

Presentation of



by



Community Conversation Programme Dissemination Event



MEDIA, COMMUNICATIONS
& AWARENESS RAISING UNIT – DAKAR

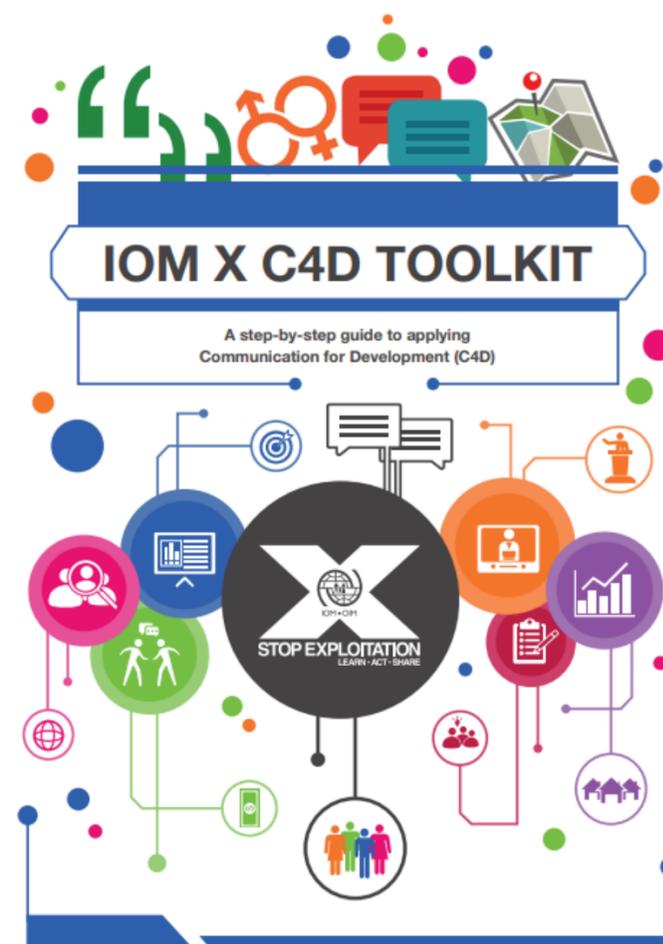
Communication for Development (C4D)

Giving power to those at the center

IOM X applies a C4D framework to support positive behaviour change for the prevention of human trafficking and exploitation.

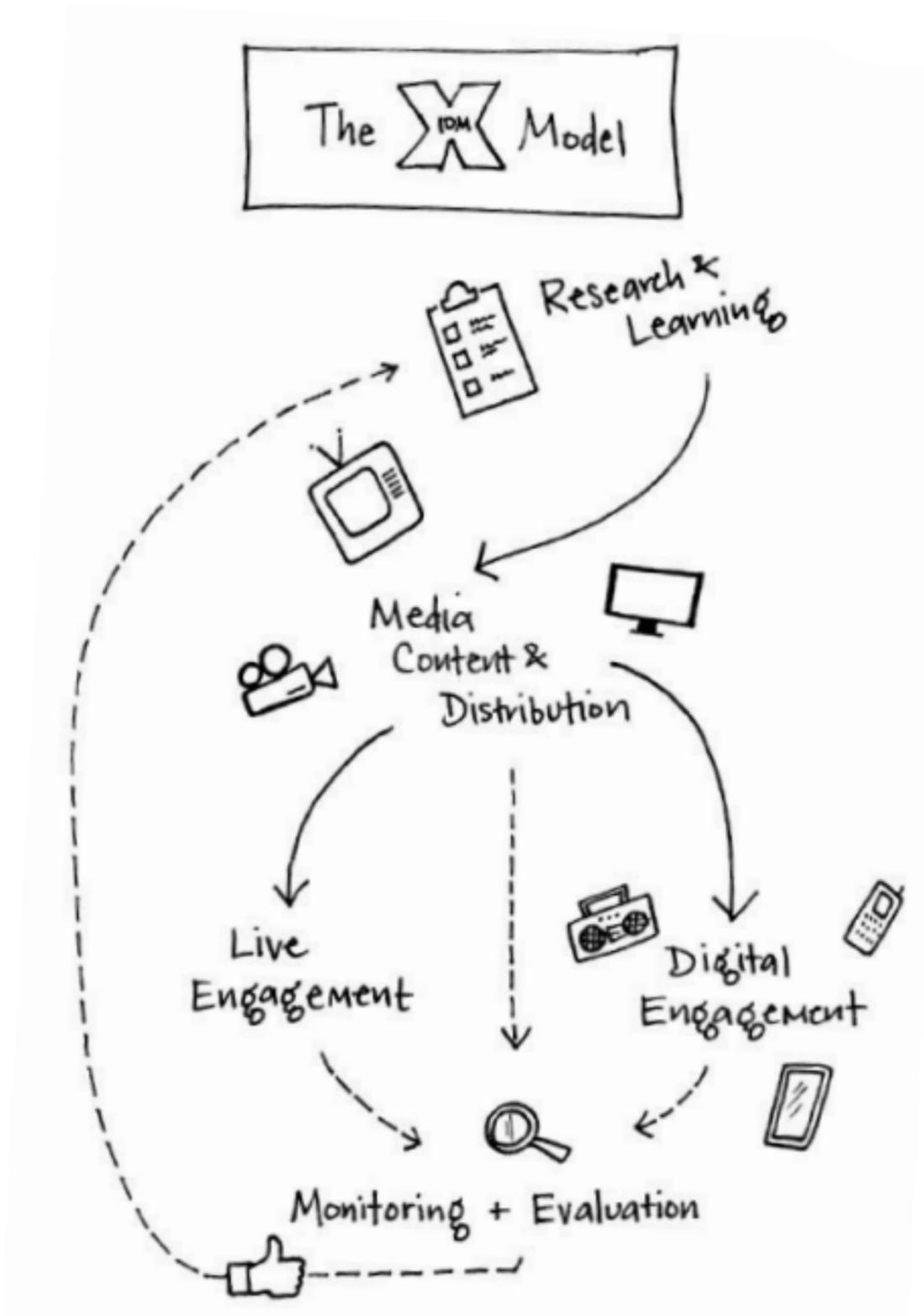
C4D is a people-centered process. It means using communication tools and activities to support and help create social and behaviour change in a meaningful and sustained way.

