

## ► BASELINE FOR "THINK TWICE" CAMPAIGN IN TAPACHULA AND TIJUANA, MEXICO

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.

Recently, IOM implemented the “Think Twice” campaign in El Salvador, Guatemala, and Honduras to strengthen the capacities of young people to recognize offers and false information related to human trafficking and migrant smuggling. This baseline was conducted to gather evidence about the local context in Tapachula and Tijuana, with the objective to adapt this campaign so it would focus on strengthening the capacities of Central American migrants residing in these communities to protect themselves from the dangers of human trafficking for labor exploitation purposes.



### CONTEXT

<b>Target audience</b>	Men and women aged 18 to 50 from Honduras, Guatemala, and El Salvador.
<b>Coverage</b>	Tapachula and Tijuana.
<b>Data collection methods</b>	Surveys with migrants from Honduras, Guatemala and El Salvador who are residing temporarily or permanently in Tapachula and Tijuana, focus groups and in-depth interviews with key stakeholders.
<b>Data collection period</b>	April 5 to April 16, 2021
<b>Sample size</b>	N=563



## MAIN LIMITATIONS

Among the main methodological limitations for the construction of this baseline are those related to contextual factors, such as the following:

### High mobility of the target population.

Given the mobility of the target population, a high percentage of the surveyed population may not be present at the time the communication campaign is being implemented. Furthermore, there is a possibility that the migrants interviewed in the final evaluation of this process will not necessarily be the same persons exposed to the campaign.

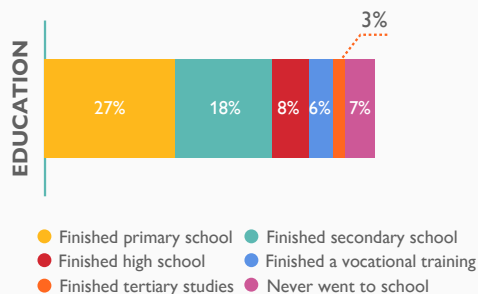
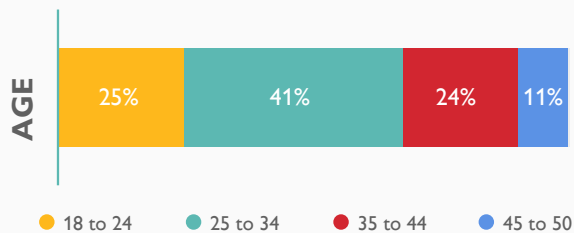
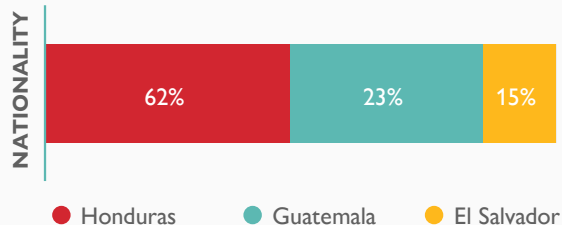
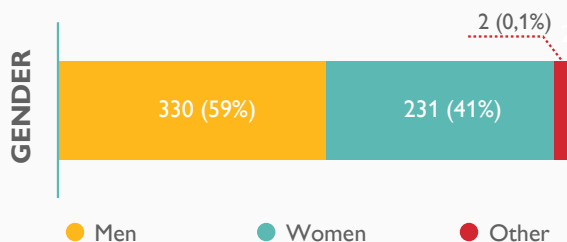
### Changes in key informants.

Due to the election process in June, consideration should be given to the possibility that several of the key stakeholders from the government sector, who were interviewed during the data collection period, are no longer available to participate in the development or implementation of the campaign, nor in the final evaluation.



