

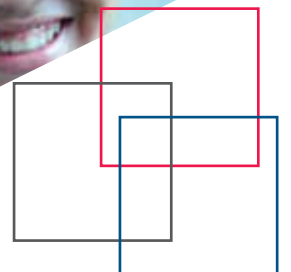


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ASSESSMENT OF MASS MEDIA COMMUNICATION OF CHILD LABOUR IN VIETNAM



REPORT ASSESSMENT OF MASS MEDIA COMMUNICATION OF CHILD LABOUR IN VIETNAM

Project: Technical Support for Enhancing National Capacity to Prevent and Reduce Child Labour in Vietnam (ENHANCE)

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Report Summary

This assessment was conducted to examine how the issue of child labour is represented in the Vietnamese mass media, and to make recommendations for how public awareness could be raised to galvanise public attention onto the issue. The overall aim of the assessment is to provide recommendations for the ENHANCE project's upcoming mass media awareness campaign.

The assessment consists of three data collection methods: an analysis of mass media messaging from July 2015 to October 2016; a series of interviews with communications and media experts; and, a desk review of academic and project literature. The media analysis includes a total of 98 messages from television, internet websites, social media as well as printed and online news channels. The messages were subject to qualitative, close textual analysis to identify structure, content and underlying meaning.

The results of the analysis show that the large majority of child labour messages are thematic in structure. This means that they address the issue in broad, general terms. The messages look at the issue as a whole rather than focusing on specific instances or cases of child labour. As a result, the content of the messages is very general; only a small number of sampled messages attempt to offer clear definitions of child labour. The key conclusions drawn from the analysis include:

- Current messaging fails to engage audiences. The lack of human stories behind the issue means that messaging is uninteresting, uninspiring, and information is difficult to recall.
- The content of media coverage is very general; causes, effects and solutions are described in broad terms. If the public is reliant on the mass media for information on the issue, then the findings suggest that there is currently little awareness of what actually constitutes child labour.
- In terms of responsibility, the emphasis is placed firmly on government authorities. There is no information on what communities or individuals can do to prevent or combat child labour.

¹ Để phục vụ cho mục đích của cuộc đánh giá, một “thông điệp về lao động trẻ em” được định nghĩa là một sản phẩm

The interview and desk review findings emphasise the importance of planning communications campaigns over the long term, tailoring messaging for different audience types through different media channels at national and local levels, and ensuring that content reflects the social and cultural context. The findings also suggest that communications campaigns be conducted in cooperation with government and non-government partners.

In summary, the recommendations call for a coordinated strategy that:

- Delivers 4 core messages planned on a yearly basis that are designed to complement each other and build awareness of the issue over time
- Segments audiences by channel type (see Table 3), adjusting messaging as appropriate
- Sources and uses human stories/actual cases of child labour to carry the core messages. This is imperative if the messages are to engage the public and facilitate recall
- Recognizes the importance of working in partnership with government and non-government organizations

Các từ viết tắt

Bộ LĐTBXH	Bộ Lao động, Thương binh và Xã hội
ILO	Tổ chức lao động quốc tế
LĐTE	Lao động trẻ em
NGO	Tổ chức phi chính phủ

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1

Introduction and Background to the Assessment

1.1 Introduction

This assessment of mass media and mass communication of the child labour issue in Vietnam has been conducted by a research team from the Mekong Development Research Institute (MDRI) in support of component ii of the ENHANCE project. Implemented by the International Labour Organisation (ILO) with funding from the United States Department of Labor (USDOL), the ENHANCE Project is being implemented in Vietnam from 2015 to 2019 in partnership with the Ministry of Labour and Social Affairs (MOLISA) as the key Government of Viet Nam partner, and its Department of Child Care and Protection as implementing focal point. The project's overall objective is to support efforts to prevent and reduce child labour in Vietnam. The main project sites are Hanoi, Ho Chi Minh city, and An Giang. The main industries that the project focuses on include textiles, agriculture and fisheries, and handicrafts.

As a ratifying country to ILO's Worst Forms of Child Labour Convention No. 182 (1999)¹ and Minimum Age Convention No. 138 (1973)², Viet Nam has committed to establishing measures to tackle child labour through laws and policies, and ensuring institutional support for their implementation. In recent years, Vietnam has made significant achievements in the fight against child labour, establishing a strong legal framework, which is to a great extent aligned with international labour standards, and has implemented a number of programmes and projects to counter child labour nationally and locally.

¹ C138 - Minimum Age Convention, 1973 (No. 138) Convention concerning Minimum Age for Admission to Employment (Entry into force: 19 Jun 1976) *Adoption: Geneva, 58th ILC session (26 Jun 1973) - Status: Up-to-date instrument (Fundamental Convention). Retrieved 02/11/16 from http://www.ilo.org/dyn/normlex/en/f?p=NORMLEXPUB:12100:0::NO::P12100_INSTRUMENT_ID:312327*

² C182 - Worst Forms of Child Labour Convention, 1999 (No. 182) Convention concerning the Prohibition and Immediate Action for the Elimination of the Worst Forms of Child Labour (Entry into force: 19 Nov 2000) *Adoption: Geneva, 87th ILC session (17 Jun 1999) - Status: Up-to-date instrument (Fundamental Convention). Retrieved 02/11/16 from http://www.ilo.org/dyn/normlex/en/f?p=1000:12100:0::NO::P12100_ILO_CODE:C138*

However, child labour in Vietnam persists despite these efforts, especially in the informal sector of the economy. The National Child Labour Survey of 2012 reported 1.75 million children engaged in child labour, of which over 32% worked excessively long hours (more than 42 hours/week).³ The largest number is in the 15-17 year age group (58%), followed by the 12-14 year age group (27%), and 15% in the 5-11 year age group. The great majority of children involved in child labour (85%) reside in rural areas; while 15% live in urban areas. Children in rural areas tend to gravitate towards economic activities at a younger age than those in urban areas; thus the child labour rates in the 5-11 year-old and 12-14 year old age groups are higher in rural areas than in urban areas.

In this context, the ENHANCE project provides direct technical support to assist government efforts to counter child labour, building on the achievements to date and making particular efforts to address the informal sector and identify priority industry sectors. Placing capacity building for sustainable solutions at the heart of its interventions, the project is delivering interventions under three mutually reinforcing components to achieve the following immediate objectives:

- I. Capacity building component: By the end of the project, the capacity of national institutions and stakeholders to identify, monitor and respond to child labour, as part of the promotion of international labour standards, will have been strengthened.
- II. Awareness raising component: ***By the end of the project, awareness of child labour, the associated hazards and prohibitions against it will have been raised among all levels of society.***
- III. Direct interventions component: By the end of the project, intervention models for preventing and withdrawing child labour in selected geographical areas and sectors will have been implemented, documented and made ready for replication.

The second component of the project seeks to heighten awareness among a cross-section of society about the nature of child labour, its associated hazards and the national laws against it, in order to galvanize social attention on to the issue. It will introduce a wide range of traditional and innovative communications approaches to target three levels of society. The three levels include: the general public; national and provincial policy makers and decision makers and influencers, and; local government and social partners, workers and employers and communities within the selected project locations - Hanoi, Ho Chi Minh City and An Giang Province.

The awareness raising strategies will be targeted at three major levels:

- (i) National and provincial decision makers, policy makers and the media

¹ Viet Nam National Child Labour Survey 2012 - Main Findings / International Labour Organization; ILO International Programme on the Elimination of Child Labour; Ministry of Labour, Invalids and Social Affairs (MOLISA) and General Statistics Office (GSO) of Viet Nam - Ha Noi: ILO, 2014. Retrieved 10/10/16 from http://www.ilo.org/hanoi/Whatwedo/Publications/WCMS_237833/lang--en/index.htm

- (ii) Local authorities/ stakeholders and communities, including parents, children; workers and employers and their associations

(iii) The general public

This mass media communications assessment has been conducted in support of the third level. To target the general public, the project will implement a nationwide awareness campaign on child labour. While the campaign is committed to highlighting several priority themes, including child labour in agriculture and fishing, garment and handicraft sectors, the findings and recommendations resulting from this assessment will inform the overall planning and development of the public awareness campaign, identifying sub-audiences, strategies for the construction of media messages, and the selection of appropriate media channels.

In the next phases of the project, a Knowledge, Attitudes and Practice (KAP) survey of child labor related stakeholders, including policy makers, firms/individuals employing child labors, parents and children will be conducted. The survey, together with this assessment will inform the design of a media campaign to raise awareness on child labour for the general public as well as for specific groups.

1.2 Aim and Objectives of the Assessment

As highlighted in the previous section, the overall aim of the assessment is to provide recommendations that inform the strategy and development of the ENHANCE project's mass media awareness campaign in support of component ii.

1.2.1 General objectives

The overall aim is broken down into two general process objectives:

- I. **Firstly, to survey the mass media from July, 2015 - October, 2016 for messages on child labor issues.** Identifying media channels, quantity (of messages) and extent (airtime/word counts), and determining reach (audience numbers) by channel. In addition, where appropriate, the positioning in terms of broadcast timing will also be assessed for television and radio channels.
- II. **Secondly, to analyse the effectiveness of messaging in terms of content and structure.** This second general objective concerns the evaluation of mass communication messages according to type; for example, news item, film, advertisement, information broadcast, documentary program, etc. Also, messages have been evaluated to determine their focus; for example, whether they focus on health, hazardous work, the law, etc., and which industry – garments, handicrafts, construction, etc. Messages will also be analysed to identify the way they represent causes, outcomes and solutions of the issue, and how they can be presented to increase their effectiveness.

Overall, the general objectives allow the assessment to identify where and how mass communication messages on child labour can be strengthened or adapted to raise public awareness.

1.2.2 Specific objectives

To enable the development of the assessment's methods, the media scan and content analysis described by the general objectives have been further refined into six specific outcome objectives:

- a) Identify the reach of mass media channels, including audience segmentation
- b) Identify costs for social marketing/advertising by mass media channel
- c) Identify the frequency and type of messaging by mass media channel
- d) Identify the content and structure of child labor messages
- e) Identify current best practice of mass media awareness programs nationally and internationally
- f) Identify marketing cost/social media advertisement through mass media channels
- g) Propose recommendations for the ENHANCE project's mass media communication strategy to 2020



2

Data Collection Methodology and Analysis

To achieve the aim and objectives of the assessment, a combination of three data collection and analysis methods were used:

- Mass media survey
- Semi-structured interviews
- Desk review

2.1 Mass Media Survey

The mass media survey addresses the two process objectives identified in section 1.2.; firstly, survey the mass media from July 2015 – October 2016 for messages on child labor issues; and secondly, to analyse the effectiveness of messaging in terms of content and structure.

For the purpose of the assessment, a ‘message on child labor’ is defined as one in which child labor is the key theme, or one of a number of key themes, within a sampled report, article or other form of communication. This enabled the assessment team to discard messaging that merely mentioned child labor as part of a wider message.

2.1.1 Sampled Media

The survey sampled messages from television, radio, online websites – including news and entertainment sites – as well as social media platforms. Because of the complicated nature of the mass media, sampling of television and radio channels focussed on the geographical focus of the ENHANCE project. Sampled television channels included VTV, VTC, HCMTV, Hanoi TV, and An Giang TV, while radio channels focussed on VOV, VOH and An Giang Radio.

Due to the difficulty in capturing child labour messages from the printed press retrospectively (because of a lack of archival sources) the assessment sampled online versions of the major publications. While the online versions of the printed publications

do not include all content that can be found in their printed versions, their online content is representative of the structure, style and tone of their printed versions. In addition, major news and entertainment websites, as well as the most popular social media platforms, were included in the survey.

It should be noted that in addition to the media channels above, the provincial/municipal Departments of Child Care and Protection at Hanoi, Ho Chi Minh City and An Giang DOLISAs were also interviewed to ascertain information on the type of direct communication employed, including commune speaker systems and other activities. A full list of sampled media channels can be found in Annex A.

2.1.2 Use of Specialized Web Search Software

The study employed specialized software - Teleport Professional - an all-purpose high-speed tool for gathering data from the Internet. The software was used to download content from the specified websites as well as social media feeds and posts.

