

COMMUNICATION CAMPAIGNS ON MIGRATION 2021-2022

In its work for a regular, orderly and safe migration, the International Organization for Migration (IOM) implements communication and safe information efforts that include the use of the Communication for Development (C4D) methodology with central and local governments, organizations and key communities. This methodology promotes behavioral changes in the target population in a sustainable way through participatory and evidence-based processes.



"THINK TWICE" REGIONAL CAMPAIGN

Its objective is that people from communities of origin, transit or destination, inform themselves safely and learn to recognize frauds and false information related to the risks of irregular migration, such as migrant smuggling and human trafficking while they receive information on alternatives such as regular migration and local development opportunities. The campaign "Think Twice" has been adapted to the context of different communities in Mexico, Honduras, Guatemala, El Salvador and Panama.



MÉXICO
Tapachula
and Tijuana



TARGET AUDIENCE:
Central American
migrants over 18
years old.



OBJECTIVE:
Build capacities to
identify offers related
to human trafficking
and/or labor
exploitation.



CREATIVE CONCEPT:
Expectation vs Reality:
Through divided screens, central videos show
situations where migrants' expectations and
reality regarding job opportunities abroad do
not match.



EL SALVADOR
San Salvador
and Santa Ana



TARGET AUDIENCE:
Young people between
14 and 25 years old
willing to migrate and
/ or in the search
of development
opportunities.



OBJECTIVE:
Build capacities to
identify offers related
to human trafficking,
irregular migration,
and migrant
smuggling.



CREATIVE CONCEPT:
What would you do?
The main videos show stories of young people
from the communities recounting when they
were almost duped with an offer linked to
migrant smuggling and human trafficking.
To reinforce prevention messages, there
are also social experiments that show the
real reactions that people in the community
feel when being exposed to those attractive
offers shown in the testimonials. Finally, the
campaign's soundtrack is performed by
young people from the communities.



GUATEMALA
San Pedro Sacatepéquez
and Sibinal



HONDURAS
El Progreso and
Tegucigalpa



TARGET AUDIENCE:
Migrants between 18
and 35 years old in
regular or irregular
conditions.



OBJECTIVE:
Build capacities to
identify offers related
to human trafficking
and/or labor
exploitation.



CREATIVE CONCEPT:
Head vs Heart:
A series of 3 videos, in which the characters
face varied offers and opportunities that seem
charming at first glance. In each story, the
main character interacts with their reason and
with their emotion, to make an informed and
safe decision.



PANAMÁ
Barrio Balboa and
Herrera (Chorrera)



TARGET AUDIENCE:
Migrants between 18
and 35 years old in
regular or irregular
conditions.



OBJECTIVE:
Build capacities to
identify offers related
to human trafficking
and/or labor
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CREATIVE CONCEPT:
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A series of 3 videos, in which the characters
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PAPELES AL DÍA

“UPDATED PAPERS” CAMPAIGN

Its objective is to inform and promote migrant regularization through family links with Costa Ricans in key communities. The campaign is carried out by IOM, the General Directorate of Migration of Costa Rica (DGME) and the communities.



COSTA RICA
San José
(La Carpio and Pavas).



TARGET AUDIENCE:
Migrants with children under 25 years old.



OBJECTIVE:
Inform and promote migrant regularization through family links in Costa Rica.



CREATIVE CONCEPT:
Updated papers, migrants in peace:
The campaign videos have documentary-type testimonial videos, in which people from the communities narrates their experience and the benefits they have obtained after completing the migrant regularization process in Costa Rica.



“SPEAK THE TRUTH” CAMPAIGN

The Speak the truth (“Pale Verite”) campaign follows the model of “Migrants as Messengers” and has adapted the C4D methodology to crisis and emergency contexts. The campaign focuses on informing about the risks of irregular migration through the Darien gap using the testimonies of those who have lived the experience.



TARGET AUDIENCE:
Haitian migrants in transit or in their country of origin with intention to migrate.



OBJECTIVE:
Promote informed decisions through the real stories of people who used an irregular migration route, particularly through the Darien gap.



CREATIVE CONCEPT:
Speak the truth:
Pale Verite has a participatory and testimonial approach with migrants who are in transit in Panama. It seeks to provide a space for migrants to tell their stories and in turn, that these testimonies serve to inform other migrants with the actual experience versus the expectation they had when starting the journey.



PANAMA
Darién Gap