is different pattern of focus between female and male heroes according the chronological order of the response regarding knowledge they learned from the training. Female heroes often started with domestic violence, women and child rights before discussion other subjects. The male hero started with human trafficking and sexual abuse/exploitation. Women and child rights often come at the end of the enumerators' notes.

The training also focused on awareness-raising skills that the heroes can use to conduct the meetings with the villagers in their respective communities according to the project staff interviewed on 31st October 2018. In those trainings, the hero-trainees were divided into small groups of role play to practice appropriate body languages, communication and presentation for explaining awareness-raising materials. Learning awareness-raising method is identified as the 5th important skills by the hero respondents (Figure 5).



Most hero-respondents agreed that:

“...I learned new things about the tricks and purposes of traffickers and how to promote self-protection from being cheated by the traffickers. The skills and materials of awareness-raising that I received from the Chab-Dai trainings were helpful for me to conduct the meetings with villagers or family visits...” Quote from the female deputy chief of Prosre village, Boeng Preah commune, Ba Phnom district interviewed in October 2018.

In addition, about 73% of 92 heroes (64% of 36 male heroes and 79% of 56 female heroes) reported to increase their knowledge of trafficking and all forms of sexual abuses, women and children rights through their participation in the CHPP trainings. This achievement indicates the net gain by 3 % of the 70% target by the end of 2017, or notably higher than 68% of the heroes in 2016 and 65% of heroes in 2017⁴ reported to have increased their KAP (Annex 1). It was also often confirmed by most female heroes that:

“...I gained about 50-60% of new knowledge, especially about women and children right and national and international laws on anti-human trafficking...” quote from the female deputy village chief of Poh Andoat village, Cheung Phnom commune, Ba Phnom District.

Comprehensive review of the quarterly reports suggests that the training curriculum focused on local contextualization of trafficking, sexual abuses, illegal and safe migration as of 2016. Learning from the feedbacks of the heroes, the project staff further updated the curriculum to include the national and international legal frameworks in 2017. The issue of child and women’s rights were not the main focus of the training curriculum but it often emerged as one of the discussion topics during the trainings.

At least 30 (about 33%) of 92 heroes expressed their appreciation of those training curriculum and awareness-raising materials that:

“... The training materials are easy to understand, I dare not to make any change to it, because those posters and leaflets contain useful information with simple languages and illustration that we ever had before...” Quote from a male commune council in Anchanh village, Kraboa commune, Kamchay Mea district.

1.3. Impact of Hero Awareness-Raisings on Increasing Self Protection

The analysis of both quantitative and qualitative data suggests significant impact of the heroes’ awareness-raising on increasing awareness of self-protection among the villagers. Many people become vigilant of trafficking and sexual exploitation in the target communities.

⁴ Note: These percentages could be affected by deferent reported perception regarding increased knowledge at different point in time. For example, proportion of heroes have increased KAP in 2016 and 2017 while the proportion of heroes in October 2018 refer to the new knowledge they have gain from the trainings.

Increasing awareness of self-protection among the villagers as the result of heroes' awareness-raising

At least 43% of the 113 FGD participants reportedly are well aware of the risks of human trafficking, sexual exploitation, how to prevent their family members from those risks and safe migration in 2018 (Table 9). The hero-respondents tend to be more optimists about the positive change among the villagers in their respective villagers (Annex 2). This positive view is attributed to the fact that about 96% of the 92 heroes agreed to the statement that *'Peer education among community people has increased in my village over the past three years'* in their respective communities over the past three years (Annex 2).