It is about understanding different contexts, and people's knowledge, attitudes and practices around a certain issue, to be able to then work with them to develop empowering and positive messages and tools.



The IOM X C4D Toolkit was created in 2018 and has been translated into six languages





The Model





IOM X around the world



WAKA Well - West Africa

Somos Colmena - Central America

Make Migration Work - Myanmar

Prisana - Thai fishing industry

Mythbusting - Trafficking for Sexual Exploitation

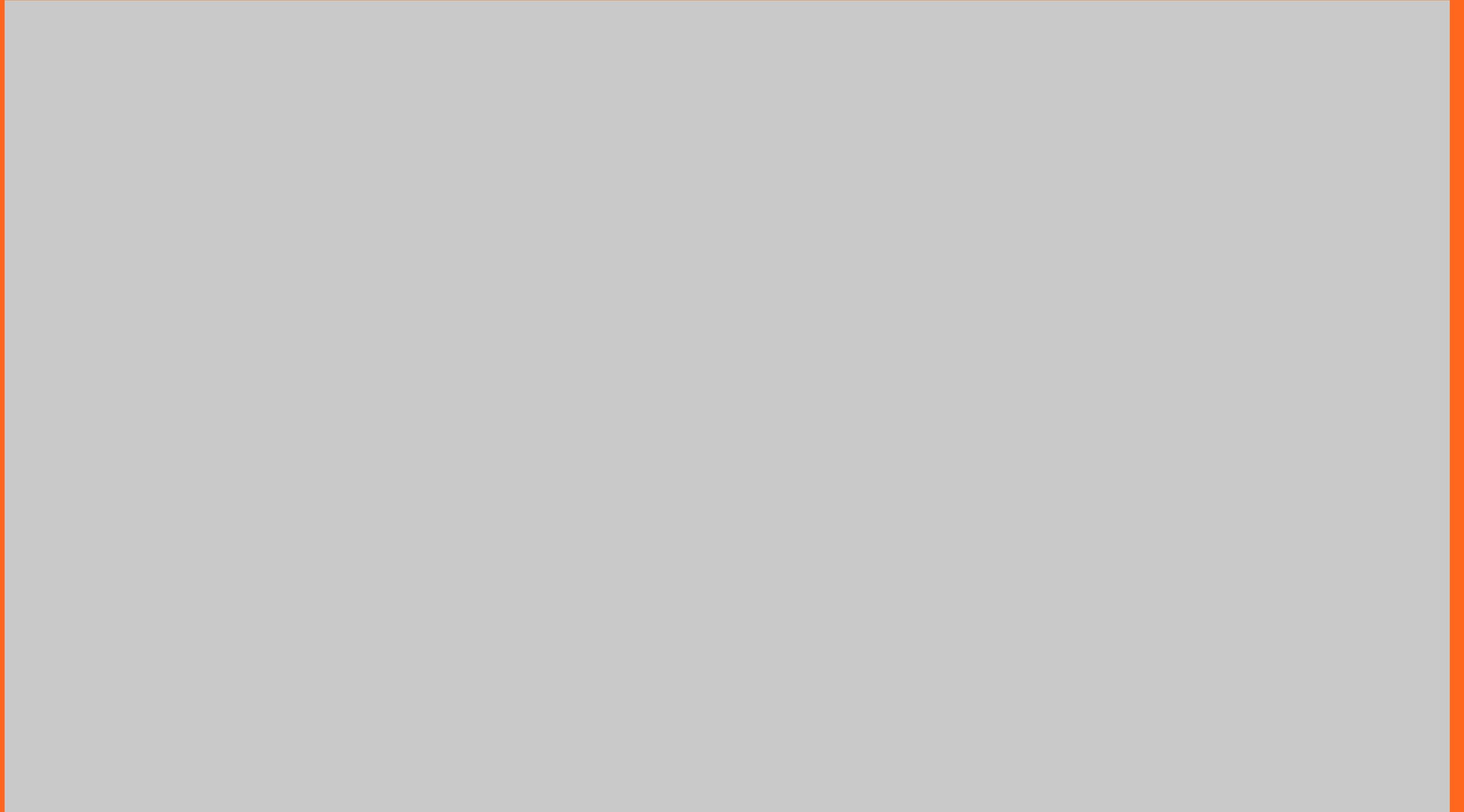
Happy Home - Malaysia, Singapore and Thailand

