

# COMMUNITY CONVERSATIONS

The Impact of Awareness-raising Forums  
on Migration Attitudes in Ethiopia



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Impact evaluation report

by Eduardo Acostamadiedo and Elizabeth “Betsy” Dankenbring



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# ACRONYMS

AIDS	acquired immunodeficiency syndrome
BoLS	Bureau of Labour and Skills Development
CAP	community action plan
CCG	Community Conversation Group
CCP	Community Conversations Programme
DTM	Displacement Tracking Matrix
ESS	Ethiopian Statistical Service
ETB	Ethiopian birr
EUR	euro
GCC	Gulf Cooperation Council
GDP	gross domestic product
GMDAC	Global Migration Data Analysis Centre
HIV	human immunodeficiency virus
IOM	International Organization for Migration
MaM	Migrants as Messengers
OEP	Overseas Employment Proclamation
SNNP Region	Southern Nations, Nationalities and Peoples' Region
TiP	trafficking in persons
UNDP	United Nations Development Programme
USD	United States dollar

# EXECUTIVE SUMMARY

## Background

- Ethiopians are one of the most mobile populations in East Africa. Every year, IOM's Displacement Tracking Matrix (DTM) documents thousands of Ethiopians leaving the country. The majority leave in search of economic opportunities, followed by migration due to conflict or violence and climate and environmental changes, with the intention to find work in the Gulf Cooperation Council countries, South Africa and the European Union.
- Many migrants travel via irregular routes, which expose them to physical and mental harm, financial extortion, trafficking, and smuggling while minimizing their access to humanitarian interventions. As one method to protect against such harms, agencies have increasingly implemented information campaigns on the risks of irregular migration and opportunities for regular migration. Despite the widespread use of information campaigns, few rigorous evaluations have been conducted to test their efficacy and identify outcomes.
- IOM Ethiopia has implemented the Community Conversations Programme (CCP) since 2009. The CCP engages with influential local leaders in community forums to disseminate messages about local livelihoods, regular migration pathways and irregular migration risks. Leaders then disseminate the messaging to their established networks via grass-roots messaging and word of mouth. This process takes advantage of trusted leaders as an information source while creating space for the community to lead in addressing their migration-related risks and obstacles.
- In November of 2020, IOM's Global Migration Data Analysis Centre (GMDAC) and the Country Office in Ethiopia initiated an impact evaluation of the most recent iteration of the CCP, implemented between

2019 and 2022, to determine whether CCP activities were implemented as intended and whether the CCP impacted awareness of the risks of irregular migration, regular migration alternatives and local livelihood options among persons in the *kebeles*.<sup>1</sup> The evaluation was part of IOM's increasing effort to conduct robust evaluations and contribute to evidence-based programming in the field of migration, and ensure that learning leads programming.

## Impact evaluation design

- Data from the CCP Impact Evaluation were collected via three surveys, one of which was cross-sectional, between March and September 2022 in randomly selected locations of Amhara, Oromia, and the Southern Nations, Nationalities and Peoples' Region. Data were collected and analysed using multilevel matching. This method reduces risks of bias from non-random self-selection into the intervention. The data set collected has 5,126 completed interviews from individuals who provided consent across 198 villages. The CCP operated in 105 villages, potentially exposing 2,716 respondents.

<sup>1</sup> In order from largest to smallest, the administrative levels in Ethiopia are as follows: administrative level 0: Federal Government, administrative level 1: regional state, administrative level 2: zones, administrative level 3: *woreda*. The fourth administrative level is not recognized by the United Nations Office for the Coordination of Humanitarian Affairs' [Humanitarian Data Exchange](#) but is often used by the Government of Ethiopia and others to delineate an administrative level smaller than a *woreda*. This administrative level is called a *kebele*. The terms "village" and *kebele* are used interchangeably throughout this document for the same-sized geographic boundary. A village or *kebele* is the smallest geographic unit, under a *woreda*, in Ethiopia.

## Programme implementation findings

- Facilitators and community leaders who volunteered to deliver CCP messages demonstrated significant knowledge of migration-related concepts:
  - Facilitators responded correctly to 68 per cent of the knowledge questions about irregular migration, smuggling of migrants and trafficking in persons. However, facilitators reported less knowledge of regular migration (60%) and gender issues (41%).
- Youth and women's groups were actively engaged:
  - Youth and women's group leaders attended CCP sessions the most.
- Targeting can improve:
  - Some non-CCP *kebeles* had as much, or even higher, reported interest in migration as the average CCP *kebeles*, thus indicating that there may be room for improvement in the intervention targeting approach.
- Nearly all sampled facilitators (98%) reported having a “positive” experience implementing the CCP:
  - Most facilitators described the experience as “helping the community” (81%) and reported feeling supported by *woreda*<sup>2</sup> authorities (87%).
- The CCP functioned as a space for communities to conceptualize realistic solutions to their obstacles:
  - A total of 86 per cent of the *kebeles* discussed creating a community action plan (CAP), while 75 per cent of the sampled *kebeles* formally wrote their CAP.
- Respondents trusted CCP messaging:
  - Among respondents who were aware of the CCP, the vast majority (87%) trusted the information communicated.

## Outcome evaluation findings

The CCP Impact Evaluation provides evidence that community forums have measurable effects on potential migrants' perceptions, which is a necessary step towards making safer migration decisions.

<sup>2</sup> *Woreda* is the third level of the administrative divisions of Ethiopia – after zones and the regional states.

## Large positive effects

- There is a clear demand for information about migration:
  - Out of every 10 respondents, about 7 had a desire for more information about migration, 5 said that they felt informed about the opportunities and risks of migration, and 2 actively searched for information.
- The CCP increased participants' information-seeking behaviours and subjective knowledge of migration:
  - Respondents aware of the CCP reported feeling 15 percentage points more informed about migration risks and opportunities, and were 25 percentage points more likely to have searched for migration-related information compared to the control group.
- CCP participants found it easier to access information about regular migration pathways:
  - In contrast to the control group, respondents aware of the CCP were 14 percentage points more likely to report that it is easy to access official information about how to migrate regularly, and 15 percentage points more likely to report that it is easy to find information about organizations that offer technical skills training for jobs abroad.
- The CCP fostered civic engagement and warmth towards migrant returnees:
  - Individuals aware of the CCP were 12 percentage points more likely to report that returnees should receive support from the community to reintegrate, compared to the control group.
  - In contrast to the control group, CCP-aware respondents were 24 percentage points more likely to attend a town hall meeting and 15 percentage points more likely to contact a local authority to solve a problem.

## Small positive effects

- Respondents in CCP *kebeles* were more optimistic about finding local economic opportunities:
  - Respondents from the community sample were about 4 percentage points more likely than the control group to report that it is easy to find economic opportunities within the *woreda* in which they live.



## Limited effects

- The CCP had a limited effect on participants' knowledge of migration concerning workers' rights abroad, irregular migration issues, trafficking or smuggling, or the journey cost and potential earnings in the destination country.
- It was difficult for the Community Conversations campaign to further increase participants' perceptions of migration risks as most respondents (80%) were previously aware of the risks of crossing borders without the necessary documents before the CCP:
  - Similarly, since relatively few respondents (8%) had an intention to use an irregular route to migrate, it was hard to further reduce the degree of intention.
- Gaps remained between perceptions and reality:
  - Respondents generally described accurate risks and benefits when envisioning others' migration journeys, but they anticipated higher-than-average earnings in destination countries and lower-than-average risks when envisioning their own prospective journeys.

## Recommendations

### 1. Invest in and include monitoring throughout the programme implementation

Incorporating more robust and routine monitoring might enable teams to raise attention and provide necessary support, as well as identify the ideal balance between programme length and beneficial impacts. It may be worthwhile to routinely assess the uptake of the messaging in the community so that messages stay relevant, and as a means to identify how often facilitators should meet with community leaders.

### 2. Continue developing impact evaluation and research studies to better inform programmes

There is a growing body of evidence on the opportunities and limits of awareness-raising campaigns, but more needs to be done. Robust documentation of programme effects and incorporating learnings into IOM programming will improve the impact.

### 3. Improve kebele targeting

Some non-CCP kebeles had as much, or even higher, reported interest in migration as the average CCP kebeles. To make sure that the CCP takes place in villages where it can have a relevant audience, flow monitoring data from DTM can be analysed along with the 2018 pre-census cartographic database of enumeration areas from the Ethiopian Statistical Service to better target kebeles where migration is more salient.

### 4. Embrace targeting of individuals and content

Segmenting specific messages for different audiences based on a needs assessment can help to improve the quality of the campaign (Hebie et al., 2023). Creatively pairing targeting methods should be considered. This could include spreading messages that are relevant for a wider audience, or messages that require greater degrees of trust, via word of mouth, and simultaneously targeting the relatively low share of individuals (8%) who are most interested in migration via irregular pathways with specified information.

In relation to the campaign topics, the largest effects of the CCP were associated with information about regular migration pathways. Future iterations should build upon this finding and increase or focus on information about migrant workers' rights abroad, information on how to migrate via a regular route, and contacts for organizations that offer technical skills training for jobs abroad and/or overseas employment agencies.

### 5. Amplify the representation of youth and women

Adopting this finding as a strategic platform and embracing the engagement of youth and women within future programme models will offer opportunities for civic engagement to new profiles, who may have fewer competing opportunities.

### 6. Complement the Community Conversations Programme where effects were limited

Migration knowledge, attitudes towards risks, behaviours, and perceptions of livelihood alternatives are heavily influenced by structural factors that are difficult to change in the short term, such as socioeconomic conditions, cultural values and labour market dynamics. It is worthwhile to consider combining awareness-raising with complementary alternatives, including access to vocational training or alternative destinations with available safe migration pathways.

# 1

## INTRODUCTION

IOM has implemented the Community Conversations Programme (CCP) in Ethiopia since 2009 and continues to do so at the time of writing. A formal Community Conversations Manual was developed by IOM in 2013 and endorsed by the Government of Ethiopia in 2014.

Implemented in rural Ethiopia, where information is often shared through word of mouth, the CCP engages with influential local leaders such as teachers, religious leaders, and leaders of youth and women's groups in community forums to disseminate messages about local livelihoods, regular migration pathways and irregular migration risks. Leaders then disseminate the messaging to their established networks. Much of the CCP was conducted during a particularly complex period as both the COVID-19 pandemic and armed hostilities in the northern regions of Ethiopia began in 2020. In November of 2020, IOM Ethiopia and GMDAC initiated the impact evaluation of the CCP with two objectives. First, to determine whether CCP activities were implemented as intended. Second, to evaluate if the CCP had any (causal) effects on its intended objectives of raising awareness of the risks of irregular migration, regular migration alternatives and local livelihood options. The evaluation was part of IOM's increasing effort to conduct robust evaluations and contribute to evidence-based programming in the field of migration, and ensure that learning leads programming.

### 1.1. Regional migration context

Ethiopia is a country on the move. Ethiopians are among the most mobile populations in the Horn of Africa. The Ethiopian Statistical Service, based on a large national household survey in 2021, estimated that 839,000 Ethiopians migrated to other countries in the previous five years in search of jobs and economic opportunities (IOM, 2021).<sup>3</sup> As of September 2022, IOM's Displacement

Tracking Matrix (DTM) reported that over 180,000 Ethiopian migrants exited the country in 2022 alone, with non-reported departures likely to push the figure higher (IOM, 2022a). The vast majority of migrants self-reported that they left in search of economic opportunities (78%), followed by migration due to conflict or violence (11%) and climate and environmental changes (8%) (ibid.). The drivers of migration reflect the country's structural circumstances and concurrent crises: widespread poverty and a lack of economic opportunities, compounded by climate change-induced droughts in the southern and eastern regions and conflicts in the northern regions. These factors drive thousands of young Ethiopians, including children, to leave the country through often dangerous pathways via three main routes.

The Northern Route stretches out from the Horn of Africa through the Sudan, Libya and Egypt typically towards a destination in the European Union. The Eastern Route passes through Djibouti, Somalia, and Yemen and crosses the Gulf of Aden towards the Gulf Cooperation Council (GCC) countries, with the most common destination being Saudi Arabia. As of September 2022, 51 per cent of all registered departures cited Saudi Arabia as their intended destination, despite the route being widely considered to be one of the most complex and treacherous in the world (ibid.). The Southern Route transits through Kenya, the United Republic of Tanzania, Zambia, Malawi and/or Mozambique, usually towards South Africa. These routes, especially the Northern Route, are used both by Ethiopian nationals as well as by Eritrean and Somali refugees in Ethiopia who are moving onward to reunify with family members abroad or seek economic prospects outside of refugee camps. Given that most of this migration is irregular, the precise number of migrants on any given route is difficult to ascertain, and thus proxy indicators are used to estimate the minimum number of migrants using a given route. The actual number of individuals migrating is certain to be higher.

<sup>3</sup> Survey did not include respondents from the Tigray Region.

The Northern Route begins in Ethiopia and travels across the Sudan and the Sahara, usually towards a final destination in Europe. The route is the least frequently used by Ethiopians but often used by Eritrean and Somali migrants. In 2017, a total of 3,895 asylum applications by Ethiopian nationals were received in the European Union. As with the other routes, the actual number of Ethiopian migrants arriving in the European Union is likely to be higher.

The Eastern Corridor traverses Djibouti, Somalia, Yemen and Ethiopia, with the most common destination being GCC countries. Exact counts of individuals who have migrated via this route are largely unknown, but IOM's DTM estimates that as of 30 September 2022, there were 181,797 exits from Ethiopia along the Eastern Route, and 52 per cent of the interviewed migrants cited Saudi Arabia as their destination (IOM, 2022a). It is noteworthy that in November of 2021, a state of emergency was declared in Addis Ababa, which limited the movements of nationals in addition to the ongoing COVID-19 restrictions (Al Jazeera, 2021). Thus, while 180,000 migrants travelled over the course of 2022, the number would have likely been higher if such restrictions had not been in place.

