

► BASELINE FOR “THINK TWICE” CAMPAIGN

IN LA CHORRERA, PANAMA



CONTEXT¹

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 aim to contribute to a positive behaviour change and the social development of communities.

The C4D "Think Twice" campaign seeks to build capacities among migrant population to recognize offers for and fake news about labour exploitation purposes and human trafficking. This baseline helps to understand people's knowledge, attitudes and practices around these issues and to provide evidence that will guide the implementation of the methodology.



METHODOLOGICAL POINTS:

Target audience	Migrant population aged 18 to 35 years old, in regular and irregular condition in Barrio Balboa and Herrera in La Chorrera district.
Coverage	Primary data collection focused on the province of Panama Oeste, in La Chorrera - Barrio Balboa and Herrera, considered one of the areas with the highest concentration of the migrants in the country and where they face challenges associated with labour exploitation and human trafficking.
Data collection methods	<ul style="list-style-type: none">• The baseline used a mixed approach, combining the collection of primary data with quantitative and qualitative methods.• The sample included 300 face-to-face and phone surveys, a focus group with migrants and two focus groups with key community actors (civil organizations and public institutions).

¹Data collection and processing was carried out during April and Mai 2021. These data allowed to inform the design and implementation of the campaign in 2021.



LIMITATIONS DURING THE BASELINE

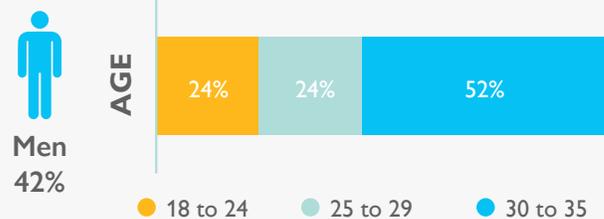
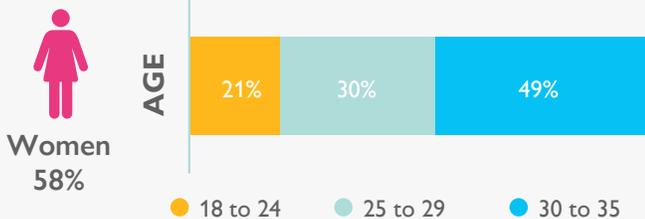
Weekdays, the target audience moves from La Chorrera to the capital city looking for job opportunities. This meant that data collection was delayed because many people were not in their homes.

Police operations within the post-pandemic context in the community caused fear and distrust among the target population.

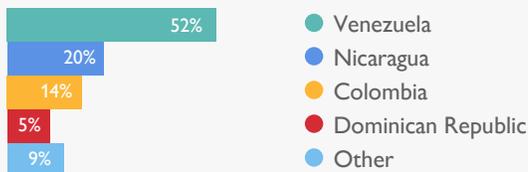
Due to the limited number of interviews, the baseline results cannot necessarily be extrapolated to the rest of the migrants in La Chorrera.



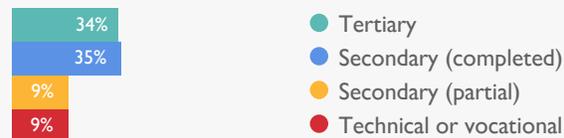
PROFILE OF PARTICIPANTS IN THE BASELINE



Nationality:



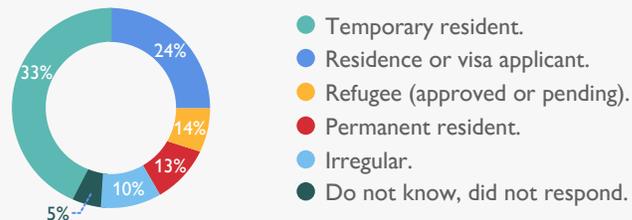
Education level:



Income:



Migratory status



What was the main reason to come to Panama?



43%
Work, better opportunities



13%
Economic difficulties



12%
Family reunification



7%
Civil war, political threat, conflicts



4%
Better democracy, personal freedom, human rights.



2%
Crime and insecurity



RESULTS ON KNOWLEDGE, ATTITUDES AND PRACTICES (KAP):

The KAP index measures the knowledge, attitudes and practices regarding fake news and offers links to labour exploitation and human trafficking. On average, people surveyed had an index of 68%, and the values of men and women, and of each district, were almost the same.

KNOWLEDGE 67%

	Know that a workday is 8 hours long.	93%
	Know local law allows employees to report their employers in case of rights being violated.	88%
	Say they know their labour rights.	70%
	Report being familiar with the concept of fake news.	70%

The participants of the migrant focal group thought that there are job offers that do not meet promised conditions in terms of housing, salary, hours, benefits, and holidays, and that do not comply with Panama's labour laws. They also stressed that employers sometimes offer them worse conditions because they are foreigners.

Representatives of local public organizations who participated in a focus group consider that there is labour exploitation in the different sectors that migrants are working.

ATTITUDES 67%

	Consider it necessary to look for information to verify that job offers are safe.	90%
	Say that migrants have to be willing to take job offers with lower wages.	60%

PRACTICES 73%

	Would look for more information on working conditions.	96%
	Would try to negotiate a formal contract.	92%
	Would take any job, even those in which they knew their rights could be violated.	59%

If labour rights were violated, most migrants would not know where to turn. Participants in the focus group showed a mix of resignation and acceptance of the situation, while being optimistic that the employer will change its behaviour in the future.

Migrants participating in the focus group mentioned the following factors that led to the non-reporting of cases of labour exploitation by their employers:

- ▶ Lack of information on working conditions and rights.
- ▶ Lack of resources to pay for a lawyer.
- ▶ Fear of consulting the authorities due to irregular immigration status. Particularly, migrants fear being arrested and deported.
- ▶ Lack of trust and sense of discrimination by authorities.
- ▶ Fear of reprisals (e.g., losing a job).



ACCESS TO INFORMATION:

- ▶ 93% percent of respondents use WhatsApp daily, 56% Instagram, and 56% Facebook.
- ▶ 42% would prefer to get information about fake news and frauds associated to labour exploitation and human trafficking through social networks and 36% prefer TV.
- ▶ The type of community events where migrants prefer to participate to receive information are: sport events (22%), church (13%), house-to-house visits (12%), flyers (11%) and music events (8%).



RECOMMENDATIONS

- ▶ Disseminate information through social media and television.
- ▶ Include the private sector in the development of activities since it has a potential key role to reduce risks of labour exploitation and human trafficking.



CONCLUSIONS

- ▶ According to the focal groups with migrants, government and civil society, migrants decide to accept job offers even though they are aware that some violate their labour rights. The need to accept the offer has to do with their irregular migration status, which hinders access to formal work, economic needs, or the lack of income-generating alternatives.
- ▶ There is a need to include actions to strengthen knowledge on labour rights, regularization options and how to access the formal labour market.

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.



For further information, please contact:

Tatiana Chacón, Communications for Development Officer tchacon@iom.int
Theresa Keding, Monitoring and Evaluation Officer tkeding@iom.int