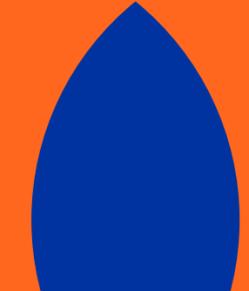
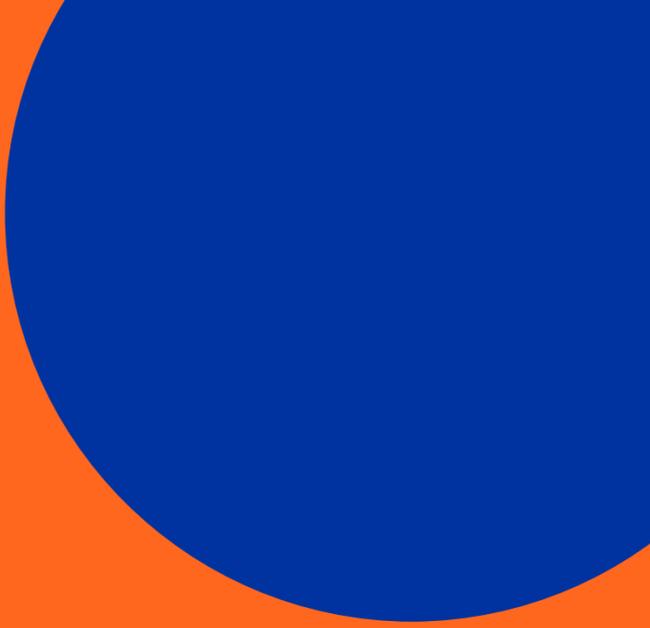


WAKA well



Campaign content





Knowledge,
Attitudes and
Practices
(KAP) Studies

IOM X campaign to prevent trafficking and exploitation in the fishing industry

+17%

shift in knowledge

+5%

shift in attitudes

+31%

shift in intended behaviour



Increased **knowledge** about migration processes and local opportunities

+22%

people know where to find information on safe migration

+25%

people know where to find information on local opportunities

76%

people know where to get a passport



Increased **knowledge** about migration processes

+25 %

women claim to have enough information about safe migration

+5 %

Men know a visa is not required for West African countries

+9 %

Women know about the cost of irregular migration



Changed **attitudes** about travel documents

-30%

"it's not worth the cost and time to get a proper passport"

+8%

knowledge about where to find accurate migration information



Improved attitudes about local opportunities

+7%

Women believe that local opportunities can be found

+9%

Believe migration is not the only way to improve one's life



Different intended behaviours

93%

Women unlikely to attempt migrating without a visa

+25%

Women claim to have enough information about safe migration



Limitations and Lessons



KWENTONG OFW : SAKI SI FATIMA

This video tells the story of Fatima, a young woman from Maguindanao in the Philippines who – motivated by family needs – chooses to leave her home to work as a domestic worker abroad. The video focuses on her decision-making process and provides tips on how to migrate safely.