Table 9: Changes in awareness among villagers between 2014/15 and 2018 reported by 113 FGD participants in October 2018

Issues	Little	Moderately	Well aware	Little	Moderately	Well aware
	2018			Percentage change in awareness over the past 3 years or so		
1. Most vulnerable groups	24%	32%	44%	-36%	3%	34%
2. Tricks of traffickers	20%	49%	31%	-42%	18%	24%
3. Purposes of trafficking	23%	35%	42%	-41%	4%	36%
4. Protection of children and women from trafficking and sexual exploitation	22%	30%	47%	-41%	-3%	45%
5. Safe migration	19%	32%	49%	-31%	-17%	47%
6. Overall average	22%	36%	43%	-38%	1%	37%

Source: Rating Scale of Awareness By 113 FGD participants in October 2018

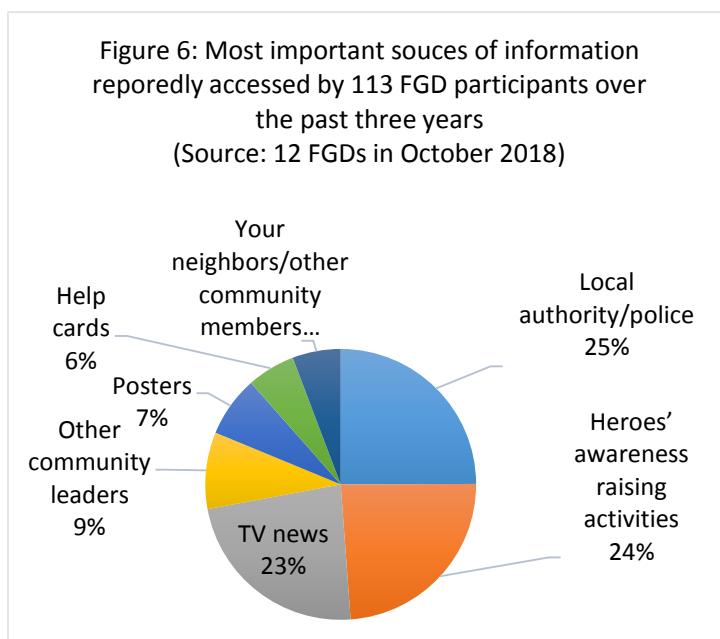
Local authorities and heroes have played critical a role leading the positive change in the knowledge of self-protection from those potential risks among villagers.

This success is confirmed by the analysis of the responses of the 113 FGD participants to the questions about three most important sources of information that they learned issues of human trafficking, sexual abuses and safe migration (Figure 6). For example,

“...Getting knowledge of trafficking and exploitation from

TV is easy to understand of the cases of victims, but not enough for us on protection. We

Figure 6: Most important sources of information reportedly accessed by 113 FGD participants over the past three years (Source: 12 FGDs in October 2018)



learned more about how to do safe migration from the village and commune chiefs as they often come to have meetings with us and explain the pictures and phone number of the focal person who we can call help in time of need...” Quote from the FGD with 8 participants in Sras Thkov village, Kampong Soeng Commune, Preah Sdach District.

There is an increase in local network of vigilance among the villagers and local authorities.

The FGD participants also appreciated that many local authorities become more active in response to any case they reported to them for help. For example,

“...If we suspect any potential case of trafficker, we phone the police, village or commune chief who are closest to us for help. They often provide timely response whenever we approach them for help. Trafficking and sexual abuse are the community problem. We have to work together to solve our problem...” Quote from FGD with 8 participants in Sras Thkov village, Kamong Seong Commune, Preah Sdach District.

More villagers become vigilance of potential cases of human trafficking and sexual abuses. Most FGD participants agreed with the fact that protection of their family or other people from such potential risks is the community issue. For example,

“...We have the phone number of local authorities and police. With our phone, we can easily reach the local authorities for help without fear of the potential perpetrator...” Quote from the 8 FGD participants in Cheach Tboundg village, Cheach commune, Kamchay Mea District.

The CHPP training is successful in empowering the heroes to build good communication with villagers.

