

# [ C4D CAMPAIGN IN GUATEMALA ]

## WHAT IS C4D?

IOM, through the Regional Migration Program: Mesoamerica - The Caribbean, implements a Communication for Development campaign in communities of origin, transit and destination of migrants.

The goal is to generate participatory processes in which communication tools and activities are used to promote behavioral changes that drive social development.



## THE PROCESS

### ANALYSIS

Prior consultations and a base investigation with **457 SURVEYS** were conducted in Salcajá, Quetzaltenango and San Cristobál, Totonicapán.

### STRATEGIC DESIGN

The strategic design was built in conjunction with over **25 LOCAL PARTNERS.**

### DEVELOPMENT

Product development was carried out in a participatory process validated by the target audience.

# CHECK OUT THE CAMPAIGN: GO FOR IT!



## AUDIENCE

Potential Guatemalan migrants between

**15 and 24 years old**



## OBJECTIVE

To generate reflection in the target audience so that they decide to seek information on available alternatives to irregular migration.

### Desired change of behavior:

That the target audience be aware of the existence of the page, access it for information and visit the information points to make informed decisions about their future.



## AUDIOVISUAL CONCEPT:

"Mi camino" tells several stories of young people who doubt themselves, but realize that they can continue working to fulfill their dreams.

There are also several videos of young people's success stories who have managed to overcome themselves thanks to local opportunities.

Finally "¿Estás listo?" calls on young people to reflect and seek information before making any decision about their future.



## STRATEGY:

- ▶ The videos "Mi camino", "Los casos de éxito" and "¿Estás listo?" were created based on the experiences of the people participating in the C4D workshops and with the support of the target group.
- ▶ The key message will be spread through a series of communication materials, including videos, murals, digital and mass media, and community activities.
- ▶ If the main public prefers to receive information in person they can locate the nearest "Information Point".

A campaign of:

