



MIGRANTS AS MESSENGERS

Migrants as Messengers is a peer-to-peer awareness-raising campaign that empowers young people in West Africa to make informed decisions about migration. The campaign is being implemented in Côte d'Ivoire, The Gambia, Guinea, Liberia, Nigeria, Senegal and Sierra Leone. Migrants as Messengers is carried out directly by returned migrants, who capture the candid and emotional stories of those who migrated and those who stayed at home. The returned migrants, known as Migrants as Messengers Volunteers, leverage multimedia platforms to share stories, and design in-person activities to engage young people and their communities in frank conversations about migration.

PEER-TO-PEER APPROACH

Research has shown that potential migrants have a general distrust for institutional information campaigns and that they are more likely to believe information from their own social networks. Migrants as Messengers relies on authentic first-person testimonies that aim to achieve behaviour change through emotional identification, and information designed and shared through peer-to-peer networks.

IMPACT

Migrants as Messengers is assessed through impact evaluations conducted independently by IOM's Global Migration Data Analysis Centre. Findings from the first impact evaluation (Senegal 2018), indicate that the peer-to-peer approach works and that empowering returnees is important, both at the individual level and in terms of the community. Potential migrants exposed to the campaign were 19% more informed about the risks and opportunities associated with migration, 25% more aware of the multiple risks associated with irregular migration, and 20% less likely to report intentions to migrate irregularly within the next two years. Evaluation findings are used to continually refine and improve the campaign's design, and are complemented by regular post-activity surveys of the target audience.

340

trained volunteers
(107 female)

642

peer-to-peer videos

133

peer-to-peer events

48 088

event participants

1.9M

digital engagements

88

media partners



BUILDING TOWARDS SUSTAINABILITY

Returned migrants in the Migrants as Messenger Volunteer network participate in regular training sessions to build skills to carry out the campaign, including video production, interviewing techniques and digital engagement. Specialized training in specific areas of interest is also offered, such as theatre production and journalism. For Volunteer groups seeking to form organizations, logistical support is provided.

Migrants as Messengers is funded by the Government of the Netherlands and implemented by the International Organization for Migration. For information, please email contact@migrantsasmessengers.org

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