This software has various features, such as retrieving ten simultaneous threads, accessing password-protected sites, filtering and downloading files matching desired type and size, and searching by key words. It then downloads all or a part of a website to a computer, enabling the research team to search the website and create a list of relevant pages and files.

The research team use Teleport to retrieve all articles available on the Internet. Particularly, this software is able to download all articles in the form of text and categorize information by type of newspaper, province, source and time. This enabled the research team to identify and analyse trends over time. In addition, while other search engines are not able to count the frequency of a keyword's occurrence per article, Teleport can count the frequency of a specific word or a phrase or a combination of different criteria such as "child labour usage", "child labour" and "child trafficking". This is Teleport's comparative advantage compared to Google, which provides fewer features and is difficult to customise.

2.1.3 Keyword Search Words and Terms

The team used a number of keyword search words, terms and word combinations. For example, terms such as 'child labour', 'protection of children', 'child care' and 'skills for the protection of children' were searched in relation to the child labour both in the titles of messages and in-text. Messages were then filtered manually for relevance; those not coming within the definition of a child labour message (see section 2.1) were discarded. A full list of the key words and terms can be found in Annex B.

As a back-up to the Teleport search software, especially in the face of challenges in capturing television and radio messages, the team also used the interviews (see section 2.2) to ascertain the extent and samples of child labor messages.

2.1.4 Quantitative and Qualitative Analysis

Although the media survey represents a quantitative and qualitative content analysis, the numbers of reports/articles/messages according to media channel cannot be assessed with full confidence. This is due to the limitations of the assessment outlined in section 3. While the media survey identifies the numbers of television, print and online messages, these can only be taken as an indication of total media coverage.

The qualitative analysis was undertaken on the sampled messages to identify focus and content. This was conducted using Nvivo analytical software to enable categorisation of messages according to various qualitative attributes, sub-topic, industry, whether the messages covered hazardous labour/legal prohibitions, etc. This qualitative analysis identified how the ENHANCE project's messaging can best be developed and structured to meet the needs or gaps in current media coverage. The assessment employed a directive content analysis⁴, where categories were pre-determined based on the objectives and context of the assessment (see Annex C). As analysis developed, categories and codes were refined to reflect findings.

With the combination of tools outlined above, the assessment team is confident that a reliable representation of mass media messaging on child labour has been captured by the survey.

2.2 Interviews

The interviews played a significant role in generating data to determine messaging, reach and audience characteristics. As an addition to the mass media analysis, discussions with representatives from MOLISA's Department of Child Care and Protection and ILO were added to the assessment to provide inputs on best practice. Along with interviews with relevant MOLISA Departments of Child Care and Protection and selected media channels, communications experts at national and international NGOs were also interviewed with the aim of learning from the experiences of current and former awareness raising strategies in Vietnam. Findings focus on the identification of lessons learnt and best practice.

The results of the interviews complement those from the media survey. For example, messages were difficult to capture for television and radio channels, and so the interviews enabled the study to gain access and sample messages as appropriate. Likewise, the interviews provided additional information on the reach and audience characteristics of the sampled channels. Finally, qualitative data on previous and current media campaigns in Vietnam provided additional insights to inform the recommendations, including the use of online and mobile tools. The interviews can be separated into two distinct types:

⁴ Matthes, J., & Kohring, M. (2008). The content analysis of media frames: Toward improving reliability and validity. *Journal of communication*, 58(2), 258-279.

Interview Type	Associated Objective
<p>Media Interviews</p> <p>Interviewees: Appropriate staff at sampled television and radio media outlets.</p>	<p>The objective of the media interviews was to identify audience characteristics and the frequency and type of child labour messaging.</p>
<p>Communications Interviews</p> <p>Interviewees: Staff at Child Care and Protection Departments at national and provincial levels. Communication experts in the field of awareness-raising and development communications.</p>	<p>The objective of the communication interviews was to identify current best practice of mass media awareness campaigns, and solicit advice and opinions on how the ENHANCE project should proceed.</p>

2.2.1 Interview methods

Because the interview objectives were concerned with eliciting knowledge, opinions and experiences, the interviews were semi-structured. Therefore, the interview questions were designed as a flexible guide to be adapted depending on the interviewee/organization, and the progress of the interviews. An important aspect of the interviews was the ability to use follow-up questions in response to the direction that the interviewees took during the course of the interviews.

The semi-structured interviews varied in length from half an hour to one hour, depending on the interviewees' knowledge and experience and their willingness to go into detail. A research team of two people conducted the interviews and analysis. The interviews were transcribed and analyzed using a hermeneutic method of analysis, which required the team to read the whole data set and develop a holistic picture of the data. The team then identified detailed themes and categories that emerged from the data, which were then subjected to further analysis to reveal significant findings.

In total, 22 interviews were conducted at central level and across the three ENHANCE project locations. The interview guide, questions and list of interviewees can be found in Annex D. The interviews are divided into two distinct types, namely communication interviews and media interviews. The purpose of the former is to understand the current experiences and activities of mass media campaigns in Vietnam. In addition, the interviews aimed to collect opinions from journalists and gain access to documentation to add more information regarding audiences and advertising costs. Meanwhile, the media interviews also provided additional information regarding child labour messages.

2.3 Desk review

The third data collection method provided context for the assessment. The team reviewed ENHANCE project documentation as well as other materials relating to Child labour in Vietnam. In addition, a research and review of reports and studies on mass media campaigns from both Vietnamese and international contexts was undertaken. Academic research on mass media communication strategies was also reviewed. Finally, research into the Vietnamese media landscape was also conducted. In terms of child labour communications, there was very little available in terms of reporting of campaigns (a brief UNICEF report on child labour communication in Bangladesh and materials used by Blue Dragon in Vietnam were included).

The desk review had two main aims. The first was to provide up-to-date information on the Vietnamese mass media. This entailed research into the number and types of media channels and included data on audience numbers and characteristics (see section 4.1). The second aim was to identify best practice regarding mass media communications campaigns. This second aim involved a review of project reporting from a selection of media communications campaigns previously conducted in Vietnam and Asia.

In addition, recent research on mass media communication campaigns was also reviewed to provide insights on recent theoretical developments. The findings below are based on the major themes that emerged from the analysis, and offer a complement to the communications interview findings. The results of the desk review complement the findings from the mass media survey and the interviews, offering insights into best practice and lessons learnt concerning the efficacy of messaging and channels, including the use of telecommunication and mobile tools, as well as tentative suggestions for the orientation and structure of messaging. The documents included in the review can be found here.



3

Limitations of the Assessment

As detailed in section 1.2, the first general objective of the assessment is to conduct a survey of the mass media from July 2015 - October 2016 for messages on child labour issues. Although the assessment has endeavoured to capture the total messages during this period, it should be acknowledged at this point that there may be messages that have been missed due to the retrospective nature of the assessment. Indeed, no media survey attempting to capture mass media messaging over a period of the past can guarantee that every message has been captured. This is supported by our interviews with media professionals at television, radio and print channels, who confirm a lack of searchable archives, and thus the difficulty in capturing every message.

However, because of the sampling strategy employed, we are confident that the survey provides a reliable representation of mass media messages of the child labour issue over the given period. The sampled media channels represent four types of mass media channel; television, the printed press, internet news sites, and social media. Although the assessment set out to include radio messaging, because of a lack of digital archives and difficulty in searching for items within radio programmes, it was not possible to capture radio messages in any significant number. This was reconfirmed by our interviewees at VOV, VOH and An Giang radio.

The initial aim of the assessment was to capture as many child labour messages as possible, and so the net was cast wide encompassing the mass media in general. Indeed, the messages captured by the survey represent a wide range of media channels; 31 television news reports from VTV channels, VTC 1, 14 and 16, Truyen Hinh Dong Thap, VNnews and from the Vi Tre Em programme; 24 printed press messages, including from Lao Dong Xa Hoi, The Vietnam News, Hanoi Moi, An Ninh Tu Do, Thanh Nien, Tien Phong, etc.; 32 from websites, including Vietnamplus, Vietnamnet, 24hr.com, VNexpress and New.Zing, etc.; and 9 from social media. Although the messages from the printed press were captured from the publications' online versions, we can be confident that they represent the content, structure and tone of the messages in their printed versions.

The purpose of the sampling strategy is to capture, as far as is practicable, messaging on child labour issues across the mass media. With the inclusion of the most popular channels with national and regional coverage, as well as covering the project's geographical focus, we are confident that the mass media survey has captured a representative sample of messaging across the Vietnamese mass media.

4

Findings

4.1 The Vietnamese Media Landscape

As a complement to the general objectives of the assessment, research and analysis of the Vietnamese media landscape was conducted in order to identify the way that different media types are consumed and used across society. For example, data on audience numbers and their characteristics for the various media channels are identified in general and by specific outlet as far as practicable. The results of the analysis of the Vietnamese media landscape, which forms part of the desk review of the assessment, are presented in the following paragraphs to provide context.

The Vietnamese mass media continues to adjust to international competition, a rapidly evolving technological environment, and the market reforms initiated in 1986. The opening of the media to market forces has resulted in remarkable growth, driven by new profit-making opportunities in both traditional and new forms of media, including online and digital mediums. The following overview is intended to provide snapshot of the mass media landscape in Vietnam; one that continues to evolve.

According to the Ministry of Information and Communications, the number of printed press publications reached 1,111 in 2015.⁵ This figure includes 86 national-level publications and 113 at provincial or local level. However, while this figure appears remarkably high, the actual number available to the public nationally is relatively low. Indeed, it is estimated that only ten newspapers command circulations of over 60,000.⁶

⁵ Ministry of Information and Communications (2015) The Broadcasting Situation in 2015 Retrieved 14/12/16 from <http://mic.gov.vn/solieubaocao/Pages/TinTuc/116095/Tinh-hinh-phan-trien-linh-vuc-bao-chi-va-phan-thanh-truyen-hinh-nam-2015.html>

⁶ These figures are estimates made from the team's research, including contacts with advertising agencies and the outlets themselves.

Table 1: The ten most popular newspapers in Vietnam⁶

Publication Title	Frequency	Geographical Focus	Circulation
Báo Công An TP. HCM	Tues/Thurs	HCM City /southern provinces	430,000/480,000
Thanh Nien	Daily	Nationwide	460,000
Tuoi Tre	Daily	Nationwide	350,000
An Ninh The Gioi	Wed/Sat	Nationwide	200,000/220,000
Nhan Dan	Daily	Nationwide	200,000
Phu Nu TP. HCM	Mon/Wed/Fri/Sat	HCM City	150,000
Saigon Giai	Mon-Fri	Nationwide	130,000
Tien Phong	Daily	Nationwide	120,000
Phap Luat TP. HCM	Daily	Nationwide	120,000
Lao Dong	Daily	Nationwide	70,000

While use of the internet has seen consistent growth, newspaper circulations have been in decline. The most recent data from the Ministry of Information and Communications estimated that in 2015 over 52% of the population were internet users, including almost 7 million broadband subscribers.⁷ The prevalence of internet use is supported by Gallup, who found that more than 38% of the population used the internet on a weekly basis in 2015.⁷ The mobile phone network has also expanded rapidly, with 125 million subscriptions and 32.4 active mobile internet users in 2016.⁸