At least 61 % of 92 hero-respondents reportedly have improved communication with the villagers in their respective communities (Table 10). Larger proportion of the female heroes compared to that of their male colleagues reportedly to have better communication with the villagers. Sexual abuse and exploitation are cultural sensitive to women. This is why it is easy for female heroes to do family visit while male heroes tend be more cautious about this cultural sensitive.

Table 10: Percentage of 92 hero-respondents who agreed with the statements that ‘I have better relationship/communication with the people in my village now than three years ago’, October 2018

Number of Respondents		Undecided	Agree	Strongly agree
Male	36	3%	47%	50%
Female	56	0%	32%	68%
Ba Phnom	24	4%	25%	71%
Kamchay Mea	23	0%	39%	61%
Mesang	23	0%	43%	57%
Preah Sdach	22	0%	45%	55%
All	92	1%	38%	61%

Source: 92 Heroes interviewed in October 2018

Table 10 also show that the proportion of those heroes reported to have better relationship and/or communication with the people in their respective villages remarkably vary among the four districts. Mesang and Preach Sdach out of those four districts demonstrate lower proportion of the heroes able to improve the relationship with the villagers as of October 2018.

Majority of people in the target communities now opt for safe migration

Almost all hero-respondents (91%) agreed to the statement that ‘the majority of people in my village now choose the safe mode of migration compare to that in three or four years (Table 11). Particular thanks by FGD participants were given to the heroes who committed to have this positive change in safe migration of their villagers (Annex 3).

Table 11: Proportion of 92 hero-respondents agreed to the statement 'Majority of people in my village now choose the safe mode of migration compare to that in 2014/2015'

Number of Respondents		Undecided	Agree	Strongly agree
Male	36	3%	53%	44%
Female	56	0%	54%	46%
Ba Phnom	24	0%	50%	50%
Kamchay Mea	23	4%	43%	52%
Mesang	23	0%	48%	52%
Preah Sdach	22	0%	73%	27%
All	92	1%	53%	46%

Source: 92 Heroes interviewed in October 2018

Safe migration means to the participants as legal migration with all required documents such as a passport, visa and work permit. To ensure choose the safe route of migration, they have to approach the company registered with Ministry of Labor and Vocational Training; and get good advice or training on how to protect themselves from the potential risks of trafficking, and exploitation. In addition, keeping the local authorities informed the phone number of the registered company is one the strategy for safe migration (Annex 3).

However, only four FGD groups they consider migrants should be 18 years old or over while the other participants in other 8 FGDs did not mentioned this requirement for legal migration. Out of the 12 FGDs, only the participants in 3 FGDs reported not to use tourism visa in search of work (Annex 3).

1.4. All Most all Heroes Show Commitment to Continue Their Protection Activities.

About 91 of 92 hero-respondents promise to continue to act as the focal person of contact to the local people. Out of those heroes who will continue their protection activities, about 27% promise to create the workplan of their awareness-raising; and about 55% of them continue to fine the way to share their knowledge of trafficking protection in the meetings they attend (Table 12).

Table 12: Heroes' Commitment

		Including it in the agenda of my meetings	Creating awareness-raising plan	Sharing it with my colleagues
Male	36	58%	17%	6%
Female	55	53%	35%	9%
	24	58%	25%	17%
Kamchay Mea	22	64%	18%	5%
Mesang	23	61%	30%	0%
Preah Sdach	22	36%	36%	9%
All	91	55%	27%	8%

Source: 92 Heroes interviewed in October 2018

Although there is positive view on significant increase in people's awareness of self-protection from the mentioned risks, the issues of trafficking, sexual abuse and exploitation remain the typical concern in the target communities. Those concerns to be addressed are:

- Existing drug and alcohol consumption were often identified as main cause of domestic violence that push many families into indebtedness, poverty and dysfunction. Women and children often become victims or vulnerable to sexual exploitation and trafficking.
- There are growing business enterprises such as KTV, quest house and other entertainment services in the main district or commune. Those places can be potential sources of activating misbehavior among youth or place for sexual exploitation
- Labor migration is on increasing trends in those target villages.