## PROFILE OF PARTICIPANTS IN THE BASELINE

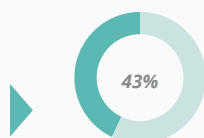
### DEMOGRAPHIC PROFILE



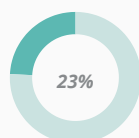
### MIGRATION PROFILE



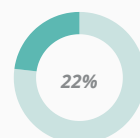
#### TRAVEL STATUS



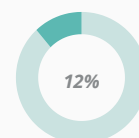
Travel alone



Travel accompanied by adult family members and children and/or adolescents



Travel accompanied by family members who are children and/or adolescents

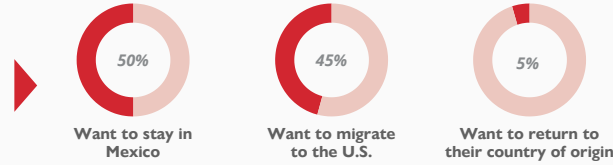


Travel with adult family members

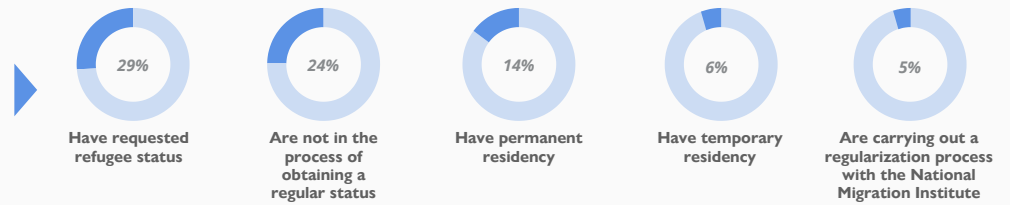
**MAIN REASON FOR LEAVING THEIR COUNTRY OF ORIGIN**



