

The Permanent Mission of Australia to the United Nations Office in Vienna, in cooperation with the United Nations Office on Drugs and Crime and the Permanent Missions of Mexico and Serbia, has the pleasure of inviting delegates to the Working Group on Trafficking in Persons, to the following side event.

## Trafficking in Persons: Lessons Learned, Best Practice, and the Way Ahead for Awareness Raising and Education

Presentations and Panel Discussion

Tuesday, October 11, 2011

1:15-2:15pm

M Building, room M2

Light refreshments will be provided

Raising awareness and educating the public about the causes, consequences, and signs of trafficking in persons are important tools to prevent this heinous crime. Awareness-raising and education campaigns help law enforcement agencies and the wider public to recognise instances of trafficking in persons, enable and facilitate the reporting of cases, and reinforce government initiatives, support systems, helplines and the like. Accordingly, awareness and education campaigns feature prominently in domestic anti-trafficking strategies and in international law and best practice guidelines.

The purpose of this seminar, which brings together experts from Mexico, Serbia, and Australia, is to reflect on past experiences of anti-human trafficking awareness campaign, identify international best practice, and showcase a number of recent campaigns. The seminar will be an informal forum to facilitate the development of informed campaigns in sending countries, transit points, and destinations for trafficking in persons.

1:15pm	Opening and welcome, Permanent Mission of Australia
1:20pm	International law and best practice; past experiences
1:30pm	'Be Careful What You Pay For', campaign outline (Australia)
1:40pm	Blue Heart Campaign (Mexico)
1:50pm	Awareness Raising on Trafficking in Persons in Serbia
2:00pm	Panel discussion, question and answers
2:15pm	Seminar closes

No RSVP required.

For further information please contact [barbara.sidoti@unodc.org](mailto:barbara.sidoti@unodc.org).