The success of the CHPP so far is on strengthening the function of local administrations, represented by the heroes, are in place to address those mentioned concerns in the target villages.

2. Conclusion and Recommendation

The CHPP is evaluated as one of the robust capacity building model for strengthening the function of local government and authorities to become more active in promoting self-protection of trafficking and sexual abuse in the target area. The success of this CHPP is attested by the findings

regarding the relevance, effective and impacts of the CHPP training. Evidences are drawn from positive change in heroes' capacity and villagers' knowledge and behaviors toward increasing self-protection of human trafficking and sexual exploitation in the target communities.

Relevance of CHPP Capacity Building Approach

The CHPP approach of capacity building is responsive to the global and national agenda of eliminating all forms of discrimination against women and children and anti-trafficking for a number of reasons. First, combating human trafficking and sexual exploitation is well reflected in the current government policy and action since the 1990s. This CHPP approach responds to slow progress of government protection efforts while Cambodia is identified by the internal community as of the places and transition routes of trafficking and sexual exploitation in ASEAN countries.

Second, the CHPP training is response to the need of hero-respondents for better awareness-raising skills to promote self-protection from trafficking and sexual exploitation in the target areas. Third, labor migration is common alternative source of economic opportunity and/or employment of growing labor force in the target communities. With limited education, those migrants are in need for support to have safe migration movement. Before receiving CHPP training, the those heroes, who are government official and local authorities, reported to deal case by case in performing their respective duty to control trafficking and sexual exploitation. Finally, awareness-raising and protection were often included in the action plan of village and commune safety. However, those protection efforts were not systematically done for raising awareness with villagers in their respective villages the time prior CHPP intervention.

Effectiveness of Hero-Capacity Building and Trainings

The CHPP approach of capacity building and trainings are evaluated to be effective tool for strengthening and empowering the heroes to become active in promoting the awareness of trafficking, sexual exploitation and promoting safe migration.

This project was implemented in four target districts by three CDC staff who had committed to achieve and over achieve 10 of CHPP 18 output indicators and 5 outcomes of 6 outcome indicators in 2018. The under achievements of those indicators were interrupted by the commitment of hero during one year prior to the national election in July 2018. However, the gaps of achievement compared to the targets of those respective indicators were not significant. In 2016, more robust achievement of the 19 indicators traceable for this evaluation.

Formula of Hero Trainer assisted the project staff to have 113 heroes trained between third quarter of 2015 and December 2017

As the result of the project staff's commitment, at total of 113 heroes were trained by the end of 2017. This achievement was largely attributed to the formula of creating 3 heroes per district for assisting the staff to select new heroes for participating in CHPP trainings. With this formula, the

project staff have 12 hero-trainers who coached other newly trained heroes in their respective district.

About 75% of 92 hero-respondents reported to have some knowledge of the mentioned submit subjects. Like other colleagues, the trainings provide more comprehensive knowledge and awareness-raising skills which they reportedly use to conduct the meetings with villages in their respective villages.

Recommendation 1

This hero-trainer formula should be replicated by any project aiming at building the capacity of local government and/or authorities. This approach does not only help the project staff to achieve their training plan but also prove as an initial step to build the local protection network among those heroes.

The CHPP demonstrate over-achievement of the number of villagers targeted to have benefited from the hero's awareness-raising

After the training, all 92 hero-respondents have conducted 1,501 awareness-raising with villagers, an average of 16 awareness-raising per hero since they have joined the hero group. A total of 24,207 villagers reported to attend in those hero's awareness-raising activities between 2015 and 2017.

Almost all heroes commit to continue their awareness-raising because it is their duty although there is no further support from the project.

After 10 months of the project completion, 91 out of 92 hero-respondents remain active as the focal person of contact to the local people in October 2018. FGD participants still receive timely response from those existing heroes to any suspected case that they reported to them.