The importance of the Eastern Route has been long-standing: according to data from the United Nations Department of Economic and Social Affairs, 946,129 Ethiopians emigrated by midyear 2020, around 17 per cent of whom were living in Saudi Arabia.<sup>4</sup> There is a significant demand within Saudi Arabia for fundamental workers such as domestic workers, guards or farmers, and Ethiopians who safely immigrate to Saudi Arabia may be met with paid employment within days or weeks of arrival. The allure of quick uptake in employment sustains the use of the Eastern Route despite strict policies against entering Saudi Arabia, mass deportations from Saudi Arabia back to Ethiopia, and risks, including the ongoing war in Yemen.

To estimate the number of migrants using the Southern Route to South Africa, IOM Tanzania continuously conducted verification visits to detention facilities in the United Republic of Tanzania, where people that migrated via an irregular route are held. The number of migrants encountered during these verification visits may serve as proxy indicators. Between 2019 and 2021, IOM Tanzania conducted visits in 34 detention centres across 16 regions

and counted 3,274 migrants (Ethiopian and non-Ethiopian nationals) in detention (IOM, 2022b). Between August and September 2021, IOM and the Embassy of Ethiopia conducted identity verification, particularly among Ethiopian migrants in Tanzanian detention centres. During this exercise, 793 Ethiopian migrants were identified in 9 detention centres, which were spread across 3 regions and Dar es Salaam (ibid.).

## 1.2. Migrants' expectations for migration

The allure of movement abroad is primarily the prospect of better financial remuneration and the ability to support one's family via the transfer of remittances. According to the National Bank of Ethiopia's estimates from 2020, the value of remittances was USD 4.5 billion in 2019, which equated to around 5 per cent of the country's GDP (MIDEQ, 2020). According to an October 2022 report by the IOM Regional Office for East and Horn of Africa, 50 per cent of households in areas of high outward migration such as Raya Kobo (Amhara Region) and Misha (Southern Nations, Nationalities and Peoples' Region) reported that remittances were "very important to their household" (IOM, 2022c; MIDEQ, 2020). The significant role that remittances play in household economics has contributed to a cultural allure of the "better life" that migration can bring. Of the migrants interviewed as part of IOM's research on the Eastern Route, 39 per cent had at least one family member who had already migrated to Saudi Arabia, 74 per cent considered it "likely" or "very likely" that they would be able to enter Saudi Arabia, and 75 per cent deemed it "likely" or "very likely" that they would find a job once there – even though only 25 per cent had a source of income in Ethiopia (IOM, 2020:17; MIDEQ, 2020). Among migrants pursuing the Southern Route, their reported average earnings in Ethiopia were 3,500 Ethiopian birr (ETB) per month (USD 70), while their expected average earnings in South Africa were 70,500 ETB per month (USD 1,420) (IOM, 2022b).

Migrants' reported expectations for the benefits of the journey were not equally reflected in their expectations of the risks – and significant risks do exist. According to IOM's Missing Migrants Project, at least 54,919 people have died or disappeared during a migration journey between 2014 and March 2023, of which 1,893 deaths or disappearances occurred in the Horn of Africa (IOM, 2023). The number of deaths is likely to be higher as these numbers only reflect the deaths that were formally

<sup>4</sup> The information here is the authors' own elaboration from data obtained from the United Nations Department of Economic and Social Affairs – Population Division's 2020 International Migrant Stock.

recorded and not those that go uncounted. Returning migrants from all routes have reported challenging and treacherous journeys, a lack of food and water, detention, exploitation and/or abuse, and deception by brokers/smugglers. Migrants stated that others on the journey disappeared, were lost or left behind, starved to death, or were killed during incidents or shot. On average, irregular migrants apprehended while pursuing the Southern Route spend an average of two years in Tanzanian prison (IOM, 2022b). None of these atrocities are confined to one route as all irregular migration journeys bear immense risks.

### 1.3. Preparation and (mis)information

Despite the prominent role of migration in the lives of some Ethiopians, and alongside the serious protection risks incurred by migrating irregularly, the extent of information that migrants obtain about the journey prior to departure differs, with some variable trends aligning by route. According to IOM research on the Eastern Route, only 1 in 2 migrants informed themselves about the journey and potential risks beforehand (IOM, 2020:17). Most instead relied on information from brokers or gathered information while travelling. Around 1 in 5 young migrants reported that they left “spontaneously” (17%), with little to no time to properly organize the journey and without collecting information prior to leaving (IOM, 2022b). Of those who claimed that they were informed, only 13 per cent of interviewed migrants who were intending to travel through Yemen were aware of the war in Yemen, only 11 per cent anticipated that they may experience a scarcity of food and water, and only 16 per cent anticipated that the journey may involve multiple brokers (IOM, 2020:17, 42). Yet nearly all migrants had experienced problems during their journey to Boosaaso, Somalia, and less than 5 per cent of those who completed the trip reported that they would recommend the trip to a family member. Nearly all migrants interviewed in Boosaaso, en route to GCC countries, expected further challenges during the rest of the journey, and for some, challenges were expected upon arrival in Saudi Arabia (IOM, 2020).

The relative lack of information reported by migrants interviewed along the Eastern Route was not reflected in the research completed with migrants pursuing the Southern Route. According to research completed in 2021, over one third of migrants had been planning

their departure for over a year. A total of 71 per cent of migrants in the Southern Route had informed their families of their plans prior to departure, and 55 per cent of the informed families approved of their kin’s decision to migrate (IOM, 2022b).

The differences between preparation by route may be related to the social acceptability of migration and how embedded migration is in one’s area of origin to improve economic opportunities. Cultural acceptance of migration is dually linked to the presence of strong transnational networks, where migration is a tried livelihood strategy and where information on processes, methods and risks is known ahead of planning. Migrants from areas where transnational ties are weaker are more likely to inform their families of their migration plans while on their journey, as it is then too late for their families to prevent them from leaving. However, if migrants inform their families of their departure once they are en route, the lack of financial support may result in the journey being riskier than it would have been had they informed their families of their departure in advance.

In many areas adjacent to the Southern Route, families encourage their children and save money for them to migrate abroad in search of better opportunities (ibid.). This finding suggests a more thought-through decision and one that may be taken alongside and/or supported by migrant communities of origin or relatives at their intended destination, as compared to what occurs along the Eastern Route.

Other research studies have determined that information gaps are relatively minimal and do not pose a risk to those considering migrating. Rather, migrants had sufficient information about the risks associated with migration but believed that the risks of poverty, joblessness, stagnation or threat of violence (to name a few drivers) were more acute and poignant than possible threats along the journey. In her 2015 meta-analysis of migration information campaigns, author and researcher Evie Browne stated decisively: “The literature is fairly clear that the causes of irregular migration are not lack of information about the dangers, as information interventions assume, but poverty, conflict and lack of opportunities, which information interventions do not address” (Browne, 2015:3).

## 1.4. Existing evidence on the impact of information and awareness-raising campaigns

The quantity and quality of information that a migrant culls prior to departure vary on a population level by route. At a more granular level, the extent of one's pre-departure information varies by individual. The evidence on whether migrants are informed of the risks, realities and alternatives to irregular migration prior to departure – and whether such information influences decision-making – is similarly varied.

Misinformation or a dearth of information ahead of undertaking a migration journey can have substantial and detrimental effects for the migrant. The person may not know what to expect, what to prepare for and whom to call upon in an emergency, and/or they may be unaware of their rights in a foreign location. A 2019 United Nations Development Programme report found that approximately half of the 1,970 interviewed migrants in Europe anticipated obstacles during their journey, even though nearly all actually encountered hardships. IOM's CinemArena campaign promoted awareness of the dangers of irregular migration and spread information about safe migration pathways through mobile cinema events held throughout rural areas of West Africa. Baseline findings from a 2020 evaluation of the CinemArena campaign in Guinea found that 48 per cent of the 2,820 interviewees reported that they knew “nothing at all” about how to migrate to Europe, even though 37 per cent (1,043 interviewees) reported that “they considered [migration] a lot” (Bia-Zafinikamia et al., 2020:32).

In response to such obstacles, there has been a rise in information and awareness-raising campaigns that are meant to equip migrants to make their most informed choice. These campaigns are one of the most used policy tools in migration management by European governments. Between 2014 and 2019, European Union member States funded 104 campaigns and dedicated over EUR 23 million to information campaigns (Trauner et al., 2022).

Yet the evidence as to whether such campaigns adequately equip migrants with sufficient knowledge, and whether that knowledge translates to changed attitudes or behaviours is sparse and indeterminate (Browne, 2015; Schans and Optekamp, 2016; Tjaden et al., 2018; Haarman et al., 2020). Three recent meta-analyses that evaluated information campaigns reported that, in general, there is a lack of clarity and explicit objectives within

most information campaigns. Only 44 of the 65 reviewed campaigns specified a clear objective (Tjaden et al., 2018). Related to the absence of a clear objective, an additional, common downfall of many campaigns was the absence of a clear target audience. Without a clear objective and a clear audience, assessing impact or success is difficult, if not impossible. Taken together, these absences create a third negative trend: challenges to properly evaluating the intervention. Evaluation methods should be chosen based on their ability to accurately align with the objective of the programme undergoing evaluation and to be detailed according to the target audience. Without a clear target audience and in the absence of a clear objective, the ability to properly evaluate an intervention is seriously constrained.

In the meta-analyses assessed, as well as the broader literature on behaviour change, it is understood that among knowledge, attitudes and behaviours campaigns, knowledge is the most susceptible to change, followed by attitudes, and human behaviour is the most challenging to alter. In their meta-analysis, Schans and Optekamp (2016) reviewed 33 published awareness-raising campaigns whereby the objective was to inform those who would pursue irregular migration. The authors defined four rules that an information campaign should achieve to have a strong chance at spurring *behavioural* changes: (a) obtain the attention of the intended audience, (b) deliver a clear and trusted message, (c) deliver a message that influences the beliefs or understanding of the audience, and (d) create social contexts that lead towards desired outcomes.

As the authors note, most public awareness-raising campaigns are on subjects that are universally applicable, such as road safety and public health. In the case of migration-related information campaigns, the intended audience is diverse and transitory. The specificity of the target audience in a migration-related information campaign poses a challenge to the campaign's efficacy. In response to such challenges, information on irregular migration may either have a lesser impact because the information does not apply to all citizens, or the campaign should be specific in targeting its messages.

The authors note that to change behaviours, the social context must be changed to enable the desired outcomes. In the case of irregular migration, many complex aspects intermingle to drive or mitigate one's intention to migrate, and disentangling them may require changing the underlying drivers such as poverty, climate change and instability.



To add to the grey literature on information-campaign evaluations and pair the findings against real-world interventions, IOM's GMDAC invested in a series of impact evaluations, which employed rigorous methods to assess the impact of information campaigns. The evaluation series began with a proof-of-concept evaluation of the Migrants as Messengers (MaM) Phase 1 campaign in Senegal (Dunsch et al., 2019). A larger evaluation of MaM Phase 2 was implemented across 2019 to 2022 in the Gambia, Guinea, Nigeria and Senegal (Hebie et al., 2023). The MaM evaluations demonstrated a promising increase in subjective information levels and risk awareness among those who participated, as well as a decrease in participants' intentions to migrate. Key applicable findings from the MaM evaluations included the following:

- Misinformation and a lack of information were existing issues.
- Returnees were trusted as source of migration-related information.
- It was vital to strategically target the intended audience.
- Evaluation efforts must be streamlined throughout the programme implementation.
- Information and awareness-raising events must be ongoing in order for participants' knowledge to assimilate and to allow participants to return with additional questions.

Another GMDAC evaluation assessed the CinemArena campaign, a mobile cinema initiative that screened films to participants in villages that had high rates of outward migration in Guinea. The evaluation team found that the intervention group experienced moderate increases in their awareness of the dangers of irregular migration and their knowledge of the financial costs related to irregular migration. CinemArena participants also reported a 10 per cent reduction in their stated intentions to migrate to Europe irregularly, as well as an increase in their positive perceptions of future economic opportunities at home (Bia-Zafinikamia et al., 2020).

In 2020, IOM assessed the effects of an online information campaign in Guinea, Senegal and Nigeria, delivered via Facebook posts, on migrants' knowledge, perceptions and intentions to migrate. The evaluators determined that the obstacles of online-only information campaigns, including a lessened ability for implementers to target the intended audience and a lesser ability to assess the campaign's impact, were greater than the potential benefits (Haarman et al., 2020).

Although the published and implementation literature on information campaign evaluations continues to be sparse, there is general evidence of the following principles:

- Programme management principles:
  - Define a clear objective at the outset of the campaign.
  - Involve monitoring and evaluation throughout the process to course correct and generate knowledge.
  - Target content to an intended and specific audience.
  - Repeat opportunities for engagement, rather than delivering one-off messages.
  - In-person communication is more effective than online messages.
- Community involvement principles:
  - Peer-to-peer messaging may be more trusted than top-down information campaigns.
  - Involve returnees in the messaging.
  - Involve communities in the design, redesign and planning of the intervention.
  - If the objective is to change behaviours, work collaboratively with locally grown solutions towards a social context that can enable the desired outcomes.

# 2

## IOM COMMUNITY CONVERSATIONS PROGRAMME

### 2.1. Programmatic objectives

In Ethiopia, conversations held among grass-roots organizers have been used as a method to discuss complex behaviours that often are linked to sociocultural norms, such as discussions of beneficial infant and young child feeding practices (Kim et al., 2019), delaying early marriage (Muthengi and Erulkar, 2010) and preventing the spread of HIV/AIDS (UNDP, 2004; Tekletsadik et al., 2014). Information campaigns are among the most widely used policy tools to inform potential migrants about irregular migration risks. Typically, these campaigns use a top-down, institutional approach. Among the information campaigns that use a grass-roots approach, activities are generally not sustained over a long period of time. The IOM Community Conversations Programme (CCP) in Ethiopia used an innovative approach by relying on community-led messaging, intended to be carried out over a long period of time, typically a minimum of six months in a village (*kebele*).<sup>5</sup>

IOM and the Government of Ethiopia informally initiated the CCP in 2009 and formalized the Programme in 2013, with the development of the Government of Ethiopia-endorsed CCP Manual for facilitators. Over 2,000 Community Conversation Groups (CCGs) were established in Amhara, Oromia, and the Southern Nations, Nationalities and Peoples' (SNNP) Region. Phase I of the CCP took place between 2013 and 2019 and was implemented through various projects. Phase II of the CCP was planned to be implemented in four regions of Ethiopia, but due to the armed hostilities in Tigray, the Programme implemented activities in Amhara, Oromia and the SNNP Region from January 2019 to February 2022. The Programme has now formally existed for over a decade thanks to the generous support of the Kingdom of the Netherlands and in collaboration with IOM,

the Government of Ethiopia, and the Bureau of Labour and Skills Development.

