

► BASELINE FOR "THINK TWICE" CAMPAIGN

IN SANTA ANA AND SAN SALVADOR (EL SALVADOR)¹

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

The C4D "Think Twice" campaign is being implemented in El Salvador in the municipalities of San Salvador and Santa Ana. 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

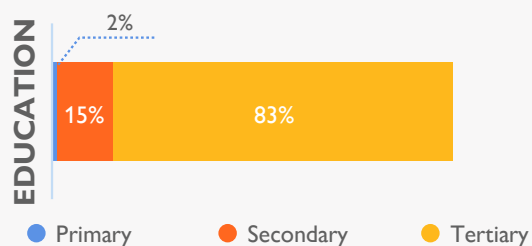
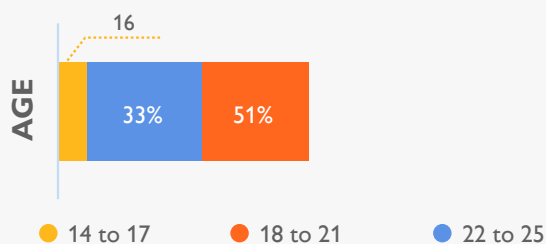
Target audience	People aged 14-25.
Coverage	Municipalities of Santa Ana and San Salvador in El Salvador.
Data collection methods	Direct or primary sources: A survey and focus groups with young people, focus groups and in-depth interviews with key stakeholders. Indirect or secondary sources: other studies conducted under IOM's Communication for Development framework.
Data collection period	18 February to 26 April, 2021.
Sample size	N=290
Sources of information	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.

¹Data 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

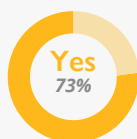
DEMOGRAPHIC PROFILE



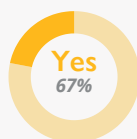
MIGRATION TENDENCIES



HAVE YOU EVER THOUGHT
OF MIGRATING TO ANOTHER
COUNTRY?



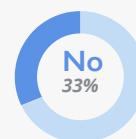
Santa Ana



San Salvador



Santa Ana



San Salvador

How do you plan to migrate?

Santa Ana

San Salvador

I would look for information on university scholarships

33%

33%

With a coyote I know

33%

32%

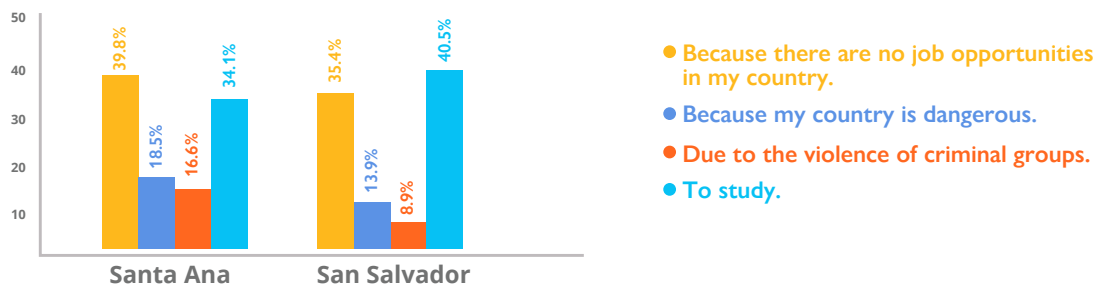
I would request information at the country's embassy

8%

3%



REASONS TO MIGRATE TO ANOTHER COUNTRY



KNOWLEDGE



Consider that WhatsApp messages are always true because only people they know have their phone numbers.

32%

32%



Think that if only one media outlet talks about certain news, it is likely to be false.

56%

50%



Say regular migration means crossing the border with a trusted coyote.

65%

73%



Say that regular migration means meeting the official migration requirements of the destination country.

64%

63%

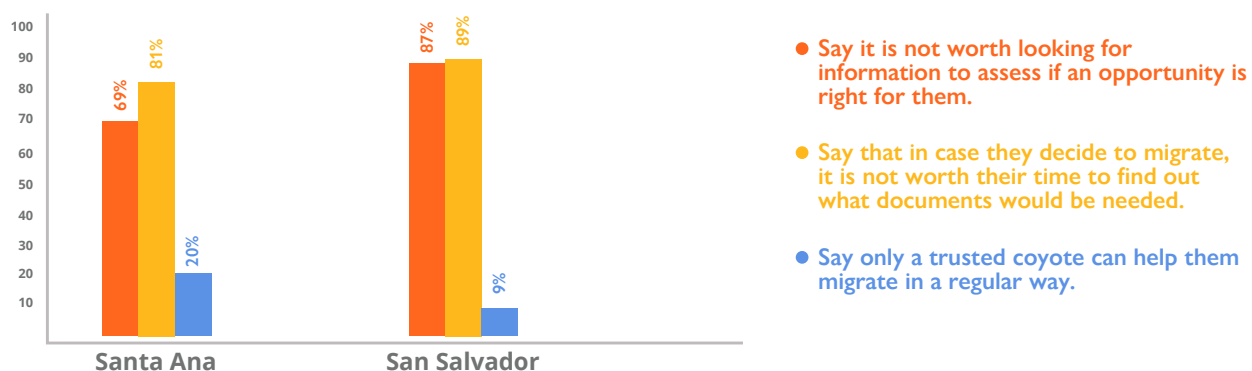


Say that regular migration means entering another country with a tourist visa, student, or other type of visa.

73%

78%

ATTITUDES



PRACTICES

Santa Ana

San Salvador



Say they question everything they read.

53%

52%



Say they do not search for the source of the news.

55%

48%



Say that if they received an offer by someone they do not know, they would contact that person to ask for more information.

60%

54%



Say that they do not share nude photos with anyone.

47%

49%



Say that if they received an attractive job offer abroad via Instagram or Facebook from someone they don't know, they would look for information on the country's migratory requirements.

54%

54%

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
Theresia Keding, Monitoring and Evaluation Officer tkeding@iom.int