

# IOM's Communication for Development Campaigns 2024-2025

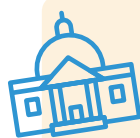


## Context

The Western Hemisphere Program of the International Organization for Migration implements communication and information efforts to promote safe, orderly and regular migration. **Communication for Development (C4D)** is a methodology based on working with the target communities, considering their knowledge, attitudes, practices, and needs. It aims to promote social change by creating networks between communities, the information they need, and other relevant actors.

### Beyond providing information: weaving networks for impact

C4D campaigns are focused on connecting social actors to conduct a positive change. Therefore, the implementation of these campaigns contemplates:



Government partnerships to facilitate access to migration-related opportunities and solutions.



Long-term educational and youth leadership processes.



Information products, community efforts and online dissemination strategies (social media and internet).

### A Solid Baseline Investigation

In the development of these interventions, the IOM:

- Conducted a baseline with close to **2,000 participants**.
- **Forged alliances and built the capacity** of central and local government entities, as well as community actors.
- Worked together with the target audience in the **development of concepts, graphics and communication products**.



# El Salvador, Guatemala and Honduras

"Think Twice" in Northern Central America focuses on working with youth and local actors to prevent irregular migration.

## Context<sup>1</sup>

- About **43%** of the population does not know what human trafficking is or its elements for identifying it.
- **42%** of people rely in some way on the information that a coyote can offer.
- More than **91%** of people do not consult official sources of information when looking for migration options.

## Objetivo

Articulate alliances and communication and education actions to prevent irregular migration through:

- Providing accurate information on documentation processes for regular/labor migration.
- Improving the access to official sources of information for the prevention of risks and deception.
- Connecting the target audience with development opportunities in their country.

## Featured Products

The main videos will showcase stories of young people from the communities through innovative formats such as social experiments, informative clips, podcasts and a series of survival-style challenges.

## A Joint Implementation

### El Salvador:

- Support the implementation of the National Human Mobility Policy on the prevention of irregular migration.
- Dissemination of verified information with the Directorate of Migration and the Ministry of Labor as supporting entities.

### Guatemala:

- Promotion of mobile services for acquiring passports in coordination with the Guatemalan Migration Institute.
- Alliance with the Ministry of Labor, OportuGuate and IOM's Safe Mobility project to bring safe employment opportunities to the communities.

### Honduras:

- Inclusion of migration issues in the National High School Curriculum, in partnership with the Ministry of Education.
- Partnership with the National Youth Institute to start the process of updating the National Youth Policy.

## Key Counterparts

- Ministry of Foreign Affairs (SLV).
- Migration Directorate (SLV).
- Secretariat/Ministry of Labor (SLV, GTM y HND).
- Guatemalan Institute of Migration.
- Secretariat of Education (GTM y HDN).
- National Youth Institute (HDN).
- Secretariat of Cultures, Arts and Heritage of the Peoples of Honduras.



1) Source: baselines conducted by IOM in Sonsonate (El Salvador), Huehuetenango (Guatemala) and La Ceiba (Honduras). Average percentages for the three countries. N=929.



## Panama

"Think Twice" in Panama focuses on working with migrant populations settled in Panamanian territory and their access to rights.

### Context<sup>2</sup>

- **64%** of the migrant population is not aware of their rights in Panama and **32%** do not know how to regularize their status.
- **77%** of migrants have the intention of starting a regularization process.
- Nearly **63%** do not consult official sources for information on labor or migration.

### Objetivo

Articulate key alliances and communication actions to promote access to rights of migrants in Panama through

- Providing information and official sources for the prevention of labor exploitation of migrant workers in Panama.
- Referencing and supporting the documentation process for regularization.
- Connecting the target audience with opportunities for development and economic and labor inclusion in the country.

### Featured Products

The videos will use animated visuals to showcase key information. In addition, stories of ambassadors of the campaign will be featured, and podcasts will be produced to promote the inclusion of migrants in the country.

### A Joint Implementation

- Launching of campaign in cooperation with the Ministry of Foreign Affairs.
- Community implementation alliances with the Community Boards and Municipalities of Herrera, Los Santos, Coclé.
- Participation in the Azuero International Fair.

### Key Counterparts

- Ombudsman's Office.
- Ministry of Education.
- Universities.
- Ministry of Labor.
- Ministry of Foreign Affairs.

