



**PROMOTING  
SAFE  
MIGRATION  
IN 2022**



The awareness raising mural in Tripoli, Libya.  
Photo: IOM/Rawand Alhares

# Promoting Safe Migration in 2022

Dear reader,

I am pleased to share the third edition of IOM's *Promoting Safe Migration* publication. It highlights awareness raising learnings and achievements under the Cooperation on Migration and Partnerships to Achieve Sustainable Solutions (COMPASS) initiative and related interventions, such as Migrants as Messengers and IOM X.

Awareness raising contributes to ensuring that target communities with high mobility are better empowered to facilitate the protection of migrants, sustainable reintegration of returnees and to implement initiatives that empower young people to make informed migration-related decisions.

Through the work of the Media, Communications and Awareness Raising Unit in Dakar, we have found that awareness raising activities that seek to support informed decisions about migration and local opportunities work best when they take into account the fact that an individual's migration decisions are affected by family pressures, community dynamics and broader factors.

This edition covers COMPASS's socio-ecological approach to [community-based interventions](#) (p. 13) and learnings from five years of [Migrants as Messengers](#) (p. 29), a peer-to-peer messaging campaign where returned migrants share with their communities and families authentic and honest accounts of their migration experiences.

You will discover how mural art helped promote a [migrant helpline in Libya](#) (p. 22), how national partnerships helped expand the reach and impact of a [counter-trafficking campaign in Egypt](#) (p. 14), and how safe spaces for dialogue helped tackle tough [topics through Community Conversation in Ethiopia](#) (p. 18). We are committed to learning and sharing, as evidenced by YENNA.org, our free online learning platform for community engagement and awareness raising practitioners. This year, creative online learning modules from [COMPASS' C4D Academy](#) (p. 38) were added to YENNA to support capacity development in effective communication and Human Centred Design (HCD).

We hope this year's edition of *Promoting Safe Migration* inspires you in your own work and provides useful tools and resources to turn that inspiration into action.

Mia Barrett  
Head of Media, Communications and  
Awareness Raising  
*IOM Regional Office for West  
and Central Africa*

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# Guiding safe migration

The COMPASS approach to  
awareness raising



# The COMPASS approach to awareness raising

The COMPASS global safe migration initiative is centred on a whole-of-society approach which, in addition to assisting individuals, works across all levels – households, communities, and the wider society.

Awareness raising under COMPASS applies this same socio-ecological approach. In the field of Social and Behaviour Change Communication (SBCC), the socio-ecological model is a process which guides communication strategy by accounting for all levels of society that influence individuals. This model moves away from traditional views of communication as “one-time, one-way” and towards a view of it as an iterative social process that unfolds over time. In other words, it considers the complex interplay between individual, relationship, community, and societal factors.

Under COMPASS, awareness raising is focused on addressing community beliefs, values, attitudes, behaviours, norms and practices that are found to contribute to unsafe and irregular migration or limit the potential for the successful reintegration. Interventions are coordinated using evidence-based methodology for community-led initiatives that promote safe migration alongside sustainable interventions in communities of origin and return.

## THE COMPASS AWARENESS RAISING MODEL

This five-step model is inspired by peer-to-peer information campaign Migrants as Messengers, community-led counter-trafficking campaign IOM X, and Human Centred Design (HCD) methods.

In 2022, this model is being implemented in Nigeria and Ethiopia.



## 1 ANALYSIS & PROBLEM DEFINITION

Identifying target communities, community-based youth organizations, returnees and potential change agents. Through community stakeholders consultations, Knowledge, Attitudes and Behaviour

(KAB) studies or a review of relevant, existing research, define the problem and related knowledge, attitudes and behaviours as well as the desired change the interventions seek to achieve.



## 2 STRATEGY DESIGN

Based on the findings of Step 1, IOM prepares a workshop for selected community members to help shape the direction of the proposed activities. Creative partners participate to help shape and visualize ideas.

## 3 DEVELOPMENT & TESTING

Selected implementing and creative partners work out an initial concept which includes a set of activities and information tools, and present it back to the community for feedback and iteration. Returnees are involved in the development process.



## 4 IMPLEMENTATION & MONITORING

IOM and its partners roll out activities while closely monitoring to stay on track and ensure alignment with defined objectives.

## 5 EVALUATION

Evaluation conducted through endline KAB survey, and/or other qualitative and quantitative tools to inform future intervention design.

## LEVERAGING ONLINE PLATFORMS

Under COMPASS, IOM is continuing to develop and promote two free online learning platforms to support awareness raising and informed decisions about migration:

Pages with information for specific countries is promoted as part of awareness raising interventions.

**YENNA.org:** YENNA is IOM's online learning platform for practitioners from the field of awareness raising, community outreach and engagement, and Communication for Development (C4D).

**WAKAWell.info:** WAKA Well provides verified information for young people in Africa about migration procedures and local opportunities.

To allow for the effective evaluation of the model across different locations, target communities are selected based on a defined set of criteria:

**Age:** Communities with a younger population, especially a large 15-19 cohort.

**Partnerships:** Community-based organisations already working with youth on the ground to collaborate on implementation.