The goal of the CCP was to contribute to the efforts of the Government of Ethiopia to prevent unsafe migration by raising awareness of safe and regular migration practices and improved access to protection systems and viable alternatives to irregular migration. In pursuit of this, the CCP aimed to achieve the following results:

#### Outcome 1

Potential migrants demonstrate improved capacity to make informed migration decisions and participate in counter-trafficking initiatives in their communities.

#### Outcome 2

Increased ownership of the CCP by the Government of Ethiopia results in improved coordination of trafficking in persons and smuggling of migrants prevention and protection initiatives in the country.

#### Outcome 3

Improved access to livelihood opportunities and referral services facilitates the enhanced protection of vulnerable potential migrants and returnees.

The focus of the CCP Impact Evaluation was solely on assessing impacts that are the results of pursuing Outcome 1. However, Outcome 2 is also relevant because the degree of involvement of the Government of Ethiopia counterparts demonstrated influence over the outcomes, as will be further discussed in the results section. Outcome 3 is equally relevant because, as mentioned in the conceptual framework and elsewhere, viable livelihood alternatives are paramount to reducing Ethiopians' reliance on irregular migration. The CCP, IOM, the Government of Ethiopia and the Kingdom of the Netherlands recognize the need for livelihood alternatives and have simultaneously invested in generating them through a livelihood component of

<sup>5</sup> The terms "village" and *kebele* are used interchangeably throughout this document for the same-sized administrative boundary. A village or *kebele* is the smallest administrative unit, under a *woreda*, in Ethiopia.



the CCP, although that component is not part of this evaluation.<sup>6</sup>

## 2.2. Programme implementation

From largest to smallest, these are the administrative levels in Ethiopia: nation (administrative level zero), regions (first administrative level), zones (second level), *woredas* (third level). Smaller than a *woreda* is the *kebele* or village, which is commonly recognized but not included in the United Nations Office for the Coordination of Humanitarian Affairs administrative boundaries. To select the locations for the CCP, IOM worked alongside regional and zonal representatives from the Government of Ethiopia to identify *woredas* with high levels of outward migration and/or a high number of returnees. Once the *woredas* were defined, the *woreda*-level Government of Ethiopia authorities identified key *kebeles* to participate (see the *kebele* selection criteria in Section 3.1). In the selected *kebeles*, *kebele* administrators reached out to community leaders to identify potential CCP facilitators. Alongside the facilitators, *kebele*-level local leaders such as religious leaders, women's association leaders, schoolteachers, youth association administrators, health extension workers and the like were requested to attend CCP sessions. Two community members per *kebele* were then trained in facilitation techniques and the content and use of the CCP Manual.

During the four-day training, facilitators learned skills to organize groups, facilitate sessions and deliver messages to the community. It was expected that the facilitators, grass-roots village leaders and local Government of Ethiopia officials would discuss the existence of CCP groups, and the messages of the CCP would spread through their social networks. The pattern of training hand-selected community leaders and using word-of-mouth messaging to disseminate the messages of the CCP was titled "Social resonance activities" within the CCP implementation plan. Ahead of implementation, IOM Ethiopia aimed to reach 25 to 30 per cent of the community members in each *kebele* indirectly via social resonance activities.

<sup>6</sup> In addition to gathering groups under trained facilitators, CCP supported communities with limited access to mainstream media by broadcasting radio programmes to relay information on irregular migration in local languages. CCP developed, printed, and distributed to communities education and communication materials that conveyed messages and stories concerning the risks of irregular migration, trafficking in persons and smuggling of migrants, as well as overseas employment laws and regulations. CCP trained 300 beneficiaries from six *kebeles* on basic business skills, including distributing livelihood support items. Finally, IOM also provided psychosocial support, skills training and reintegration assistance to migrant returnees.

Following the training, facilitators were equipped with a CCP Manual. The standardized Manual covers topics such as community dialogue and organization, identifying regular and irregular migration, trafficking in persons, smuggling of migrants, information on how to access overseas employment exchanges, rights and obligations of workers abroad, identification of local livelihood opportunities, and reintegration of returnees.<sup>7</sup> If followed prescriptively, the Manual requires a minimum of six months to complete 40 biweekly sessions. Each session reportedly ran an average of 90 minutes and followed a similar agenda: CCGs began with introductory speeches, questions and clarifications from CCG members, an overview of session objectives, methods and time allocated for the session, case stories, small-group discussions, guest speakers and a plenary session.

Additionally, the Manual leads the CCG through methods to develop concrete plans (community action plans or CAPs) which outline agreed-upon steps that the group will take to reduce risky migration behaviours and improve the socioeconomic circumstances of their *kebele*.

The programmatic aspects of the CCP were monitored by IOM in conjunction with Government of Ethiopia counterparts. The Government counterparts in Amhara and Oromia included CCP monitoring in their routine monitoring of all programmes in their zones, *woredas* and *kebeles*. The SNNP Region invested regional funds into the CCP, expanded the initial number of CCGs in their region, and therefore also developed a separate monitoring checklist that was used by CCP-dedicated staff members for explicit CCP monitoring visits.

## 2.3. Theory of change and theoretical framework

The CCP did not define a traditional theory of change or logic model at the outset of the Programme but succinctly stated its goal in the Manual: "Community Conversation is a process in which representatives of different community members and stakeholders come together, hold discussions on their concerns and pass on resolutions of their own that can bring about behavioural and attitudinal changes [in] the people."<sup>8</sup>

Although IOM Ethiopia's CCP did not cite a formal theoretical framework at the outset of the Programme,

<sup>7</sup> See Annexes 1 and 2 for the Programme sessions and the CCP Manual table of contents, respectively.

<sup>8</sup> Please see a retroactive logic model of the Community Conversations Programme in Annex 3.

two programmatic aspects of the CCP are rooted in conceptual theories: (a) small-group conversations as tools to discuss obstacles to development, general opportunities, and issues plaguing the local population and (b) the use of action plans as forums to generate grass-roots solutions to structural obstacles. Educator, philosopher and social activist Paulo Freire studied both these processes and wrote that the most pivotal step to social change is critical consciousness, which he defined as “the capacity to recognize or overcome sociopolitical barriers” (Diemer and Blustein, 2006:1). Freire stipulated that the capacity to recognize and overcome barriers is achieved when people analyse their sociopolitical circumstances and engage in “transformative communication” (Freire, 1973; Campbell and Cornish, 2012; Diemer and Blustein, 2006). Transformative communication occurs when peers pose issues and critically examine their daily experiences vis-à-vis the structural obstacles against them. Furthermore, Freire wrote that the objective of transformative communication (beyond critical thinking) is to develop action plans among marginalized groups. Developing action plans is a crucial step for marginalized

groups to situate themselves in larger sociopolitical structures and recognize the sociopolitical barriers in order to dismantle those barriers.

Transformative communication was used most successfully among groups marginalized because of their health status, including to address the transmission of HIV/AIDS (Gueye et al., 2005) and malaria in Ethiopia (PMI, 2010). In the context of discussing HIV/AIDS, community conversations were found to be beneficial by (a) enabling participants to develop concrete and practical action plans to combat stigma and better support those living with HIV, (b) challenging participants to think creatively and take positive action with the encouragement of facilitators, (c) working towards a common goal and being able to discuss taboo subjects, (d) encouraging participants to move from seeing themselves as passive recipients of HIV-related information to active problem solvers, and (e) providing an opportunity for participants to conceive ways to move from information to action. As part of their evaluation of community conversations as a tool for HIV/AIDS activism, Campbell et al. (2013:13) wrote:

“ The value of community conversations stems from their creation of social spaces for dialogue, which can enable marginalized people ... to engage in critical thinking. People must have opportunities to conceive of strategies for change. However, conversations can at most be a necessary condition for the implementation of strategies, and not a sufficient one ... [A] host of other factors will intervene in shaping whether such reflection leads to concrete behaviour change. Community conversations cannot counter the effects of poverty, poor harvests and political upheaval that limit the capacity of local people to solve the problems they face. They take place within a wider social, political and economic context that plays a major role in enabling or frustrating community efforts.

Community conversations are a space to begin generating socioeconomic changes and prevent risky migration practices, but they will never be the place where changes and behavioural transformations end. Following its objectives, and the theoretical underpinnings of past programmes and studies, the CCP retroactively devised the following theory of change.

Figure 1. The Community Conversations Programme theory of change



Source: Authors' own elaboration based on conversations with Programme implementers (2022).

As with most programmes, assumptions were made in the logic model of the CCP. These include:

- (a) If facilitators were trained, they acquired the skills and motivation to communicate CCP messages to the community.
- (b) If community leaders attended CCP sessions, they would communicate CCP messages to the community. Citizens' level of knowledge of safe migration pathways will increase, and citizens will look at riskier migration options with less favour.
- (c) If knowledge of safe migration pathways increases and attitudes do not favour unsafe migration pathways, people considering migration will choose a safe pathway.
- (d) If a community is engaged and involved in the CCP, the Programme will become sustainable over time, as participants would take it upon themselves to continue the Programme.
- (e) If the CAP activities are implemented, local livelihood opportunities will expand, and people will engage more in community improvement and civic activities.
- (f) Increased awareness of local alternative livelihoods and greater knowledge of the risks of irregular migration will lead to an increased uptake of alternative livelihood opportunities and a decrease in trafficking in persons, smuggling of migrants and irregular migration.

# 3 EVALUATION METHODOLOGY AND DATA

The objective of any impact evaluation is to assess if a programme had attributable effects on its intended outcomes. Often the selection criteria used to determine who participates in the intervention serve as the guide for identifying an appropriate impact evaluation approach (Gertler et al., 2016). The most reliable way to determine the causal impact of a programme is by randomly assigning the intervention across all eligible participants. Randomization is useful because the process increases the chances that the control and treatment groups are statistically identical in their measured and unmeasured traits, and that the estimated impact effects are not affected by biases or confounding variables.<sup>9</sup>

In the case of the Community Conversations Programme (CCP), there was no randomization of which *kebeles* were selected to participate in the campaign. Instead, government officials selected participant villages based on those who had the highest numbers of outward irregular migration and/or where migration was a common pursuit. Therefore, the research team relied on an evaluation approach that mimicked the randomization of the Programme selection: multilevel matching.<sup>10</sup> Multilevel matching selects a subset of villages and individuals so that the selected group that participated in the CCP is paired with a group that did not participate, so that both groups are as similar as possible in their measured characteristics. This approach allows the research team to compare *kebeles* where the project took place with *kebeles* where it did not take place, and identify the differences in intervention outcomes while statistically adjusting for observed differences between village characteristics. The difference in outcomes between the new subsets of individuals who live where the Programme

took place and those that do not can then be attributed to the Programme impact.

## 3.1. Study design

This study implemented a matched comparison between villages where the CCP operated and where it did not. A single survey round was implemented between March and September 2022 after the operation of the CCP from 2019 and 2022.

To achieve a statistically similar sample across the control and treatment groups, village- and individual-level variables were used (Annex 4 includes details about how these variables were measured). At the village or *kebele* level, the variables were the following: the region in Ethiopia where the *kebele* is located (Amhara, Oromia, or the Southern Nations, Nationalities and Peoples' (SNNP) Region), whether the *kebele* is located in an urban or rural area, access to infrastructure (having piped water, distance to local markets, health and education facilities), the number of households at the enumeration area level where the *kebele* is located, and the share of households with a member living abroad in 2019. The information was provided by the surveyed *kebele* leaders and elders, and the information with the number of households in the enumeration area was collected from the 2018 pre-census cartographic database of enumeration areas. At the individual level, responses to a series of demographic questions (sex, age, religion, asset wealth) and migration background (interactions with networks abroad, prior migration experience) were used.

To make sure that the CCP is the source of the effects detected and not something else, it is important to describe how *kebeles* were selected to participate in the campaign. This is crucial to increase the credibility of the multilevel matching approach (McKenzie, 2021; Rubin, 2008).<sup>11</sup>

<sup>9</sup> See Gertler et al. (2016) for additional assumptions for estimating causal effects with treatment randomization.

<sup>10</sup> Multilevel matching methods have been developed to address the hierarchical structure of data (Rosenbaum, 2020). To address the hierarchical structure of the survey data (individuals nested in villages), the researchers used the "multilevel matching algorithm based on network flows" (Zubizarreta and Keele, 2017; Pimentel et al., 2018). The research team used the R package `matchMulti` to implement the matching technique (Keele et al., 2023).

<sup>11</sup> Whereas the matching approach makes treatment and control groups

It is advantageous for establishing a causal relationship between the CCP and the outcomes observed that outside decision makers (i.e. *woreda* authorities – administrative level above the *kebele*), who were not directly exposed to the treatment, defined which villages were selected (Page et al., 2020). The selection of villages into the CCP treatment was a function of the officials' contextual knowledge rather than the community's self-selection. Government officials chose *kebeles* with higher numbers of returnees and outward migration. People living in the villages did not have influence on the selection process. Thereby, the selection into treatment was more likely to be influenced by observed information, which can be controlled for, than unobserved factors like political connections. In addition, the mix of individuals within a village with different attitudes towards international migration via an irregular route made it complicated for government officials to target those that would bias the CCP results in their favour (Hansen et al., 2014).