View: <http://tinyurl.com/IOMX SakiSiFatima>

Why so low?

16% said the video was relevant to them.

12% said they would encourage others to watch the video...

IOM X contracted a Manila-based creative agency to produce the video, as it was difficult to find one in Maguindanao.

The audience had difficulty relating to the actors and the locations.



Relatability of characters.

More Limitations and Lessons

Working with influencers



Short time frames limit impact



Don't cause audience to tune out!



Relatability
Authenticity
Mix of communication channels over time is best

www.wakawell.info



COUNTRY ▾ BLOG ABOUT US ▾ 

DO YOU WANT TO GO ABROAD OR FIND OPPORTUNITIES NEAR YOU?

EXPLORE WAKA WELL TO LEARN MORE ABOUT MIGRATION PROCEDURES AND LOCAL TRAINING, JOBS AND EDUCATION IN YOUR COMMUNITY



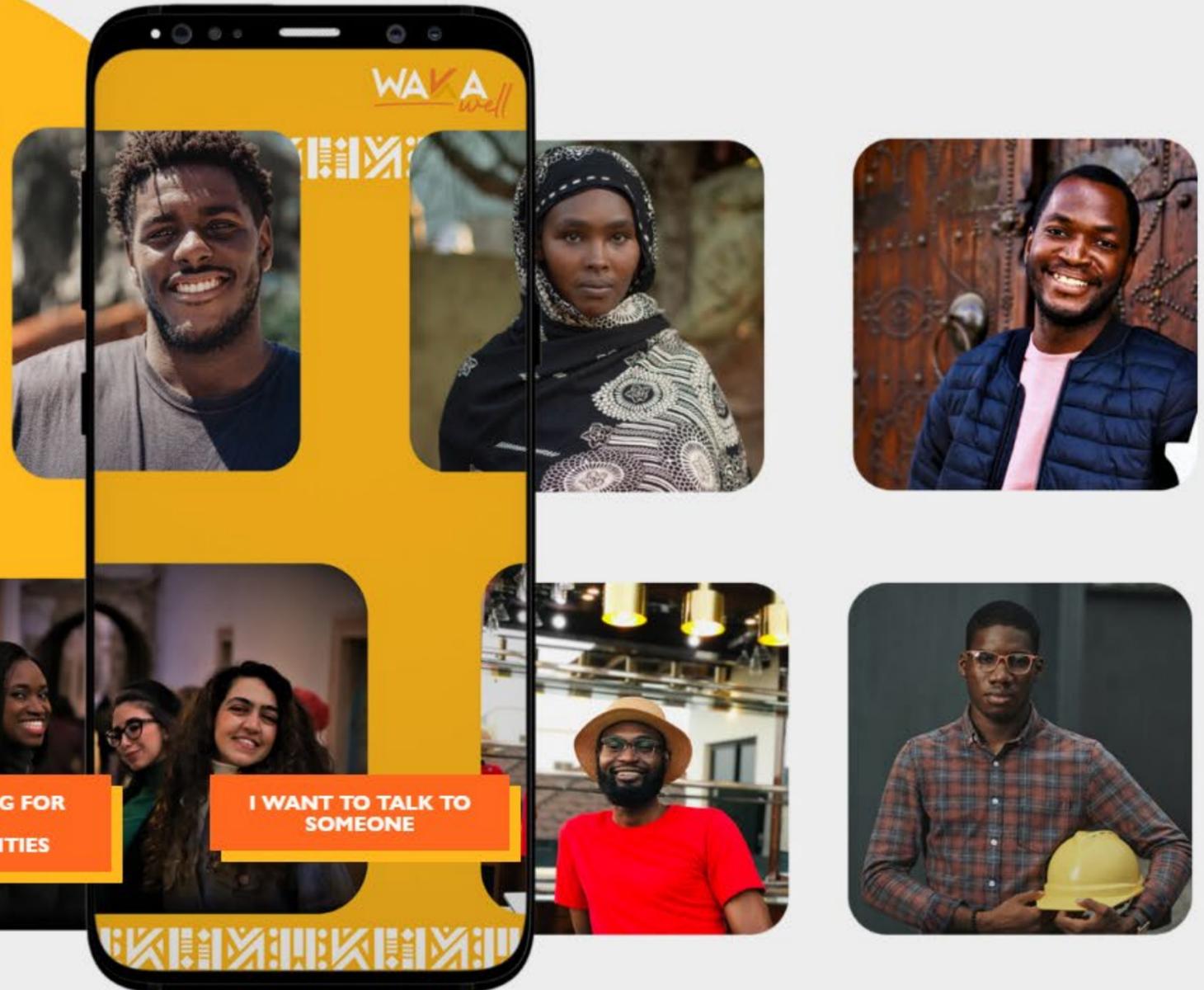
I WANT TO GO ABROAD



I AM LOOKING FOR LOCAL OPPORTUNITIES



I WANT TO TALK TO SOMEONE



Website Analytics



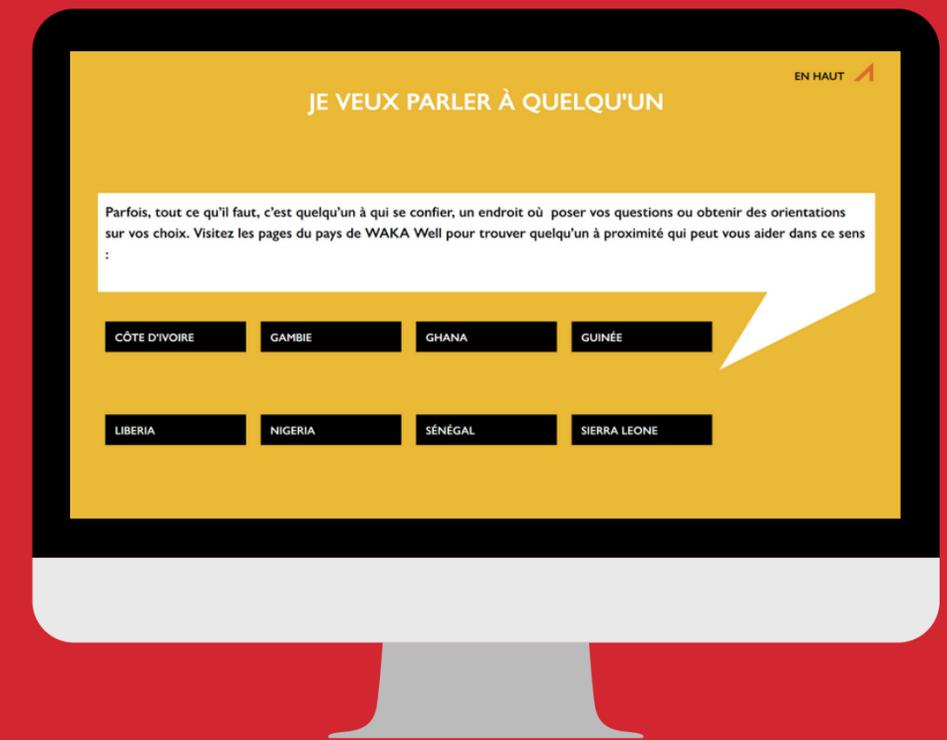
85 K

VISITORS



103 K

SESSIONS



165 K

PAGE VISITS

DO YOU WANT TO GO ABROAD OR FIND OPPORTUNITIES NEAR YOU?

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I WANT TO GO ABROAD

I AM LOOKING FOR LOCAL OPPORTUNITIES

I WANT TO TALK TO SOMEONE

I WANT TO GO ABROAD

I am from

I want to go to

Go!

TAKE ME TO OPPORTUNITIES

I WANT TO TALK TO SOMEONE

Sometimes all it takes is someone to talk to, a place to ask your questions or get guidance on your decisions. Visit the WAKA Well country pages to find a partner nearby who can help you with this:

CÔTE D'IVOIRE

GAMBIE

GHANA

GUINÉE

LIBERIA

NIGERIA

SÉNÉGAL

SIERRA LEONE

I AM LOOKING FOR LOCAL OPPORTUNITIES

IN CÔTE D'IVOIRE



CHECK IT OUT >

IN GAMBIA



CHECK IT OUT >

IN GHANA



CHECK IT OUT >

IN GUINEA



CHECK IT OUT >

IN LIBERIA



CHECK IT OUT >

IN SÉNÉGAL



CHECK IT OUT >

IN NIGERIA



CHECK IT OUT >

IN SIERRA LEONE



CHECK IT OUT >

WELCOME TO WAKA WELL FOR THE GAMBIA



I want to go abroad



I want information about local opportunities



I want to talk to someone

WAKA well

FOR INFORMED MIGRATION DECISIONS
AND LOCAL OPPORTUNITIES IN NIGERIA

WAKAWell.info

WAKA well

NIGERIA

TRAVEL ABROAD

LOCAL OPPORTUNITIES

TALK TO SOMEONE

IOM UN MIGRATION AWARENESS RAISING UNIT

Updated March 2022

TRAVEL ABROAD

NIGERIA → ECOWAS

Citizens of the Economic Community of West African States (ECOWAS) (Benin, Burkina Faso, Cabo Verde, Côte d'Ivoire, The Gambia, Ghana, Guinea, Guinea Bissau, Liberia, Mali, Niger, Nigeria, Senegal, Sierra Leone and Togo) are permitted free movement within the other member countries and do not require a visa for entry. You must possess the valid passport of your citizenship, the ECOWAS passport or the ECOWAS Travel Certificate.

TYPE OF VISA

No Visa needed

REQUIRED DOCUMENTS

1. Valid passport with at least two blank pages.
2. Confirm if transit visa is required for any connections.
3. Proof of yellow fever vaccination record card.
4. Other form of ID card
5. Travel allowance, accommodation and ticket

Guidelines for Acquiring A Nigerian Passport

When applying for an ordinary (regular) passport for Nigerian nationals, there are certain supporting documents required.

1. Local government letter of identification.
2. Birth Certificate/ Age declaration.
3. 2 recent passport photograph
4. Guarantor's form sworn to before a commissioner of Oaths Magistrate/High Court Judge
5. Parents letter of consent for minors under 16
6. Marriage certificate where applicable

- Immigration Benin zonal headquarters: 7, zone G Benin city ikpoba hill ikpoba Okha
- nis.servicem@nigeriaimmigration.gov.ng
- <https://immigration.gov.ng>

OPPORTUNITIES IN NIGERIA

Edo State

Education & Specialized training //

Institution

NIIT
NIIT offers training and development solutions to Individuals, enterprises and institutions.

Address & Contact

- 62A Ihama Road, by Aghionbare Junction, GRA, Benin City, Edo State
- +234 805 130 6155 / +234 805 130 6005
- info@aauekpoma.edu.ng
- nitbenin@gmail.com

Ambrose Alli University

Ambrose Alli University (AAU) is a coeducational Nigerian higher education institution. AAU offers courses and programs leading to officially recognized higher education degrees, such as bachelor degrees, in several areas of study.

- KM 70 Benin Auch Road, P. M. B 14, Ekpoma, Edo State
- +234 805 130 6155 / +234 805 130 6005
- info@aauekpoma.edu.ng
- https://aauekpoma.edu.ng/

MIKON Institute of Information Technology

The school offers education services in information communication technology (ICT) training, exam certification administration and tutorials.

- 34A Boundary Road, G.R.A Oredo
- 08037441430 / 08060699070
- info@mikoninstitute.com
- https://www.mikoninstitute.com

Benson Idahosa University

Benson Idahosa University (BIU) offers courses and programs leading to officially recognized higher education degrees such as pre-bachelor degrees (i.e. certificates, diplomas, associate or foundation), bachelor degrees, master degrees and doctorate degrees in several areas of study.

- University Way, Off Upper Adesuwa Grammar School Road, PMB 1100
- +234 (52) 253 764 / +234 814 990 6200
- info@biu.edu.ng / ICTdirector@biu.edu.ng
- https://www.biu.edu.ng/

National Business and Technical Examinations Board

NABTEB is a business and technical board that offers both practical and theory 'O' Level / 'A' Level business and technical training for youths.

- 1 Benin-Agbor Road, Ikpoba Hill, P.M.B 1747, Benin-City, Edo State
- 08078840770 / 07060479054
- helpdesk@nabtebnigeria.org
- www.nabtebnigeria.org/history.htm

Engagement with local authorities

Bangladesh

Consultative approach with government led to increased institutional capacity to vet visas.

Myanmar

Government had vested interest in engaging and supporting the campaign's dissemination as Myanmar was 'Tier 2' TIP

Nigeria

National Agency for Prohibition of Trafficking in Persons is engaged in community consultations.

Thank you!

Questions?