**Population size:** Population of about 10,000 inhabitants: bigger than a village, but smaller than a city.

**Synergies:** Ongoing activities (by IOM or partners) on protection and/or reintegration are a good indicator for successful synergies.

**Mobility:** Based on IOM's Displacement Tracking Matrix (DTM) data, communities of origin with a high number of departures. Number of returns are of secondary importance.

**Location:** Is the area easy to reach? Does IOM have a presence there? Have we worked there before?

## HOW COMMUNITIES ARE SELECTED

# Participation in practice

Insights into awareness raising in  
Egypt, Ethiopia and Libya



# Tips for TiP: Raising awareness about Trafficking in Persons (TiP) across Egypt

## THE CONTEXT

Trafficking in Persons (TiP) affects men, women and children all around the world. Egypt is a source, transit, and destination country for victims of trafficking where the five most common forms of TiP are forced marriage, sexual exploitation, exploitation of children, forced labor, and organ removal.

To improve awareness of the different forms of trafficking and strengthen mechanisms for the prevention of trafficking and the reporting and management of trafficking cases, IOM and Egypt's National Coordinating Committee for Combating and Preventing Illegal Migration and Trafficking in Persons (NCCPIM&TIP) decided to launch a campaign.

## THE CAMPAIGN

**Objective:** Increase awareness about TiP and its common forms and encourage the reporting of suspected trafficking cases to the hotlines of the three National Councils.

**Target audience:** Men and women between the ages of 18-60 nationwide.

In 2020, IOM and the NCCPIM&TIP produced a series of videos and launched the first phase of the campaign. The videos were broadcast on national TV channels and billboards were placed along the main avenues in Cairo and other urban centres.

The second phase of the campaign was launched in 2021 with broader dissemination across TV, radio, outdoor advertising, and digital media.

Outdoor advertising in Qena governorate, home to 230,000 people. Photo: InHouse



In the last quarter of 2021, IOM Egypt tasked an external company with evaluating the impact and effectiveness of the previous two phases of the campaign to determine the way forward. The findings of the evaluation stressed the importance of:

- ▶ Using different digital platforms to reach a wider and more diverse audience;
- ▶ Airing campaign content in a specific season to get the maximum exposure;
- ▶ Creating billboards that covered one topic at a time;
- ▶ Engaging with champions and/or influencers to attract a broader target audience.

The third phase, which ran from March to September 2022, placed a special emphasis on reaching the target audience in rural areas.

Outdoor advertising was used in numerous governorates with billboards placed along roads leading to and from rural areas and in metro and train stations (used by residents of rural areas when commuting to and from other urban cities). Content was also featured on buses and minibuses.

The timing of the third phase coincided with the month of Ramadan when many families gather around their televisions every night after breaking their fast. Content was disseminated through a variety of TV channels with a focus on ensuring that campaign content appeared during programming that was popular with different segments of the target audience.



The campaign's third phase also focused on dissemination across social media, namely Facebook, Instagram and TikTok, along with Google ads. TikTok proved to be the most popular online platform for dissemination with nearly 100,000 subscribers joining the TikTok channel during the campaign.

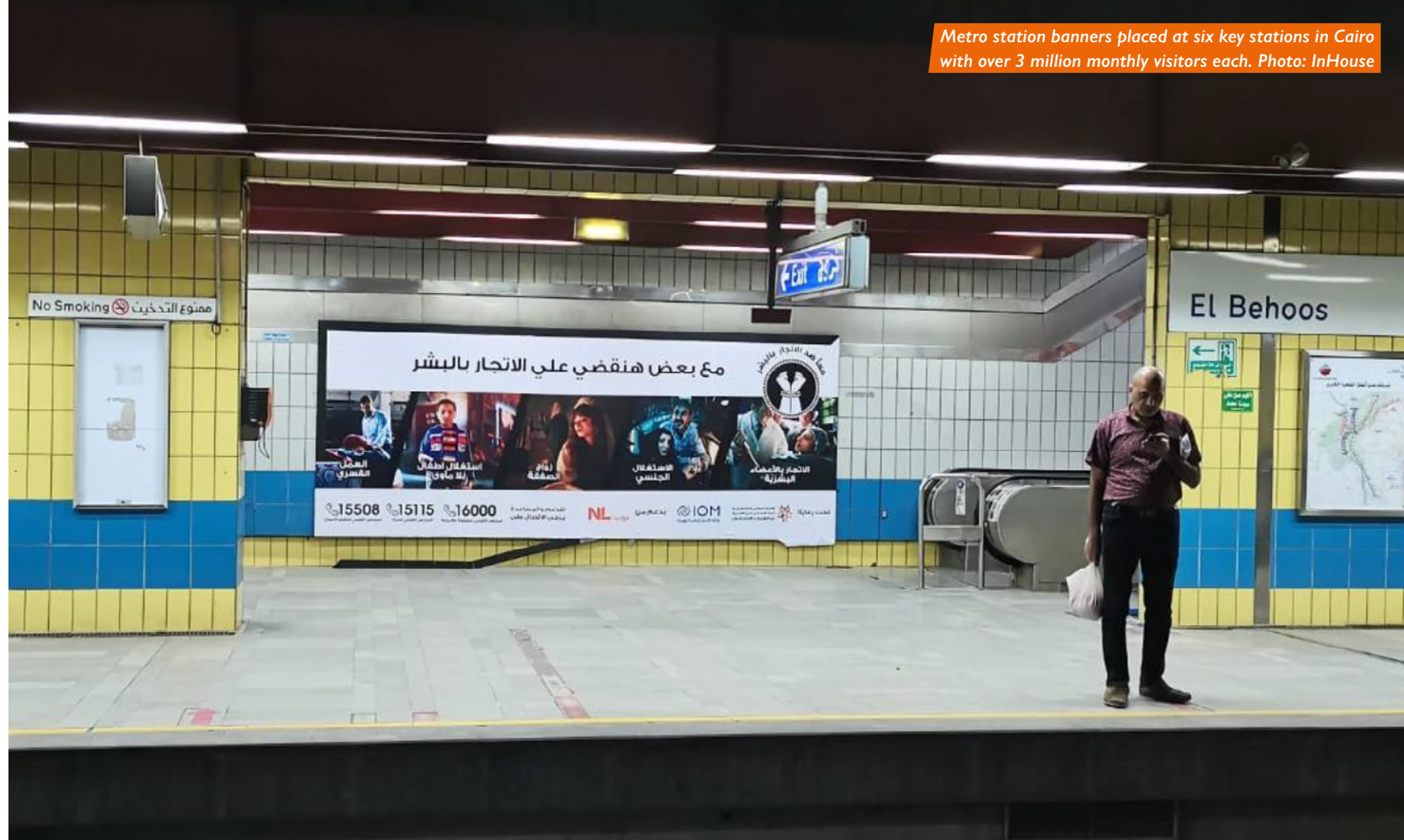
### DID IT WORK?