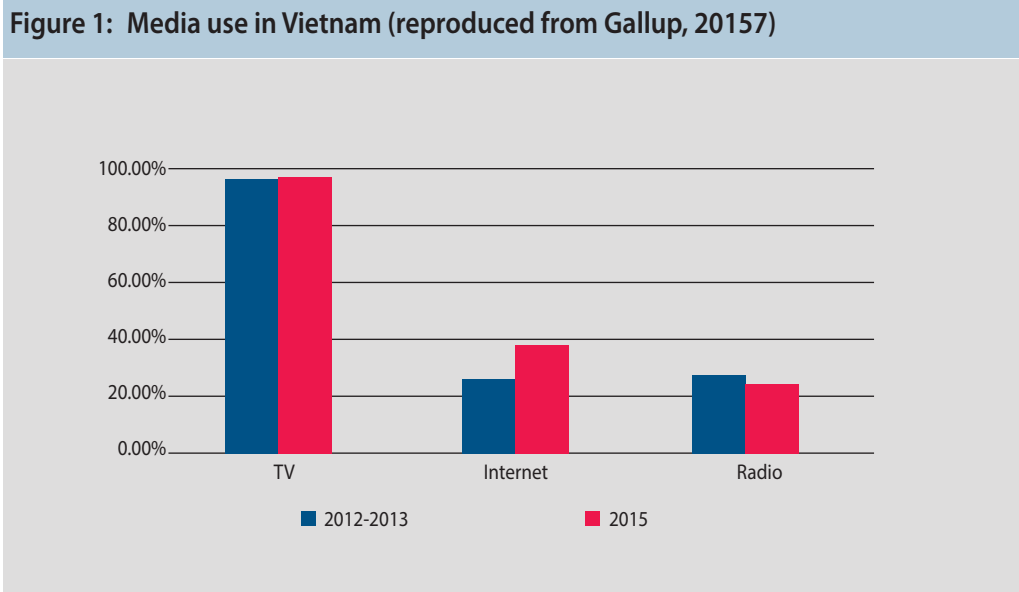
While internet users have access to over 105 online news sites - primarily digital versions of print newspapers⁵ – the most prevalent internet activity revolves around the use of social media. While estimates vary, sources agree that Facebook is the dominant social media network in Vietnam with over a quarter of the population active on the platform.**Error! Bookmark not defined.** However, Facebook is joined in the top tier of social media platforms by Google+ and Youtube. In addition to these international giants, the Vietnamese platforms Zingme and Zalo are both used weekly by over one fifth of adults.**Error! Bookmark not defined.** The increase in mobile internet users has had a significant effect on the penetration of social media with up to 29 million active social media accounts in 2016.**Error! Bookmark not defined.**

⁷ Gallup (2015) The Changing Media Landscape in Vietnam Retrieved 15/12/16 from <https://www.bbg.gov/wp-content/media/2015/06/Vietnam-Event-Final.pdf>

⁸ Internet World Stats (2016) Internet Usage in Asia Retrieved 18/12/16 from <https://www.internetworldstats.com/stats3.htm>

The most striking media statistic concerns the almost universal coverage of television. As of 2015, Vietnam has a total of 105 television channels, with Vietnam Television — VTV — (terrestrial) and the Vietnam Television Corporation — VTC — (digital) offering nationwide coverage.⁵ However, the establishment of the satellite pay TV platform K+ in 2010, a joint venture between Canal + and VSTV (the state-owned Vietnam Satellite TV), has led to the launch of an additional four Vietnamese language channels with national coverage. However, the increasing popularity of cable and satellite networks has led to a fluid situation where nominally provincial/municipal networks have also gained widespread coverage. Nevertheless, the national VTV station remains the most widely watched with its channels reaching more than 90% of adults on a weekly basis.⁷ Although VTV is the most popular station in the country, provincial channels are also watched by 80% of adults on a weekly basis.⁷

While the use of radio has shown a marginal decline, it is still used by around 25% of the adult population, which is reflected across both urban and rural areas.⁷ The decline in radio ownership to just over 16% of the population has been offset by an increase in the number of people listening to the radio via mobile devices. With 77 radio channels on offer across the country⁵, radio remains an important source of information. The dominance of television as the major source of information is brought into sharp focus by the figure below.



The brief snapshot offered above raises some important points for consideration. Firstly, television continues to be the most important medium with almost universal coverage across the country. VTV national, as well as provincial channels are by far the most important sources of information for a significant majority of the population, especially in rural areas. Secondly, the decline of traditional media, such as radio and the printed press, is reflected in a shift in media use by younger age groups to online sources of information.

Table 2: Most important sources of information by age group (reproduced from Gallup, 20157)

	Percentage Naming Source as Their First Responses, Total Population (n=3000)	Percentage Naming Source Among Their Three Possible Responses			
		Total Population (n=3000)	Age 15-24 (n=429)	Age 25-34 (n=713)	Age 35+ (n=1.858)
VTV	43,9%	64,8%	48,6%	58,4%	74,1%
Your provincial TV station	16,0%	29,0%	22,8%	29,6%	31,4%
Vietnam Television Corporation (VTC)	9,9%	14,5%	8,2%	14,1%	17,2%
Ho Chi Minh City TV (HTV)	7,6%	12,8%	11,8%	12,6%	13,3%
24 Gio	2,6%	7,7%	16,6%	12,7%	1,9%
Ho Chi Minh City Television Choice Center (HTVC)	7,6%	7,6%	5,7%	7,9%	8,2%
Facebook	0,1%	4,7%	15,2%	4,6%	0,4%
Dantri.com.vn	0,9%	4,2%	5,0%	6,4%	2,9%
Kenh14.vn	3,4%	4,0%	14,6%	2,8%	0,2%
Zing	1,2%	3,2%	11,4%	2,6%	0,2%

The table above reflects how younger audiences have begun to rely more on online media. For instance, while 74.1% of those in the 35+ age group name VTV as one of their three most important sources of information, this falls to 48.6% of 15-24 year-olds. Similarly, while 15.2% of 15-24 year-olds name Facebook, this figure drops to almost 0 for 35+ year-olds. However, as is seen in the following sections, the decline in traditional media does not necessarily represent a decline in their importance. Findings from the interviews highlight the importance of the printed press in relation to policy makers at central and provincial levels, and its continued influence in rural areas.

Although the target audience for the ENHANCE awareness-raising campaign is the community in general, it is necessary to divide them sub-groups. For example, the target group can be divided based on demographic characteristics (such as age group or residence), their relevance to the research topics and their occupation (such as policy makers, children's parents, children, and employers).

The strategy of conveying messages (purposes, approaches and channels) should be tailored to specific target group. For example, while television, national radio or local radio are useful channels to reach parents in rural areas, online channels are more

appropriate to reach young people in urban areas. Oxfam's communication campaign on LGBT issues is an interesting example of obtaining different objectives thanks to conveying different messages to different target groups. During this campaign, the messages for policy makers focused on rights stipulated in legal documents, while messages for service providers aimed to explain why LGBT community should be treated equally.

4.2 The Effectiveness and Feasibility of communication channels

As noted in the previous section, television continues to hold the position of the most important communication channel with its nationwide coverage. VTV — the national television broadcaster, as well as provincial television broadcasters, certainly play a key role for the majority of the population, especially in rural areas.

The traditional press is still considered important for general awareness-raising, especially for policy makers and in rural areas. In addition, key publications are able to set the agenda for the rest of the media pack. Because of their influence, issues that they run with are often picked up by the media in general. These agenda-setting media channels – for example, journalists from Thanh Nien, Tuoi Tre and Vietnam Express—should be given special consideration.

Although mobile applications and telecommunications (mass use of SMS) are not used for public awareness raising in Vietnam due to their prohibitive expense and doubts over their effectiveness, social media platforms are widely used by communication campaigns. Indeed, as our interviewees, including a mobile application developer, point out, if there isn't an established secure target audience, there is little point in developing an application because people will have no incentive to download it.

Facebook is considered dominant, but is primarily used by the younger generation in urban areas. An important aspect of social media is that it provides communicators with a chance to interact with the audience and thus measure opinions and sentiment on specific issues. In addition, it is easier to publish content, including video messages.

However, content should be designed specifically for social media and updated on a regular basis. For WWF, social media has become a major component of their communications, enabling them to engage with their audience (especially the young). Also, iSEE have used facebook for a number of campaigns with their fan page now boasting over 100,000 followers. However, for social media platforms to be an effective part of a communications campaign, accounts must attract and maintain a large number of followers over extended periods — this could be an obstacle to short-term campaigns.

4.3 Quantity and forms of messages

The analysis of mass media messages on child labour enables the assessment to identify the way that the media presents the issue. For example, the analysis identifies which information is present and which is not. Because the public depends primarily on the mass media for information on social issues such as child labour, the analysis of mass media messages enables the identification of the level of public knowledge, attitudes, and opinions on the child labour issue⁹. As a result, the analysis has the capacity to identify current gaps in public knowledge, as well as general beliefs concerning the issue.

The way that the mass media defines the child labour issue in general can also be determined. For example, the analysis shows that a large number of child labour messages define the issue as a consequence of poverty. However, poverty is only one factor that affects the issue, and the ENHANCE project can address this misconception in its campaign messaging.

Because the findings of the mass media analysis play an important role in developing the campaign's messaging, it represents a vital part of the situation analysis (see section 4.5.1), enabling the assessment to make evidence-based recommendations that address current knowledge gaps and adjust erroneous beliefs.

As highlighted in section 3, the assessment cannot claim to have captured all messaging over the sampled period. Interviews with VOV, VOH, ATV and Hanoi TV confirmed the absence of searchable digital archives and the difficulty of capturing messaging from television and radio. The interviewees also noted that, as far as they were aware, during the sampled period there were no programmes dedicated entirely to the child labour issue aired on their respective channels.

When selecting the sample of messages, the evaluation did not choose to analyse the animation video of the World Day against Child Labour 2016. The reason was that this clip was produced by ILO and MOLISA, and therefore was not a representative for messages produced by the mass media in regular occasions. However, it is interesting to provide a brief analysis:

The animation, which is approximately 90 seconds in length, is thematic; it looks at the issue as a whole rather than provide a real case or story. Relevant information is provided on the causes and consequences, and there is information on the different forms of child

⁹ Wilkins, K. G., Tufte, T., & Obregon, R. 2014. *The handbook of development communication and social change*. John Wiley & Sons.

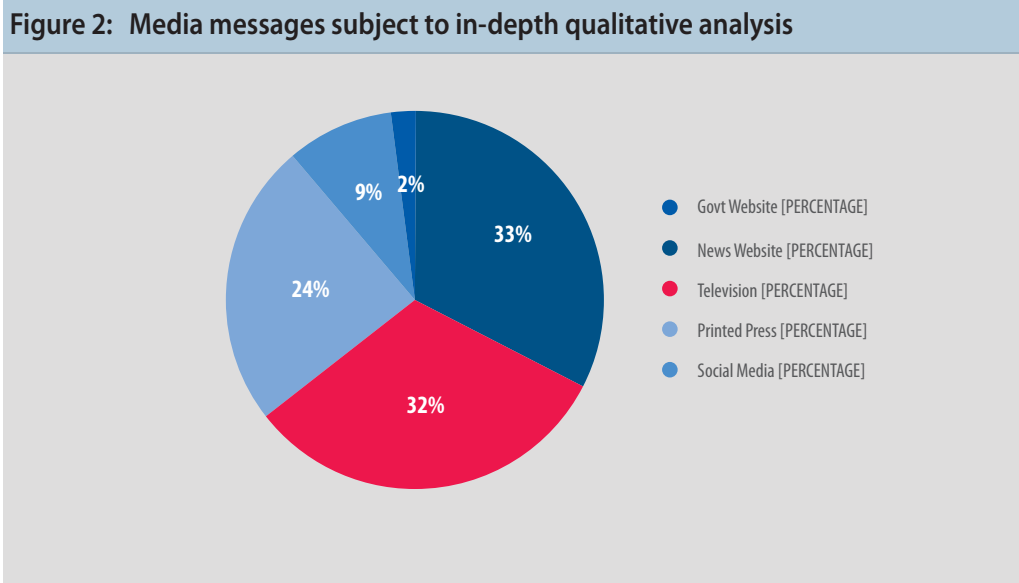
Alayón S, Naugle D, Jimerson A, Lamarre-Vincent J, Tuan N, Hajeebhoy N, Giang N, Baume C. Using behavioral theory to evaluate the impact of mass media on breastfeeding practices in Viet Nam: Evaluation plan and baseline findings. Washington, DC: Alive & Thrive, 2013. Retrieved 04/11/16 from <http://aliveandthrive.org/wp-content/uploads/2014/11/Viet-Nam-Mass-Media-Baseline-Report-August-2013.pdf>

HIV/AIDS Prevention Among Youth Project 2009 Retrieved 24/11/16 from http://www.kswann.com/TV_Spots.pdf

labour in supply chains. Indeed, the statement: “Use of child labour in any stage of the supply chain is illegal” makes the legal aspect clear, but more explanation on potential penalties could be included. The clip ends with the statement: “Everyone act together so that children can play and go to school with better care and protection.” However, there is no indication of what people should do. Overall, the ILO clip provides good general information on child labour, but perhaps more detailed information or guidance on what the issue means or what can be done to address it, could be included.

