



C4D in Guatemala, Honduras and El Salvador:

THINK TWICE

The International Organization for Migration (IOM) has previously developed C4D campaigns in the north of Central America, promoting informed decision-making about alternatives to irregular migration, such as local development alternatives and regular migration options. In response to the context posed by COVID-19, IOM produced in the three countries a unified C4D campaign focused on encouraging young people to recognize fake offers and information. The title will be "Think Twice".

TARGET AUDIENCE

Main:

Young people, aged 14 to 25, living in the communities of Salcajá, San Marcos (Guatemala), Cofradía, El Progreso (Honduras), San Salvador and Ahuachapán (El Salvador).

Secondary:

Their parents, friends, teachers and neighbors.

Tertiary:

Institutions and key actors in the communities.

OBJECTIVE

Young people in selected communities in the north of Central America will improve their capacities to recognize fake news and offers.

KEY MESSAGE

Learn how to identify scams on
somoscolmena.info/pensalo2veces

STRATEGY

- The key message is disseminated through a series of communication materials, including a core video series, titled "Dialogues between Heart and Head", a song performed by local artists and its music video.
- The key message drives our audience to the website, to learn how to identify fake information and offers in common and recurring everyday situations.
- Virtual complementary activities were conducted with relevant publics from the communities, including virtual camps for young people and webinars for parents and teachers.

OUTLINE OF FLAGSHIP VIDEO: DIALOGUES BETWEEN HEART AND HEAD

- “Dialogues between Heart and Head” is a series of 6 videos, in which the characters face varied offers and opportunities that seem charming at first glance. In each story, the main character interacts with their reason and emotion, to make an informed and safe decision.

Characters dialogue with Heart and Head in these scenarios, which were built on the answers provided by interviews of community members:



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



A young woman gets a job offer. She calls the number and the offer sounds too perfect. It doesn't require any previous experience. She starts to question how real it actually is.



A talented teenager dreams to be a professional soccer player abroad. His neighbor offers to take him to the United States and turn him into a star athlete. However, he demands that the boy pays a large sum upfront.



A young girl meets a guy online. She begins to chat with him and she is very excited. She starts to feel uncomfortable when he offers recharging her mobile data plan and even buying her a new phone. When they finally agree to meet in a public place she wonders, should she bring someone else?



A young man gets a call in which he is told he has won a visa to travel abroad, but he is told to go to a meeting and to bring documents and cash. He doesn't know what to do.



A young woman who has problems at home is contacted by a distant relative who lives abroad. He offers her to help her live and get her a job. As the day to leave nears, doubts spring up.

