

COMMUNICATION FOR DEVELOPMENT AND MIGRATION CAMPAIGNS 2020  
MEXICO, NORTHERN CENTRAL AMERICA, AND COSTA RICA

MAIN RESULTS



The International Organization for Migration (IOM) develops Communication for Development (C4D) processes with the aim of promoting changes in knowledge, attitudes, and practices around alternatives to irregular migration, through evidence-based and participatory methods. Following the IOM X model in Asia, these processes were developed between 2019 and 2020 in Mexico, Northern Central America, and Costa Rica.



IMPACT OF 2020 CAMPAIGNS



The knowledge of those who participated in the campaigns was **13% higher** than that of those who were not exposed to messages or activities.



Positive attitudes towards regular migration **improved by 10%** among those reached by the campaigns.



People who participated in the campaigns took action and chose sources of reliable information **16% more often** than those who were not exposed to messages or activities.



- **More than 108,000 people** decided to inform themselves at [somoscolmena.info](http://somoscolmena.info)
- **More than 50 million** social media impressions.
- **More than 200 mass media appearances.**



- **More than 170 community actors** included in the construction and dissemination of the campaign.
- **16 virtual workshops** with more than **300 local actors.**



Campaigns were adopted and supported by the Regional Conference on Migration, the Ministry of Foreign Affairs of El Salvador, the National Institute of Migration in Mexico, and the General Directorate of Migration and Aliens in Costa Rica.



## 2020 CAMPAIGN OBJECTIVES

INFORMED MIGRATION	THINK TWICE	MISTAKES BY WORD OF MOUTH
Migrants stranded in transit know how to access migration services.	Young people increase their capabilities to recognize false information and misleading offers related to trafficking in persons, migrant smuggling, and other forms of fraud.	Irregular migrants in Costa Rica become aware of the requirements and channels for regularization through ties with Costa Ricans.



## GEOGRAPHICAL SCOPE

INFORMED MIGRATION	THINK TWICE	MISTAKES BY WORD OF MOUTH
Mexico: Tapachula.	<ul style="list-style-type: none"> <li>Guatemala: San Marcos, Salcajá and San Pedro Sacatepéquez.</li> <li>El Salvador: Ahuachapán and San Salvador.</li> <li>Honduras: San Pedro Sula, El Progreso and Cofradía.</li> </ul>	Costa Rica: La Carpio.





## HOW WAS THE METHODOLOGY ADAPTED TO THE CONTEXT OF COVID-19?

In 2020, despite the context of the health crisis caused by COVID-19, mobility restrictions and the disruption of many of the services of the institutions and organizations with which IOM coordinates, C4D processes adapted their methodology and scope so that campaigns were evidence-based, participatory and responsive to the communication needs of communities in a changing context.

In April 2020, more than 400 young people from Northern Central America were consulted on how to tailor campaigns to their needs in this new context. In Mexico, Displacement Tracking Matrix (DTM) flow monitoring data were analyzed to identify gaps in access to information for Central American migrants in transit. In Costa Rica, migrants in irregular status with children born in the country were surveyed on the needs they identified to regularize their situation. Subsequently, 16 virtual workshops were conducted with more than 300 key actors, including target audience, community members, and government representatives, to build the campaigns together.



## IMPACT ASSESSMENT ON THE KAP INDEX

Communication for Development seeks to promote behavioural changes in target populations. This is measured through the analysis of knowledge, attitudes and practices, by means of a KAP index. The KAP Index evaluates with different questions and indicators assigning a maximum of 100% in each dimension: Knowledge, Attitudes and Practices. To assess the impact of the campaigns, 1,551 community members were surveyed. The following table shows the percentages obtained in each dimension of the KAP index of people who were exposed to the campaigns and the KAP index of people who were not exposed to the campaigns. Each dimension is evaluated on a scale from 1 to 100. See the table below to find out how each audience scored, with and without exposition to the campaigns.

## KAP INDEX RESULTS

### MEXICO: 111 participants

	People exposed to the campaign	People not exposed to the campaign	Increase achieved with the implementation of the campaign
Knowledge	62%	46%	16 pp
Attitudes	69%	59%	10 pp
Practices	70%	44%	26 pp

### NORTHERN CENTRAL AMERICA: 1,172 participants

	People exposed to the campaign	People not exposed to the campaign	Increase achieved with the implementation of the campaign
Knowledge	78%	75%	3 pp
Attitudes	69%	61%	8 pp
Practices	92%	90%	2 pp

### COSTA RICA: 268 participants

	People exposed to the campaign	People not exposed to the campaign	Increase achieved with the implementation of the campaign
Knowledge	58%	38%	20 pp
Attitudes	75%	63%	12 pp
Practices	50%	32%	18 pp

### FINAL AVERAGE

	People exposed to the campaign	People not exposed to the campaign	Increase achieved with the implementation of the campaign
Knowledge	66%	53%	13 pp
Attitudes	71%	61%	10 pp
Practices	71%	55%	16 pp



The adaptation of the messages following baseline assessments and efforts to ensure that all communication products were built in a participatory manner with communities proved effective. The knowledge of people who participated in the campaign was greater than that of people who were not exposed to messages or activities (a difference of 13 percentage points). Positive attitudes towards regular migration were also more common in those reached by the campaigns (a difference of 10 percentage points). Finally, people who participated in the campaigns took action and chose sources of reliable information more often than people who were not exposed to the campaigns (a difference of 16 percentage points).

#### ► In Mexico:

- Those exposed to the campaign showed greater interest in turning to the National Institute for Migration as a reliable source of information. Their attitude index showed a difference of 10 pp compared to the index of people who were not exposed.
- Those who saw the campaign said that they are considering carrying out the regularization process through the channels of the National Institute of Migration. This was evidenced by a 26 pp increase in people reached by the campaign compared to people who were not reached.

#### ► In Northern Central America:

- 64% of the 1,172 people surveyed felt that it is worth looking for additional information to confirm that an opportunity is legitimate, while 70% said that it is worth investing time in obtaining documents to migrate regularly.
- 40% of people exposed to the campaign reported that they knew they should look for the source of the news to verify its accuracy, and 52% reported that they know they should search for additional information if they are offered a very good job abroad.
- In February 2020, 74% of those surveyed had considered migrating with a smuggler. In February 2021, following the implementation of the campaign, 52% of people said that a trusted smuggler can help cross the border.

#### ► In Costa Rica:

- Migrants in irregular status with children born in Costa Rica who were exposed to the campaign showed interest in regularizing their migration status. This was shown by their attitude index, which was 14% higher than that of people not exposed to the campaign.
- The willingness of individuals to use the information channels of the General Directorate of Migration and Aliens increased compared to the baseline results prior to the implementation of the campaign, increasing from 73.7% to 85.5% of participants.



## LIMITATIONS

- ▶ The contextual and local conditions for conducting the baseline assessment were very different from those at the time of the evaluation. Due to the COVID-19 pandemic, data collection methods changed from face-to-face interviews to online surveys and virtual interviews and focus groups.
- ▶ The COVID-19 health crisis caused delays and difficulties in consultative processes and in the participation of target audiences and local actors in specific community-wide activities.
- ▶ Restrictions on movement and changes in the operations of local institutions and organizations led to the need to implement virtual activities. These did not allow the same level of interaction and participation of the target audience due to limited internet access in the communities.
- ▶ Border closures prevented campaigns from focusing their messages on regular migration options, and the economic crisis generated by the COVID-19 pandemic limited the possibility to promote methods for integrating into the local economy via regular channels.

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For more information, please contact:  
Tatiana Chacón, Communication for Development Officer  
tchacon@iom.int