For the sampled television channels, child labour is mainly reported as part of general news programmes. Nevertheless, over 30 television messages, mainly in the form of short news reports within news programmes, were captured and analysed. However, radio messages were more difficult to identify with only an insignificant number captured.

In total, 98 messages – 31 televisions, 24 print media, 32 online media and 9 social media - were subject to in-depth qualitative analysis (see Figure 1 below). All sampled messages can be accessed via the following link.



While the majority of television messages were sourced from VTV (24) and VTC (5) news programmes, one message each from from Dong Thap and VNews channels were also included. The printed press messages are taken from the publications’ websites, and while they reflect content, they do not carry all the messages/reports published in their printed versions. Although a number of news websites (e.g. Baomoi) collate and re-publish reports from the leading Vietnamese press outlets, messages from these sites were tracked back to their original source.

VTV was by far the most important channel in terms of the amount of coverage it gave to the child labour issue (24 messages). For the printed press and online news sites, overall, the number of messages was similar across channels. However, Lao Dong Xa Hoi (9

messages), Tien Phong (4 messages) and Giao Duc Thoi Dai (4 messages) gave the most coverage of the printed press, while of the online channels, Zing News, 24hr and Vietnamplus each carried 3 messages. Although most print and online news channels carried similar numbers of messages, except for Lao Dong Xa Hoi (which can be explained by its focus on labour issues), VTV (news broadcasts) stands out as the media channel that covered the issue in most depth.

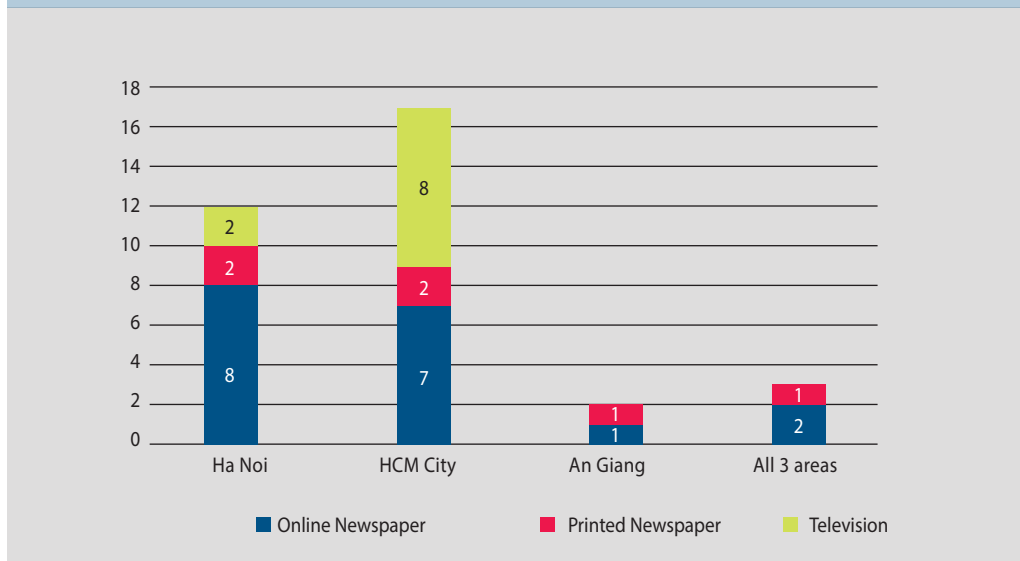
In the analysis of messages concerning child labor in three provinces of the project (Hanoi, Ho Chi Minh city and An Giang), among the collected sample containing 98 messages (31 on television, 24 on printed newspapers, 32 on online newspapers and 9 on the social media), 2 messages mentioned all 3 project areas, 1 mentioned about child labor in big cities such as Hanoi and Ho Chi Minh city, 9 messages concerned child labor in Hanoi, 14 mentioned about child labor in Ho Chi Minh city, and just 1 message mentioned about child labor in An Giang.

The figure below provides more specific information on each type of message in each project area. It can be seen that only a small number of messages concerned the project areas, especially in the social media, where there were no messages mentioning a specific geographical location. An Giang is the least mentioned project area with only one message published in Giao Duc Thoi Dai – a print newspaper published both in print and online. The number of messages on child labor in Ho Chi Minh city is the largest at 14 messages. Among these 14 messages, 5 mentioned the case of Ly Quoc Su pho restaurant where child labor was exploited. Ho Chi Minh city is also the project area which was mentioned on television significantly more than other project areas. These messages were mostly conveyed in the form on headline news.

In terms of how the media in the project areas covered the child labour issue, this is difficult to ascertain with any certainty. The results show that provincial-level communication channels mentioned very little about child labor. None of the television reports were from Hanoi, Ho Chi Minh or An Giang television channels. This may be due to the difficulty in capturing these reports retrospectively. Also, the online and social media messages show one report from the Voice of Vietnam online news site, and the press 3 reports from Hanoi Moi. However, no conclusions can be drawn from this data because there could be child labour messages from the project areas' mass media channels that were not captured by the assessment.

Although the media in the project areas has not shown a specific focus on the child labour issue, as highlighted by the assessment findings, there is enormous potential for the local television stations to provide messaging for the communications campaign; provincial television channels play a key role for people in urban and rural areas. The use of radio and direct communication activities, including loudspeakers and local events, also have the potential to impact on the public in the project's key areas.

Figure 3: Number of messages by media type covering each project area



Although social media offers opportunities for the dissemination of child labour messaging, the issue was not discussed in any depth on Facebook. While ILO published 9 posts over the sampled period, other concerned organisations, including UNICEF, Blue dragon, Oxfam, Save the Children, USAID and the World Bank, published none. If media channels post on the issue (which is rare) they link to their published content, samples of which we have already captured and analysed. Because Facebook is the most popular social media platform in Vietnam¹⁰, the lack of activity around the child labour issue can be assumed representative of the other popular social media platforms. It appears at this time that the child labour issue is off the social media agenda, and any activity is insignificant. The use of social media platforms for the ENHANCE campaign is discussed further in the section on recommendations.

Although radio messaging does not feature in the analysis, we are confident that the sample provides a reliable representation of mass media messages of the child labour issue, providing key data for the development of the ENHANCE campaign’s messaging strategy.

4.4 Content and Structure of Messages

As highlighted above, because the social media posts are different in format they will be discussed separately in the conclusion of this section. This means that the following findings are based on an analysis of 89 messages in total. The report has assessed the content and format of the message. The report also includes data on the percentage of the structure by topic.

¹⁰ This is supported by the interview findings as well as data from the media landscape review

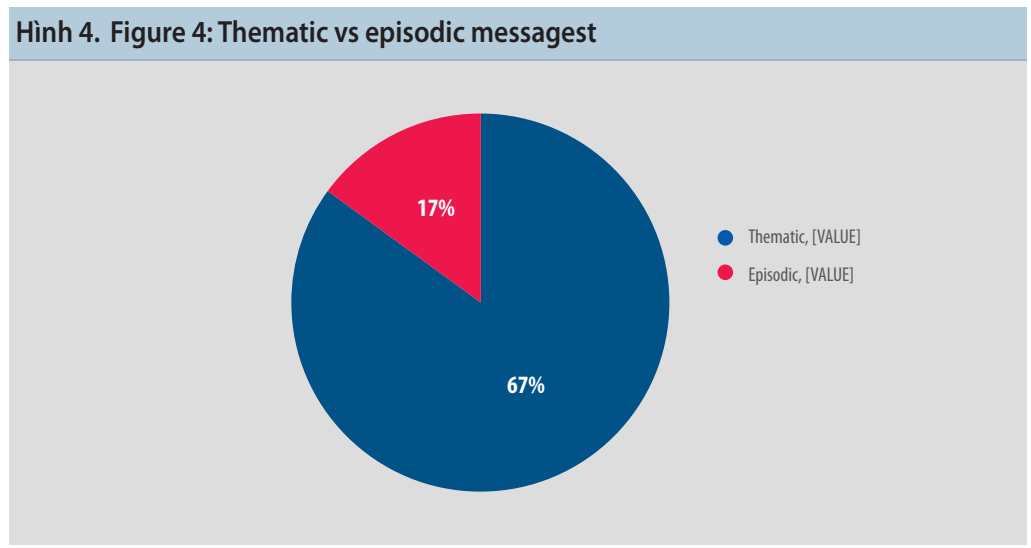
Bản báo cáo này đã đánh giá nội dung và hình thức của các thông điệp. Báo cáo cũng bao gồm cả dữ liệu về tỉ lệ phần trăm các thông điệp tin bài đưa theo chủ đề.

Tuy nhiên, như đã giải thích, nhóm đánh giá chỉ thu thập dữ liệu và đánh giá những thông điệp trên các kênh truyền thông đại chúng. Nhóm nghiên cứu không thể gặp gỡ các nhà sản xuất thông điệp hoặc những độc giả, khán thính giả, vậy nên không thể cung cấp thông tin sâu hơn về mục đích của các thông điệp, mức độ lôi cuốn của chúng hoặc khả năng tiếp thu thông điệp của khán giả.

Tuy nhiên, dựa trên các dữ liệu có sẵn và kết quả phỏng vấn, chúng tôi đã rút ra một số đánh giá phân tích về nội dung và hình thức phù hợp của các thông điệp như sau.

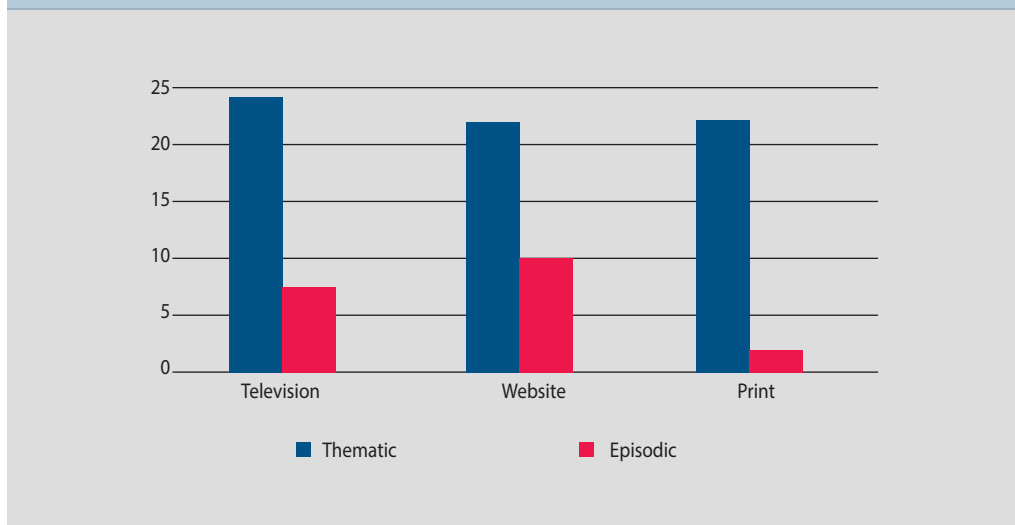
4.4.1 Thematic/Episodic messaging

An important finding from the analysis concerns the orientation of the messages; whether they are thematic or episodic. A thematic message addresses the issue in broad, general terms, providing a discussion of the causes, effects and solutions. Thematic messaging looks at the issue as a whole rather than focusing on specific instances or cases of child labour. Episodic messaging, on the other hand, focusses on specific events/cases of child labour, and tells the human stories behind the issue. As the figure below demonstrates, messaging is overwhelmingly thematic.



As the figure below shows, the distribution of thematic and episodic messages is similar across major mass media types.

Figure 5: Thematic/episodic messaging across media types



As the findings from the interviews and the desk review demonstrate, episodic messaging that focusses on the human stories is more effective in engaging audiences. Messaging that focusses on specific instances of child labour relates to people’s everyday lives and has the potential to elicit an emotional response. Episodic messaging results in greater audience engagement, stays on the mind for longer and facilitates easier recall. The analysis indicates that current mass media messages, on the whole, are not effectively engaging audiences.

