



C4D CAMPAIGN IN MEXICO

MIGRATING INFORMED

IOM, through the Regional Migration Program: Mesoamerica-The Caribbean, implements a Communication for Development campaign in communities of origin, transit and destination of migrants.

The goal is to generate participatory processes in which communication tools and activities are used to promote behavioral changes that drive social development.

FIRST STEPS

- 1 ANALYSIS:**
Prior consultations and a base investigation with **523 surveys** were conducted in Tapachula.
- 2 STRATEGIC DESIGN:**
The strategic design was built in conjunction with over **40 local partners**.
- 3 DEVELOPMENT:**
Product development was carried out in a participatory process validated by the target audience.



CHECK OUT THE CAMPAIGN

AUDIENCE:

Central American migrants in transit between **20 and 40 years old**.

OBJECTIVE:

To raise awareness among the target audience about the ways in which they can regularize their immigration status in Mexico, and the benefits that doing so entails.

KEY MESSAGE:

THE TRUTH IS,

IT'S SAFER 
IF YOU MIGRATE INFORMED

CALL TO ACTION:



Know your options here:
www.migrantinfo.iom.int/mx

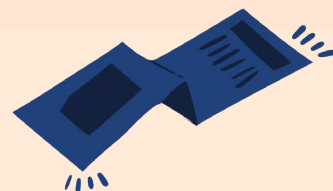
The key message aims to lead the main audience to the migration portal migrantinfo.iom.int/mx to learn about regularization in Mexico.

DESIRED CHANGE OF BEHAVIOR:

That the target audience be aware of the existence of a web page, the information points that exist to obtain information on how to request a regular status in Mexico and know how to go to these.



AUDIOVISUAL CONCEPT: THE TRUTHS OF AN IMPOSTOR



"The truths of an impostor" is a series of videos that break the fourth wall to explain the risks associated with irregular migration, mainly the smuggling of migrants, contrasting the promises made by the impostors with the reality behind them. It also promotes the search for information on options to migrate safely.

STRATEGY:

- ◆ The key message will be spread through communication materials for digital and mass media, along with community activities. These include the series **"The truths of an impostor"**.
- ◆ The key message leads the target audience to migrantinfo.iom.int/mx for information on regularization and ways to migrate regularly.
- ◆ If the main public prefers to receive information in person or they check the website but have further questions, they can locate the nearest **"Information Point"** to receive more information.
- ◆ IOM, in partnership with the National Institute of Migration and its local partners, has trained the staff of the **"Information Points"** with validated information.

DO YOU WANT YOUR COMPANY OR ORGANIZATION TO BE PART OF THE CAMPAIGN?

CONTACT US AT SOMOSCOLMENA@IOM.INT

A campaign of:

