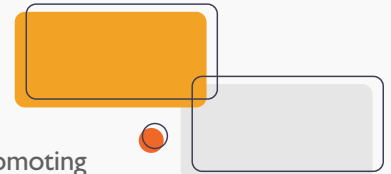


C4D in Countries of Northern Central America

THINK TWICE

IOM has previously implemented C4D campaigns in Guatemala, Honduras, and El Salvador, promoting informed decision-making on alternatives to irregular migration such as local development opportunities and regular migration options. As a follow-up and as a response to the COVID-19 context, IOM produced in the three countries a C4D's unified campaign focused on encouraging young people to recognize fake offers and information that is called: "Think Twice."



TARGET AUDIENCE:

Primary:

Young people between 14 and 25 years old from the communities from Salcajá, San Marcos (Guatemala), Cofradía, El Progreso (Honduras), San Salvador and Ahuachapán (El Salvador).

Secondary:

Their parents, friends and neighbors.

Tertiary:

Institutions and key partners in the communities.

STRATEGY:

- ▶ The key message will be spread through a series of communication materials, including the series of main videos of the campaign.
- ▶ The key message addresses the main audience to the website so that they learn how to recognize fake information and offers in everyday and frequent situations.
- ▶ Complementary virtual activities were carried out with relevant audiences within the communities, including virtual camps and a course for youth as well as webinars for parents and teachers.

OBJECTIVE:

Young people in the communities of Northern Central America learn to recognize fake news and offers.

KEY MESSAGE:

Learn to recognize fake offers in somoscolmena.info/pensalo2veces

OUTLINE OF FLAGSHIP VIDEO: DIALOGUES BETWEEN HEART AND HEAD

Dialogues between the heart and reason is a series of 6 videos, in which the main characters face different offers and opportunities that seem to be charming. In each story, the characters interact with two secondary characters: their reason and emotion. In order to make the best decision, each protagonist must dialogue with reason and emotion as a way to make the most informed and safe decision possible.





Characters must dialogue with reason and emotion in the following situations that were collected by interviews with people from the communities:



A young man tells how he decided to migrate and hired a known smuggler in his community. As his journey goes by, he sees many of his companions mysteriously disappear and begins to worry.



A young woman picks up a job advertisement. She calls to a number and the offer sounds too perfect. They don't ask for any previous experience, so she starts to question the veracity of the offer.



A talented teenager dreams of being a professional soccer player. His neighbor offers to take him to the United States to become into a star athlete. However, he must pay a big amount of money in advance.



A young girl meets a guy online. She begins to chat with him and she is very excited. However, she starts to feel uncomfortable when he offers phone recharges and offers to buy her a new cellphone. Finally, they agree to meet in a public place. Should she go with someone else?



A young man receives a call in which he is told that he has earned a VISA to travel abroad, but in order to complete the process, he must attend a meeting to deliver some documents and pay some money. The young man does not know what to do.

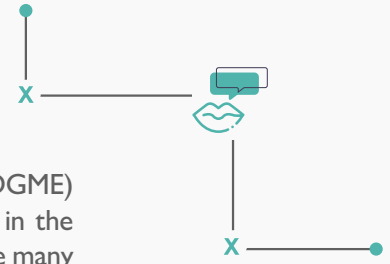


A young woman with problems at home is contacted by a distant relative living abroad, who offers to help her to move with him and get her a job. As the day approaches, doubts start to appear.

C4D in La Carpio, Costa Rica:

MISTAKES BY WORD OF MOUTH:

In Costa Rica, IOM has been working with the General Directorate of Migration and Aliens (DGME) and local partners to build a campaign that tackles myths and prejudices about regularization in the community of La Carpio. In the baseline process, it was identified that in the community there are many binational families and those parents could regularize their migration status, but they do not know or do not understand the process.



TARGET AUDIENCE:

Primary:

Irregular migrants with sons or daughters born in Costa Rica, under 25 years old and who are financially dependent on them.

Secondary:

Organizations that work directly or indirectly with the community, as well as local leaders.

Tertiary:

Community and Costa Rican media.

STRATEGY:

- ▶ The key message will be spread through a series of communication materials, including the main video of the campaign.
- ▶ The key message drives the primary audience to get personal guidance (calling or chatting) in order to start or continue a migratory regularization process by family link. IOM together with the DGME will guarantee this service.
- ▶ If the audience prefers not to call, a second option is offered. They can get the information on the website somoscolmena.info/cr

OBJECTIVE:

Irregular migrants in La Carpio know the requirements and alternatives of migratory regularization by family link.

KEY MESSAGE:

Do you have Costa Rican sons or daughters? Learn about migratory regularization. Contact us at +506 64760582.

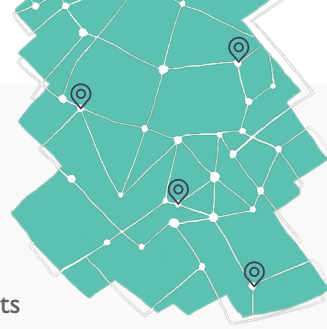
OUTLINE OF FLAGSHIP VIDEO:



Isabel, and her son Daniel, undertake a bus trip to the migration office so that she can start her regularization process, but out of a sudden, she and her son become spectators of a hilarious debate of fake information exchanged between the passengers. Isabel is the protagonist and her character embodies the "voice of truth." Myths and confusions that occur popularly are represented in the various characters, and it is Isabel who invites us to reflect with reliable information. The idea is to invite viewers to be "more like Isabel" and not to pay attention to myths about migration that go by word of mouth.

C4D in Mexico:

MIGRATE INFORMED



IOM drove the “Migrate Informed” campaign in 2019 which promoted regularization channels for migrants in transit. Given the closure of borders and health measures, IOM Mexico worked together with the National Migration Institute, local partners, UNHCR and UNICEF to adapt the campaign "Migrate informed" towards the promotion of remote consultations of migrants who are stranded or with procedures in process. For a better adaptation, the results of the DTM were also used.

TARGET AUDIENCE:

Primary:

Men and women between 18 and 59 years old, from Guatemala, Honduras, and El Salvador, who are in the city of Tapachula, Chiapas and need information on requirements and migratory procedures.

Secondary:

English and French speaking immigrants who need information on migration requirements and migratory procedures.

Tertiary:

Institutions and organizations that work with migrants in Tapachula and can distribute information on requirements and migratory procedures as well as COVID-19 attention.

STRATEGY:

- ▶ IOM and local partners spread materials promoting the actions taken by the National Institute for Migration and the Ministry of Health.
- ▶ Migrants know the official channel to continue their immigration procedures.
- ▶ IOM used the results of the DTM flow monitoring to produce additional materials that respond to the immediate information needs of the population.
- ▶ Audience can get reliable information regarding migration and development opportunities on the website somoscolmena.info/tapachula

OBJECTIVE:

Migrants stranded in transit in Mexico know the official channels to continue their procedures.

KEY MESSAGE:

Do you have any questions regarding migratory procedures?
Call 800 0046 264