However, about 76% % of 92 hero-respondents in October 2018 are still confident in apply full procedure of training curriculum in their work of awareness-raising. This confident is well supported by awareness-raising materials with illustrations they received from the project staff.

This evaluation reveal some concerns to be further addressed for maximizing positive impacts of the CHPP training and capacity building

Only about 32% of the 92 hero-respondents were able to have good score denoted their recalled ability of the knowledge regarding trafficking, sexual exploitation, safe migration and self-protection they learned from the training. This evaluation also unveil concerns about those heroes who are ranking with fair score of recalled knowledge. On average, they were able to recall only 16 of 31 sub-topics that they learned from the CHPP training. Although they commit to continue their awareness-raising activities. The concern is then on the clarity of the knowledge they are going to share with the villagers; and especially when there is no further support from the project staff.

Recommendation 2

The project should allocate some fund for conducting refresher-causes for those heroes who show strong commitment to continue their protection activities but with poor and fair knowledge. With this further support, each individual hero should be encouraged to develop and submit their work plan for support from the project staff or well experienced heroes.

Other concerns for more effective and impacts of the CHPP capacity building approach can be grouped into:

a) Project Management Level

- There is a need for setting up effective M&E framework including consistency of the indicators and instruction to record the achievement of those indicators, and capacity building and trainings of the project staff at the beginning of the project. The staff have reportedly a significant gain of M&E knowledge from RI's trainings in the past two years to improve the records of outcome and output indicators for better quarterly reporting of this project. They also have made most out of those M&E trainings to collect and use the feedbacks from heroes who attended in the refreshing training for updating the training curriculum and awareness-raising materials. However, they admit their limited ability to use the M&E records for targeting purpose of hero-capacity buildings.
- Direct call to individual heroes for checking whether they have conducted their awareness-raising after the training is time consuming for the three Chap Dai staff giving other works to be done.
- The process of getting permission for conducting awareness-raising from the ministry of interior is required substantial administrative and facilitation efforts. Getting such permission from the Ministry of Interior, especially in one year prior to the national election in July 2018.

Recommendation 3

- The project of this type should have set up clear M&E indicators and instruction of how those indicators must be collected and recorded. This should be supported by longer term of agency agreement.
- After the CHPP trainings, each individual hero should be encouraged to develop their quarterly awareness-raising plan. This plan should have been integrated into CHPP M&E recording framework or system for the targeting purpose of the follow-up capacity building or refresher training.
- If it is feasible, the project should have made and requested for permission from the Ministry of Interior for at least one year of hero-training. One option is to invite one of the active official from the Ministry of Interior to join the project steering committee.

b) Impacts of Heroes' Awareness-raising

There are at least two challenges that the heroes have faced to sustain their awareness-raising. First is to increase the coverage of their network of awareness-raising and protection of trafficking and sexual exploitation. Most participants in their awareness-raising activities were elderly or caregivers who often attend in the meeting with their children or small siblings. It is difficult for the heroes to have their full attention in the group meeting.

Only 9 out of 113 FGD participants aged around 20-30 years. The evaluation team was very impressed with their articulation of the issues and protection of children and women from trafficking and exploitation that they learned from heroes' awareness-raising.

Only a few female heroes who wish to have the awareness-raising with school children who reach at the potential age to join the migration group. Those teenagers can be active in peer education to their friends. This endeavor has not yet been captured by the current heroes' awareness-raising.

Recommendation 4

The project of this type should consider to include the primary and/or secondary school teachers in the hero network group of awareness-raising.

Individual heroes' commitment to continue protection task is yet secured by financial support. In this vein, only about 33 of 92 hero-respondents promise to create their awareness-raising plan and integrate it into the action plan of their organization or commune investment plan for securing funding supports. The rest of heroes commit to include the protection of human trafficking and sexual exploitation in the meetings and/or share with their co-workers and/or colleagues.

