

COMMUNICATION FOR DEVELOPMENT

AND MIGRATION CAMPAIGNS IN CENTRAL AMERICA AND MEXICO



2019 FINDINGS

The International Organization for Migration (IOM) has developed communication for development (C4D) processes with the goal of promoting change in the knowledge, attitudes and practices concerning migration, through participative, evidence-based methods. Based on the successful IOM X experience in Asia, in 2019 IOM piloted for the first time the model in Mexico and Central America.



1 ANALYSIS

Over **2,000 baseline interviews** conducted, to understand the knowledge, attitudes and behaviors of the target audience.



2 STRATEGIC DESIGN

Over **170 people** trained on C4D and migration in the communities, including organizations and governments.



3 DEVELOPMENT AND TESTING

Participative creation of **4 campaigns and 22 videos**, validated with the communities in workshops and focus groups.



4

IMPLEMENTATION



Over **15 million impressions** on the social media accounts Somos Colmena.



More than **28,000 people** heeded the campaigns' call to action and visited our website migrantinfo.iom.int to check out information on safe and regular migration, as well as alternatives to irregular migration.



Over **8,000 people** reached face-to-face.



More than **120 news** appearances on radio and television.



MONITORING AND EVALUATION



WHAT WAS THE IMPACT OF THE CAMPAIGNS?



• KNOWLEDGE



More people are aware of the risks of migrating irregularly.

+22%*

MÉXICO:
+20%

GUATEMALA:
+25%

HONDURAS:
+42%

EL SALVADOR
+8%

*Average number of the 4 countries



More people know the requirements to migrate regularly.

+10%

MÉXICO:
+14%

GUATEMALA:
+8%

HONDURAS:
+21%

EL SALVADOR
+1%

• ATTITUDES



Less people believe that migrating using the services of a smuggler is a good option.

-23%

MÉXICO:
-14%

GUATEMALA:
-24%

HONDURAS:
-25%

EL SALVADOR
-26%



More people consider that there is not only a single destination country to find a good job.

+64%

MÉXICO:
+38%

GUATEMALA:
+90%

HONDURAS:
+59%

EL SALVADOR
+66%

• BEHAVIORS



More people are willing to make the effort to obtain correct documents in order to migrate on a safe and regular manner.

+18%

MÉXICO:
+4%

GUATEMALA:
+25%

HONDURAS:
+18%

EL SALVADOR
+24%



More people would consider development opportunities in their communities.*

+24%

GUATEMALA:
+27%

HONDURAS:
+11%

EL SALVADOR
+47%

*In Mexico, C4D focused on migrants already in transit.



For more information, please contact:

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Check out our campaign materials:

<https://www.programamesoamerica.iom.int/en/work-areas/communication-development>