

Piénsalo
2 veces

IOM's Communications for Development Campaign in Panamá



Background

Panama is the destination of large migratory flows, which mostly begin their journey in the South. These are migrants who are looking for employment opportunities and who, on a regular or irregular basis, wish to stay in the country. According to baseline study of the "Think Twice" campaign, carried out by the International Organization for Migration (IOM) in 2021, in the districts of Barrio Balboa and Herrera, in La Chorrera, 4 out of 10 people interviewed would take any job, even knowing that they are at risk of having their rights violated and suffering labor exploitation.

The study also revealed that 9 out of 10 migrants know that the working day must be eight hours and 7 out of 10 are usually aware of their labor rights. However, it was concluded that, despite knowing this, migrants lack the information and tools needed to take action against labor exploitation practices. Finally, 6 out of 10 interviewees said that, because they are migrants, they must be willing to take jobs with lower wages.

In this sense, a diagnosis of the campaign implemented by IOM in 2022 in the two abovementioned communities revealed the following information needs among the migrant population:



Labor rights, regardless of immigration status.



Tools to identify false offers for labor exploitation.



Institutions and procedures for reporting this crime.



Training opportunities and access to employment.



For these reasons, IOM, jointly with local actors, is implementing the "Think Twice" campaign to stimulate positive behavioral changes in terms of regular migration.

Methodology



“Think Twice” has been developed through the Communication for Development (C4D) methodology, applied by IOM in Central American communities to encourage informed decision-making about migration.

This methodology seeks to generate positive behavioral changes in the target population. It 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

The “Think Twice” campaign aims to build the capacities of migrants from La Chorrera, between 18 and 35 years of age, in regular or irregular condition, to identify fake offers and news and avoid the risks of human trafficking for labor exploitation purposes, while labor rights are promoted.

These are the specific communities where it is being executed:



A comprehensive campaign... Beyond information

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

- Information sessions and awareness raising fairs.
- Capacity-building processes with migrants on labor rights, mechanisms for identifying and reporting labor exploitation and migration regularization processes.
- Community outreach activities.
- Specialized communication and migration course for journalists and public institutions communicators.



Find out about migration at:
somoscolmena.info/piensalo2veces

For more information in Panama, please contact
Abdiel Mena: abdmena@iom.int



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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