Within a village, not all individuals were exposed to the CCP. Rather, those who had interactions with village leaders disseminating CCP messages were exposed, and it was expected that the messages would trickle down from there. Regarding the individual-level selection, there were no targeting guidelines for a specific demographic. On the contrary, those delivering the campaign were encouraged to reach as many people as possible. Given the large sample of villages collected in the CCP Impact Evaluation Survey, control villages include individuals with very similar characteristics as those in intervention villages. In Figure 4, the data show that many non-CCP *kebeles* had as much interest as CCP *kebeles* in migration topics. Thus, it is reasonable to assume that individuals in the non-CCP *kebeles* would have participated if they had the opportunity.

## 3.2. Sampling strategy

Data from this evaluation were collected via a cross-sectional survey between March and September 2022. Two regions, Oromia and SNNP, were initially selected to participate in the data collection. In July 2022, the research team began data collection in Amhara Region due to increased security in the areas of interest. Thus, sample-size calculations were carried out separately for Amhara on one side and Oromia and SNNP on the other,

and initially, the team decided to collect a larger sample in Oromia and SNNP. When the security situation improved, data collection in Amhara began but on a smaller scale.

### 3.2.1. Selection of villages

The sample was restricted to 23 out of 68 Ethiopian zones, which included both CCP and non-CCP villages. The sample was stratified by region, intervention status and whether the location was rural or urban. These restrictions gave the advantage that control and intervention villages were as proximal as possible, and so they likely share similar infrastructure and economic characteristics, but were distant enough to avoid spillover from treatment to control. Then the villages' sample size was determined using probability proportional to enumeration area size.<sup>12</sup> Then the Ethiopian Statistical Service (ESS) provided the research team with one random enumeration area from each *kebele* and furnished IOM with a map of household locations from the 2018 pre-census cartographic database of enumeration areas.

According to CCP administrative records, 549 villages in Amhara, 197 in Oromia and 321 in SNNP were selected for the campaign, in total 1,067. From this pool of CCP *kebeles*, ESS randomly selected 153. Before data collection started, facilitators were called and asked whether the CCP took place and, if so, for how long. Those who ran the CCP for less than six months were excluded. From 153 CCP villages across Amhara, Oromia and SNNP, 37 had either not started implementation or lasted less than six months.

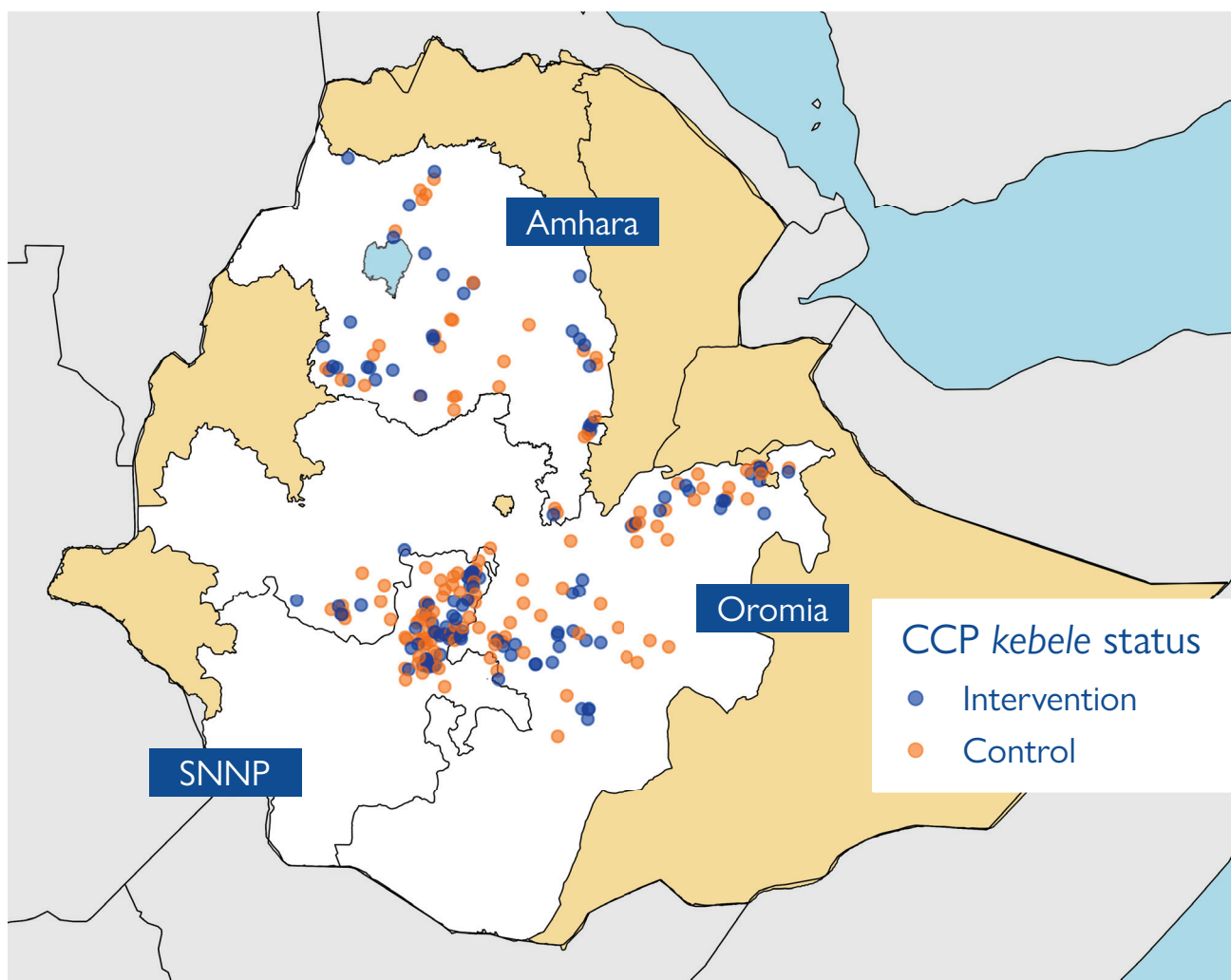
For the control group, a total of 124 control villages were randomly selected, but after cross-checking information after data collection happened, 25 villages had to be discarded. The CCP in those villages had been implemented by the Government of Ethiopia without support from IOM, so they were not considered as control nor intervention *kebeles*, and they were removed from the sample.

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comparable, it does not guarantee that a causal relationship between CCP and the outcomes can be established (Pearl, 2013).

<sup>12</sup> Each *kebele* was divided into five or six enumeration areas. Each enumeration area contains an average of 130 households.

Figure 2. Map of Ethiopia, showing selected villages by treatment status



Source: Authors' own elaboration based on the CCP Impact Evaluation Survey (2022).

Note: This map is for illustration purposes only. The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by IOM.

### 3.2.2. Selection of households and individual respondents

In each enumeration area, at least 25 households were sampled using the maps provided by ESS. Enumerators were instructed to plan random walks following predetermined starting points and sample households at regular intervals using the maps (Hagen-Zanker et al., 2020). Only households with at least one member aged 18 to 40 were sampled. If a household had only one member in that age bracket, that member was interviewed, and if it had more, the survey tablet randomly selected a household member (ibid.). The enumerators spent two days in a village and were instructed to attempt to interview a member of the selected household at least

three times, at different times of the day, if the selected member was not available initially. If after three times the selected household member was still unavailable, the enumerator would sample a different household. Male and female enumerators were available across all enumerator teams to ensure that respondents' gendered preferences could be met during data collection.

### 3.3. Field training and survey tools

In May 2021, the research team and translators interviewed community members in CCP and non-CCP kebeles to field-test the wording of survey questions. Minor adjustments in wording were made.



To reinforce data quality assurance, the questionnaires included automated, real-time checks for enumerators, as well as verified locations, and random audio audits were performed on 10 per cent of the recorded questions. The data quality team also conducted back checks on 10 per cent of the total interviews by calling respondents and verifying basic demographic data.

The field team conducted a six-day operational training in February and June 2022, which covered questionnaire implementation, selection of households and individuals, the random-walk method, and the use of enumeration area maps. In total, 55 enumerators and 11 supervisors were recruited and trained to implement the fieldwork. Three weeks before data collection started in March 2022, the survey was piloted with 50 respondents, and minor improvements were made.

Three questionnaires were implemented: a household questionnaire, a community questionnaire and a facilitator questionnaire.

- (a) The household questionnaire collected socioeconomic characteristics, attitudes to migration, intentions to migrate and perceptions of economic opportunities from household members aged 18 to 40.
- (b) The community questionnaire was implemented with village leaders and elders. Respondents described village-level characteristics, including the availability, distance to, and quality of public services such as health centres, schools, access to piped water, and markets, along with 2019 (pre-COVID-19 pandemic) migration patterns within the village.
- (c) Finally, the facilitator questionnaire collected data on CCP implementation, duration and achievements, as well as facilitators' subjective assessments of the CCP's effectiveness and a test of their migration-related knowledge.

### 3.4. Ethical considerations

During the data-collection process, all participants provided verbal informed consent. Data were collected, stored and processed according to the *IOM Data Protection Manual* (IOM, 2010). The principles require obtaining consent from respondents, specifying the purpose of data collection, and keeping personal data confidential, limiting the persons who have access to the data as well as the timeframe that data are stored.

All participants were provided with contact details of IOM personnel with whom they could follow up, and no personally identifying information was shared with anyone outside the core research team.

## 3.5. Limitations

### 3.5.1. Limitations during data collection

During data collection, field teams encountered obstacles that led to the exclusion of some *kebeles* that were initially randomly chosen for data collection. Chosen *kebeles* were primarily excluded due to security issues, changes in the schedules of Government of Ethiopia administrators, and logistical challenges.

Field teams were forced to evacuate or couldn't travel to certain clusters/*kebeles* due to ongoing security challenges, particularly in the Oromia Region. These *kebeles* were replaced by comparable *kebeles* from a list of potential replacements provided by ESS. The particularly rainy season in which data collection was carried out and the poor condition of roads to and from collection areas posed logistical difficulties. As a result, a few *kebeles* that were initially selected were replaced due to inaccessibility.

As discussed in the section titled "Selection of households and individual respondents" (Section 3.2.2), enumerators attempted to meet with selected households and individuals three times before sampling a replacement household. However, meeting attempts were largely conducted during routine working hours (08:00 to 18:00, Monday through Friday), and therefore a respondent who was away from home during this time may have been unintentionally excluded.

The household survey included questions on household lifestyle habits and income expenditures and was conducted during the periods of Ramadan and Christian Orthodox Lent in Ethiopia. Both religious periods can include fasting and lifestyle choices that are not a part of respondents' lifestyles during other times in the calendar year. Although respondents were asked to answer questions with a generalizable period of time in mind, it is possible that household responses reflected habits specific to Ramadan and the Great Lent.

### 3.5.2. Limitations during data analysis

In order to evaluate the CCP's effectiveness, it would have been best to match villages and individuals based on the variables that determined their participation,



using pre-intervention data (Gertler et al., 2016). However, the lack of pre-intervention data was a limitation of the evaluation study. The study cannot fully rule out the possibility that various shocks, such as COVID-19 and armed hostilities, may have affected the variables that influenced aspirations and actual migration. As a result, the research team took a conservative approach in the statistical analysis, including various matched samples and sensitivity analyses to confirm results (see [footnote 15](#) for additional information on the robustness checks and [Annex 5](#) for the “two matched samples per treatment”

definition). Despite these efforts, there may still be hidden variables that were not accounted for, which are driving the results.

To address the lack of data on actual attendance to CCP-related events, the research team relied on self-declared Programme awareness, which may be less reliable.

Spillover between intervention and control *kebeles* occurred, although in the estimation of effects, the control group was restricted to individuals who were not aware of the CCP.

# 4

## DEMOGRAPHIC FINDINGS AND STATISTICAL ANALYSIS

### 4.1. Survey data

Information from 6,236 respondents was collected across 245 villages. Before the data were analysed, the following exclusion criteria were applied, thereby reducing the data set.<sup>13</sup>

- (a) Villages were excluded if they were not in the official Community Conversations Programme (CCP) intervention list (n = 25).
- (b) CCP villages were excluded if they did not receive IOM support and received resources only from the Government of Ethiopia (n = 25).
- (c) Control villages were excluded if village leaders reported that activities similar to the CCP occurred, even though they were not intervention villages (n = 7).
- (d) Responses were excluded from respondents who were from control villages but reported awareness of the CCP (n = 97).

After these adjustments, the data set contained 5,126 completed interviews from individuals who provided consent across 198 villages. The CCP operated in 105 villages, potentially exposing 2,716 respondents.

### 4.2. Selected demographic characteristics

Respondents across CCP and non-CCP villages were demographically very similar, regardless of the region of data collection. On average, respondents were 27 years old, women (57%), married (65%) and either Muslim (51%) or Christian Orthodox (49%). A total of 39 per cent of the respondents reported that they make enough money to retain savings by the end of the month, and 65 per cent reported work as their main

activity. There were noteworthy differences in the village characteristics. Respondents in CCP villages reported better infrastructure, including access to schools and health facilities as compared to respondents from non-CCP villages. Respondents in CCP villages reported more widespread Internet use, fewer instances of environmental degradation and more widespread access to piped water. Respondents from CCP villages more often reported that schools, markets and health facilities were closer to their homes than respondents from non-CCP *kebeles* (see [Annex 5](#) and [Table 1](#)).

### 4.3. Selected migration characteristics

Respondents from the intervention *kebeles* were more likely to report that they ever spent 12 months or more abroad (8.7% compared to 6.4% in non-CCP *kebeles*) and that they have a preference to migrate (21.2% as compared to 15.8%). Respondents from intervention *kebeles* were also more likely to report receiving remittances from abroad (16.3% as compared to 11.7%), thereby indicating more transnational ties. These findings may indicate that CCP *kebeles* have more ties to migration activities (see [Table 2](#)).

When asked about their intentions to migrate via an irregular route, the proportions of respondents who reported such intentions were very similar across both intervention and non-intervention *kebeles* (7.7% and 6.8% respectively). However, respondents in intervention *kebeles* were more likely to report that it is “easy to find information about how to get a passport” (29.5% in intervention *kebeles* versus 22.2% in non-intervention *kebeles*) and that it is “easy to find information about migrating via regular routes” (24.8% in CCP *kebeles* versus 20.3% in non-CCP *kebeles*) (see [Table 2](#)).