Recommendation 5

This is to focus on hero submission of their quarterly awareness-raising work plan. Project staff should have conduct reflection workshop on achievement of hero-quarterly work plan with the heroes. In this workshop, hero should be encouraged to assess their achievement and identify the best next step for addressing their challenges they faced during implementation their quarterly work plan.

Key outputs from this workshop should be used for targeting the heroes who are most need for further coach or capacity building support.

Impact of Hero Capacity Building on Change in People Behavior toward Self-Protection

The current awareness-raising of heroes prove to have yielded significant changes in increasing awareness of trafficking and sexual exploitation and self-protection among the villagers in their target villages.

Such success are well supported by the FGD participants that there is an increase of people who choose safe route of migration. As noted by the hero-respondents, many people become vigilant of the potential case of trafficking and sexual exploitation. Anecdotal evidence from the FGD participants that they also often share what they have learned from heroes with their siblings and neighbors. This knowledge sharing among villagers were reported as peer-education in the target villages. However, targetting the awareness-raising with students at the primary and secondary school can be the best nest step for any project of this type.

Annex 1: Coverage of Heroes' Trainings and Awareness-raising

	Target		Actual Achievement			
	2016	2017	2016	2017	2016	2017
Training and Follow Up Activities for Capacity Building			Number/Percentage		Percentage of the Target	
Number of heroes attended trainings	68	114	68	104	100%	91%
Number of heroes received follow-up trainings	n/a	50	12	50		100%
Number of selected heroes trained to become hero-mentor	12	12	12	12	100%	100%
Number of former heroes participate in network group	36	48	0	138		288%
Number of phone call	n/a	218	n/a	156	n/a	72%
% of heroes called by CHPP Staff each quarter	n/a	100%				100%
Numbers of meeting per year	n/a	36	n/a	18	n/a	50%
Coverage of Heroes' Awareness-raising and Materials						
Number of Districts	4	5	5	4	125%	80%
Number of communes	33	36	33	22	100%	61%
Number of villages	240	270	240	267	100%	99%
Villagers	9,600	10,800	10,765	12,170	112%	113%
Number of leaflets distributed	68	40,500	68	39,100	100%	97%
Number of T-shirts distributed	68	114	68	114	100%	100%
Number of poster-sets distributed	68	20	68	13	100%	65%
Number of bags provided to heroes	60,000	15	60,000	16		107%

Capacity of Heroes	2016	2017	2016	2017	2018
% of heroes correctly perform role pay	60%	60%	70%	70%	
% of trainees have increased KAP	70%	70%	68%	65%	73%
% of cases reported to heroes are responded to correctly according to law/training (5 cases in 2016 and 16 cases in 2017)	70%	70%	79%	88%	
% of selected trainees could perform well in doing awareness - raising among villagers in the community	70%	70%	79%	81%	76%
% of sampled villagers who attended the meetings understand these topics	60%	60%	88%	80%	
% of heroes follow proper procedures when responding to cases	60%	60%	84%	88%	
% of heroes groups are still active 6 months after project's activities end	60%	60%	68%	65%	88%

Source: M&E datasets for 2016 and 2017 and 92 Heroes interview in 2018

Annex 2: Do you agreed with the statement that:






