

COMMUNICATION CAMPAIGN ON THE RISKS OF IRREGULAR MIGRATION THROUGH THE DARIEN FOREST



TARGET AUDIENCE:

Primary: People in Haiti with the intention to migrate and Haitian migrants in transit countries (Chile and Brazil mainly).

Secondary: Haitian migrants at the Migrant Reception Stations (MRS) in Darien, Panama.

Tertiary: Institutions and organizations that work with migrants in the countries in transit (Chile and Brazil).

KEY MESSAGE:

Pale verite*

*It means "Speak the truth" in Haitian Creole.

The International Organization for Migration (IOM) develops communication processes in different countries to promote informed decision-making around migration. 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 forest using the testimonies of those who have lived the experience. The campaign is addressed to potential migrants in Haiti and Haitian migrants that are located in South American transit countries.

OBJECTIVES:

With primary audience: To generate reliable resources so that Haitians in their country of origin and countries of transit can make informed decisions about the route to follow when migrating by disseminating real stories of people who followed an irregular migration route, particularly through the Darien forest.

With secondary audience: To generate spaces for listening and collective construction in the Migrant Reception Stations (MRS) so that the stories of migrants in transit become not only instruments to generate community, but also a reliable information resource for other migrants.

With tertiary public: To strengthen the capacities of organizations in transit countries so that they have the resources to promote informed debate with Haitian migrants about the consequences of following the Darien route.

CREATIVE CONCEPT:

"Speak the truth" seeks to motivate migrants in transit who have already taken this route to share their experience through testimonial videos recorded at the Migrant Reception Stations (MRS) and from the perspective of everything they had not been aware of before. The reception will be promoted between what migrants had heard and what they really lived and are living. It is known that their informants (other migrants who already made the Darien route) share general data such as entry points, costs, contacts, departure dates and other logistical details, but do not tend to share information about the conditions of the route and the challenges it represents. In addition, the production process also seeks to provide support to people who have recently traveled through the Darien forest and that, through spaces for dialogue and listening, they will understand that their history can become a valuable instrument for decision-making for other migrants.



DISSEMINATION STRATEGY:

The campaign will have activities in the field such as workshops on irregular migration at the Migrant Reception Stations (MRS) and a message board with advice that migrants would give to the people who come after them. On the other hand, digital distribution will be very important, since it is the way in which migrants can be reached in their country of origin and in transit countries in the south by placing content on social media of countries such as Haiti, Chile, Brazil and Peru.



SOME FACTS:

- ▶ This campaign is based on the evidence collected among migrant populations and key stakeholders through a rigorous information gathering processes.
- ▶ The products and communication process have been built and validated together with target audiences.
- ▶ The messages are designed to be distributed through digital media and field activities.

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