

## ► “THINK TWICE” CAMPAIGN RESULTS

### EL SALVADOR, GUATEMALA Y HONDURAS



#### EVALUATION FRAMEWORK<sup>1</sup>

The “Think Twice” campaign was implemented in coordination with local partners from eight communities in northern Central America (Ahuachapán, San Salvador, Salcajá, San Marcos, San Pedro Sacatepéquez, Cofradía, San Pedro Sula and El Progreso) between October 2020 and January 2021.

Its aim was to help young people increase their capacities to recognize false information and misleading offers related to trafficking in persons, migrant smuggling, and other frauds.

A total of 1,172 people were surveyed (405 men and 767 women). In addition, 57 people participated in focus groups and 21 participated in in-depth interviews. The 1,172 survey respondents provided quantitative information to measure a change in knowledge, attitudes and practices (KAP), which was complemented by qualitative information collected in the focus groups and interviews.



#### TOOLS FOR INFORMATION COLLECTION



##### Surveys

Shared using a link that was distributed via social media.



##### Focus groups and interviews

19 focus groups and 21 in-depth interviews involving young people, teachers, community leaders and local institutions, and organizations.



##### Community call

In the case of Guatemala, the survey was also promoted by megaphone, offering a phone number people could call to conduct the survey on the phone.



#### LIMITATIONS DURING THE CAMPAIGN'S EVALUATION AND IMPLEMENTATION

The change to virtual delivery affected the campaign and its scope, as it had been implemented in a face-to-face manner before.

In Guatemala, contingency actions were proposed to reach the target sample number. However, the desired participation was not achieved. Internet access and the particularities of the communities are identified as limiting factors in this case.

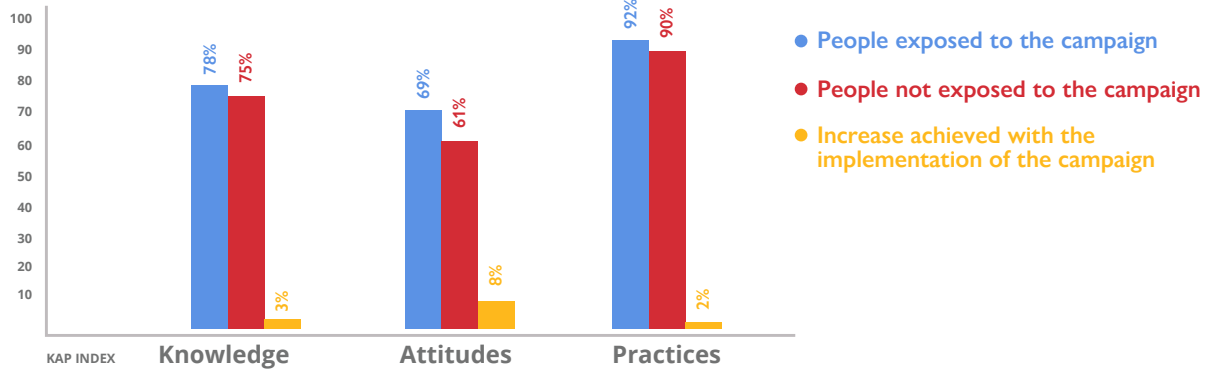
The COVID-19 health crisis caused delays and difficulties in consultative processes, as well as in the participation of target audiences in specific community-wide activities.

The tropical storms ETA and IOTA heavily affected the communities where the campaign was being implemented in Honduras.

<sup>1</sup>Data collection and processing was carried out between February 18 and April 26, 2021. These data allowed to evaluate the implementation of this campaign in 2020 and inform its adaptation in 2021.

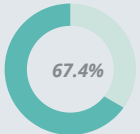


## DATA FROM THE KAP INDEX

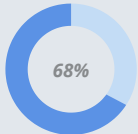


## MAIN RESULTS OF THE EVALUATION

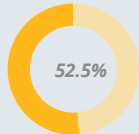
### Intention to migrate



El Salvador

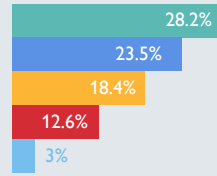


Guatemala



Honduras

### How they plan to migrate



- Would look for university scholarships.
- Would look for information at the embassy.
- Through a coyote.
- With the help of a family member living abroad.
- Would join a caravan.

### Reasons why they want to migrate



38.7% want to migrate to find better opportunities



28.2% to study

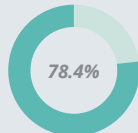


16.6% because their country is dangerous

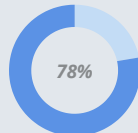


6% for family reunification

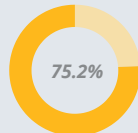
### Campaign reach:



El Salvador



Guatemala



Honduras

### Regarding knowledge



91% know that a coyote can hand over its victim to human trafficking networks and 91% know that job offers that seem too good can result in labour exploitation.

### Regarding attitudes



63.7% believe it is worth looking for information to decide if an opportunity is appropriate, while 70% believe it is worth investing time to obtain the necessary documents to migrate in a regular manner.

### Regarding practices



60.4% do not question what they see on the internet; at the same time, 39.6% look for the source of the news. On the other hand, 52% would search for more information if they were offered a good job abroad.

- ▶ In February 2020, 73.6% had considered the advantages and disadvantages of migrating with a coyote. In February 2021, we asked about the perception of coyotes in the communities and 52% believed that a trustworthy coyote would help them cross the border.



## CONCLUSIONS

- ▶ The inclusive participation of youth and teachers in the development and implementation of the campaign increased the acceptance and adoption of the messages, as well as the identification of the virtual migrant community “Somos Colmena”, of which they now feel part of and provide input and suggestions.
- ▶ The intention to migrate remains latent in at least half of the population, with higher results in control communities where information was collected but where exhaustive campaign dissemination activities had not been implemented.



## RECOMMENDATIONS FOR FUTURE CAMPAIGNS

- ▶ Continue to develop a participatory process for the design, implementation and dissemination of future campaigns and messages, as there is strong support from the members of the communities who were involved in them.
- ▶ Increase community distribution channels and person-to-person communication.
- ▶ Continue to produce videos or products based on human testimonies and lived experiences in the communities.
- ▶ Consider the digital divide and the difficulty for the target audience to be able to connect to online sessions.

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.



For further information, please contact:

**Tatiana Chacón, Communications for Development Officer** [tchacon@iom.int](mailto:tchacon@iom.int)  
**Theresia Keding, Monitoring and Evaluation Officer** [tkeding@iom.int](mailto:tkeding@iom.int)