<sup>13</sup> A single village can belong to multiple exclusion categories.

Table 1. Individual- and village-level average (mean) characteristics by intervention status

Variable	Control group	Intervention group	All
<b>Individual level</b>			
Age (years)*	27.4	27.0	27.2
Female (%)	55.8	58.1	57.1
Married (%)	67.4	62.6	64.6
Muslim (%)	49.3	51.8	50.6
Achieved secondary education or more (%)	28.4	34.5	31.6
Paid work is main economic activity (%)	65.6	63.7	64.6
Access to Internet at least once per month (%)	14.7	22.6	18.9
Instances of environmental degradation in the last five years (droughts, floods, soil degradation, crop or livestock disease) (%)	57.9	50.5	54.0
Able to save money at the end of the month (%)	36.7	40.2	38.6
<b>Kebele level**</b>			
Distance to secondary school (km)	8.1	6.4	7.2
Distance to market (km)	9.3	5.4	7.2
Distance to health facility (km)	11.6	7.5	9.4
Kebele has access to piped water (%)	57.3	65.8	61.8
Share of households with a member that left Ethiopia in 2019 (elicited from village leaders, indicative only) (%)	12.9	9.8	11.3

\* All respondents were between the ages of 18 and 40 years old, in line with the sampling methods.

\*\* Observations from the community survey: 198.

Source: Authors' own elaboration of the CCP Impact Evaluation Survey (2022). Observations from the household survey: 5,126.

Table 2. Average (mean) characteristics of migration across the Community Conversations Programme participants control groups

Variable	Control group	Intervention group	All
Ever spent at least 12 months abroad (%)	6.4	8.7	7.6
Migrated within Ethiopia (%)	13.0	13.8	13.4
Preference to migrate abroad (%)	15.8	21.2	18.7
Intention to migrate via an irregular route (%)	6.8	7.7	7.3
Perceive it easy to find information about how to get a passport (%)	22.2	29.5	26.1
Perceive it easy to find information about migrating via regular routes (%)	20.3	24.8	22.7
Received remittances from abroad (%)	11.7	16.3	14.2

Source: Authors' own elaboration of the CCP Impact Evaluation Survey (2022). Observations from the household survey: 5,126.

## 4.4. Definition(s) of treatment group, matching and statistical analysis

The CCP intended to target a community-wide audience by spreading messages concerning safe migration pathways through local leaders. Thus, it is possible that individuals who were not explicitly aware of the CCP were impacted by CCP messaging, and it is feasible that the word-of-mouth messages crossed *kebele* boundaries. Programmatically, the spread of messaging was advantageous, but to assess the effect of different degrees of CCP exposure on respondents, it was necessary to group those who were exposed to the CCP into three treatment group scenarios:

(a) The first group was a community where the CCP was conducted for at least six months and where all individuals in the village were considered exposed to CCP messaging (hereafter referred to as the “community sample”). Due to the nature of the word-of-mouth messaging, not every respondent in the community sample participated directly in the CCP. However, this treatment sample is useful to test if and how the effects of CCP messaging spread throughout the overall *kebele*.

(b) The second group was a village where the CCP was conducted for at least two years (hereafter referred to as “two years of CCP duration”). As reported by the CCP implementation team, communities required approximately two years to complete the entire CCP Manual and develop their community action plan.

For respondents in the two groups described above, the group was restricted to (i) villages where the village leaders explicitly reported that the CCP took place, (ii) villages where CCP sessions occurred for at least six months and (iii) villages where at least one household reported awareness of CCP sessions.

(c) The last group (hereafter called “CCP aware”) included only villages where leaders reported CCP activities and included only participants who reported explicit awareness of the CCP. This treatment sample is the most stringent and included only respondents who reported that they were directly involved with the CCP.

To increase robustness of the CCP effects for each of the three groups, two different sets of matching variables were used (see [Annex 5](#) for additional details). Table 3 displays the sample sizes before and after matching, including the two matched samples using different sets of variables. As expected, the sample size was reduced in this process.

Table 3. Sample sizes by treatment definition, and before and after matching

Treatment definition		Before matching – net sample*		After matching			
		Villages	Individuals	Match 1		Match 2	
		Villages	Individuals	Villages	Individuals	Villages	Individuals
Community sample	Treated	70	1 763	55	1 137	44	907
	Control	93	2 171	55	1 137	44	907
	Total	163	3 934	110	2 274	88	1 814
Two years of CCP implementation sample	Treated	46	1 151	37	762	33	678
	Control	93	2 171	37	762	33	678
	Total	139	3 322	74	1 524	66	1 356
CCP-aware individuals sample	Treated	74	291	56	185	58	191
	Control	93	2 171	56	185	58	191
	Total	167	2 462	112	370	116	382

\* Missing values for matching were removed.

Source: Authors' own elaboration of the CCP Impact Evaluation Survey (2022).

Across the three treatment definitions, there were noteworthy differences between treatment and control villages' characteristics both at the village and individual levels. CCP villages were more concentrated in the Southern Nations, Nationalities and Peoples' Region, with closer proximity to markets and education and health facilities, and with more widespread access to piped water than respondents in non-CCP *kebeles*. CCP participants were more likely to be male and receive money from remittances, and report greater capacity to save at the end of the month, higher educational attainment, higher household asset wealth and more frequent Internet use (see [Annex 5.1](#)).

After matching, to estimate CCP effects, a random-effects regression model was estimated. The model controlled for the village- and individual-level covariates used for the matching procedure (see [Annex 5.1](#)). The model clustered the errors at the village and matched-pair levels (Page et al., 2020; Pimentel et al., 2018; Abadie and Spiess, 2020). The final analysis stage included a robustness check.<sup>14</sup> A CCP effect was considered robust when two matched samples of a treatment definition were significant at  $p < 0.05$  and when the models were robust to hidden confounding variables. Finally, CCP effects were disaggregated by sex, education level and age for additional analysis (see [Annex 5.3](#) for more details).

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<sup>14</sup> The sensitivity analysis assessed how strong an unobserved covariate confounder must be in order to render a treatment effect detected as null (Pimentel et al., 2018). The analysis used a gamma factor of 5, considered as a rule of thumb "quite robust to hidden confounding" (Pimentel et al., 2023).

# 5

## EVALUATION RESULTS

The evaluation results are divided into three sections. The first section describes findings from the implementation of the Community Conversations Programme (CCP) and assesses the extent to which CCP sessions were carried out as intended. The second section examines CCP facilitators' experience implementing the CCP, their knowledge of CCP issues and their attitudes towards migration issues. The third section evaluates CCP outcomes, specifically whether the CCP forums induced changes in the intervention communities. This final section is organized in line with the main objectives of the CCP campaign: subjective levels of information about migration, perceptions of access to information about regular migration pathways, knowledge about migration, perceptions of irregular migration risks, intentions to migrate through irregular routes, perceptions of economic opportunities, attitudes towards returnees and attitudes towards interaction with local authorities.

### 5.1. The Community Conversations Programme implementation

#### Key findings on the Community Conversations Programme implementation

- Respondents reported high degrees of trust in the CCP:
  - In intervention *kebeles*, 12 per cent of the respondents were aware of the CCP. Among those aware, 87 per cent trusted the campaign messages.
- The CCP functioned as a space for communities to conceptualize realistic solutions to their obstacles:
  - A total of 86 per cent of the *kebeles* discussed creating community action plans (CAPs) to envision alternatives to migration via irregular routes, and 75 per cent of the sampled *kebeles* formally wrote their plans.

- The CCP engaged in leadership those individuals who are not traditionally included in leadership roles:
  - Youth and women's group leaders attended CCP sessions the most.
- CCP forums prioritized topics surrounding irregular migration and local opportunities, whereas regular migration and migrant rights abroad were less frequently covered.
- Targeting may be an area for improvement:
  - Some non-CCP *kebeles* had as much, or even higher, reported interest in migration as the average CCP *kebeles*, thus indicating that there may be room for improvement in the intervention targeting approach.

#### 5.1.1. The Community Conversations Programme duration

In the 105 sampled *kebeles* where the CCP operated, activities lasted for an average of 2.5 years. In 40 per cent of the *kebeles*, the activities extended for at least three years. A smaller share of the *kebeles*, 10 per cent, hosted CCP sessions for less than six months. Half of the intervention villages began implementing the CCP in 2019.

#### 5.1.2. Community action plans

As part of the CCP sessions, facilitators encouraged communities to develop CAPs. The CAPs were an opportunity for CCP groups to formalize their intentions to combat human trafficking and migrant smuggling through actionable steps, and to codify their commitments to improving their *kebele*, in ways that they deemed worthwhile and possible. The CCP Impact Evaluation data reflect a strong commitment across intervention *kebeles*: 86 per cent of the *kebeles* discussed creating CAPs, 75 per cent of CCP *kebeles* formally wrote their CAPs, 68 validated their plans with the wider

community, and 60 per cent shared their action plans with local civil authorities. From the background literature and theoretical concepts, CAPs are a strongly influential aspect of community forums as they serve as the primary step in turning collective desires into actionable changes.

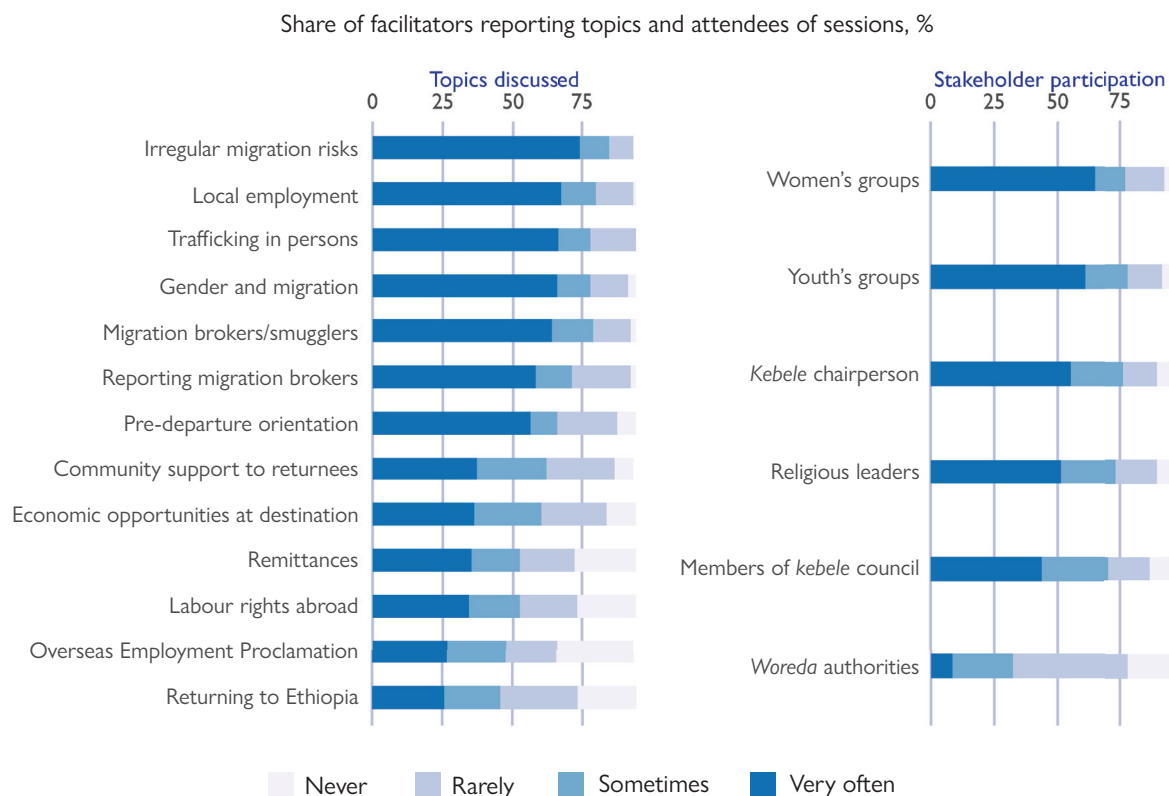
### 5.1.3. Participants and topics discussed in the Community Conversations Programme sessions

The CCP Manual includes a diverse array of migration-related topics for discussion. Evaluation data revealed a general trend that CCP groups prioritized topics surrounding irregular migration and local opportunities, and deprioritized regular migration and return migration topics. As seen in Figure 3, 75 per cent of the facilitators reported that they discussed irregular migration risks “very often”, followed by 68 per cent who

discussed local employment “very often”. Among the more prevalent discussions were topics on trafficking in persons, smuggling of migrants, gender and migration, and processes for reporting migration brokers. Topics pertaining to regular migration, such as the stipulations of the Overseas Employment Proclamation (OEP) (which codify labour rights abroad – see ILO, 2017), pre-departure orientation, and economic possibilities in destination countries were less frequently discussed, possibly to give emphasis to local opportunities.

Youth and women’s group leaders attended CCP sessions most frequently (65% and 61% attended “very often” respectively). *Woreda* governmental authorities attended least often (9% attended “very often”). However, in any given *woreda*, there would likely have been multiple CCP groups, so a *woreda* official routinely attending the same CCP group would be logistically cumbersome.

Figure 3. Prevalence of topics and stakeholders participating in the Community Conversations Programme sessions



Source: CCP Evaluation Survey, and community and facilitator surveys (2022). Observations: 99.

