



SYSTEMATIZATION OF GOOD PRACTICE



COMMUNICATION CAMPAIGN:
**“RESPIRAMOS
MISKITU”**



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ABBREVIATIONS

CONADEH	National Commission of Human Rights in Honduras
EU	European Union
GP	Good Practice
INM	National Migration Institute
IOM	International Organization for Migration
UN	United Nations
UNHCR	United Nations High Commissioner for Refugees

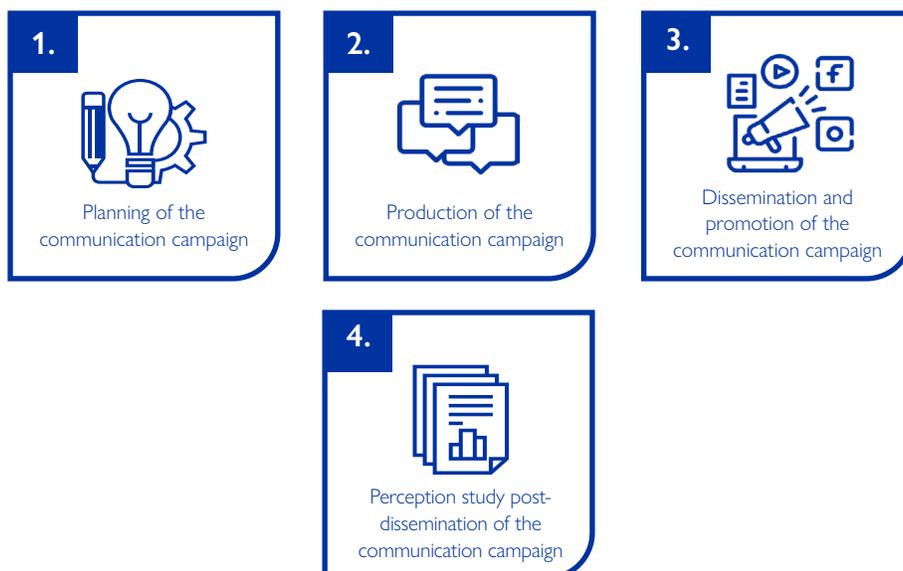
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GOOD PRACTICE SUMMARY

Good Practice	Communication campaign “Respiramos Miskitu” from the project “Promoting a peaceful coexistence in response to COVID-19 for migrants, refugees, and other vulnerable populations in Central America and the Caribbean” financed by the European Union (IcSP).
Description	In 2021, the IOM national office in Honduras formulated the communication campaign “Respiramos Miskitu.” In the locations with the most significant Miskito indigenous population in the country: the Honduran Moskitia region, the department of Gracias a Dios, and the municipalities of Tegucigalpa, San Pedro Sula, and La Ceiba. The campaign aimed to promote peaceful and inclusive coexistence between the beneficiary population and, due to the COVID-19 pandemic, also promoted measures to prevent the virus contagion.
Objective	Develop a communication campaign from a participative approach, with inputs from the Miskito indigenous population, to generate a positive behavioral change in the population, eradicate the discrimination and stigma that migrants usually suffer, promote integration in their communities, and prevent irregular migration.
Location	The Honduran Moskitia, department of Gracias a Dios. Other cities: Tegucigalpa, San Pedro Sula, La Ceiba in Honduras.
Beneficiaries	Miskito indigenous population in the Honduran Moskitia, Honduran state, intergovernmental stakeholders, and civil society.

MAIN ACTIONS



INTRODUCTION

From June to November of 2021, IOM Honduras developed the communication campaign “Respiramos Miskitu” to reduce the discrimination and the stigma of the Miskito indigenous communities in Honduras, promote community integration, and prevent irregular migration¹. The campaign raised awareness of the Miskito culture through key messages disseminated in printed and audiovisual formats. Additionally, due to the COVID-19 pandemic, the Good Practice (GP) incorporated messages to prevent the virus spread. The GP was developed by the International Organization for Migration (IOM) in Honduras, the United Nations High Commissioner for Refugees (UNHCR), the European Union (EU), civil society organizations, and government institutions such as the National Commission of Human Rights in Honduras (CONADEH by its Spanish acronym) and the National Migration Institute (INM by its Spanish acronym).

The GP contributes to the Sustainable Development Goals of the 2030 Agenda, mainly to Objective 10, “Reduce inequalities inside and between the countries to guarantee that no one stays behind, mainly vulnerable populations like migrants and indigenous communities. Additionally, the COVID-19 component also responds to Objective

3, Health and Wellbeing, since it responds to the COVID-19 sanitary crisis and promotes the prevention and protection against the virus². Regarding the Global Compact for a Safe, Orderly and Regular Migration³, the initiative supports the following objectives: (3) Provide accurate and timely information at all stages of migration, (7) Address and reduce vulnerabilities in migration, (16) Empower migrants and societies to realize full inclusion and social cohesion, and (17) Eliminate all forms of discrimination and promote evidence-based public discourse to shape perceptions of migration.

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CONTEXT

The Department of Gracias a Dios, also known as “La Moskitia,” is Honduras’s second biggest department and is a primarily isolated zone. By 2021, “La Moskitia” had a population of 106,251, where non-indigenous populations coexist with different ethnic groups. “La Moskitia” has four of the ten ethnic groups in Honduras: Miskitos, Garifunas, Tawahkas, and Pech; the predominantly population of the area is the Miskitos. The Miskitos have an internal migration dynamic due to labor or educational reasons. Thus, discrimination and exclusion towards these populations limit their personal and professional development opportunities and access to health care. As well, a big part of the population living outside their territory faces a process of alienation because of changes in their cultural practices and in their worldview.

Another important consideration is the high impact of the COVID-19 pandemic in Central America and the Caribbean region. Therefore, IOM developed the project “Promoting a peaceful coexistence in response to COVID-19 for migrants, refugees, and other vulnerable populations in Central America and the Caribbean,” which involved IOM offices in different countries of the region to help eradicate the discrimination, stigma, and xenophobia for a peaceful and coexistence in the communities. The project also aimed to promote good hygiene practices and vaccination to prevent the virus spread. These two actions were developed alongside the objective of facilitating inclusive access to primary health care for the Miskito population in the country.

¹ The communication campaign “Respiramos Miskitu” was developed under the project “Promoting a peaceful coexistence in response to COVID-19 for migrants, refugees, and other vulnerable populations in Central America and the Caribbean” financed by the European Union (IcSP). More information in [this link](#).

² More information regarding the SDG’s Agenda for 2030 in [this link](#).

³ Global Compact for Safe, Orderly, and Regular Migration. (2018). More information in [this link](#).

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