A total number of 93 trafficking cases were reported to the National Council for Childhood and Motherhood (NCCM) and National Council for Women (NCW) from October 2020 and April 2021 during the first two phases of the campaign.

Data is still being gathered to better understand the impact of the third phase but reach and engagement were impressive!

Across Facebook, Instagram and TikTok:

- ▶ Over 4 million video views
- ▶ Over 7 million engagements



# Let's talk: Encouraging informed decisions about migration through Community Conversation

## THE CONTEXT

With a population of over 119 million, Ethiopia is the largest migration-sending country in the Horn of Africa. Many of its citizens are at risk of human trafficking and smuggling as they seek opportunities abroad. In rural areas, media is often inaccessible and information is instead passed through word of mouth with religious and community leaders acting as opinion leaders and gatekeepers. A grassroots approach was needed to help mitigate the risks of irregular migration through a sustainable, community-led approach that could help shift social norms. Enter the Community Conversation programme!

## WHAT IS COMMUNITY CONVERSATION?

Community Conversation is a process of engaging communities in interactive discussions through a series of facilitated dialogues that lead to collaborative action. Community Conversation is a model that is being used across a wide range of topics in different contexts around the world. IOM Ethiopia has been implementing the Community Conversation programme for over a decade, in partnership with the Government of Ethiopia. Through Community Conversation, forums are being created where communities can discuss local alternatives to migration and ways to combat irregular migration. Together, they create action plans that can include information campaigns, support for returnees and livelihood options. IOM trains volunteer community conversation facilitators, including religious and community leaders and



representatives of vulnerable groups, such as the elderly and women. Over 7,000 community members and government officials have been trained from 3,600 kebeles, or neighbourhoods! Once trained, the facilitators engage their communities to discuss the risks of irregular migration and encourage informed decisions about migration. In addition, this approach supports accountability among stakeholders through community initiatives that help ensure information reaches policy makers at regional and federal levels.

## WHAT IMPACT HAS THE PROGRAMME HAD?

Findings from an impact evaluation carried out in 2022 looking at kebeles where Community Conversation was implemented compared to ones where it was not, indicated that:

- ▶ Community engagement and trust towards authorities was reported as higher.
- ▶ People reported feeling more informed about the opportunities and risks of migration.
- ▶ Obtaining information about regular migration pathways was perceived as easier.
- ▶ More people felt that returnees should receive community support.

Overall, Community Conversation has been shown to be a useful starting point for discussions that form a vital step in the long-term process of shifting social norms and changing behaviour. Creating and implementing an action plan together is a vital part of this process and 68 per cent of Community Conversation groups achieved this milestone – creating and sharing a community action plan with local authorities and the wider community.

## THE FUTURE OF CCP: LESSONS LEARNED

Based on the evidence gathered from the impact evaluation, future iterations of Community Conversation will emphasize:

- ▶ **Investing in identifying and training younger facilitators:** Young people are the most likely to migrate and peer-to-peer messaging has proven to be an effective approach. Higher awareness of Community Conversation among community members was associated with younger facilitators who do not hold positions in local government and have secondary education.
- ▶ **Prioritizing simplified messages:** The current manual can be adapted to be more easily understood and used.
- ▶ **Increasing government ownership:** Government ownership increased programme awareness.