### 5.1.4. Exposure to the Community Conversations Programme

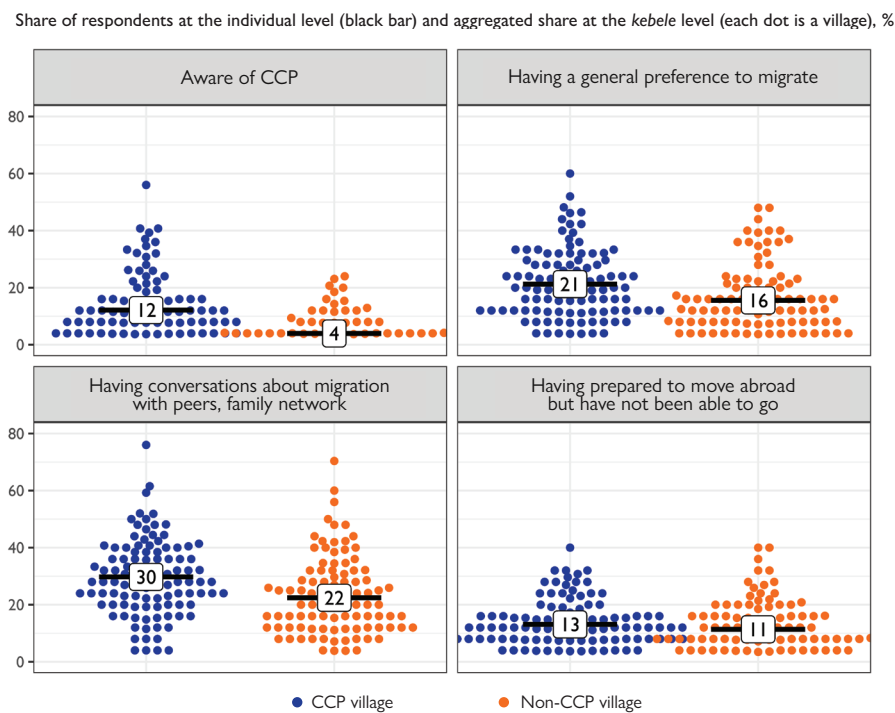
In the intervention *kebeles*, 12 per cent of the respondents were aware of the CCP, whereas 4 per cent in non-intervention *kebeles* were aware of the CCP (see the number above the black bar in Figure 4).<sup>15</sup> Among respondents who were aware of the CCP, the vast majority (87%) trusted the information communicated. This finding is particularly poignant in light of the background literature, which demonstrates that top-down messaging is frequently less trusted than peer-to-peer messaging. A large proportion of respondents who reported trusting CCP messaging indicate that the method of spreading messages through “social resonance”, or word of mouth, may be successful for generating trust and is a useful first step towards proving the concept.

While the proportion of respondents who were aware of the Programme was low, the salience of migration in

intervention *kebeles* was also low. This is not surprising as migration is a relatively rare event, and there are many obstacles that restrict how many people can transform their migration aspirations into the ability to migrate (Tjaden et al., 2019; Schöfberger et al., 2020). As Figure 4 shows, across CCP and non-CCP villages, out of every 10 respondents, less than 3 reported having conversations about migration with peers, family and acquaintances; less than 2 had a preference to migrate; and 1 prepared to move abroad but was not able to do so. This may indicate that while the social resonance process has a beneficial impact on trustworthiness, it may do so for the sake of targeting persons for whom migration is at the top of their mind.

CCP targeting can improve in later CCP iterations. As Figure 4 shows, in many of the CCP *kebeles* (represented by the blue dots), migration was not reported as a topic of great consideration. Meanwhile many non-CCP *kebeles* (orange dots) reported similar or higher degrees of interest in migration.<sup>16</sup>

Figure 4. Awareness of the Community Conversations Programme and the reported importance of migration in CCP and non-CCP *kebeles*



Source: CCP Impact Evaluation Household Survey (2022).

<sup>15</sup> The spillover from treatment to control villages is likely related to the fact that CCP attempted to reach as many individuals as possible. For evaluation purposes, the control group was restricted to respondents who were not aware of CCP. Given that CCP occurred for over a decade, it is unsurprising and valuable that messages spread between CCP and non-CCP *kebeles*.

<sup>16</sup> It is possible that shocks such as COVID-19 and armed hostilities might have affected the intentions to migrate in the *kebeles*, and thus the survey data are reflecting these changes. This possible discrepancy highlights the importance of collecting data before programmes are rolled out to make sure they are targeted to the right audience.



## 5.2. The Community Conversations Programme facilitators

### Key findings from the Community Conversations Programme facilitators

- Nearly all sampled facilitators (98%) reported having a “positive” experience implementing the CCP.
- Most facilitators described the experience as “helping the community” (81%).
- The majority (91%) of sampled facilitators described the information in the CCP Manual as “very trustworthy”, and 94 per cent reported that the Manual was “very useful”.
- Most facilitators (87%) reported feeling supported by *woreda* authorities.
- Facilitators responded correctly to 68 per cent of the knowledge questions about irregular migration, smuggling of migrants and trafficking in persons. However, facilitators reported less knowledge of regular migration (60%) and gender issues (41%).
- Most of the facilitators reported feeling that the CCP helped to inform people about migration (79%) and increased awareness of irregular migration risks (71%).
  - However, CCP facilitators also reported feeling that the CCP was less effective in exposing actors involved in trafficking in persons and less useful in providing alternatives to irregular migration.
- Following their involvement with the CCP, most facilitators (91%) reported warmth towards returnees and aversion to irregular migration.

#### 5.2.1. Facilitators’ demographics

The facilitators were responsible for directly engaging with community leaders who delivered the messages, and therefore played an influential role in the overall Programme. On average, surveyed CCP facilitators were 33 years old and had at least two children under 13 living

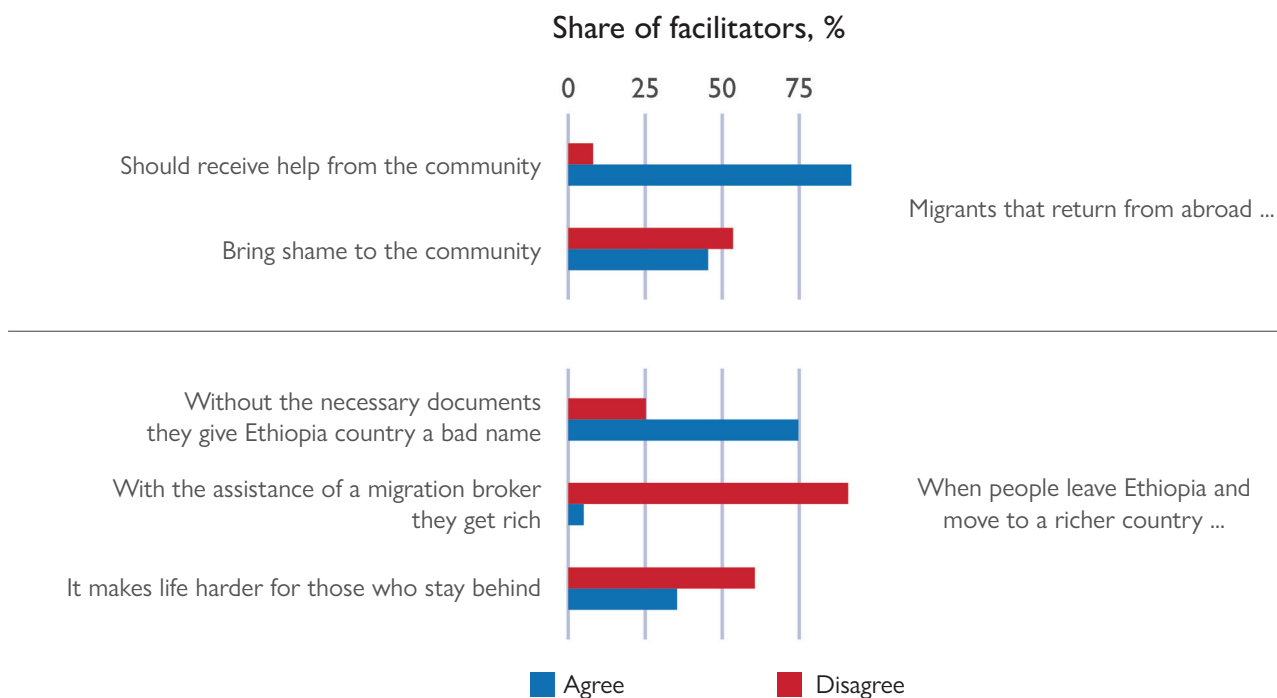
in the same household (regardless of parental status). Over one third (34%) completed their bachelor’s degree or had completed some years of college education, 47 per cent completed their secondary education, and 19 per cent attended some secondary education but had not completed it. The vast majority, at 84 per cent, reported that they were married, and despite distinct efforts to recruit female facilitators, most (76%) were male. Most (54%) used the Internet on a daily or weekly basis, and 91 per cent reported that their main occupation is to perform paid work. Furthermore, 15 per cent of the facilitators were local village administrators (*kebele* chairpersons). It was also found that 11 per cent had internally migrated within Ethiopia, and 10 per cent had been abroad for at least one year at any time in their past.

It is noteworthy that facilitators, on average, were young and relatively well educated. In validation exercises where the research team presented and discussed the CCP Impact Evaluation findings with the Government of Ethiopia administrators, CCP implementors, and stakeholders, participants noted that Ethiopian culture rarely offers opportunities for leadership to the youth. Within the CCP, youth facilitators influenced community leaders (as opposed to the other way around). This may indicate that the youth could take up a wider array of societal roles than what have been offered to them historically.

#### 5.2.2. Facilitators’ migration attitudes

Following their involvement with the CCP, most facilitators (91%) reported warmth towards returnees and aversion to irregular migration, as shown in Figure 5. The latter indicator was taken from three indicators whereby facilitators reported that returnees do not bring shame to communities (54%), expressed that Ethiopians who migrate without the necessary documents give Ethiopia a bad name (75%), and disagreed with the notion that those who migrate with the assistance of a broker get rich (91%).

Figure 5. Facilitators' migration attitudes



Source: CCP Evaluation Survey, and community and facilitator surveys (2022). Observations: 99.

### 5.2.3. Facilitators' experiences in the Community Conversations Programme

Nearly all sampled facilitators (98%) reported having a “positive” experience implementing the CCP. They described the experience as “helping the community” (81%), stated that it “makes me feel good to help others” (64%), and expressed that “the CCP has offered true gains for the community” (60%). Similarly, most facilitators were very satisfied with the training and materials that they received. The majority (91%) of sampled facilitators described the information in the CCP Manual as “very trustworthy”, and 94 per cent reported that the Manual was “very useful”. When asked about the four-day CCP training, 94 per cent reported that the training content was trustworthy, and 95 per cent reported that the content was useful as they implemented the Programme.

Not only did *woreda* government officials play a key role in selecting villages in which to implement the CCP, but they also supported and monitored the Programme. Most facilitators (87%) reported feeling supported by *woreda* authorities, and 85 per cent of the facilitators reported that they met with their *woreda* counterparts monthly.

*Woreda* authorities' main contributions to CCP implementation included monitoring the CCP sessions (67%), providing materials and refreshments for the sessions (49%), coordinating with other Government of Ethiopia authorities (34%), and inviting participants (29%).

### 5.2.4. Facilitators' knowledge of the Community Conversations Programme topics

To assess CCP facilitators' knowledge of key migration-related content, facilitator-respondents were presented with a test of binary responses concerning irregular migration, trafficking in persons, smuggling of migrants, gender and migration, and the OEP. Correct answers were averaged to create a composite score from across nine knowledge questions. On average, facilitators responded correctly to 68 per cent of the knowledge questions. However, facilitators' responses demonstrated a poor grasp of gender and migration issues; when asked if men and women should have the same migration rights, only 40 per cent of the respondents agreed (see Figure 6).

Figure 6. Facilitators' knowledge of the Community Conversations Programme topics



\* Overseas Employment Proclamation. See exact wording of questions and operationalization in Annex 4.1.

Source: CCP Evaluation Survey, and community and facilitator surveys (2022). Observations: 105.

### 5.2.5. Facilitators' perceptions of the impact of the Community Conversations Programme

Facilitators reported that the CCP contributed to increased awareness of the risks of irregular migration and the means to pursue regular migration. Most of the facilitators reported feeling that the CCP helped to inform potential migrants about migration (79%) and increased awareness of irregular migration risks (71%). However, CCP facilitators also reported feeling that the CCP was less effective in exposing actors involved in trafficking in persons and less useful in providing alternatives to irregular migration. Fewer facilitators reported feeling that the CCP successfully exposed individuals involved with trafficking networks (37%), that the Programme changed the root causes of irregular migration (26%), or that the CCP provided sufficient material resources to offset poverty and possibly lessen the appeal of migrating irregularly, in search of economic opportunities (18%). These findings are not wholly unexpected, as the CCP is primarily focused on prevention and less so on prosecution or material alternatives.

## 5.3. Outcome evaluation

Key findings across outcome evaluation indicators:

- There is a clear demand for information about migration across CCP and non-CCP *kebeles*: Out of every 10 respondents, about 7 reported a desire for more information about migration.
- The CCP increased participants' information-seeking behaviours and subjective knowledge:
  - On average, respondents from the CCP-aware sample reported feeling 14 percentage points more informed about migration risks and opportunities, and 23 percentage points more likely to have searched for migration-related information in the last 12 months than the control group.
- Perceptions of access to information about migration:
  - In contrast to the control group, respondents aware of the CCP were 14 percentage points more likely to find it easy to access official

information about how to migrate regularly, and 15 percentage points more likely to say that it is easy to find information about organizations that offer technical skills training for jobs abroad.

- The CCP increased respondents' feeling of support towards returnees:
  - Those who were aware of the CCP were 14 percentage points more likely to believe that returnees should receive support from their community.
- Intentions to use irregular routes to migrate:
  - Across CCP and non-CCP *kebeles*, 22 per cent of the respondents reported that they generally consider migrating, but just 8 per cent of the respondents reported an intention to migrate irregularly. No effects were found on intentions to migrate irregularly.
- Gaps remained between perceptions and reality:
  - Respondents generally described accurate risks and benefits when envisioning others' migration journeys, but they anticipated higher-than-average earnings in destination countries and lower-than-average risks when envisioning their own prospective journeys.
- Civic participation and attitudes towards local authorities:
  - In contrast to the control group, CCP-aware respondents were 24 percentage points more likely to attend a town hall meeting and 15 percentage points more likely to contact a local authority to solve a problem.

