

# STRATEGY ON VISIBILITY AND COMMUNICATION



**CORETT**

REGIONAL COALITION AGAINST  
TRAFFICKING IN PERSONS  
AND SMUGGLING OF MIGRANTS

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# PRESENTATION

The Regional Coalition Against Trafficking in Persons and Smuggling of Migrants (CORETT, for its acronym in Spanish), aims to adopt and promote regional standards, policies and processes to combat and prevent these crimes and improve care for victims in Guatemala, Belize, Honduras, El Salvador, Nicaragua, Costa Rica, Panama, Mexico and the Dominican Republic. For this reason, it is important to promote strategic actions to combat those crimes.

This Strategy on Visibility and Communication proposes to publicize and position CORETT's work in regional spaces for the promotion of a comprehensive approach to these crimes in member countries, states outside the region, and other regional spaces and instances.

CORETT, among its results, intends to make this Regional Coalition visible as the benchmark instance in matters of trafficking in persons and migrant smuggling. It also aims at establishing alliances with state institutions, international organizations and cooperation agencies, regional and continental forums, and civil society to promote joint initiatives. Besides, the Strategy pursues to position CORETT through the construction of a unique and defined organizational image.

CORETT is grateful for the technical assistance and financial cooperation of the International Organization for Migration (IOM), the IOM Development Fund, the Mesoamerican-Caribbean Regional Program on Migration, and the project "Towards a strengthened Central American civil society against to violence and organized in the fight against human trafficking and migrant smuggling" of Save The Children and funded by the European Union. Likewise, we are grateful to the observer organizations and civil society that make up CORETT, which have been part of the construction of this strategy.

**Presidency and Technical Secretariat  
Regional Coalition Against Trafficking in Persons and Smuggling of Migrants**

# INTRODUCTION

Trafficking in persons and smuggling of migrants are multidimensional problems of citizen security and social protection that affect different areas of society at the national and international level. Faced with these crimes, it is important to promote strategic communication actions that promote regional articulation for their comprehensive approach.

In this sense, at the initiative of the countries of the region, the CORETT was created as an entity whose purpose is to adopt and promote regional standards, policies and processes to combat and prevent these crimes and improve care for victims. Also, CORETT was constituted as a source of advice for countries that require it.

This Strategy implements the fourth strategic axis of the CORETT Operational Plan. That is, to propose institutional strengthening to position the Coalition as the articulation and coordination space for the comprehensive approach to the mentioned crimes in the different regional and extra-regional spaces.

The institutional strengthening of CORETT goes through a set of actions through the establishment of synergies and strategic alliances, the optimization of resources, the development of capacities, communication and internal and external coordination, while enhancing its visibility as a workspace.

This strategy was developed from an analysis of Strengths, Opportunities, Difficulties and Threats (SODT), the definition of target audiences and the establishment of tactics based on eight strategic axes.

## SODT

Strengths	Opportunities
<ul style="list-style-type: none"> <li>• Constituted by representatives of the national governing bodies on trafficking in persons and smuggling of migrants.</li> <li>• The technical, legal and operational knowledge of the subject allows it to position itself as a reference and specialist entity in the region.</li> <li>• Active participation of the members, who maintain good internal coordination and communication allowing progress with the work and the objectives.</li> <li>• Official space at the regional level since 2011.</li> </ul>	<ul style="list-style-type: none"> <li>• Create an organizational image manual.</li> <li>• Share the experience of the Coalition as "good practice", which can help in positioning.</li> <li>• Capacities installed by country, with thematic experts and communication professionals.</li> <li>• Ability to generate visibility opportunities on crimes of trafficking in persons and smuggling of migrants at the regional level. For example, through commemorative dates such as the World Day Against Trafficking in Persons and the International Day Against Commercial Sexual Exploitation and Trafficking in Persons.</li> </ul>
Difficulties	Threats
<ul style="list-style-type: none"> <li>• Lack of an organizational image that makes positioning difficult.</li> <li>• Little systematization, at the thematic level, collection and updating of data.</li> <li>• Lack of financial resources, which is why it is necessary to manage a sustainable strategy that allows adequate channeling of resources from governments and international cooperation.</li> <li>• Lower level of positioning in Smuggling of Migrants with respect to Trafficking in Persons.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of representation or recognition of CORETT in regional and extra-regional instances, as a space that articulates the information that comes from the national governing bodies.</li> </ul>

## LEARNED LESSONS IN COMMUNICATION

Some good practices and lessons learned from the experience in the implementation of national and regional campaigns at the initiative of CORETT are described below.

