

## WHAT IS WAKA WELL

WAKA Well by IOM X is the International Organization for Migration's (IOM) innovative campaign in West Africa that seeks to prevent exploitation by empowering young people to make informed decisions about their future, both at home and abroad.

WAKA Well moves beyond raising awareness to affecting behaviour change. It does this by applying a Communication for Development (C4D), an evidence-based and participatory framework to design its activities.

WAKA Well by IOM X is funded by the Government of the Federal Republic of Germany, and works closely with communities, civil society organizations, government agencies, returned migrants and youth groups across West Africa, with a focus on Guinea, Nigeria, Côte d'Ivoire and The Gambia.

## WHAT WE DO

WAKA Well by IOM X is working closely with youth and their communities to produce media content for television, radio, online platforms and community screenings. This community-led content seeks to raise awareness about local opportunities and risks associated to irregular migration. All WAKA Well media content is available free-of-charge.

The **WAKAwell.info** online platform is optimized for learning, storytelling and social sharing – it provides information to young aspirant migrants in West Africa that will help them make informed decisions for their future, at home and abroad. The platform features community-specific landing pages which includes:

- Videos created by communities;
- Success stories about how people define a life of success;
- Safe migration information (including how to get a passport, how to apply for a visa, lists of required documents, embassy contact details, and more);
- Opportunities for education, employment and entrepreneurship in the communities in which WAKA Well activities are taking place; and
- Contact details to talk to someone in-person about your options at home and abroad. (e.g. Migrant Resource Centres).

## COMMUNICATING WITH A DIFFERENCE

C4D is used to understand people's knowledge, attitudes and practices around a certain issue in order to work with them to develop messages and tools for positive change. IOM X ensures results are continuously assessed to inform the campaign's work and track the impact of its programmes.

## CONTACT

To learn more or to connect with WAKA Well by IOM X, visit :



WAKAwell.info



@IOMXorg



@IOMXorg



IOMX@iom.int