

Piénsalo
2 veces

IOM's Communications for Development Campaign in Guatemala



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, 60% of young people in Guatemala 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 Guatemala:



A comprehensive campaign... Beyond information

Following the Communication for Development methodology, “Think Twice” in Guatemala focuses on working with communities on actions such as:

- Capacity building processes for young people
- 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 such as sporting events, theatrical presentations, information fairs, home visits, forums on migration, etc.
- Training processes on migration issues with community actors, local governments and journalists.
- Production and distribution of videos and materials of the series “What you hear, what you don’t”, both, in community outreach activities and digitally.



Don't keep just what you hear.
Get information on migration at
www.somoscolmena.info/piensalo2veces

For more information, please contact Cecilia Tiu:
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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://somoscolmena.info/es>

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