Good practices	Challenges
<ul style="list-style-type: none"> <li>• Alliances with international organizations and non-governmental organizations (NGOs) to implement joint campaigns.</li> <li>• Ability to adapt regional campaigns to national contexts.</li> <li>• Take advantage of the availability of local media to broadcast for free.</li> <li>• Press management to have more visibility in campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>• Adjust campaigns to the financial resources available and to the regional and national context.</li> <li>• Difficulty in taking advantage of influencers to link the Regional Coalition with governments.</li> <li>• Assess the translation of messages and campaigns into other languages and dialects according to the context.</li> <li>• Value the creation of more visual and inclusive messages (sign language, subtitles, braille, among others).</li> </ul>

## TARGET AUDIENCE

The main audiences of interest to CORETT that are key to working on this strategy are described below.

PUBLIC 1	PUBLIC 2
High state authorities; national commissions, committees and coalitions and members of the three branches of government.	Representatives before forums such as the Regional Conference on Migration , Central American Integration System (SICA), Organization of American States (OAS), Caribbean Community (Caricom) and other regional and extra-regional spaces that are identified as priorities.
PUBLIC 3	PUBLIC 4
International organizations and cooperation agencies	Civil society, NGOs, multinational private sector (tourism and corporations), media
PUBLIC 5	
Other actors and related sectors	

# KNOWLEDGE, ATTITUDES AND PRACTICES IN AUDIENCES

The knowledge, attitudes and practices of each of the target audiences are described below.

Knowledge	Attitudes	Practices
<p>Target audience 1, 2, 3 and 4: weak information on CORETT, its work, linkage and impact at the national, regional and extra-regional levels.</p>	<p>Public 1, 2, 3 and 4: The attitude is positive towards the subject for various reasons:</p> <p><u>Government:</u> Compliance with national obligations and international agreements, as responsible for guaranteeing human rights.</p> <p><u>Forums and organizations:</u> Promote topics as part of their work agendas.</p> <p><u>Civil Society:</u> Assistance and protection of human rights.</p>	<p>There is consent from the public for behavior change:</p> <ul style="list-style-type: none"> <li>• <u>Government:</u> One option is to promote this change by stating that through commitment to CORETT, national obligations and international agreements are met.</li> <li>• <u>Forums and organizations:</u> Promote spaces for CORETT within their work agendas. Seek synergies and joint work with these spaces.</li> <li>• <u>Civil society:</u> Promote spaces and synergies with NGOs linked to the issues.</li> <li>• <u>Media:</u> Seeking visibility opportunities in strategic media spaces.</li> </ul>

# OBJECTIVES

## **General Objective:**

Position CORETT's work in regional and extra-regional spaces to promote a comprehensive approach to smuggling of migrants and trafficking in persons.

## **Specific Objectives:**

- Make CORETT visible as the benchmark body on trafficking in persons and smuggling of migrants before State member, regional forums and bodies, international organizations, NGOs and other relevant spaces.
- Establish strategic alliances to publicize CORETT's work at the national, regional and extra-regional levels to promote joint initiatives.
- Position the image of CORETT at a national, regional and extra-regional level, through the construction of a unique and defined organizational image.



# THEMATIC AXES

The different actions of the strategy grouped by thematic axes are described below.

## 1. Corporate identity

This axis describes the graphic and communication guidelines that define the identity of CORETT.

Tactic	Outcomes	Activities	Timeframe
Design the identity of CORETT	- Establish an institutional brand for CORETT.	- Preparation of a brand update proposal that includes the revision and update of the logo and all the elements pertinent to the advertising and visibility of CORETT.  -Analysis of the need to use acronyms or strategic name.	Product produced between September and December 2019 to implement in 2025.  -Period of validity of the CORETT Strategic Plan from 2019 to 2027.
	Brand manual containing: -The conceptualization of brand identity (logo) -Use of logo  -Format of letterhead sheets in different sizes, to be used in CORETT communications.  -Presentation templates in different formats, for use by CORETT.  -Use of images  -Typography  -Identity products for be used on digital platforms (web, cell phones, etc.)	-Creation of a CORETT identity manual.  -Digital distribution of the manual.  -Application at the regional level.	-Product made for the year 2022.  -Period of validity of the CORETT Strategic Plan from 2019 to 2027

## 2. Key Messages

This thematic axis establishes the short phrases directed to the different target audiences to position the communicational objectives of CORETT.