Under COMPASS, Community Conversation continues to be an important component of awareness raising activities to help prevent unsafe and irregular migration.



Participants at a Community Conversation gathering.  
Photo: IOM/Kaye Krizia Viray



# The art of awareness raising through murals

## THE CONTEXT

Migrant communities in Libya are very diverse, as they represent more than 40 different nationalities, with various cultures and languages, as well as different age groups.

IOM Libya is using online and offline activities to promote awareness messages about the risks of irregular migration, including through social media posts and videos but there is a constant need to innovate, assess and adapt to make sure that the awareness raising information is clear and accessible to all migrants.

Since migrants have limited access to smart phones and Internet, IOM implements a wide variety of offline activities, such as direct awareness sessions, art and cultural activities, photography workshops and exhibitions, billboards, and murals.

## THE IDEA

Under the COMPASS project, the community engagement team worked on identifying migrant gathering points to implement awareness raising activities in Tripoli/across Tripoli. One of the targeted locations was a collective housing area, a privately owned property where around 350 migrants were sharing a living space. Some migrants stayed in the collective housing for just a few days, while others lived there for years.

IOM pitched the idea of an awareness raising mural on one of the housing walls to the landlord and migrant focal points who were living there, and everyone welcomed the idea. The team contacted two talented local women artists who were able to interpret the message through a colorful, positive painting. The sketch was shared with the owner and the migrant focal points for approval before starting the painting of the mural.



## THE IMPLEMENTATION

On the day the mural was created, the IOM Migrant Resource and Response Mechanism (MRRM) team distributed core relief items, including non-food items and hygiene kits and ran an awareness raising session on the dangers of irregular migration. They also shared information on the IOM services available for migrants in Libya and promoted the IOM helpline numbers that migrants can contact for assistance. Everyone was then invited to join the artists in painting the mural that also featured the IOM helpline number.

## KEY TAKEAWAYS

The painting of the mural was a participatory process: the migrants were consulted about the idea of having a mural in their living space at the early stage of planning. They approved the sketch prior to implementation, and participated in the actual painting.

It was also an opportunity to collaborate with brilliant local artists who created an inspiring, positive artwork that brightened up the gray walls of the collective housing area.

Unexpectedly, this encounter turned into a small job opportunity for one of the migrants who so impressed the artists with his painting skills that they started hiring him to support them in the painting of other murals.

It was an eco-friendly activity that helped reduce the amount of printed helpline cards that used to be distributed to migrants during awareness raising sessions because the helpline number was promoted on the mural.

## THE FOLLOW-UP

Six months after the painting of the mural in Tripoli, the IOM M&E team visited the migrant housing and conducted focus group discussions (FGDs) to evaluate the impact of this awareness activity.

Twenty-seven migrants participated in the FGDs, however only one of them was involved in the mural activity, which he described it as a positive and inclusive experience. The participants stated that the mural was a positive addition to their living space, yet a few said that they did not clearly understand the idea behind it. This may be due to the dynamic nature of the collective housing, as migrants are continuously moving in and out. Although many migrants agreed that the information about the helpline number painted on the wall was useful, some of them mentioned that they would not be able to contact the helpline because they do not have access to a phone. This is an ongoing challenge that IOM Libya continues to work to address. All attendees recommended that IOM continue using murals to help promote migrant awareness about the IOM helpline and suggested to adding more illustrations depicting to the type of services that IOM offers to migrants.

The awareness raising mural was a valuable learning opportunity for IOM Libya to expand the tools and activities used to increase awareness about the dangers of irregular migration. In 2021, the MRRM team conducted 149 awareness raising sessions, 4 cultural events, and 5 trainings as part of the community engagement and awareness activities under COMPASS, which were attended by 2,057 migrants and locals; 879 of them were women and girls.

IOM Libya is aware of the challenges that migrants face in accessing accurate and reliable information and continues to search for innovative and participatory activities that mainstream awareness raising messages and contribute to safe migration.



Migrants, local artists, and the IOM MRRM team while painting the awareness raising mural in Libya. Photo: IOM/Rawand Alhares



# Migrants as Messengers

Looking back on 5 years of engaging returnees in awareness raising across West Africa



# Five years of engaging returnees in awareness raising across West Africa

## WHAT IS MIGRANTS AS MESSENGERS?

Migrants as Messengers (MaM) is a peer-to-peer awareness raising campaign that empowers young people in West Africa to make informed decisions about migration. It's carried out by returnee migrants (also known as MaM Volunteers) who share honest accounts of their migration experiences through authentic storytelling, peer-to-peer interactions, community activities, social media and influencer engagement, and radio and tv platforms. The multi-channel approach makes these stories accessible to wider audiences, including local decision-makers, community leaders, religious leaders and young people with a desire to migrate in the future. In parallel to sharing these real-life experiences, MaM Volunteers help guide young people to resources that provide information on regular migration and local opportunities. The campaign first started in 2017 in Guinea, Nigeria and Senegal, and in 2019 expanded to four more countries: Côte d'Ivoire, The Gambia, Liberia, and Sierra Leone.

