



# “The Story of Fatma”: IOM Tunisia produces an awareness-raising Campaign to help combat Trafficking in Persons

IOM Tunisia launched an awareness-raising campaign against human trafficking based on a video spot, “The Story of Fatma”.

The video aims at preventing trafficking in persons among young men and women who apply for jobs on the Internet.

According to the recent IOM publication “*Baseline Study on Trafficking in Persons in Tunisia: Assessing the scope and manifestations*”, Tunisian women can become victims of trafficking in the Middle East and Gulf countries, as well as Western African States, and forced into prostitution. Many of them have been recruited via the Internet; especially social media.

“The “Story of Fatma,” developed within the framework of J/TIP funded SHARE Project (*Support and Hand-over of Assistance and Referral Mechanisms as well as Exchange of Practices in Anti-Trafficking*), portrays the modus operandi of cyber traffickers in Tunisia. With more than 3 million social media users (30% of the Tunisian population), cyber criminality is spreading widely because of the increasing use of social media and the difficulty of tracing traffickers’ international networks. Teenagers and youth, especially girls, are particularly vulnerable to this crime.

For more information, please contact [Lorena Lando](mailto:Lorena.Lando@iom.int) at [Lando@iom.int](mailto:Lando@iom.int)



## **The Story of Fatma**

The animation shows a young Tunisian girl looking for a job on the Internet. While chatting on social media, she sees an attractive job opportunity advertised. Quickly, a man contacts her. The hiring process is simple: she only has to send her CV and a personal photo.

She gets a signed copy of her contract by e-mail and all the official documents she needs to travel abroad to start working.

At arrival in the country of destination, the man welcomes her and takes her passport. She realizes that she has become the victim of a fraud: the man eventually forces her to work in prostitution.

At the end, the video shows the same trafficker trying to recruit a young man through false promises of a well-paying job abroad, perpetuating the chain of human

trafficking.

The video “Story of Fatma” has been produced by IOM Tunisia, with the support of SHARE Project Steering Committee composed by Tunisian Ministries, international organizations and local NGOs, as part of a national comprehensive strategy to counter-trafficking in the country.

The video is available on the Internet, in four languages: English, Arabic, French and Spanish.

To date, the video has had the attention of more than 1500 Internet users.

The video can be found on Youtube under the title: “Anti-Trafficking Campaign (IOM): The Story of Fatma”:

[http://  
www.youtube.com/  
watch?v=rKoKfU4zuMM](http://www.youtube.com/watch?v=rKoKfU4zuMM)