Tactic	Outcomes	Activities	Timeframe
Position CORETT as the space to articulate national entities in the prevention, care and protection of victims of trafficking in persons and the smuggling of migrants, as well as the criminal prosecution of both crimes.	Definition of the CORETT discursive line.	<ul style="list-style-type: none"> <li>-Audience mapping</li> <li>-Generate key messages</li> <li>-Production of content</li> <li>-Playback of contents</li> </ul>	<p>Years 2021-2022</p> <p>Period of validity of the CORETT Strategic Plan from 2019 to 2027</p>

## Plan of Content of the Key Messages

The content plan establishes the key messages for the positioning of the Regional Coalition before the different target audiences.

Public:			
State institutions			
Governmental authorities national commissions, committees and coalitions, members of the powers of the State or others.			
Message	Product	Timeframe	Means of communication
<ul style="list-style-type: none"> <li>We are the official regional body of experts, made up of 9 countries for the prevention and combat of human trafficking and the smuggling of migrants.</li> <li>We provide knowledge and technical advice on trafficking in persons and migrant smuggling.</li> <li>We promote comprehensive care for victims of trafficking in persons and persons subject to smuggling of migrants.</li> <li>We work to prevent and combat these crimes.</li> <li>We contribute to the fulfillment of Sustainable Development Goals 5, 8, 10 and 16.</li> <li>We contribute to compliance with national</li> </ul>	<ul style="list-style-type: none"> <li>Quarterly newsletter</li> <li>Short video</li> <li>Brochure and / or Information Sheet</li> </ul>	<p>Years 2021-2025</p>	<ul style="list-style-type: none"> <li>Email</li> <li>Periodic meetings with authorities and key actors in the subject</li> <li>Link virtual spaces with cooperation of international organisms and related agencies</li> <li>Website of CORETT</li> <li>Websites of Councils, Committees, National Commissions against trafficking in persons and smuggling of migrants</li> <li>Visits to high authorities on a frequent basis.</li> </ul>

<p>regulations and plans regarding the prevention and combat of these crimes.</p> <ul style="list-style-type: none"> <li>We are made up of the commissions, coalitions, councils and / or institutions that lead this issue at a national level.</li> </ul>			
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**Public:**  
International Organizations and Cooperation Agencies

Message	Product	Timeframe	Means of communication
<ul style="list-style-type: none"> <li>We are the regional body that comprehensively addresses the crimes of trafficking in persons and smuggling of migrants, in accordance with national and international regulations and the SDS 5, 8, 10 and 16</li> <li>We potentiate regional actions to prevent and combat crimes of trafficking in persons and smuggling of migrants through strategic alliances.</li> <li>We are committed to the prevention, care and protection of victims of trafficking in persons and subject to smuggling of migrants, as well as to the criminal prosecution and punishment of both crimes.</li> </ul>	<ul style="list-style-type: none"> <li>CORETT Information Sheet</li> <li>Quarterly newsletter</li> <li>Annual report</li> <li>Executive summary of annual report</li> <li>Regional infographics about trafficking in persons and illicit traffic of migrants</li> </ul>	<p style="text-align: center;">Years 2021-2025</p>	<ul style="list-style-type: none"> <li>Face-to-face meetings</li> <li>Emails</li> <li>Physical and digital letters</li> <li>Web page</li> <li>Participation in regional, extra-regional and civil society spaces</li> </ul>

<ul style="list-style-type: none"> <li>• We have experience of technical and financial work with international cooperation organizations.</li> <li>• We are made up of the commissions, coalitions, councils and / or institutions that lead these issues at the national level.</li> </ul>			
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**Public:**  
Regional and extra regional forums