The stories do not have to be ‘real cases’, although these would have the greater impact on audiences. Stories could be created and told as part of drama or educational content. The point here is that human stories promote empathy with audiences and therefore emotional connection. All the academic and practical evidence points to this conclusion, including findings from the desk review and the interviews (see a selection of quotes from our interviewees below):

“Real stories help the audience to connect with the characters in the story.”

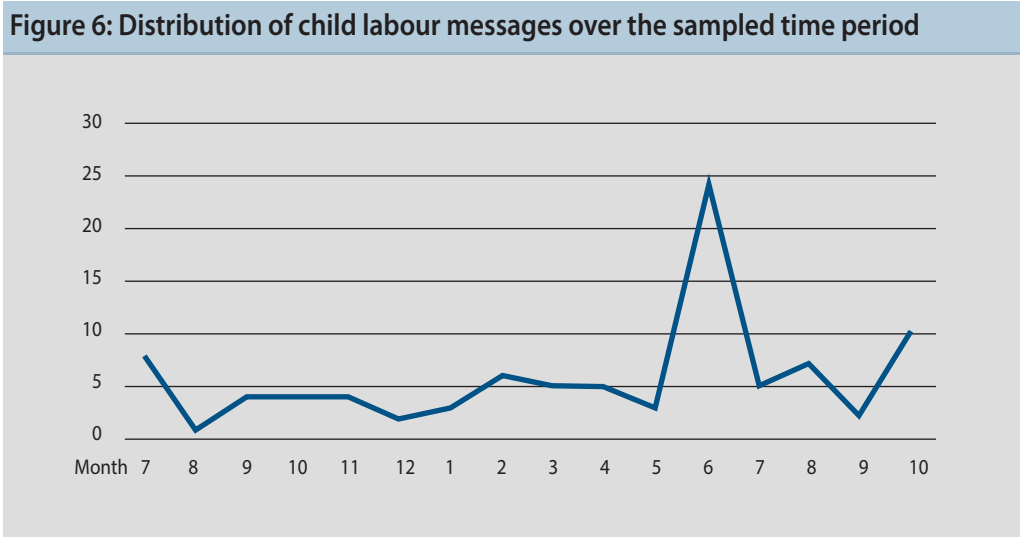
“The reason why performances and plays are so effective at local level is because people recognize the situations that they see; they have experienced the same kind of problems. That’s why messages that are part of stories are easier for audiences to remember.”

While stories through animation would be somewhat effective, ‘real’ characters have more effect, because they look like people we know and so are easier to relate to.

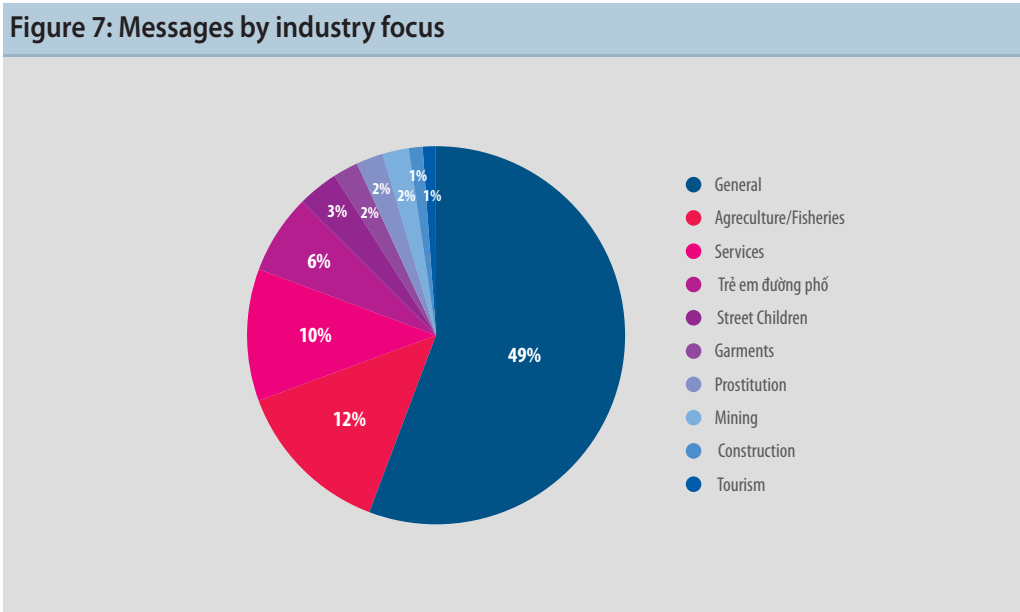
4.4.2 Message content is primarily general/descriptive

Thematic messages have the scope to carry objective arguments supported by current data, and can offer audiences an evidence-based overview of the issues. However, in the case of child labour messaging over the sampled period, information is mainly general

and descriptive. Only 3 messages attempt to define what constitutes child labour; in Bao Nghe An, Cong An Nhan Dan and VNexpress.



An indication of the general content is the finding that over 20 of the sampled messages were published in June/July around the World Day against Child Labour, which takes place annually on 12 June (see Figure 5 above). These messages, though often over 1000 words, mainly describe the issue in general and present strategies to minimize/prevent its occurrence. However, information is broad in scope and offers general strategies; there is little to no specific detail on the issue. The general nature of the majority of messages is demonstrated by the figure below, which indicates the proportion of messaging according to industry focus. Among the messages which mentioned industry focus, farming/fisheries and services are two most mentioned sectors.

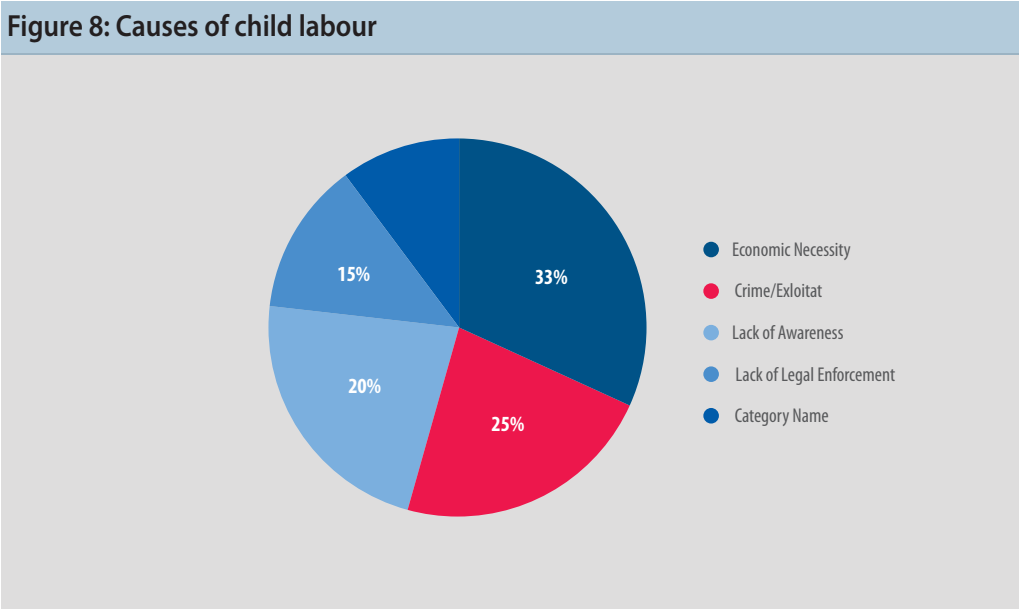


Currently, mass media messages on the child labour issue achieve 2 goals. First, they make the public aware that child labour is an issue; and second, that there are plans to address the issue. However, there is little to no detail on the specifics of the issue. For example, based on the analysis it would appear that the public has little knowledge on what constitutes child labour – what type of labour by age group is permitted, and what is not. There is also no specific information on what the public; including children, parents and employers, can do to address the issue. It is doubtful that the general nature of the current messaging has any significant impact on its audience in terms of understanding the issue, or steps that can be taken to prevent it.

An example of this lack of detail concerns the consequences of child labour. Although ‘legal provision/enforcement’ is given as a solution by 17 messages, not one message provides any detail on penalties for parents or employers that contravene the law.

4.4.3 Messages place responsibility on government authorities

An important finding concerns how the mass media focuses responsibility on government authorities for minimizing/preventing child labour. This is demonstrated by an analysis of the way that the messages present causes and solutions to the issue. The figure below shows that the causes presented by the messages all require interventions from government authorities. Addressing poverty, a lack of legal enforcement and crime are all primarily the responsibility of government. The inference is that there is little or nothing that individuals or communities can do to address the issue.



This point is further evidenced by an analysis of the solutions presented by the messaging. The top 4 solutions; raise awareness (17 messages); promoting networks between communities, schools, local authorities (20 messages); enhanced legal provision and enforcement (14); and, the development of comprehensive policy (13), all rely on the intervention of the authorities. As a result of the mass media's emphasis on the responsibility of government, audiences have little reason to consider how individuals, employers or communities can address the issue.

In summary, the mass media analysis shows that coverage of the issue is primarily thematic. Based on evidence from the interviews and the desk review, more emphasis on human stories is needed to engage audiences effectively. In addition, the general nature of the coverage means that there is too little detail on the specifics of the issue; the definition of child labour, penalties for violations, etc., are omitted. Because of the emphasis on government responsibility, the public is left with little motivation to consider or address the issue. Overall, while the mass media informs the public of the existence of the issue, there is no information or guidance on what the issue actually means, or what can be done to address it.

4.4.4 Messages are unclear and fail to engage the audience

In general, our media interviewees agreed that messages on child labour are infrequent and few in number; the issue has yet to become the focus of media attention. Television coverage of the issue tends to be as short news items, rather than as part of entertainment or documentary content. The child labour issue is largely ignored by the mass media unless there is an important workshop or event (e.g. a government/NGO initiative or World Day Against child labour). Also, the issue is portrayed very generally — as the findings show, just around 20% of the messages actually deal with human stories (and many of these in a very limited way). Therefore, the messaging does not lend itself to creative, attractive content.

Another important issue concerns the ambiguity around what actually constitutes child labour. As the content analysis findings show, the mass media has not defined the issue appropriately, and so it is difficult for channels and journalists to approach the issue with confidence. If we consider that children are expected to help their families, especially in rural areas, then covering the issue becomes fraught with difficulty.

According to interviews with media professionals and local officials, respect for traditional culture and social norms in the transmission of messages is one of the key findings of the evaluation. This issue was raised by a media official at the local Department of Child Protection and Care:

"Vietnamese culture is influenced by Confucian concepts, including the responsibilities and duties of children. Children are expected to help families because parents have to work hard to earn a living. In rural areas, children play an important part in family work

and the family can have significant difficulties without this contribution. Therefore, child labor is a sensitive issue, and messages need to be positive and respect those cultural and social values."

Messaging should be conveyed through human stories that relate to people's everyday lives — aimed at the heart to elicit an emotional response. However, messaging should also be aimed at the head. It should be evidence-based, discuss the issue as a whole, and include expert opinion. This combination of approaches is attractive while at the same time has the potential to stimulate public debate.

While interviewees highlighted the importance of short and simple messaging, there was a consensus view that messaging needs to attract the public's attention.

4.5 Effective Approaches to Implementing Mass Media Communication

This section focusses on best practice for a mass media communication plan. The conclusions are drawn from our interviews with communication experts and from recent academic research. Each subsection represents key components for effective plans, and are incorporated into the assessment's recommendations in section 5.

4.5.1 Situation Analysis

The first stage of a communications plan should involve an analysis of the situation. The structural social and cultural roots of the issue at hand must be understood thoroughly to provide the necessary context¹¹. In fact, this mass media assessment itself is part of this first stage of the ENHANCE campaign with the content analysis (section 4.4) providing insights into media/public discourse on the child labour issue — the way that the mass media represents child labour informs the focus of the campaign's messaging. For example, the thematic focus of child labour messaging points the campaign to develop an approach that includes appropriate episodic content. A thorough understanding of the context also enables the identification of different sub-audiences.