## THE IMPACT OF MAM

An impact evaluation of MaM in 2019 showed that the project's activities in Senegal had an effect on young people's perceptions and intentions with regard to migration, which are key for safe migration decisions.<sup>1</sup>

Results indicated that participants in MaM activities were 25 per cent more aware of the multiple risks associated with irregular migration and 20 per cent less likely to report to migrate irregularly within the next two years.<sup>2</sup>

There was also an increase in the level of trust in returning migrants as an information source on migration – which went up by 9 per cent following exposure to MaM activities.<sup>3</sup>

<sup>1</sup> IOM, Migrants as Messengers: The Impact of Peer-to-Peer Communication on Potential Migrants in Senegal, 2019, p. 2.

<sup>2</sup> *ibid.* p. 2

<sup>3</sup> *ibid.* p. 60.



Available here:  
[publications.iom.int/books/migrants-messengers-impact-peer-peer-communication-potential-migrants-senegal-impact](https://publications.iom.int/books/migrants-messengers-impact-peer-peer-communication-potential-migrants-senegal-impact)





# Highlights

Over the past five years, the MaM Volunteer network grew to 400 active members across the seven implementing countries in West Africa. These Volunteers mastered the art of being mobilizers, digital advocates, storytellers and awareness raising agents in their communities and beyond on the topic of risks of, and safe alternatives to, irregular migration. They also developed content and designed on-the-ground activities to tackle COVID-19 prevention, and to advocate for women's rights and stop gender-based violence.



Video

## Content creation

One of the most important storytelling mediums in MaM was video and photography. Content creation trainings were provided to Volunteers to equip them with the tools to be able to share their stories in creative ways, as well as their personal and professional lives.

"My most memorable experience was my internship at Africa Radio Cote d'Ivoire. I now have many more skills that can help me enter the working world more easily." Sako Charles, MaM Volunteer, Cote d'Ivoire

"MaM expanded my knowledge to understand that the smartphone is a powerful tool that can transform our lives in many ways." Mariama Bundu, MaM Volunteer, Sierra Leone

Dance

## Body acceptance

Female MaM Volunteers in Côte d'Ivoire participated in 'body acceptance' dance workshops which guided them on how to communicate their thoughts and feelings about their migration experiences through dance.

"I became aware of the weight of emotions and the importance of releasing them. I want to learn to forgive myself sincerely and to free my heart from all the resentment, anger and sadness that I still hold as a result of the difficulties I went through in Tunisia and Libya." Aicha Konaté, MaM Volunteer, Côte d'Ivoire.



## Street Art Together

Art

Street Art Together is an activity designed to strengthen community engagement and social cohesion through creative workshops in public spaces. This activity was led by MaM Volunteers in 6 countries.

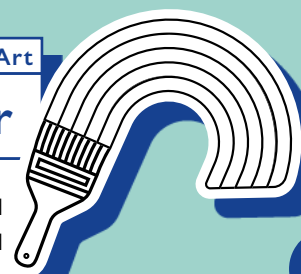
"It was also an opportunity to talk about irregular migration. What I enjoyed the most was the participation with communities, especially students, and of course the beautiful and colorful designs we painted." Abdulai, MaM Volunteer, Sierra Leone



## Speaking Through Art

Speaking Through Art was a platform for MaM Volunteers in Nigeria to tell their stories through visual representations, when it is difficult to use vocabulary to explain what they have experienced.

"Telling my story in the form of a picture was therapeutic and helped heal my mind from a lot of wounds incurred during my journey that have been hiding for years." Jerry Adelu, MaM Volunteer, Nigeria



Theatre

## Community theatre

In Senegal, MaM Volunteers did a caravan where they visited 30 communities in Thies and included a musical and theatrical performance, sharing of testimonies from returnee migrants, community discussions and a film screening. MaM Volunteers and local theatre troupe participated in a month long creative residency to create a play about migration for the caravan. Social theatre is an approach widely used in West Africa. It stimulates debates on social issues, develops critical thinking and encourages social cohesion.

"Taking part as MaM volunteer and rapper artist allowed me to be useful to young people" Elhadj Aly, MaM Volunteer, Senegal



## WHAT IS THE WAY FORWARD?

MaM distinguishes itself in its migrant-centred participatory approach to awareness raising, supporting returnee migrants in the design, planning and implementation of the process. In Phase 1, many Volunteers self-organized into legal entities, and began operating autonomously with local civil society actors. In Phase 2, this trend continued, and Volunteers organized themselves into more than 15 returnee migrant-led associations that will continue the work of awareness raising, providing peer-to-peer support and more.



Check out their associations:  
[www.migrantsasmessengers.org/volunteers](http://www.migrantsasmessengers.org/volunteers).

The project also included a strong research component, with a four-country randomized control trial on the impact of peer-to-peer messaging and a seven-country exploratory study on mental health and psychosocial support. The results of these studies<sup>4</sup> will strengthen the evidence base of awareness raising in the field of migration.

