

Prevention Strategies

The Palermo Protocol calls on governments to engage in **research, information and mass media campaigns and social and economic initiatives** to prevent and combat trafficking in persons.

Governments are also required to take or strengthen measures, including through bilateral or multilateral cooperation, to alleviate the factors that make persons, especially women and children, vulnerable to trafficking. Such factors include poverty, underdevelopment and lack of equal opportunity.

Further measures include adopting or strengthening legislative or other measures, such as educational, social or cultural measures, including through bilateral and multilateral cooperation, to **discourage the demand** that fosters all forms of exploitation of persons, especially women and children, that leads to trafficking.

In addition, States are encouraged to focus on training law enforcement and border control officers to identify situations of trafficking, documents used by traffickers and those persons who are traffickers and trafficking victims respectively.

Governments are also required to strengthen border control measures and to introduce passport and other identification documents which are difficult to falsify, so as to reduce the incidence of transnational trafficking of persons.