

Migration Campaign in Guatemala

On September 30th, the Mesa Nacional para las Migraciones en Guatemala –MENAMIG-, sponsored by the Latin American and The Caribbean Office of American Friends Service Committee launched an information campaign to promote and disseminate Human Rights of Migrant population and their families.

It is known that there are several structural, political, economic and social aspects that lead to irregular migration process. This is a phenomena that is really easy to appreciate in the northern triangle countries (Guatemala, El Salvador and Honduras). In Guatemala, migration has become the main survival strategy for a large percentage of the population, and it has affected the most vulnerable population groups such as women and children.

Migrants who are starting their journey in Guatemala, besides suffering from poverty, violence, insecurity, and lack of access to basic services in their own country, have to face greater dangers on their way, like extortions, kidnappings, robbery, sexual violence, disappearances and murders.

With that In mind, MENAMIG and AFSC, through this campaign, hope to make a call to reflection, which is way the objectives of this campaign include:

- Sensitize Guatemalans to avoid criminalization and stigmatization on migrant population;
- Promote and disseminate information about the risks of irregular migrations;
- Influence social communication media to promote an adequate treatment to migration topics;
- Make visible the responsibility of Guatemala's government in creating the proper conditions to guarantee a holistic development for the population, reducing forced migrations.

With two key messages:

“To migrate is a right. If you have to migrate, inform yourself! Irregular migration is dangerous”

“You have the right to live in your country. Let's say no to forced migration! You have the right NOT to migrate.”

This campaign will be broadcasted in radio stations in the urban and rural area of Guatemala from October 2014 to January 2015. It has three different spots, two of them have been translated to 4 mayan languages, with the purpose to reach the population of the country that speaks other languages different that Spanish and that are at high risk.

This event had full media coverage. Also great attendance from civil society organizations and government representatives from the Human Rights Office, the Social Welfare Secretary and the National Council for Migrants (CONAMIGUA because of its name in Spanish).