Districts	Q23. Majority of people in my village do now know how to protect themselves from trafficking and sexual exploitation?					Q24. People in my village have better awareness of the risk of trafficking today than they did in 2014/2015				Q25. Majority of people in my village now are well aware of the trick of brokers and traffickers compare to that in 2015/2015			
	Hero-Response nts	Disagree	Undecided	Agree	Strongly agree	Disagree	Undecided	Agree	Strongly agree	Disagree	Undecided	Agree	Strongly agree
	24	4%	8%	67%	21%		4%	67%	29%		4%	54%	42%
Kamchay Mea	23	0%	4%	61%	35%		0%	70%	30%		0%	61%	39%
Mesang	23	0%	4%	57%	39%		0%	65%	35%		4%	61%	35%
Preach Sdach	22	5%	9%	59%	27%		5%	64%	32%		9%	64%	27%
All	92	2%	7%	61%	30%		2%	66%	32%		4%	60%	36%
Districts	Hero-Response nts	Q26. Majority of people in my village now choose the safe mode of migration compare to that in 2014/2015				Q27. There are more effective local networks for preventing trafficking and abuse in my village now compare to that in 2014/2015				Q28. Number of people being vigilant of trafficking and sexual abuse has increased over the past three years.			
		Disagree	Undecided	Agree	Strongly agree	Disagree	Undecided	Agree	Strongly agree	Disagree	Undecided	Agree	Strongly agree
	24		0%	50%	50%	0%	4%	63%	33%	0%	8%	58%	33%
Kamchay Mea	23		4%	43%	52%	0%	0%	39%	61%	0%	9%	57%	35%
Mesang	23		0%	48%	52%	0%	0%	39%	61%	9%	0%	74%	17%
Preah Sdach	22		0%	73%	27%	5%	0%	68%	27%	9%	14%	64%	14%
All	92		1%	53%	46%	1%	1%	52%	46%	4%	8%	63%	25%
Districts	Hero-Response nts	Q29. Peer education among community people has increased in my village over the past three years				<p>Note: Each i hero-respondent was asked to select an appropriate scale accord to their observation: 1= disagree, 2=undecided, 3=agree and 4= strongly agree the statement reading to them.</p> <p>Source: 92 Heroes Interviewed in October 2018.</p>							
		Disagree	Undecided	Agree	Strongly agree								
	24		8%	75%	17%								
Kamchay Mea	23		0%	65%	35%								
Mesang	23		4%	57%	39%								
Preah Sdach	22		5%	86%	9%								
All	92		4%	71%	25%								

Annex 3: Perception of FGD Participants on Safe Migration

Safe Migrations	Cheach Tbound village, Cheach commune, Kamchay Mea district (7 participants, 4 female)											
	Po Pel village, Krokaov commune, Kamchay Mea, district (8 participants, all females)											
	Loak village, Smoak Chhoeung commune, Kamchay Mea district (10 participants, 9 females)											
	Sras Thkov village, Kamong Seong Commune, Preah Sdach District (8 participants, 4 females)											
	KDai Skea village, Chhey Kampot commune, Preah Sdach district (10 participants, 9 females)											
	Boeng Doal, village, Boeng Doal commune, Preah Sdach (10 participants, 9 females)											
	Tbeng village, Trapaing Sre Commune, Mesang district (8 participants, 6 female)											
	Troak village, Chres commune, Mesang district (10 participants, all females)											
	Prey Chamka Khang Choeung, Svay Chhrum Commune, Mesang District (11 participants, 7 females)											
	Pro Sre village, Boeng Preah Commune, Ba Phnom (11 participants, 7 female)											
Trapaing Sala, Chhoeu Kach Commune, Ba Phnom District (10 participants, 7 females)												
Kampong Tra Bek, Sdov Commune, Ba Phnom District (10 participants, 7 females)												
18years old and over												
Visa												
Passport												
Registered Recruitment Company												
Work Permit												
Giving phone number to local authorities for checking												
Receiving good training about safe migration												
Family book												
Not using tourism visa for searching of work												

Sources: 12 FGDs Conducted in October 2018

Other Annex

Other 1: Data collection tools	 Data collection tools.rar
Other 2: Hero Data in SPSS	 CHPP Database_Working Folder in November.sav
Other 3: FGD Data in SPSS	 FGD Data of CHPP.sav
Other 4: FGD Awareness	 FGD_Awareness.xls x
Other 5: CHPP Analysis (Heroes' attendance list, data and FGD data) in Excel	 CHPP Analysis12.11.18.xlsx

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