

MEDIA BRIEF

Objective

Competitors are challenged to develop a **comprehensive communications strategy** to address the issue of **human trafficking for sexual exploitation in Africa**. The strategy should outline how media channels, storytelling, and stakeholder engagement can drive **awareness, advocacy, and actionable change**.

The final submission should be a **presentation of no more than 12 slides**, submitted as a **PDF** (competitors may present from a **PPT or Google Docs version**).

Background: The Role of Media in Combatting Human Trafficking

Human trafficking remains one of the most pressing human rights violations in Africa. According to **UNODC**, nearly **80% of trafficking cases in the region** involve sexual exploitation, disproportionately affecting **women and children**. Despite growing awareness, **many key stakeholders remain uninformed** about trafficking tactics and how media can be used to **disrupt operations and empower communities**.

The **International Organization for Migration (IOM)** reports that **40% of trafficking victims** are recruited via **deceptive advertisements, social media grooming, and false job offers**. Meanwhile, **Interpol Africa** has identified a **35% increase** in cases involving **online and digital exploitation** in the past five years.

Media plays a **critical role** in shaping narratives, exposing criminal networks, and mobilizing public action. **Strategic communication campaigns** can pressure governments, engage law enforcement, inform communities, and help victims reintegrate into society.

Expected Deliverables

- ✓ **A maximum of 12-slide deck** outlining the communications strategy.
- ✓ **Detailed approach** to audience targeting, messaging, and media platform selection.
- ✓ **Integration of traditional and digital media** to maximize outreach.
- ✓ **Creative execution plan** (campaign tone, storytelling techniques, content formats).
- ✓ **Presentation-ready format as PDF** (competitors may present from **PPT or Google Docs**).

YOUNG PITCHER COMPETITION 2025



✓ **Deadline:** 5:00PM WAT, 3 May 2025. Results will be announced on 17 May 2025.
Top 5 competitors will be invited to present their work ahead of the announcement.