4.5.2 Planning

"Mass media campaigns should be long-term interventions" – this is the opinion of a vast majority of representatives of media channels and communication experts. Long-term planning means that messages can be coordinated over time and thus have a greater impact. Communication messages should not be one-off events, but be part of an overarching strategy. Specific events (Children's day, project launches, the publication of landmark reports, training/field trips for journalists, etc.) can be used to structure

¹¹ Brennan, L., Binney, W., Parker, L., Aleti, T., & Nguyen, D. (Eds.). (2014). Social marketing and behaviour change: models, theory and applications. Edward Elgar Publishing.

campaigns on an annual/bi-annual basis. This enables the campaign to repeat consistent messages over time and build momentum and understanding. However, the events need to be of appropriate import and quality to attract media interest.

A key point here is the view that this type of long-term planning is more effective if combined with other interventions; for example, working with policy makers, conducting community-based activities, and involving mass organisations to employ direct communication activities at local levels.

4.5.3 Working with the Media

The media are at the centre of mass media plans. The development of effective professional relationships with key journalists is vital. Key journalists at prominent newspapers set the news agenda:

“the news media, especially online news sites and the less popular newspapers, take their lead from stories in the quality newspapers, such as Tuoi Tre and Thanh Nien.”

Working with journalists from the popular, quality press (e.g. see Table 1) enables the campaign to set the agenda for the rest of the news media. Therefore, journalists specializing in social issues at the most popular, high-quality news outlets should be identified by the project for cooperation.

Once identified, key journalists should be the focus of high-quality field visits and training events which are backed-up with content and information on the child labour issue that is of a professional standard. For television and radio, which are both considered as key channels, the production of quality messaging is prohibitively expensive. This is especially the case for the ‘golden hours’ around the evening news. One possible solution is to work in partnership with selected channels.

4.5.4 Working with Government and Local Partners

It is important for ILO ENHANCE project to develop a strong partnership with government agencies — for example, ministries, departments, and mass organisations — is necessary to support national awareness campaigns. Child labour is a complex social and cultural issue, and therefore media messages should contain accurate and up-to-date information from official Government sources. According to the provincial Child Care and Protection Departments, most awareness-raising has involved the effective use of direct communication techniques, such as conferences and events at local district and commune level. Although they have worked with mass media channels, this has mainly concerned the sharing of information; media coverage of the issue has been mainly too general and of little impact.

A potential opportunity for the ILO ENHANCE project is to work in cooperation with Vi Tre Em, the Department of Child Care and Protection’s television programme. Our interview

with a senior journalist from the programme confirmed their willingness and capacity to work with the project to produce high quality television messaging, and assist in securing airtime on VTV channels during prime broadcasting times.

Provincial television and radio channels are an important source of information, and the cost of airing is significantly cheaper than national channels. In addition, people trust local officials and representatives of organisations, such as the Women's Union. There was widespread agreement among our interviewees of the importance of commune loudspeaker systems and their effectiveness in rural areas.

4.5.5 Selecting appropriate communication channels for each audience segment

The target audience of the mass media should be segmented according to the needs and interests of the relevant audience, and based on the purpose of the campaign. The use of communication channels and the design of messages should be appropriate to the actual situation and level of understanding of each specific target group. For example, channels and message design suitable for rural target groups would not be suitable for urban groups. These analyzes are based on available communication data and interview results with experts. As noted by our interviewees:

"The point is that the printed press is still an important source of information for policy makers and government officials at high levels. If you want to influence policy makers, then you need to get your message across through the high-quality newspapers."

"For people in rural areas, the local loudspeakers are very important; they get a lot of their information from local mass organisations at commune and district level. The messages for rural communities must be simple and clear."

As explained in data collection methodology section, this assessment has not conducted interviews and surveys on specific target groups. The media access of each target group will be assessed through a Knowledge, Attitude & Practice Survey (KAP) conducted in parallel with the media assessment to add general information to the process of developing communication strategies and activities for each audience segment.

4.5.6 Messages need to engage emotions and be culturally suitable

The most important finding on messaging concerns the use of narratives/human stories. The use of stories provides an emotional connection between the story characters and the audience, which in turn encourages audience engagement and easier recall. Messaging is thus more persuasive as audiences can see aspects of their own lives reflected in the messages. In one case, stories were used as the vehicles through which the core information (facts and figures) was carried to the audiences¹².

¹³ HIV/AIDS Prevention Among Youth Project 2009 Retrieved 24/11/16 from http://www.kswann.com/TV_Spots.pdf

Another key finding concerns the importance of social and cultural values. In order to engage with audiences, messaging must reflect their values. This enables audiences to connect as messages that reflect their values underpin their core beliefs; messaging is more persuasive and thus has more impact. In addition, the design of messaging should consider the audience's socio-economic circumstances. This means that child labour messaging should reflect the fact that children are expected to work to support the family. For example, messaging that condemns all forms of child labour or does not take into account the fact that many families depend on their children to provide much-needed income, is likely to have little effect.

4.5.7 Importance of Communication at Local Levels

While mass media campaigns tend to target large audiences on the national level, they are considered as one component in an integrated communications strategy. Communication activities at local level — for example, through the use of community meetings and loudspeaker systems — are considered key to delivering and supporting clear and consistent messaging. In relation to the importance of working at local levels, an associated finding concerns the forming of partnerships. The cooperation and support of government authorities as well as other NGOs and the business community, also emerged as an important factor in the effectiveness of campaigns.

4.6 Communication Costs

Determining specific costs for each communication channel is very difficult, because child labor is a social factor which should not be communicated in the form of advertising, and because of the high cost of advertising (according to advertising estimates). Moreover, communication costs fluctuate depending on several factors. According to the staff at some local radio and television stations, communication costs depend on each project, designed with a different communication packages. The cost of a media packages depends on the channel, type of message (TVC, reportage or news), message length, message posting time, message posting frequency, design cost for creating the content, and the duration of the project, etc. Therefore, estimating the cost of marketing/advertising of each channel is not feasible at this stage of strategy development.

Although one of the objectives of the review is to determine the cost of marketing/advertising via the mass media, the transmission of messages through advertising may not be considered due to the high cost. The recommendations based on the actual evidence provided in this assessment are focused on working with government agencies, journalists, and media to convey the message on child labor in order to develop a program using the resources provided in the recommendation section. Aggregated information on advertising costs for important media channels is provided in annex F. If at some point the project decides to run ads on certain media channels, the cost that can be determined at that time.



5

Recommendations

Before detailing the recommendations, the objective of the ENHANCE project's awareness-raising component is restated below:

By the end of the project, awareness of child labour, the associated hazards and prohibitions against it will have been raised among all levels of society.

This mass media communications assessment has been conducted to support the objective as it relates to the implementation of a high profile nationwide awareness campaign targeting the public. The recommendations detailed below are intended to inform the overall planning and development of the campaign, identifying sub-audiences, strategies for the construction of media messages, and the selection of appropriate media channels. We are confident that the extensive research undertaken has resulted in the outline of a comprehensive and coordinated strategy. The recommendations below are not separate, but complementary parts of an overall strategy.

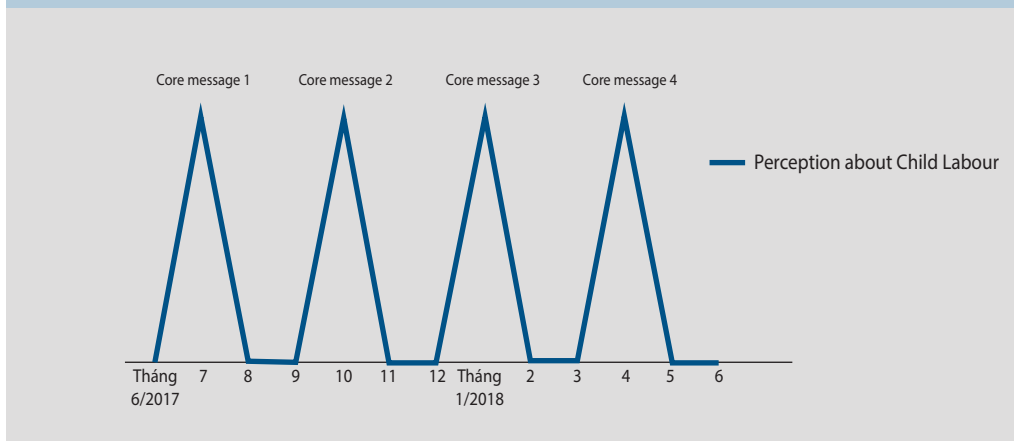
5.1 A Coordinated Approach

The major recommendation of the assessment is for a strategy that delivers a series of 4 coordinated core messages each year. The reason for this number of core messages each year is to ensure that the issue remains on the news agenda. If the number were fewer, for example 2 per year, there is the possibility that the campaign becomes a staggered intervention of separate messages. A key recommendation is that the campaign build on momentum; that each message build on the former to provide a comprehensive understanding of the issue. Because of the time and the cost required to develop each core message, 4 per year is realistic, and also provides for the momentum and coordination of complementary messages.

The core messages should begin with simple explanations (though the form of the messages will be adjusted to media type and audience) of what constitutes child labour and what does not. Each subsequent message should build on the last so that the public's understanding of the issue is strengthened and reinforced over time. Once the definition of child labour has been clearly communicated, the core messages should then focus on

the causes and consequences. The benefits of eradicating child labour, as well as the legal penalties and what individuals and organisations can do to combat the issue can also be the focus of subsequent core messages.

Figure 9: Core messages delivered annually (tentative timings)



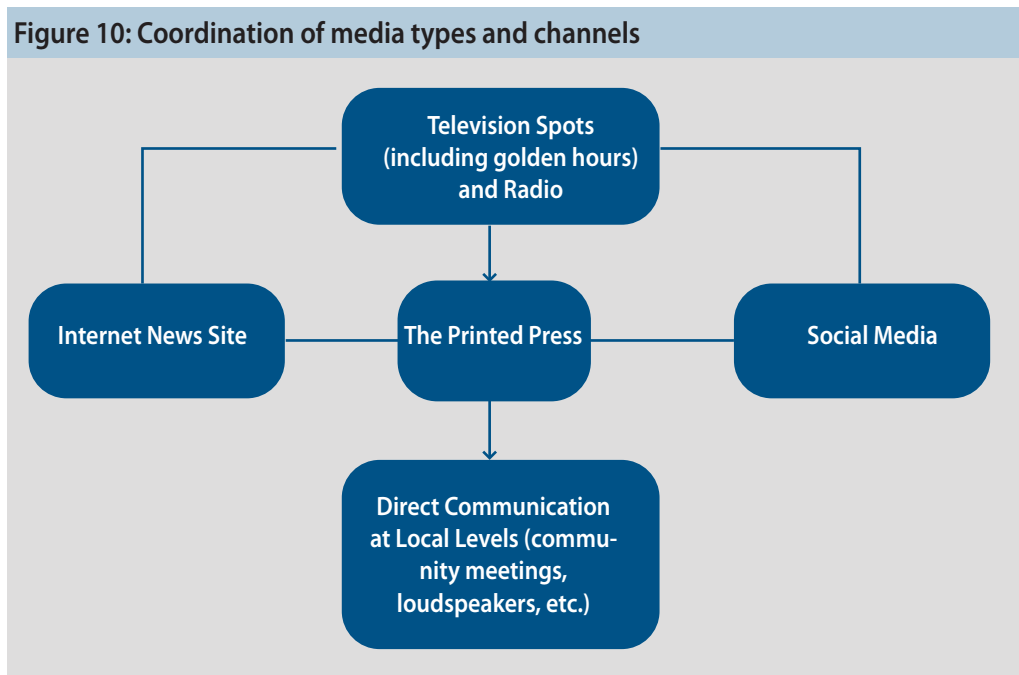
A communication officer at a non-governmental organization commented:

"The audience's perception of a social issue after the media campaign will increase, but after the message is not popularized in the media anymore, the overall awareness of the issue will decrease because it is forgotten."

Therefore, the transmission of four core messages each year will help to keep the child labor problem alive and reinforced in the public's memory throughout the year. It is also important to ensure that messages are scheduled every year so that each core message is built on previous messages. A further advantage of using core messaging is consistency; while each media channel may disseminate in diverse ways — for example, a 500-word article in the printed press as opposed to a social media post of 75 words — the core message remains the same.