Message	Product	Timeframe	Means of communication
<ul style="list-style-type: none"> <li>• We are the specialized instance at the regional level in the fight against trafficking in persons and the smuggling of migrants.</li> <li>• We create tools and work methodology for the comprehensive approach to the crimes of trafficking in persons and smuggling of migrants, for their adoption and implementation in the countries of the region.</li> <li>• We establish strategic alliances with public and private entities related to the interests of CORETT to implement joint efforts.</li> <li>• We are made up of the Commissions, Coalitions, Councils and / or institutions that lead this issue to Nacional level.</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletters</li> <li>• Short video</li> <li>• Presentations with the use of templates for others</li> <li>• Programs of presentations (Ex: Power Point, Prezi)</li> </ul>	<p style="text-align: center;">Years 2021-2025</p>	<ul style="list-style-type: none"> <li>• Digital distribution of documents presentation of CORETT, through technological tools and platform.</li> <li>• Web page</li> </ul>

Public			
Civil society			
Message	Product	Timeframe	Means of communication
<ul style="list-style-type: none"> <li>• We are interested in establishing synergies and coordination with instances of civil society, committed to the prevention, care and combat of the crimes of trafficking in persons and the smuggling of migrants.</li> <li>• We are the regional body for the articulation and coordination that promotes and implements joint actions for the comprehensive approach to the crimes of trafficking in persons and the smuggling of migrants.</li> <li>• We are an official source of reliable and truthful information on qualitative and quantitative data on the regional situation on trafficking in persons and smuggling of migrants issues.</li> <li>• We are made up of the Commissions, Coalitions, Councils and / or institutions that lead these issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Informational page</li> <li>• Web page</li> <li>• Newsletters</li> <li>• National and regional reports.</li> <li>• Directory of media and civil society organizations.</li> </ul>	<p>Years 2021-2025</p>	<ul style="list-style-type: none"> <li>• Web page</li> <li>• Social networks</li> <li>• Face-to-face and virtual meetings for presentation, lobbying and negotiation.</li> <li>• Other actions at the national and regional level.</li> </ul>

### 3. Strategic alliances

As a thematic axis, CORETT requires the establishment of links, agreements and negotiations with different national, regional and extra-regional entities that allow it to advance in a more forceful way towards the prevention and combat of crimes of trafficking in persons and smuggling of migrants.

Tactic	Outcomes	Activities	Timeframe
<p>Build links with organizations, including civil society organizations, cooperation agencies, governments and other regional and extra-regional spaces.</p>	<p>- Number of alliances with organizations, cooperation agencies, governments and other national, regional and extra-regional spaces.</p> <p>-Strategic activities carried out in synergy with various organizations.</p>	<p>-Mapping of organizations and cooperation agencies.</p> <p>-Establish strategic alliances.</p> <p>-Execute actions to maintain relations through encounters, meetings and other spaces for the exchange of experiences and good practices between countries in the region.</p>	<p>Years 2021-2025</p> <p>Period of validity of the CORETT Strategic Plan from 2019 to 2027</p>

#### 4. Integration and internal communication

Strengthening the internal communication of the member countries will make it possible to strengthen their integration, as part of a work space that responds to regional and national goals regarding the comprehensive approach to crimes of trafficking in persons and smuggling of migrants.

Tactic	Outcomes	Activities	Timeframe
Organize the structure and internal communication of CORETT.	<ul style="list-style-type: none"> <li>-Internal communication manual (corporate philosophy, communication media and work processes).</li> <li>-Encounters for the exchange of good practices in the matter of trafficking in persons and smuggling of migrants.</li> </ul>	<ul style="list-style-type: none"> <li>-Study communication and current internal structure.</li> <li>-Establish corporate philosophy, communication media and work processes.</li> <li>-Write an internal communication manual.</li> <li>-Disseminate the internal communication manual.</li> <li>- Virtual and face-to-face meetings.</li> <li>-Perform related actions with the organization and development of regional and extra-regional meetings.</li> </ul>	Period of validity of the CORETT Strategic Plan from 2019 to 2027



## 5. Digital communication

This thematic axis will allow CORETT to strengthen itself with the use of available digital tools, favoring the dissemination and exchange of information and knowledge through Information and Communication Technologies.