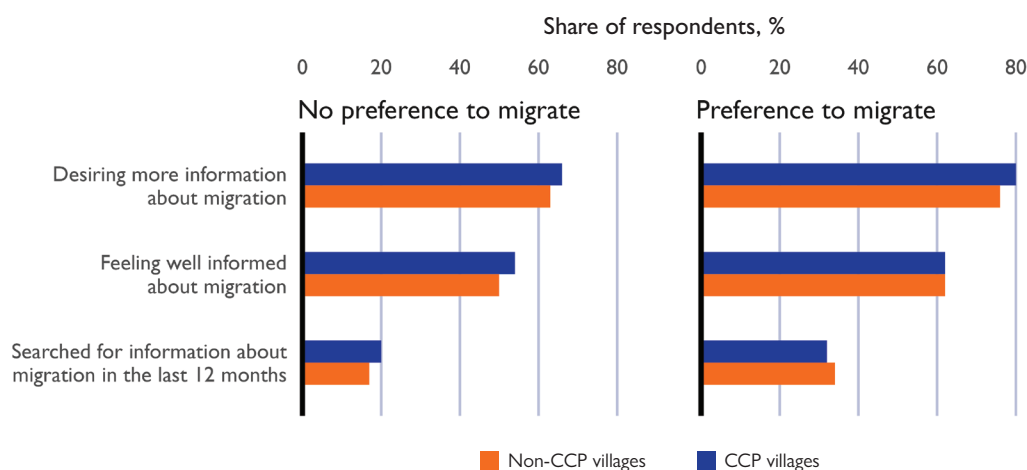
### 5.3.1. Subjective levels of information about migration

#### Descriptive statistics

Information campaigns often assume that potential migrants lack information about the real conditions surrounding a migration journey and the circumstances present in the destination countries (Schans and Optekamp, 2016). Typically, studies assess migrants' knowledge of "hard facts", but subjective levels of information are rarely assessed. Understanding subjective knowledge is relevant because migrants who feel misinformed may be more receptive to information campaigns, which may enable improved targeting (Dunsch et al., 2019).

To assess subjective levels of information about migration, respondents were asked how much they felt they knew about migration risks and opportunities – whether they had actively searched for information and if they wanted additional information. The survey data demonstrated a clear demand for information about migration. Out of every 10 respondents from both CCP and non-CCP *kebeles*, about 7 had a desire for more information about migration (67%), 5 said that they feel informed about the opportunities and risks of migration (54%), and 2 searched for additional information in the last 12 months (22%). Figure 7, with data disaggregated according to preference to migrate and CCP treatment status, shows that those in CCP *kebeles* reported a higher desire for information on migration. As expected, those with a preference to migrate reported feeling more informed, showed a higher demand for more information, and were reportedly more active in seeking that information.

Figure 7. Subjective information levels by preference to migrate and intervention group

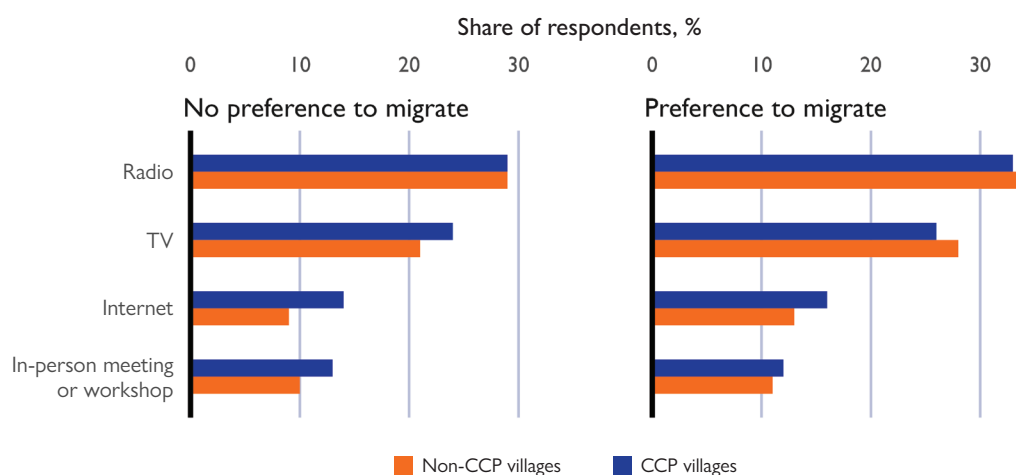


Source: CCP Impact Evaluation Survey data (2022) and household survey with prematched data. Observations: 5,126.

The CCP relied mostly on word of mouth to communicate the campaign's messages. The survey collected data to assess other ways in which people encountered migration-related information. About 30 per cent of the respondents from the complete prematched data set reported that they encountered information from the

radio, 23 per cent from television, 12 per cent from a website and 12 per cent via in-person meetings or workshops. Those from CCP villages who reported a preference to migrate also reported similar information sources compared to those without a preference to migrate (see Figure 8).

Figure 8. Sources of information about migration by intervention and preference to migrate

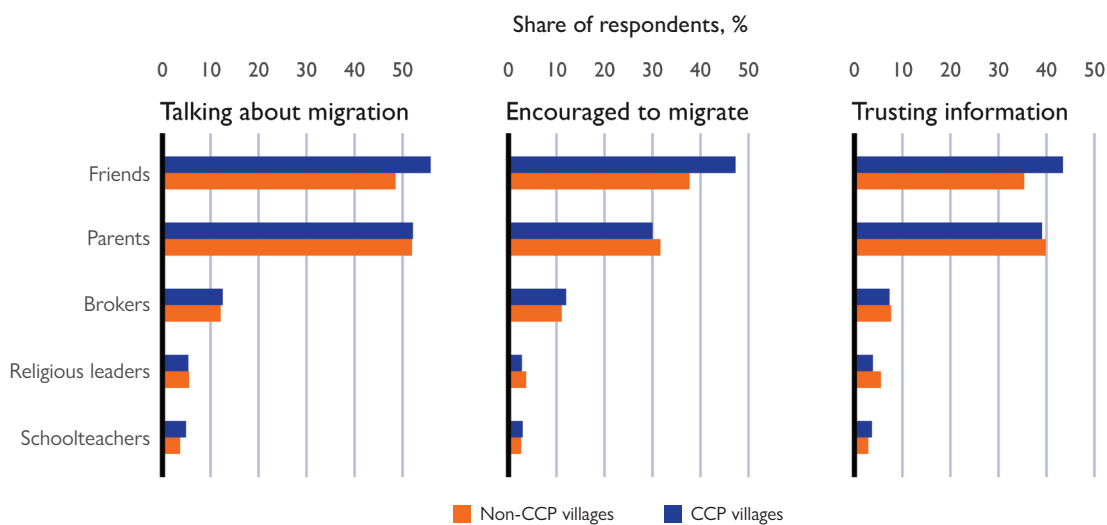


Source: CCP Impact Evaluation Survey data (2022) and household survey with prematched data. Observations: 5,126.

The CCP facilitators aimed to deliver the campaign messages through word of mouth. This involved *kebele* leaders, such as teachers and religious figures, reaching out to their networks. Thus, it is useful for future similar campaigns to note that respondents with an interest in migration tended to have conversations about the topic with their parents and friends, but less so with religious

leaders and teachers (Figure 9). It should be noted that CCP implementers anticipated that migrants are unlikely to directly meet with religious leaders. However, they hypothesized and strategized that parents' opinions are shaped by the community leaders, and most are reluctant to engage in practices condemned by local gatekeepers.

Figure 9. Share of respondents by whom they discussed migration with, who encouraged them to migrate, and whom they trusted for information



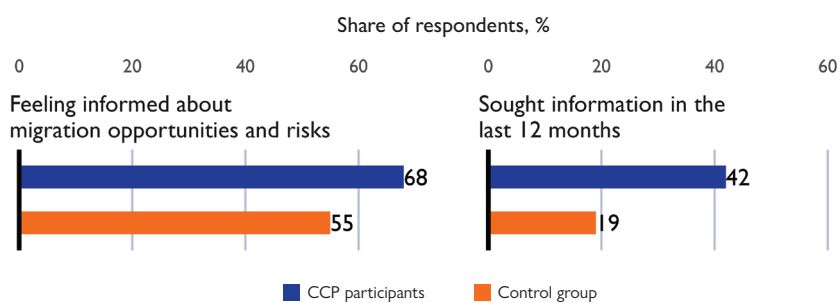
Source: CCP Evaluation Survey and household questionnaire with prematched data (2022). Observations: 952.

#### Impact of the Community Conversations Programme

The CCP had a positive effect on increasing subjective knowledge of migration and fostered behaviours pertaining to searching for information among the sample of respondents aware of the CCP. On average, respondents from the CCP-aware sample reported feeling about 14 percentage points more informed about migration risks and opportunities than the control group. In addition, the CCP-aware sample was 23 percentage points more likely to have searched for migration-related information in the

last 12 months as compared to the control sample (see Figure 10). There were no effects for other variables nor for the other definitions of treatment, defined as either all respondents in the *kebele* or where the CCP operated for at least two years (see Annex 7.1). Data were disaggregated to analyse the effects of the CCP by age, sex and education level. The CCP had a more substantial effect on information-seeking behaviours and subjectively feeling informed among those older than 25 years old, those with primary education, and men (see Annex 7.1).

Figure 10. Effects of the Community Conversations Programme on information-seeking behaviours and how informed respondents felt about the risks and opportunities surrounding migration



Source: CCP Impact Evaluation Dataset (2022).

Note: See Section 4.4 for the statistical modelling of outcomes. Based on 370 observations. See Annex 7.1 for more information – model 1. See Annex 4 for a description and the operationalization of model variables. The x-axis reflects the total percentage of respondents who said they were “informed” or “very informed” (left panel), and who said “yes” to having searched for migration data in the past 12 months (right panel). There might be small differences in the figures due to rounding off.

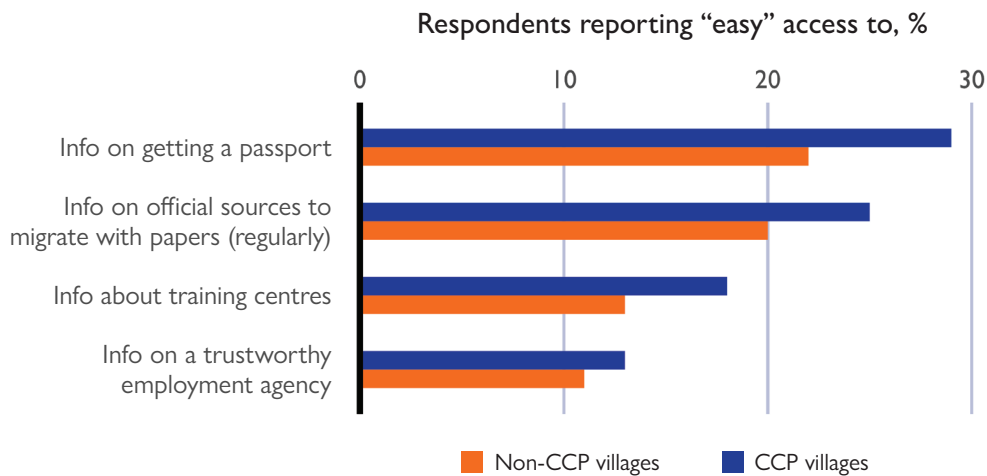
### 5.3.2. Perceptions of access to information about regular migration pathways

#### Descriptive statistics

In 2016, Ethiopia enacted the OEP, a law to protect Ethiopians seeking employment abroad. The law established that prospective migrant workers must obtain a certificate of occupational competence from an official training centre, and that overseas employment agencies are responsible for advertising vacancies, mediating

recruitment and providing pre-departure orientation – including an overview of migrant rights (ILO, 2018a). According to the CCP Impact Evaluation Survey data, less than one third of the respondents in CCP villages and non-CCP villages reportedly perceived that it is easy to access official sources of information on how to migrate regularly, obtain a passport and a certificate of occupational competence, and find a trustworthy employment agency (see Figure 11).

Figure 11. Perceptions of access to information about regular migration pathways



Source: CCP Impact Evaluation Survey data (2022) and household survey with prematched data. Observations: 5,126.

#### Impact of the Community Conversations Programme

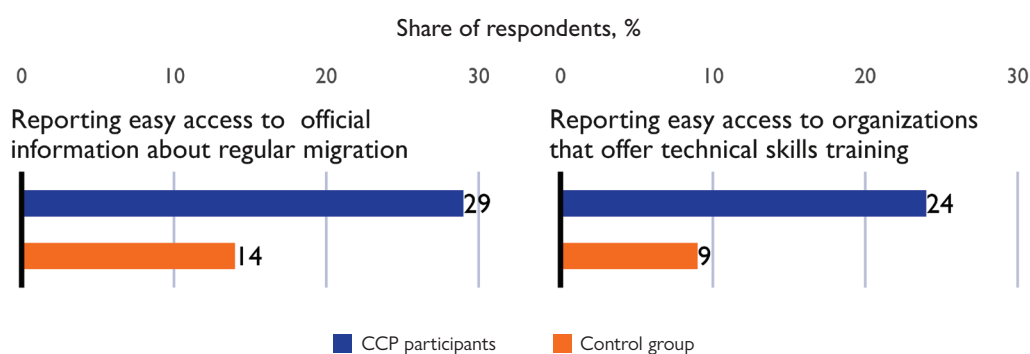
The sample of respondents aware of the CCP was 15 percentage points more likely than the control group to report that it was easy to access official information about how to migrate regularly, and 15 percentage points more likely to report that it was easy to find organizations that offer technical skills training for jobs abroad (See Annex 7.7 and Figure 12).<sup>17</sup> Respondents within the CCP-aware group who completed their primary education were more likely than respondents from the same CCP-aware group who had more or less than

primary education to report that information was easy to access. There were no CCP effects on the other outcomes related to perception of access to information on how to migrate regularly. Specifically, the CCP did not have an effect on information access related to how to obtain a passport, nor finding a trustworthy private employment agency for a job abroad. There were no effects for other variables nor for the other definitions of treatment, defined as either all respondents in the kebele or where the CCP operated for at least two years (see Annex 7.7).