As the findings demonstrate, audience segmentation is vital to the effectiveness of media communications campaigns. It is also clear that different media types and channels tend to serve clearly defined audiences. As a result, the major recommendation of the assessment is for a coordinated strategy.

Figure 10: Coordination of media types and channels



The figure above shows how a coordinated approach employs different media channels to support the core messages, and addresses the needs of specific audiences. Given that 85% of child labour is found in rural areas³, it is imperative that television – given its universal coverage and importance to the public in both urban and rural areas – is used to send the campaign’s core messages. More specifically, according to the majority of interviewed communication experts, the use of television spots is essential.

In this approach, the core messages are also disseminated by online media, the printed press and social media channels. In this way, these different media types reach different audiences and the messaging can be adjusted accordingly (note: the core messaging remains the same). For example, core messages in the printed press can be tailored to policy makers, while those in social media to younger, urban populations.

An officer at the Department of Child Care and Protection at local level asserts that “Direct communication at the local level is crucial”. Besides, core messages should be delivered at district and communal level through the use of direct communication, conferences, loudspeakers or school and community events, as well as other channels with the support of the Department of Childcare and Protection, MOLISA, DOET. The media clips, communication materials, communication activities should reflect and deliver the same core messages.

The coordinated approach outlined above allows for the core campaign messaging to be disseminated to specific audiences through multiple channels at the same time. The use of different media types means that the core messages are repeated and consolidated, leading to greater exposure and in turn a greater possibility of impact on the general public. However, the question of public engagement and impact depends in large part on the structure and content of the messages.

The majority of communication experts highlighted that the content of messages should be tailored to suit each the different target audience. The table below offers some tentative suggestions on the potential media channel and message for each target group.

Table 3: Media channel and messages appropriate for targeted audiences

Target audience	Media channel	Message style
Parents in rural area	Television (VTV, local TV), radio (VOV), loudspeakers in communes, community events	Short, simple, easy-to-understand messages, which relate to their own life, including contents about the definition of child labour, consequences and sanctions of violation.
Parents in urban area	Television (VTV, local TV), internet news site (vnexpress, 24h, dantri), social media (facebook)	Eye-catching, impressive messages which could be incorporated in entertainment programs, or touching programs (such as “Cap La Yeu Thuong”). Contents include the definition of child labour, consequences and sanctions of violation.
Policy makers	Printed press (Nhan dan), Television (VTV, TTXVN)	Focus on legislation, policy formulation and implementation.
Businesses/Individuals that use child labour	Television (VTV, local TV), internet news site (vnexpress, 24h, dantri)	Contents include the definition of child labour and sanctions of violation.
Young people in the urban area	Social media (facebook)	Eye-catching, impressive photos and should be updated regularly. Contents should focus on the definition of child labour, how young people can help, hotline inquiries and reports on violations of child labour.
Children	Television (children shows), school events, loudspeakers in communes	Eye-catching messages under the form of animation. Contents include the definition of child labour, consequences, how to report violations and how to handle when they face child labour themselves.

5.2 Planning and Content

The findings point clearly to the need for campaigns to be planned over the long term. Although often planned around important events — for example, the launch of projects, important workshops/conferences and specific issue-related days (world day against child labour) — it is recommended that the campaign be planned around actual stories/cases of child labour.

As the findings revealed, the use of human stories in campaign messages is essential to engage audiences. Academic research is unanimous in finding that real life stories make it easier for the audience to imagine, understand and relate to more than messages that merely provide information. Human stories will draw the attention of the audience to engage with the child labor issue. Audiences need to identify with the issue, and telling stories that people can relate to is key to this. Currently, mass media messages are not engaging through stories (see section 4.4).

Therefore, it is recommended that the campaign is planned around key events and the reporting of child labour stories on an annual basis, ideally disseminating 4 core messages per year using the coordinated approach outlined above. The core messages should comprise of key information — to be prioritized by the project — but carried through the telling of stories. For example, as the media analysis demonstrates, the definition of what actually constitutes child labour, or its prohibitions, is not clearly given in the mass media. Core messages that are simple and clear that address this could be the first priority.

The project should work with other concerned organisations to identify and develop stories of child labour. These should then be used as the basis for delivering the core messages. The core messages themselves should begin with simple explanations (though the form of the messages will be adjusted to media type and audience) of what constitutes child labour and what does not. Each subsequent message should build on the last so that the public's awareness of the issue is strengthened and reinforced over time. With the core messages disseminated through different media to different audiences, and then consolidated over time, the project would be able to ensure that messaging is consistent, loud and repetitive; all features of effective awareness campaigns.

A final point on the content concerns the necessity for messaging to reflect social values. As highlighted above, in Vietnam it is normal for children to help the family to make ends meet. Indeed, it is also an economic necessity in some instances. Therefore, messaging must be sensitive to this, and refrain making broad generalisations on the issue. One of the major challenges for the campaign will be to differentiate between children participating in economic activities and unacceptable forms of child labour.

5.3 Importance of Alliances

Paying attention to the direction of the State agency on communication on child labor is extremely important for the implementation of the project. To enable the ILO ENHANCE project to work effectively, it is necessary to call for involvement of state agencies, to clarify the management role of the state agencies and to grasp the orientations of these agencies to design proper strategies in line with the guidelines/directions of the Party.

MOLISA and the Department of Child Care and Protection has shown its commitment to the child labour issue through its interventions and achievements, and as such is the most important organization involved in the campaign. The resources of the Department of Child Care and Protection, its Center of Communication and Vi Tre Em television programme, including its skills and expertise in the production of television content and direct communication, will be a key aspect of the campaign. Indeed, the Department of Child Care and Protection will play a crucial role in disseminating the core messages through television. Its television programme – Vi Tre Em – has indicated its willingness to assist in the production of content. Airing costs should also be minimal when negotiated through the government department. Involving the Department of Child Care and Protection at the national level may also provide momentum at provincial and local levels.

As the findings show, working with journalists to disseminate messages is also important. However, as the interviewees pointed out, campaigns must provide quality content for journalists to cover. Using stories themselves as the events around which the campaign is planned provides journalists with attractive content that will engage their audiences. In sourcing stories, the project should work with other concerned organisations, such as Blue Dragon and UNICEF. As such, journalists are more likely to cover the stories and thus disseminate the core messages. Priority should be given to key journalists from key publications as these are likely to set the agenda for the rest of the media pack and ensure that messages are covered as widely as possible. For example, Thanh Nien, Tuoi Tre and Nhan Dan are all agenda-setting publications.

Building alliances with other concerned organisations, including NGOs such as UNICEF and Save the Children, is also recommended. Campaign materials and content can be shared for dissemination by their respective communication channels in support of the core messages. This is especially the case for social media platforms, which offer the potential to reach a much wider audience than the campaign could otherwise. As the analysis of ILO Facebook posts shows, it is extremely difficult to attract and engage followers on the issue. Partnering with other organisations offers an opportunity to multiply the potential audience, especially if linking to human stories.

In summary, the research team recommends that the project employs a coordinated strategy that:

- Recognize the importance of working in partnership with government and non-government organisations.

- Delivers 4-6 core messages per year. As the analysis shows, the initial core messaging should focus on providing clear guidelines on what does and does not constitute child labour.
- Source and use human stories/actual cases of child labour to carry the core messages. This is imperative if the messages are to engage the public.
- Segments the audiences by channel type (see Table 3), and adjusts messages as appropriate.
- Employs television as the primary channel, including national and provincial channels. To launch the mass media public awareness campaign and then continue to build momentum over the long term without the use of television is unfeasible



6

Annex

6.1 Annex A: Sampled media Channels

Television Channels		Radio Channels		
VTV		VOV		
Hanoi TV		VOV Traffic		
HTV (Hochiminh city)		VOV Social and Family Program		
An Giang TV		VOH (Hochiminh city Radio)		
Vinh Long TV		Hanoi Radio		
VTC		An Giang Radio		
Parliament TV				
Newspapers				
Tuoi Tre	Sai Gon Giai Phong	Gia dinh & Xa hoi		
Bao Cong An TP. HCM	Tien Phong	Gia dinh & Tre em		
An Ninh The Gioi	Lao Dong	Phap luat TP. HCM		
Thanh Nien	Nguoi Lao Dong	The Vietnam News		
Nhan Dan	Hanoimoi	Lao dong & Xa hoi		
Phu Nu Thanh Pho Ho Chi Minh	Bao An Giang			
Websites				
Webpage	Online	Newspapers	TV/Radio	
afamily.vn	x			
Anninhthudo.vn	x	x		
Doanhnhancuoituan.vn	x	x		
doanhnhansaigon.vn	x	x		
giadinhvatreem.vn	x	x		
Giaoducthoidai.vn	x	x		
hoahoctro.vn	x	x		
http://2sao.vn/	x			
http://atv.org.vn/	x			x
http://baodansinh.vn/	x			

Websites			
Webpage	Online	Newspapers	TV/Radio
http://cafebiz.vn/	x		
http://congan.com.vn/	x	x	
http://dantri.com.vn/	x		
http://ddd.com.vn/	x	x	
http://eva.vn/	x		
http://giadinh.net.vn/	x		
http://giadinh365.vn/	x		
http://hanoimoi.com.vn/	x	x	
http://laodongxahoi.net/	x	x	
http://meyeucon.org/	x		
http://news.zing.vn/	x		
http://ngoisao.vn/	x		
http://nhipcaudautu.vn/	x	x	
http://phunuonline.com.vn/	x	x	
http://phunutoday.vn/	x		
http://suckhoedoisong.vn/	x	x	
http://thegioivanhoa.sunflower.vn/	x	x	
http://tintucmientay.com.vn/	x		
http://tuoitre.vn	x	x	
http://vietbao.vn/	x		
http://vietnamnet.vn/	x		
http://vneconomy.vn/	x	x	
http://vnexpress.net/	x		
http://www.24h.com.vn/	x		
http://www.baomoi.com/	x		
http://www.baovinhlong.com.vn/	x		
http://www.doisongphapluat.com/	x		
http://www.hanoitv.vn/	x		x
http://www.htv.com.vn/	x		x
http://www.molisa.gov.vn/vi/Pages/Trangchu.aspx	x		
http://www.nguoiduatin.vn/	x		
http://www.nguoihanoi.com.vn/	x		
http://www.thesaigontimes.vn/	x	x	
http://www.thvl.vn/	x		
http://www.tienphong.vn/	x	x	
http://www.vietnamplus.vn/	x		
http://www.voh.com.vn/	x		x
http://xahoihtongtin.vn/	x		
https://guu.vn/laodong.com.vn	x		
moh.gov.vn	x		
nld.com.vn	x		

Websites			
Webpage	Online	Newspapers	TV/Radio
saigongiaiphong.org.vn	x	x	
soha.vn	x	x	
svvn.vn	x		
thethaovanhoa.vn	x	x	
tiethigiadinh.sunflower.vn	x	x	
Tiin.vn	x	x	
Tintuonline.vn	x		
vov.vn	x		x
vtc.vn	x		x
vtv.vn	x		x
www.baoangiang.com.vn/	x	x	
Yeah1.com	x	x	
vietnamnews.vn/	x		
vnanet.vn/	x		x
Social Media Platforms			
Facebook			
Twitter			
ZingMe			
Youtube			
Instagram			
Zalo			
Webtretho forum			
Lamchame forum			
Otofun			

6.2 Annex B: Search Words and Terms

Nhóm chung ILO Tổ chức lao động quốc tế	lao động trẻ em		
	người chưa thành niên		
	công việc nặng nhọc		
	lao động nặng nhọc		
	trẻ em di cư		
	nguy hiểm		
	nghỉ học sớm		
	bóc lột trẻ em		
	thời gian làm việc của trẻ em		
	an toàn lao động		
	vệ sinh lao động		