**INTENTION TO STAY IN THE COUNTRY OR MIGRATE**



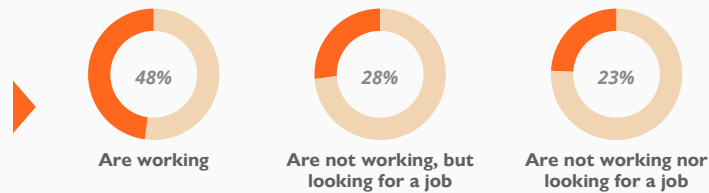
**MIGRATION PROCEDURES**



**EMPLOYMENT SITUATION**

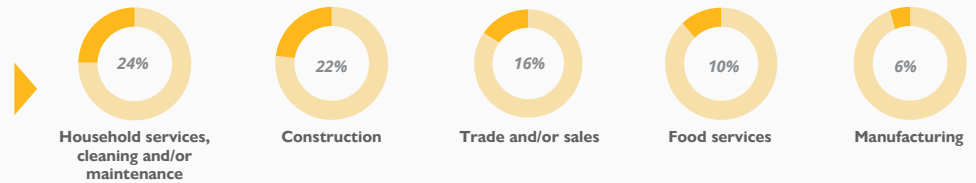


**EMPLOYMENT SITUATION**

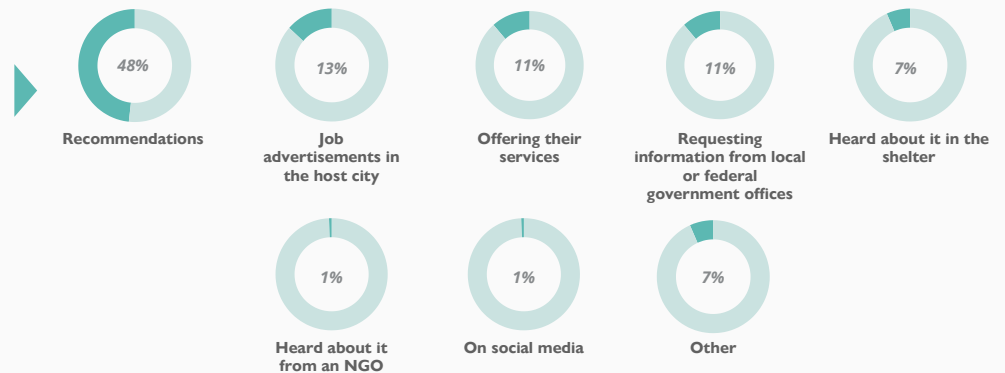


**FORMAL WORK**

**MAIN AREAS OF WORK**

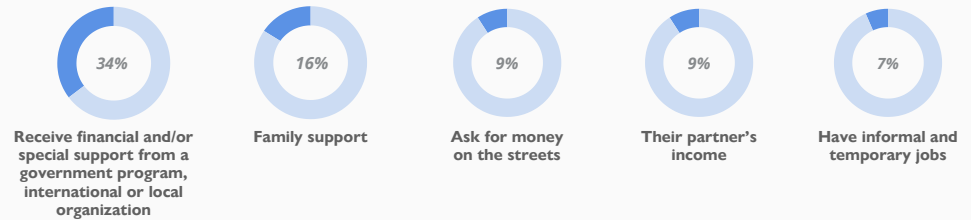


**MAIN CHANNELS THROUGH WHICH THEY FOUND WORK**



## OF THOSE WHO DO NOT WORK

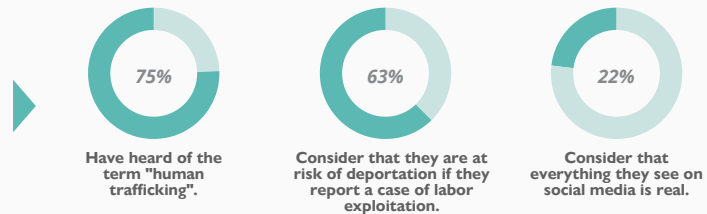
### THE MAIN SOURCES OF INCOME ARE:



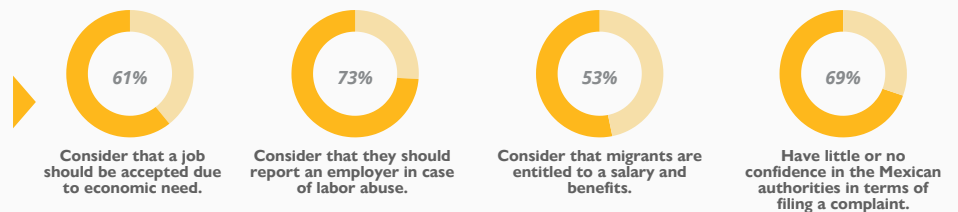
## KNOWLEDGE, ATTITUDES AND PRACTICES (KAP)



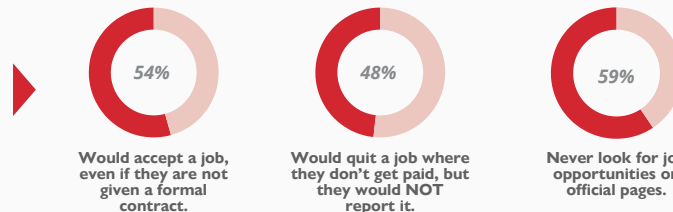
### KNOWLEDGE



### ATTITUDES



### PRACTICES



The KAP index of the sample was 55%, Tijuana was the city with the highest KAP (56%), followed by Tapachula (54%).



## CONCLUSIONS

- ▶ Considering that the composition of migration flows is variable, the messages of the campaign will not be directed towards an audience with a specific age range, but rather materials will be designed that are attractive to abroad age ranges.
- ▶ The content and dissemination strategies of the campaigns will be differentiated by city. In Tijuana, there is no widespread interest in (permanent or stable) employment among the migrant population. Therefore, the campaign will focus on informing those who intend to stay there about the risks and modalities of human trafficking and labor exploitation that occur in the specific Tijuana context.
- ▶ In Tapachula, the scope of the campaign may be broader, considering that most migrants initiate regularization procedures and decide to stay in that city.



## RECOMMENDATIONS

- ▶ Address the areas of opportunity identified regarding the knowledge, attitudes, and practices of migrants to effectively target them. For example, the precise definition and implications of trafficking (clarifying that these do not only occur in extreme situations), and the modalities and situations that specifically constitute labor exploitation.
- ▶ Present the current legislation on labor rights and migration in a clear and simple way (highlighting information that is specific to migrants and the rights they have as employees), as well as the institutions and organizations available for requesting information, and reporting cases of labor abuse.
- ▶ Build a network of multi-sectoral partners in which agreements are established to coordinate and implement joint actions that promote the campaigns and, in general, the prevention of trafficking in persons for the purpose of labor exploitation, in addition to providing technical assistance and capacity-building on relevant issues.
- ▶ Actively involve potential employers of migrants in the development and implementation of the campaign, especially regarding the labor rights of migrants, and the obligations that employers must follow.
- ▶ Highlight the benefits of confirming the accuracy of job offers by using reliable means and sources, both in the countries of origin and in Mexico.
- ▶ Considering that internet access is not constant in any of the cities and that there was a preference for printed materials, it is recommended to give priority to the design of this type of materials and products, and to take advantage of public wifi access when they are available.

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.



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