



Piénsalo
2 veces

IOM's Communication for Development Campaign in El Salvador



Background

In the cases of Guatemala, Honduras and El Salvador, migration flows to North America have been historic.

The baseline study for the "Think Twice" campaign, held in 2021, revealed that this is still the case: 60% of young people interviewed in the Northern Central America countries declared that they do not question the information they see on the internet and only 40% look for the source of the news. Similarly, 50% of young people in El Salvador would trust a "coyote" to cross the border.

Furthermore, a campaign diagnosis carried out by IOM in 2022 pointed out the need to continue working on building the capacities of young people to enable them to make informed decisions concerning migration.

They were asked about information requirements and these were some of their answers:



Regular migration processes: requirements, steps, options.



Identifying scams and deceits.



Growth opportunities in their communities.

For these reasons, IOM, together with local actors, implements the "Think Twice" campaign, focused on promoting positive behavioral changes concerning regular migration.

Methodology



IOM implemented the Communication for Development (C4D) methodology to carry out the "Think Twice" campaign.

This approach aims to generate positive behavioral changes in the target population and is characterized by:

- Developing **participatory processes** with key local actors and migrants.
- Collecting **evidence** through focus groups, interviews, surveys, etc. on which communication products and distribution activities are based.
- Seeking measurable results leading to changes and better **knowledge, attitudes, and practices** among individuals participating in the campaigns.

Objectives and Audience

"Think Twice" aims to reinforce the capacities of young people in Northern Central America, particularly individuals between 15 and 25 years of age who want to migrate so that they learn to get informed safely and avoid believing in rumors or being victims of deception regarding human trafficking and migrant smuggling, while encouraging regular migration.

Below, the names of priority and additional communities in El Salvador:



El Salvador

Priority communities
San Salvador and Santa Ana.

Additional communities
Anamorós, Polorós, Nueva Esparta, Pasaquina and Salvadoran diaspora.

A comprehensive campaign... Beyond information

Following the Communication for Development methodology, "Think Twice" in El Salvador focuses on working with communities on actions such as:

- "Training processes with young people (workshops, diplomas, camps, opportunity fairs, etc.).
- Creation of a network of young ambassadors who reproduce the campaign among peers.
- Exchanges and virtual challenges with young people from the three countries.
- Community and cultural activities; for example, collaborative creation of murals, plays, information journeys, competitions, festivals, etc.
- Training processes on migration issues associated to secondary audiences (e.g. parents), as well as to tertiary audiences (e.g. journalists and public institutions communicators).
- Production and distribution of videos and materials of the series "What you hear, what you don't", both, in community outreach activities and digitally.
- Dissemination of specific messages on issues of prevention of fraudulent hiring with groups of people participating in Labor Migration Programs.



- Dissemination of specific messages on prevention issues related to fraudulent contracting with groups of people participating in Labor Migration Programs.

Don't keep just what you hear.
Get information on migration at

www.somoscolmena.info/piensalo2veces

For more information, please contact Mercedes Peñate:
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The "Think Twice" campaign is part of "Somos Colmena", a community that promotes informed decision-making on migration.

Visit our website and social media:

<https://www.somoscolmena.info/es>

Document updated in July 2022

This project is part of IOMX's global model and it is executed by IOM with funding from The Bureau of Population, Refugees and Migration (PRM) of the U.S. Department of State.