Nhóm chung ILO Tổ chức lao động quốc tế	thanh tra lao động		
	Bảo vệ trẻ em		
	luật lao động		
	Hiệp định thương mại		
	Hiệp định thương mại xuyên Thái Bình Dương		
	chuỗi cung ứng		
	Chuỗi giá trị		
	Trẻ em làm việc quá sức		
	chăm sóc trẻ em		
	Sử dụng trẻ em		
	Phòng ngừa lao động trẻ em		
Lao động trẻ em tồi tệ nhất	buôn bán trẻ em		
	gán nợ		
	bóc lột sức lao động		
	làm đêm		
	làm việc nhiều giờ		
	lao động khổ sai		
	lao động cưỡng bức		
	lao động nặng nhọc độc hại		
	xung đột vũ trang		
	dụ dỗ		
	lôi kéo		
	mại dâm trẻ em		
	biểu diễn khiêu dâm		
	buôn bán ma túy		
Sử dụng lao động ngoài các danh mục công việc cho phép trẻ 13 - 15 tuổi	nghề truyền thống		
	thủ công mỹ nghệ		
	đan lát		
	nuôi tằm		
	gói kẹo dừa		
Công việc và nơi làm việc cấm sử dụng lao động chưa thành niên	Công trường xây dựng		
	trong đường hầm		
	sòng bạc		
	quán bar		
	vũ trường karaoke		

	phục vụ khách sạn		
	nhà nghỉ		
	phòng tắm hơi		
	phòng xoa bóp		
Công việc không sử dụng lao động chưa thành niên	cửu vạn		
	bốc vác		
	vận chuyển hóa chất	khí gas	chất nổ
	dệt may		
	da giấy		
	thủy hải sản		
	làm tôm		
	làm cá bò		
	đánh bắt cá		
	lặn biển		
	đánh bắt xa bờ		
	bê gạch		
	làm nhà máy nước đá		
	vận hành máy gia công kim loại		sửa chữa....
	vận hành máy rèn	dập	ép
	thu gom rác thải		
	đúc đồng	nhôm	
	vận hành máy hồ vải sợi		
	kho thuốc nhuộm		
	kho hóa chất		
	đào lò		
	đào hầm mỏ		
	khai khoáng		
	khai thác đá		
	nghiền đá		
	mỏ quặng		
	đãi vàng	tuyển vàng	
	đào vàng		
	chế tác đá và gỗ		
	xẻ gỗ thủ công		
	bốc xếp		
	xuôi bè	ghềnh thác	
lái máy kéo nông nghiệp			
xẻ gỗ	cưa đĩa	máy cưa vòng	

	máy bào gỗ	nứa	mây
	sơ chế tre		
	chế biến cà phê nhânthợ lặn		
	đi tàu viễn dương	tàu biển	
	hầm rượu		
	lò thủy tinh		
	đốt dầu		
	nấu bột giặt		
	đóng tàu		
	ngâm tấm tà vẹt		
	phun thuốc trừ sâu	trừ cỏ	diệt mối mọt
	đất đèn		
	nạo vét cống ngầm		
	nhặt rác	phân loại rác thải	phế liệu
	giàn giáo	rầm xà	
mang vắc nặng			
Sản phẩm liên quan đến lao động trẻ em	gạch		
	hạt điều		
	cà phê		
	trà		
	cá		
	giày dép		
	đồ nội thất		
	Dệt may		
	Da giầy		
	hạt tiêu		
	gạo		
	cao su		
	Hàng may mặc		
	mía		
	Gỗ		
thuốc lá			

6.3 Annex C: Qualitative Content Analysis (Coding Frame)

UO Media Scan Master - Feb 23, 2017 - Mkylo Pto

FILE HOME CREATE DATA ANALYZE QUERY EXPLORE LAYOUT VIEW

Go Refresh Workspace

Open Properties Edit Item

Cut Copy Paste Clipboard

Format Paragraph Styles

Find Now Clear Advanced Find

PDF Selection Text Region Editing

Find Replace Delete

ABC Spelling Proofing

Look for: Search In: Nodes

Nodes

Name	Sources	References	Created On	Created By	Modified On	Modified By
Message focus	85	113	10/18/2016 2:05 PM	D8	2/28/2017 9:53 AM	D8
Hazardous work	10	10	10/18/2016 2:08 PM	D8	2/27/2017 3:00 PM	D8
Prevention, Awareness	6	6	10/18/2016 2:08 PM	D8	2/16/2017 5:52 PM	CHI
Legal provision, enforcement, crime	18	18	10/18/2016 2:09 PM	D8	2/27/2017 2:58 PM	D8
General	24	24	2/7/2017 11:58 AM	D8	2/17/2017 1:49 PM	CHI
Reporting Govt program, initiative	24	24	2/7/2017 12:06 PM	D8	2/27/2017 2:58 PM	D8
Non Vietnamese focus	26	26	2/7/2017 2:04 PM	D8	2/27/2017 3:00 PM	D8
Free trade agreements	1	1	2/9/2017 2:57 PM	D8	2/9/2017 2:57 PM	D8
Child prostitution	2	2	2/10/2017 2:12 PM	D8	2/17/2017 1:39 PM	CHI
World Day Against Child Labour	2	2	2/16/2017 2:15 PM	D8	2/17/2017 9:14 AM	CHI
Message orientation	0	0	10/18/2016 2:09 PM	D8	10/18/2016 2:25 PM	D8
Episodic	17	17	10/18/2016 2:00 PM	D8	2/17/2017 1:43 PM	CHI
Thematic	69	69	10/18/2016 2:00 PM	D8	2/27/2017 3:05 PM	D8
Photos	6	6	2/9/2017 5:01 PM	D8	2/27/2017 2:46 PM	D8
Industry focus	1	1	10/18/2016 2:10 PM	D8	2/7/2017 11:59 AM	D8
Cause	68	112	10/18/2016 2:14 PM	D8	2/9/2017 3:32 PM	D8
Consequences	51	73	10/18/2016 2:15 PM	D8	2/9/2017 3:32 PM	D8
Solutions	34	77	10/18/2016 2:16 PM	D8	2/9/2017 3:32 PM	D8
Useful quotes	2	2	2/7/2017 4:37 PM	D8	2/9/2017 2:19 PM	D8

Sources Nodes Classifications Collections Queries Reports Maps Folders

DB 48 Home

6.4 Annex D: Interviews

6.4.1 Media interview guide

Introduction to the interview

- At the introductory stage, the interviewer summarizes the purpose, agenda for the interview, and the types of topics that will be covered.
- Relevant demographic information is recorded at this stage.
- Interviewee is made aware of recording method, informed consent processes and conditions on the use of information
- The appropriate definition of child labor in accordance with Vietnamese law, international convention and reference to MOLISA and ENHANCE's project is provided so that interviews are conducted with respect to correct terms.

Guiding questions

Note: These questions are a guide and some may be omitted or asked in a different order according to the interviewee/organizational context.

Core Questions	Possible Follow-up Questions
<ol style="list-style-type: none">1. Has your channel worked with government or NGO programs to raise awareness of social issues?2. In your experience, has the issue of child labor been covered by your channel? How frequently?	<ul style="list-style-type: none">• In which particular section or programs has coverage of child labor issues appeared?• In general, has there been a particular focus of the coverage? What were the tips/ hooks used to raise child labor issues?• Does the channel keep an archive or searchable database of its coverage?

Core Questions	Possible Follow-up Questions
<p>3. Could you describe your channel's audience?</p> <p>4. At which times and for which type of programs is your audience highest?</p> <p>5. How does your channel ensure that the audience finds your programs interesting and attractive?</p>	<ul style="list-style-type: none"> • How does the channel measure its audience figures? • For a particular program/section, how does the channel identify its audience? • Does it reach the targeted audience, can it raise the awareness on the social issues? Have audience figures changed significantly over the last five years? Do you expect figures to remain stable over the next five years?
<p>6. In your opinion, what would be the most effective way for the ENHANCE project to raise awareness of the child labor issue through your channel?</p> <p>7. In your opinion, how could the project determine appropriate ways to convey the message to each target audience?</p> <p>8. In your opinion, how could the project ensure that its messages are appropriate for its target audience in terms of attractiveness and duration?</p>	<ul style="list-style-type: none"> • What are the current costs for placing stories, programs or reports on your channel? • Would it be possible to work in partnership with the project to raise awareness of the child labor issue? • Do you know any effective example, case, approach to raise awareness on a social issue? Details? • In addition to your channel, what opportunities do you think the mass media provides for raising awareness in general/of the child labor issue in particular? • In your experience, are social media and mobile applications appropriate to raise awareness on this topic? Why? How they can be used? • Do you have any innovative communication method/channel/idea to be tested by ENHANCE project in order to raise awareness on Child Labor in Viet Nam? Why and how?

6.4.2 Communications interview guide

Guiding questions

Note: These questions are a guide and some may be omitted or asked in a different order according to the interviewee/organizational context.

Core Questions	Possible Follow-up Questions
<ol style="list-style-type: none">1. In general, what are the main challenges to implementing an awareness-raising program?2. Could you describe a program or a communication activity that you feel was particularly successful?3. How did you project determine the appropriate message for each target audience group?4. How could the project ensure that its messages are appropriate for its target audience in terms of attractiveness and duration?	<ul style="list-style-type: none">• In general, what are the main challenges to implementing an awareness-raising program?• Could you describe a program or a communication activity that you feel was particularly successful?• How did you project determine the appropriate message for each target audience group?• How could the project ensure that its messages are appropriate for its target audience in terms of attractiveness and duration?
<ol style="list-style-type: none">5. In your opinion, what is the best way for the ENHANCE project to raise awareness through the mass media?	<ul style="list-style-type: none">• Which media channels would you suggest? Why?• Which type of messaging do you think would be the most effective? (e.g. emotional appeal, etc.)• Could you suggest any innovative communication method/channel/idea to be tested by ENHANCE project in order to raise awareness on child labor in Viet Nam? Why and how?

6.4.3 Interviewees

Communication interviewees

Ms. Vu Thi Kim Hoa	Deputy Director, Department of Child Care and Protection
Mr. Do The Anh	Editor – Journalist, For Children TV Program, Department of Child Care and Protection
Ms. Nguyen Thuy Quynh	Communications Manager, WWF
Ms. Le Thi Huong Lien	Communications Specialist, CARE
Ms. Tran Phuong Anh	Communication for Development Officer, UNICEF
Ms. Dinh Thi Ngoc Quy	Program Manager, Blue Dragon Children’s Foundation
Ms. Tran Quynh Hoa	Communications Manager, ILO
Ms. Vu Phuong Thao	Deputy Director, iSEE
Ms. Do Thi Hong Hanh	Communication Specialist, OXFAM
Mr. Douglas Pyper	Communication Specialist, Animals Asia
Ms. Do Thi Hai Duong	Director of Department of Child Care and Protection at Hanoi
Mr. Nguyen Van Tinh	Director of Department of Child Care and Protection at HCM
Mr. Nguyen Van Dat	Director of Department of Child Care and Protection at An Giang

Media interviewees

Mr. Pham Ngoc Phi	Editor from the Editorial Secretariat department, VTV
Ms. Nguyen Thi Hanh	Editor from the Science and Education department, HTV
Ms. Vu Thu Trang	Editor - Journalist from the Thematic Office, Hanoi Radio Television
Ms. Pham Thi My Hang	Deputy director of the Category, science and education department, An Giang TV
Ms. Nguyen Thu Duyen	Journalist, VOV
Ms. Bui Thi Hong Van	Head of FM 95.6 MHz, VOH
Ms. Nguyen Thu Hang	Journalist, Thanh Nien
Mr. Tran Huy Phuc	Mobile application developer
Ms. Le Thi Thanh Hanh	Business lead, OMD

6.5 Annex E: Online Traffic

The file below provides an overview of the reach (in terms of average visits per month, average visit duration, etc., of the sampled printed and online websites.



2016 ILO Mass
Media_Website traffic

6.6 Annex F: Advertising Costs of Selected Media Channels



Bảng giá quảng
cáo HanoiTV năm 2017



Bảng giá quảng
cáo truyền hình HTV



bang gia thanh
nien.xlsx



Bang gia VOH
2017.doc



bao gia ATV.docx



HTV7 va HTV9.pdf



Selected printed
press cost.xlsx



VTV.pdf

National Plan of Action on the Prevention and Reduction of Child Labour

International Labour Organization
4, route des Morillons, CH-1211 Geneva 22 – Switzerland
www.ilo.org/ipecc - e-mail: ipecc@ilo.org

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