

SUMMARY OF COMMUNICATION FOR DEVELOPMENT (C4D) CAMPAIGNS IN CENTRAL AMERICA

October 2020



C4D at La Carpio, Costa Rica:

MISTAKES BY WORD OF MOUTH

DE BOCA EN BOCA
LA GENTE
SE EQUIVOCA

In Costa Rica, IOM worked together with the General Directorate of Migration and Aliens (DGME) and local partners to create a campaign that tackles the myths and prejudices surrounding migration regularization in the community of La Carpio. During the process of consultation and baseline research, we identified that there are many binational families in the community in which the parents could get regularized if they knew or understood the procedure.

III TARGET AUDIENCE:

Main:

Irregular migrants with Costa Rica-born children who are under 25 years old and depend economically on them.

Secondary:

Organizations that work with the community (both directly and indirectly) and their leaders.

Tertiary:

Community and mass media in Costa Rica.

III OBJECTIVE:

Irregular migrants in La Carpio learn the requirements and alternatives for regularization by family link.

III KEY MESSAGE:

Do you have Costa Rican children? Learn about migratory regularization and contact us at **+506 6476 0582**

III STRATEGY:

- The key message is disseminated through a series of communication materials, including the main video of the campaign.
- The key message encourages the target audience to get personal orientation (by phone or chat) to start or continue immigration proceedings to regularize through family link. IOM, in coordination with the DGME, guarantee this service.
- If the target audience prefers to avoid calling, they can also find official information on the site somoscolmena.info/cr

III OUTLINE OF FLAGSHIP VIDEO:

- Isabel, and her daughter Daniela, undertake a bus trip to the migration office so that she can start her regularization process, but out of a sudden, she and her son become spectators of a hilarious debate of fake information exchanged between the passengers. Isabel is the protagonist and her character embodies the "voice of truth." Myths and confusions that occur popularly are represented in the various characters, and it is Isabel who invites us to reflect with reliable information. The idea is to invite viewers to be "more like Isabel" and not to pay attention to myths about migration that go by word of mouth.

