

## ► BASELINE FOR "THINK TWICE" CAMPAIGN

### IN SIBINAL, SAN MARCOS AND SAN PEDRO SACATEPEQUEZ (GUATEMALA)<sup>1</sup>

IOM implements the Western Hemisphere Program funded by the United States Department of State Bureau of Population, Refugees and Migration, with the goal of strengthening government capacities to manage migration in a sustainable and humane manner.

Through this program, IOM promotes alternatives to irregular migration using the Communication for Development (C4D) methodology. This approach is being used as an innovative way of planning, implementing, and evaluating communication activities that to contribute to positive behaviour change and the social development of communities.

The C4D "Think Twice" campaign is being implemented in Guatemala in the municipalities of Sibinal, San Marcos, San Pedro, Sacatepequez and Salcaja. The goal is to strengthen capacities of young people to inform themselves in safe ways, and to prevent them from believing rumors or becoming victims of scams related to irregular migration. This baseline allows us to understand the current knowledge, attitudes, and practices regarding this topic and provides evidence that will inform the implementation of the campaign.



#### METHODOLOGICAL POINTS:

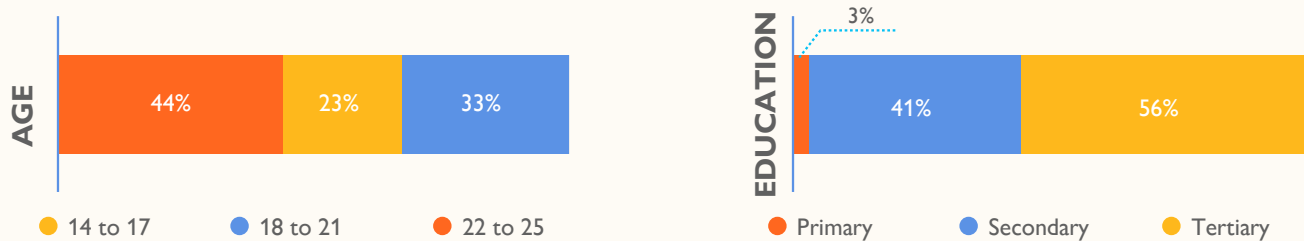
<b>Target audience</b>	People aged 14 to 25.
<b>Coverage</b>	Municipalities of Sibinal, San Pedro Sacatepéquez and San Marcos, Department of San Marcos, and the Municipality of Salcajá, Department of Quetzaltenango.
<b>Data collection methods</b>	<p>Direct or primary sources: A survey and focus groups with young people, focus groups and in-depth interviews with key stakeholders.</p> <p>Indirect or secondary sources: other studies conducted under IOM's Communication for Development framework.</p>
<b>Data collection period</b>	18 February to 26 April, 2021.
<b>Sample size</b>	N=88
<b>Sources of information</b>	The survey was conducted online through a shared "link" with a cascade effect and also shared by local actors. Interviews and focus groups were also conducted through online platforms.

<sup>1</sup>Data collection and processing was carried out between February 18 and April 26, 2021. These data allowed to evaluate the implementation of this campaign in 2020 and inform its adaptation in 2021.



## PROFILE OF PARTICIPANTS IN THE BASELINE

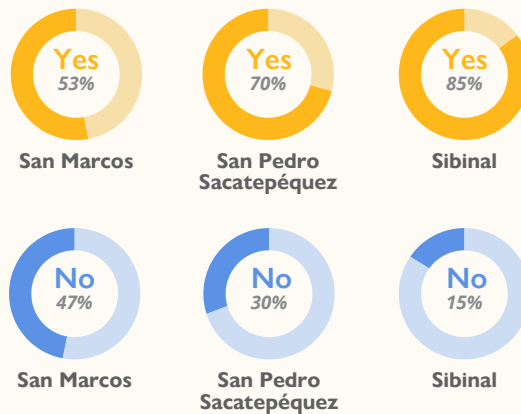
### DEMOGRAPHIC PROFILE









### MIGRATION TENDENCIES











HAVE YOU EVER THOUGHT OF MIGRATING TO ANOTHER COUNTRY?



- Seven out of ten people from Sibinal and San Pedro Sacatepéquez are willing to travel with a trusted coyote. Data collected by IOM in 2020 show that back then 56% of survey participants knew the risks of traveling with a coyote, yet 83% of their family members had travelled using a coyote.
- Most people (77%) believe that it has become more difficult to migrate in a regular way.
- Three out of five people know that a passport and visa are required to, and the majority of which were women.
- The main concerns when migrating are: being kidnapped (77%), suffering sexual abuse or violence (75%) that something could happen to a family member, (75%) becoming a victim of human trafficking (69%).

KNOWLEDGE		Sibinal	San Marcos	San Pedro Sacatepéquez
	Consider that WhatsApp messages are always true because only people they know have their phone numbers.	46%	62%	50%
	Think that if only one media outlet talks about certain news, it is likely to be false.	54%	47%	60%
	State that when a coyote promises to help them cross the border safely, it increases the risk of being handed over to a trafficking network.	92%	100%	100%
	Say regular migration means not crossing the border with a trusted coyote.	69%	68%	60%
	Indicate that regular migration means meeting the official migration requirements of the destination country.	54%	65%	70%
	Know that regular migration means entering another country with a tourist visa, student, or other type of visa.	77%	79%	80%

ATTITUDES		Sibinal	San Marcos	San Pedro Sacatepéquez
	Say it is not worth looking for information to assess if an opportunity is right for them	81%	76%	70%
	Say that in case they decide to migrate, it is not worth their time to find out what documents would be needed.	38%	71%	70%
	Say only a trusted coyote can help them migrate in a regular way.	15%	65%	60%

PRACTICES		Sibinal	San Marcos	San Pedro Sacatepéquez
 Say news shared by their friends on social media are true.	77%	88%	70%	
 State that if the news has many spelling errors it is false.	46%	53%	50%	
 Indicate that fake news can convince a person to deliver personal information.	100%	97%	90%	
 Say fake news can affect people psychologically or emotionally.	85%	100%	90%	
 Believe that fake news pose no danger.	8%	6%	20%	

The Western Hemisphere Program is implemented by the International Organization for Migration and financed by the U.S. Department of State Bureau of Population, Refugees and Migration.



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