“MaM has helped Volunteers replicate and take ownership of what was learnt under the project in their associations and businesses.” Tobi Ayediran, MaM Volunteer, Nigeria

## WHAT ARE LESSONS LEARNED?

- ▶ **Practice makes perfect**, it takes time and regular engagement to develop capacity.
- ▶ **Mainstream MHPSS and create space for discussions on mental health**. The mental well-being of the Volunteers is crucial. What they have endured is not easy and being able to recount what they experienced to others takes time and work.
- ▶ **Partnerships and networking are key for sustainability of the Volunteer network**. Creating visibility and networking opportunities for the Volunteers and the MaM approach can support its continuation.
- ▶ **Co-creation and participatory activities create space for dialogue on migration**. If messages are to impact a community, its members need to be part of the solution.
- ▶ **Leverage local cultures and traditions**. Using local languages and traditions ensures that messaging and activities are appropriate for participating communities. For example, community dialogue activities were called different names in each country: Bantabas in The Gambia, Migrant Room in Nigeria and Causeries in Senegal.
- ▶ **People need a concrete action to take**. Increasing knowledge about risks and dangers needs to be combined with information about safe alternatives to irregular migration and a clear action people can take to access information.

# Key results

between April 2019 – June 2022

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**381**  
Volunteers (of which  
136 were female)

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**3,250,614**  
online engagements

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**981**  
community engagement  
and youth outreach events

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**66**  
media partners

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**383,267**  
people engaged  
(80,223 female)

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**885**  
media mentions (of which  
573 mentions provide  
further information on  
alternatives to irregular  
migration)

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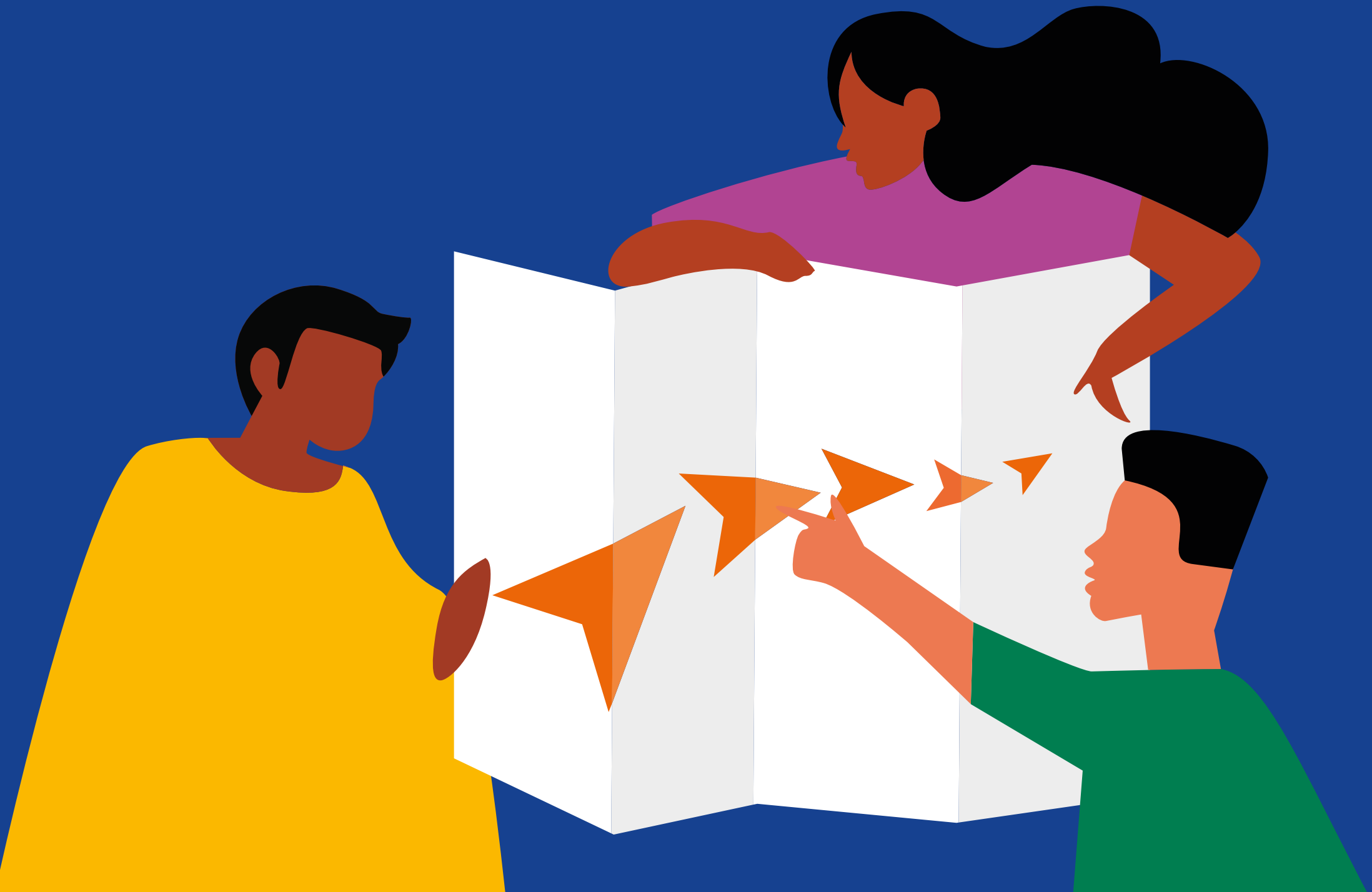
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**1,099**  
videos produced  
by Volunteers

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# Educate

The C4D Academy by COMPASS



# The C4D Academy by COMPASS

Communication for Development (C4D) stresses the need to support two-way communication systems that enable dialogue and allow communities to speak out, express their aspirations and concerns and participate in the decisions that relate to their development.