Tactic	Outcomes	Activities	Timeframe
Disseminate the actions and results of CORETT by digital means.	<p>Creation and administration of the CORETT website</p> <p>Design and creation of materials and content for website and social networks.</p> <p>Social Networks Manual (objectives, target audience, writing tone, images and messages that can be disseminated, publication schedule, among other information).</p> <p>Include rules for the use and administration of the website and social networks of the CORETT.</p>	<p>-Web content writing</p> <p>-Design of the web page based on the identity manual.</p> <p>-Apply positioning campaign content.</p> <p>-Content of CORETT sessions.</p> <p>- Creation of CORETT social media profiles.</p>	<p>Period of validity of the CORETT Strategic Plan from 2019 to 2027</p>

## 6. Information management

This thematic axis will allow CORETT to obtain and provide updated information on the status of the qualitative and quantitative situation of trafficking in persons and smuggling of migrants at the national and regional level.

Tactic	Outcomes	Activities	Timeframe
Develop a methodology of compilation of information and data about the axes of work contained in CORETT's strategic plan	<ul style="list-style-type: none"> <li>-Have a methodology that CORETT will use</li> <li>-Annual report or document that collects the data and national and regional information</li> <li>-Annual infographic of the CORETT on collected data</li> </ul>	<ul style="list-style-type: none"> <li>-Choose and conceptualize the methodology that CORETT will use to collect information and data</li> <li>-Apply methodology / systematize data</li> <li>-Gather information from the countries to prepare the report</li> <li>-Write a report</li> <li>-Develop infographics</li> </ul>	Period of validity of the CORETT Strategic Plan from 2019 to 2027

## 7. Management of resources

This thematic axis seeks that CORETT has the resources that allow it to implement both this strategy and its operational and strategic plan through the management of resources at the national, regional and extra-regional levels in synergy with other cooperation entities.

Tactic	Outcomes	Activities	Timeframe
Design a resource management strategy	<ul style="list-style-type: none"> <li>- Resource management strategy at the national, regional and extra-regional level.</li> <li>- Preparation of project proposals in synergy with cooperation agencies and organizations at the national, regional and extra regional level.</li> </ul>	<ul style="list-style-type: none"> <li>-Elaboration and implementation of a resource management strategy for CORETT.</li> <li>-Establishment of synergies with instances of cooperation for the management of resources.</li> </ul>	Period of validity of the CORETT Strategic Plan from 2019 to 2027

## 8. Monitoring and follow-up

The monitoring and evaluation of this strategy will be linked to CORETT's operational plans. It will allow evaluations of its implementation and compliance, as well as the needs for adjustments that are pertinent.

Tactic	Outcomes	Activities	Timeframe
Establish a monitoring and follow-up matrix for communication actions	<ul style="list-style-type: none"> <li>-Monitoring and follow-up matrix.</li> <li>- Schedule of tasks.</li> </ul>	<ul style="list-style-type: none"> <li>-Develop and disseminate matrix and schedule.</li> <li>-Monitoring, follow-up, compliance, adjustments, qualification of the strategy.</li> </ul>	Period of validity of the CORETT Strategic Plan from 2019 to 2027

## RESPONSIBLE

Under the leadership of the Presidency and Technical Secretariat of CORETT, the member countries will be responsible for the execution and implementation of this communication strategy.

## TIMEFRAME

The implementation period of this strategy is closely linked to the validity of the CORETT Strategic Plan Against Trafficking in Persons and Smuggling of Migrants.

## HUMAN RESOURCES

This strategy requires specialized human resources in communication matters of the governing institutions of the Coalitions, Commissions, Councils, National Secretariats, as well as the support of international organizations that allow strengthening the actions of CORETT. In this sense, at least the active participation and support of:

- Communication professionals from each Coalition, Commission, Council and National Secretariat who will support the implementation of the strategy.
- Technical assistance from cooperation agencies and organizations for the design of the visibility manual, CORETT brand and other actions.

## CAPACITY BUILDING

CORETT as a work space that brings together 9 countries in the region, and others that may join, has gained experience and leadership as a coordinating body for the comprehensive approach to crimes of trafficking in persons and smuggling of migrants. In this context, CORETT needs to strengthen its capacities to position itself as the space for coordination in the matter between member countries and regional and extra-regional spaces.

CORETT, to strengthen its communication skills, requires:

- Assume their capacity to speak on the matter at the national, regional and extra-regional level.
- Advice for the management of eventual communication crises.

- Establish processes, mechanisms and workflows for the collection and dissemination of information.

For the implementation of this strategy, it is necessary to strengthen the commitment and active participation of the CORETT member countries, with greater investment of technical and financial resources.