

## LA VERDAD ES MÁS SEGURO

SI MIGRÁS INFORMADO

C4D in Tapachula, Mexico:

### MIGRATING INFORMED

In 2019, IOM created the campaign “Migrating Informed”, to promote ways of regularization for migrants in transit. Due to border closings and the sanitary measures enforced, IOM Mexico has worked with the National Institute for Migration, local partners, UNHCR and UNICEF to adapt the campaign “Migrating Informed”, reorienting it towards remoting consultations for migrants who have become stranded or who had paperwork in progress before the pandemic. For better adaptation, DTM results have also been used as a source of information.

#### TARGET AUDIENCE

##### Main:

Men and women, 18-59 years old, originally from Guatemala, Honduras or El Salvador, who are currently in Tapachula, Chiapas, and need information about migration requirements and proceedings.

##### Secondary:

Immigrants who speak English or French, and who need information about migration requirements and proceedings.

##### Tertiary:

Institutions and organizations that work with migrants in Tapachula and can disseminate information about migration requirements and proceedings.

#### OBJECTIVE

Migrants stranded in transit and who have migration proceedings in progress in Tapachula learn the official medium to follow up on the issue.

#### KEY MESSAGE

Do you have doubts about immigration proceedings?  
Call **800 0046264**

#### STRATEGY

- IOM and local partners disseminate materials promoting measures in place by the National Institute of Migration and the Ministry of Health.
- Migrants learn the official channel through which follow up on immigration proceedings.
- IOM used the results of the DTM (displacement tracking matrix) to produce additional materials in response to immediate information needs identified in the population.
- Audience can get reliable information regarding migration and development opportunities on the website [somoscolmena.info/tapachula](https://somoscolmena.info/tapachula)