It's an approach that can be applied to many different projects but just like with any new skill, the right tips and tools make all the difference. That's why in 2022, IOM brought together staff working on COMPASS across protection, reintegration, awareness raising and communications for the first C4D Academy, in partnership with ITC-ILO.

## A HYBRID LEARNING APPROACH

The course was designed using a hybrid approach, with online and face-to-face components. The online component, hosted on the ITC-ILO eCampus was meant to give participants an overview of Communication for Development trends and share important resources in the field of awareness raising and communication.

The face-to-face component took the form of a design lab. During this period, participants were guided through the whole process of Communication for Development. Along the way, participants were coached to develop skills to influence change and create inspiring and actionable projects through design thinking activities.



Participants from different IOM offices across the world exchange ideas.



Massimiliano Leone, course facilitator (ITCILO) gives insight into the power of storytelling.

## DESIGN THINKING

Design thinking ensured that participants adopted a non-linear, iterative process to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test. This process included five phases: define, empathize, ideate, prototype and test. Participants learned how to apply the design thinking concepts, methods and tools they needed to approach their own communication challenges.

Ultimately, through the C4D Academy, the participants learned how to:

- Understand campaign principles and cutting-edge digital communication tools;
- Apply the COMPASS communication strategy in their own activities;
- Understand how to identify attitudes, values and behaviors that have an impact on migration decision making to better design activities and engage local partners to increase sustainability.

The whole training course was embedded and developed in synergy with the founding elements and key principles of COMPASS, bearing in mind that community-based programming and awareness-raising communication interventions should be:

- evidence-based
- contextualized, inclusive and flexible
- linked to community dynamics
- community-owned, participatory and sustainable

If you weren't able to join us for the C4D Academy, don't worry! We've got you covered with content from the C4D Academy on IOM's free online learning platform for community engagement and awareness raising, [yenna.org/en](https://yenna.org/en).



IOM staff from Tunisia and Nigeria work out a campaign prototype together.

Participants learned about traditional communication techniques, including calligraphy.



Participants of the first C4D Academy.

## 1. TOP 5 TOOLS TO DEVELOP YOUR PROJECT



There are key digital tools that can help you in the creation and management of your content. In this module you'll learn about: Canva, Google Trends, Hootsuite, MailChimp and WordPress.

## 2. 5 KEY DESIGN PRINCIPLES



Have you ever wondered which principles are behind great presentation slides? In this module, you'll learn about five principles that you can use in your own work: Contrast, proximity, balance, hierarchy and proportion, and white space.

## 3. HUMAN CENTRED DESIGN



What process starts with the people you're designing for and ends with new solutions that are tailor-made to suit their needs? You guessed it, it's Human-Centered Design (HCD)! You'll learn how it works across three phases: Inspiration, ideation, and implementation.

## 4. A DAY IN YOUR USER'S SHOES



This module is all about identifying and understanding who you're designing for. You'll learn about how to create a stakeholder map to identify all of your stakeholders, an empathy map to narrow it down to one stakeholder, and a user persona to create an archetype of that stakeholder.

# Awareness raising champions

The people turning ideas into action



# Elijah Elaigwu

## Project Assistant, Awareness Raising IOM Nigeria



### Favourite food: Rice and beans

A self-described “ultimate multitasker”, Elijah joined IOM in 2019 with the aim of applying innovative approaches to migration challenges to create positive impact. He hasn’t stopped since, which is no surprise considering his colleagues say he’s a workaholic! One of the initiatives that he is most proud of is [Speaking Through Art](#). “Speaking Through Art was created to address the potential risks associated with migration through a visual representation of the experiences of returned migrants,” explains Elijah. “It showcases the difficulties of irregular migration and exposes the strategies used by traffickers to lure unsuspecting victims. Speaking Through Art also sparks challenging conversations about the experiences and trauma of young Nigerian migrants who, in their quest to get to Europe, found themselves trapped in Libya and other transit countries. Elijah prides himself on designing and implementing awareness raising activities that keep people at the centre.

This has been a key learning for Elijah during his time with IOM. “People should always be the focus of any awareness raising activity. It can sometimes be challenging to find a balance between local cultural traditions and a particular awareness raising approach but I have learned how to adapt to ensure that it is appropriate and relevant.” For example, in order to ensure acceptability of the messaging in interior villages in Edo State during a mobile cinema campaign, Elijah decided to include local Bini musical performances that conveyed safe migration messages. This adaptation ensured local relevancy and resulted in wider acceptance. In Edo State alone, over 11,000 people in 10 communities were reached. Elijah recently accepted a new position with IOM Nigeria as the Senior Communications Assistant where he will be able to help document and amplify the next round of creative awareness raising activities!