2) Source: Baseline conducted by IOM in Coclé, Los Santos and Herrera. N=160

## "Life Journey" Dominican Republic

The campaign in the Dominican Republic focuses on articulating efforts to prevent irregular migration through the dissemination of development alternatives in the country, and capacity building for the prevention risks linked to human trafficking.

### Context

- **44%** of people are unaware of the existence of programs and regular channels for migration.
- **67%** of the surveyed population has migrated or plans to migrate irregularly, in a yola (boat).
- **57%** are willing to apply for a visa.

### Objetivo

Articulate alliances and communication actions to prevent irregular migration, through:

- Providing access to information on irregular migration risks.
- Connecting the target audience with development opportunities in the country.
- Encouraging the search and consultation of reliable sources.

### Featured Products

The campaign will include a social experiment on misleading offers with school students, as well as content with the concept of "fantasy vs. reality".

### A Joint Implementation

- Campaign launch in collaboration with the Ministry of Foreign Affairs.
- Workshops on prevention of irregular migration with teachers and students.
- Coordination with partners for opportunity fairs in Dominican Republic and abroad.

### Counterparts

- Directorate of Vocational Schools of the Armed Forces.
- Ministry of Foreign Affairs.
- National Police.



## México



"Ties that Bring Us Together" focuses on working with the Mexican population in host communities and public officials on the issue of xenophobia.

### Context<sup>3</sup>

- **57%** of the Mexican population does not recognize the concept of xenophobia.
- Nearly **50%** of the Mexican population is not open to coexisting with people from other countries, ethnic groups, cultures or religions.
- Between **36%** and **53%** of people showed support for exclusionary or xenophobic speeches.

### Objetivo

Generate positive changes in the perception of Mexican people regarding migration by tackling xenophobia, discrimination and aporophobia against migrants. This involves efforts to:

- Raise awareness of the migration issue.
- Raise awareness of the impact of discrimination and xenophobia.
- Promote actions for the inclusion and integration of migrants.

3) Source: Baseline conducted by IOM in Monterrey, Puebla and Oaxaca. N=676

### Featured Products

A series of 10 podcasts will be produced in collaboration with the Railway Museum in Puebla and an informative video on the migration phenomenon in Mexico.

### A joint implementation

- Campaign launch in collaboration with the Ministry of Foreign Affairs.
- Implementation of capacity building processes with students from universities in Puebla, Juarez and Villahermosa.
- Museum Nights with the Ministry of Foreign Affairs and the rapper Danger AK.
- Installation of an exhibition at the Museo Interactivo Papagayo.

### Key Counterparts

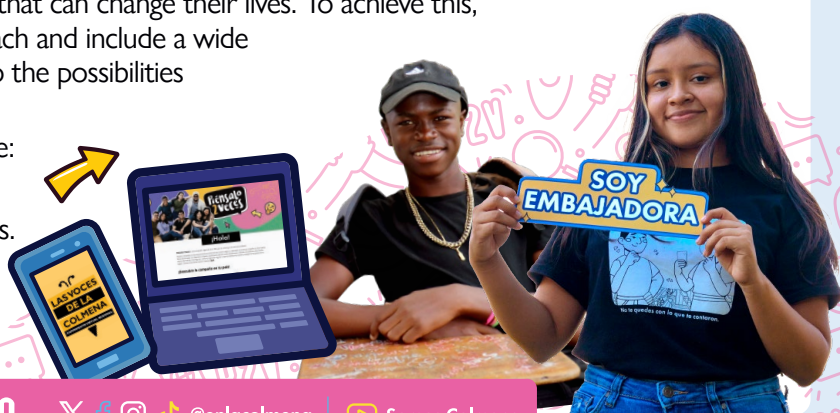
- Universities of Puebla, Juárez and Tabasco.
- Secretariat of Foreign Affairs.

## One message, many roads:

C4D campaigns seek to connect people with information that can change their lives. To achieve this, dissemination strategies are based on a community approach and include a wide range of channels: from word-of-mouth communication to the possibilities and trends of the digital world and marketing.

Some of the dissemination actions of the campaigns are:

- Community Ambassador Leaders Network.
- Educational Tours in schools, highschools and universities.
- Content on websites and social networks.
- Virtual camp for creating TikTok & Reels on migration.
- Alliances with artists and media.



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