# May Mazen

## Programme Assistant IOM Egypt



### Favourite food: Chocolate

Since joining IOM in 2019, May has earned a reputation among her colleagues as a dedicated leader and mental health advocate who works hard and brings creativity and organizational skills to every activity she takes on. “I’m a very motivated and enthusiastic person who is not afraid to take risks!” explains May. “I always love to try new things and include fun in addition to learning.” May brings this positive approach to awareness raising, with a strong dose of strategic thinking. She takes the time to understand the issues that she works on and build partnerships to help ensure greater reach and impact. “Awareness raising is about interacting with people. Through the activities that we conduct, we get closer to people by talking with them, listening to their needs, and helping them make their lives better.”

As May learned more about effective awareness raising, she realized that it is not a one-time activity that finishes when an event ends; it is a long-term approach that aims to have sustainable impact. “Awareness raising is very powerful because it educates people about topics which may be new to them, or that they do not know how to deal with, and it encourages them to participate in bringing about change.” One recent activity that May is particularly proud of is [World Children’s Day](#). May managed the design and implementation of the event, including the selection of a local organic farm as the venue. More than 100 children took part and learned about what it takes to have a healthy planet, along with physical and mental well-being. They also learned about migrant children’s rights and vulnerabilities.

# Salwa Abdel Wahed

## Community Engagement Officer IOM Libya



**Favourite food: Anything Mediterranean**

Salwa joined IOM in 2018 in Iraq before moving to IOM Libya. The opportunity to directly interact with various stakeholders was what first drew her to IOM. Those experiences have shaped her perceptions and made her someone who “cares about understanding challenges in the field and finding creative solutions”, according to her colleagues.

“In Libya, we are working with migrants coming from more than 40 nationalities, six main languages, and different age groups. We have to design activities that speak to them, but that are also attractive and engaging,” explains Salwa. “We need to constantly adapt. For example, for one event women were not able to attend because they had no place to leave their children so we scheduled children’s activities so the mothers could attend while their children were playing in the next room.”

In order to share campaign messages through social media platforms, Salwa’s team started working with migrant team leaders and focal points, including women

and youth, and trained them to become campaign ambassadors. These ambassadors now share messaging through closed WhatsApp and Facebook groups that migrants in Libya are following.

Learning about **Communication for Development (C4D)** has changed the way Salwa approaches awareness raising. “I was always interested in community-led and civic driven approaches but working on awareness campaigns and applying the C4D framework made me focus on a larger comprehensive outcome, leading to social and behavioral change.”

When it comes to tips for effective awareness raising, Salwa stresses the importance of community consultations. These consultations help ensure that interventions are clear, appropriate and relevant. “No matter how experienced or culturally aware we try to be, there is always something we don’t know, and our beneficiaries are the ones who can guide us.”

# Liyunet Demsis

## National Programme Officer IOM Ethiopia



**Favourite food: Spaghetti**

With over 15 years of experience with IOM, Liyunet is known for her passion for her work and her country. Irregular migration is a major challenge in Ethiopia and Liyunet is glad to get the opportunity to work for IOM to contribute to tackling this issue. She has focused on communication with an emphasis on participatory approaches and she prides herself on working collaboratively with her team members to craft tools that reach target communities based on their specific needs. “Understanding communities better and facilitating opportunities for communities to lead and shape awareness raising efforts contributes to the local ownership and sustainability of our awareness raising efforts,” she explains.

One initiative that Liyunet is especially proud of is the **Community Conversation programme**, which she has led for more than 12 years.

“The Community Conversation programme mobilizes community members at the grassroots level to discuss issues of irregular migration in an open and inclusive way. I am proud to see community members engage in actions that contribute to mitigating the challenges of irregular migration, including reporting on human traffickers and smugglers, collaboration between government and community on income generating activities, and sharing information on alternative livelihood options, including overseas employment. No matter what kind of methods and materials are being used for awareness raising, Liyunet has learned to always consider bottom-up approach and understand the needs of target community members before designing information campaign tools.”





A migrant participating in painting the awareness raising mural in Libya. Photo: IOM/Rawand Alhares

IOM is committed to the principle that humane and orderly migration benefits migrants and society. As an intergovernmental organization, IOM acts with its partners in the international community to: assist in the meeting of operational challenges of migration; advance understanding of migration issues; encourage social and economic development through migration; and uphold the human dignity and well-being of migrants.

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Regional Office for West and Central Africa  
Dakar, Senegal  
Tel.: +221 33 869 62 00  
Email: [rodakar@iom.int](mailto:rodakar@iom.int)  
Website: [www.rodakar.iom.int](http://www.rodakar.iom.int)

**Editing:** Lindsey, Higgs, Luca Putteman, Marianne Anne Dioh, Mia Barrett

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