<sup>17</sup> The sensitivity analysis of this variable is barely robust to hidden confounding using a gamma value of 3 (Pimentel et al., 2023).



Figure 12. Effects of the Community Conversations Programme on perceptions of access to official information about regular migration and to organizations that offer technical skills training for jobs abroad



Source: CCP Impact Evaluation Dataset (2022).

Note: See Section 4.4 for the statistical modelling of outcomes. Based on 358 observations. See Annex 7.7 for more information – model 1. See Annex 4 for a description and the operationalization of model variables. The x-axis reflects the total percentage of respondents who answered “somewhat easy” or “very easy”. There might be small differences in the figures due to rounding off.

### 5.3.3. Knowledge about migration-related topics

#### Descriptive statistics

As with most information campaigns, the CCP was grounded in the notion that increased access to accurate information would reduce the vulnerability of those considering migration and/or those who are offered false promises by migration brokers. Knowledge about migration was measured through a series of questions that assessed (a) knowledge of overseas migrants’ rights; (b) knowledge of migration-related risks, such as irregular migration risks, trafficking in persons and smuggling of migrants; and (c) the cost of a given migration journey and one’s potential earnings at the destination country.

#### 5.3.3.1. Knowledge of overseas migrants’ rights

Information gaps about rights and working conditions are used by brokers as leverage to seem indispensable to migrants and to justify demanding upfront payments for the journey (ILO, 2018b:32). According to 2018 survey data from a study with Ethiopian returnees, only 18 per cent of the sampled returnees had had a written contract abroad, and among those who had a contract, only 23 per cent received a copy (ILO, 2018b). A total of 56 per cent of the returnees reported that they did not know that they had the right to refuse their employer’s demands, and 37 per cent said they had to work even when they had not been paid.

Similar results were identified among respondents in the CCP Impact Evaluation as survey data revealed a lack of awareness concerning overseas workers’ rights. They were asked to report what rights they expected to have in the hypothetical scenario of leaving Ethiopia and obtaining work in the Gulf Cooperation Council (GCC) countries. A total of 49 per cent of the respondents, across both CCP and non-CCP villages, thought that they have the right to complain if their employer were to pay less than what was agreed upon. A total of 36 per cent expected to receive a written employment contract. A total of 36 per cent reported that they would have the right to resign from their job. Just 16 per cent reported that they felt that they had the right to decline requests from their employer. Figure 13 shows the results disaggregated by CCP treatment status.

Figure 13. Respondents' expectations for labour rights if working in the Gulf Cooperation Council countries



Source: CCP Impact Evaluation Survey data (2022) and household survey with prematched data. Observations: 5,126.

### 5.3.3.2. Knowledge of migration-related risks, trafficking in persons and smuggling of migrants

While respondents across both intervention and non-intervention *kebeles* reported less awareness of regular migration pathways, they were knowledgeable on irregular migration concepts. A total of 57 per cent of the respondents across CCP and non-CCP *kebeles* were aware of the national legislation on regular migration pathways, whereas about 70 per cent knew the definition of migrant smuggling and irregular migration. See Figure 14 for the disaggregated results across treatment status.

### 5.3.3.3. Knowledge of migration costs and earnings in the destination country

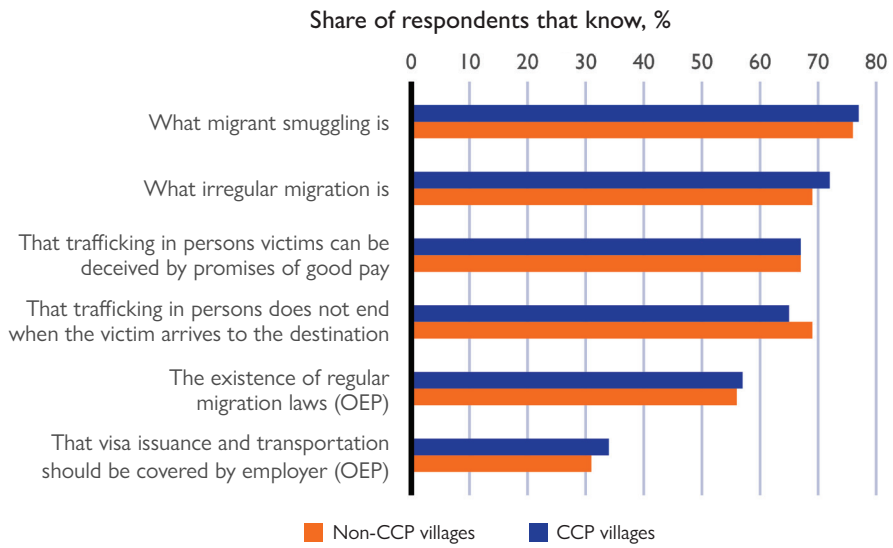
Current literature indicates that not only do migrants underestimate the costs associated with a migration journey, but also they are more aware of the conditions in their destination than what information campaigns often assume (Beber and Sacco, 2022). Respondents from the CCP Impact Evaluation were asked to estimate the financial cost of a journey for themselves and for others to Europe and to the GCC countries,

as well as to estimate their potential income in those destinations. The respondents' estimates of how much their respective journeys would cost were less than the amounts that they estimated for their peers. They also anticipated a higher income than their peers in GCC countries, but not in the European Union. These findings align with desk literature on attitudes and behaviours, which shows that individuals often overestimate the likelihood of them achieving positive outcomes and adopt an attitude of "it won't happen to me" towards negative outcomes.

### Impact of the Community Conversations Programme

The CCP did not influence knowledge of migration. There were no differences between control and intervention groups regarding knowledge of workers' rights abroad, knowledge of irregular migration issues, or aspects related to trafficking or smuggling or the journey cost and potential earnings (see Annex 7.2).

Figure 14. Respondents' knowledge about migration issues



Source: CCP Impact Evaluation Survey data (2022) and household survey with prematched data. Observations: 5,126.

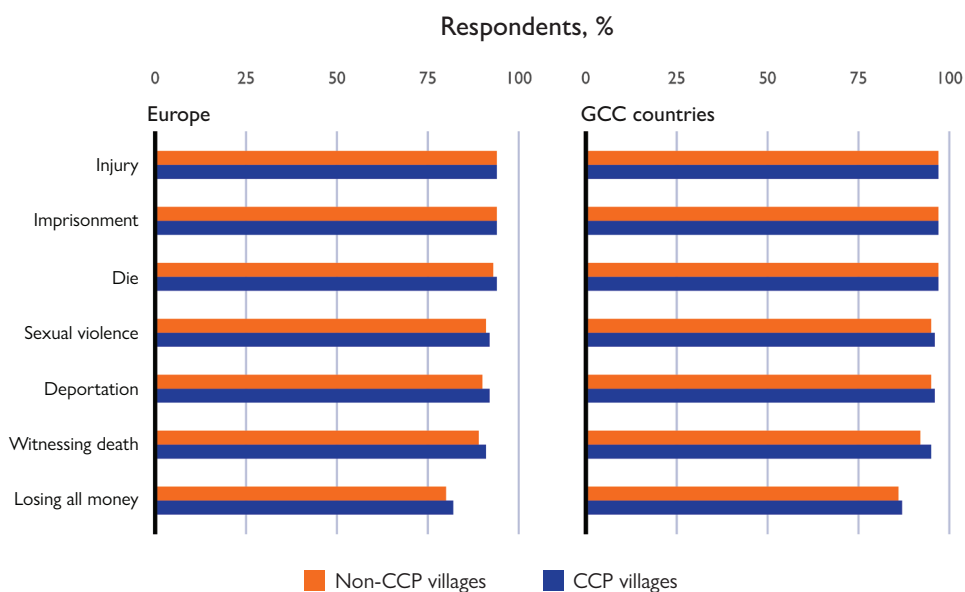
### 5.3.4. Attitudes towards irregular migration risks

#### Descriptive statistics

Most respondents both in CCP and non-CCP *kebeles* reported high awareness of the risks of irregular migration, as shown in Figure 15. About 8 out of every

10 respondents reported that it is “likely” or “very likely” that one would experience injuries, imprisonment, dying, deportation, sexual violence or witnessing the death of another person if they migrated without the necessary paperwork to the European Union or the GCC countries.

Figure 15. Respondents who considered the given risk “likely” or “very likely” on an irregular migration route



Source: CCP Impact Evaluation Survey data (2022) and household survey with prematched data. Observations: 5,126.

### Impact of the Community Conversations Programme

The CCP included a strong awareness-raising component that focused heavily on the risks of irregular migration. However, most of the respondents were already very aware of the risks of crossing borders via irregular routes, so it was difficult for the CCP to further increase participants' perceptions of irregular migration risks (see Annex 7.3).

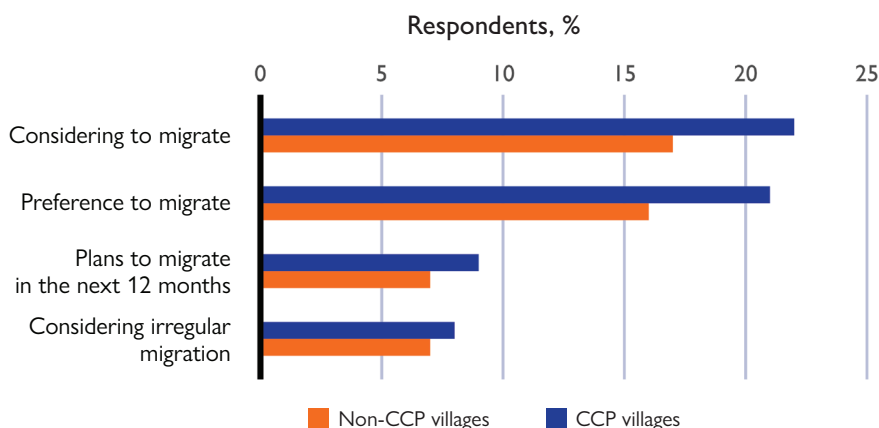
#### 5.3.5. Intentions to migrate

##### Descriptive statistics

While aspirations might not necessarily materialize into a migration journey, the concepts are positively

correlated (Tjaden et al., 2018; Carling, 2019). Different measurement techniques play upon the different dimensions of migration intentions. The CCP Impact Evaluation Survey included questions regarding respondents' preferences, considerations and plans, which attempted to narrow the distance between the idea and the action of migrating (Carling and Schewel, 2018). In CCP *kebeles*, 22 per cent of the respondents reported considering migration, but only 9 per cent reported making concrete plans. About 8 per cent of the respondents in CCP *kebeles* reported that they would migrate via an irregular route. Figure 16 includes the data disaggregated by CCP intervention status.

Figure 16. Intentions to migrate by the Community Conversations Programme intervention group



Source: CCP Impact Evaluation Survey data (2022) and household survey with prematched data. Observations: 5,126.

### Impact of the Community Conversations Programme

The CCP respondents from the community sample were 5 percentage points more likely than respondents in the control group to report that they were considering and preferred to migrate (see Annex 7.4). This effect was more likely to be reported by respondents aged 25 or above. Those in the CCP-aware sample were 9 percentage points more likely to report that they were

considering migrating than respondents in the control group. Since relatively few respondents (around 8%) had an intention to migrate via an irregular route, it was hard for the CCP to further reduce the measurable degree of intention. There were no effects for other variables nor for the other definitions of treatment, defined as either all respondents in the *kebele* or where the CCP operated for at least two years (see Annex 7.4).

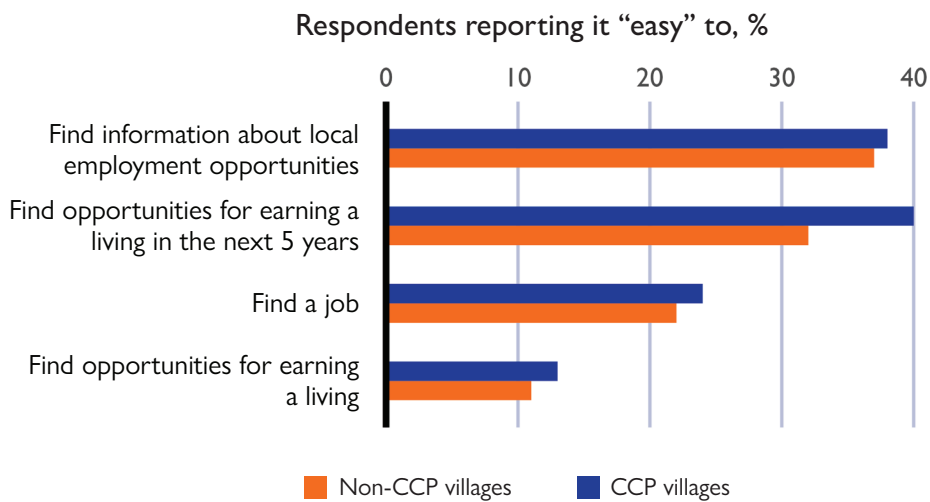
### 5.3.6. Perceptions of local economic opportunities

#### Descriptive statistics

One “hard” component of the CCP was to disseminate information about local livelihood opportunities, and one “soft” component of same was to foster hopefulness around improving opportunities in one’s community. In regard to perceptions of finding local economic opportunities, across CCP and non-CCP villages, 12 per cent of the respondents reported that it was “easy” to find economic opportunities at the time of data

collection, and 36 per cent reported that they believe it will become easier to find economic opportunities in the next five years. A total of 38 per cent of the respondents reported that it was “easy” to find information about local employment opportunities. These results are expected as, typically, the CCP operates in rural villages, where there are likely fewer economic opportunities as compared to urban areas. For the disaggregated analysis by CCP treatment status, see Figure 17.

Figure 17. Respondents’ perceptions of local economic opportunities by intervention group



Source: CCP Impact Evaluation Survey data (2022) and household survey with prematched data. Observations: 5,126.

#### Impact of the Community Conversations Programme

Respondents from the community sample were 3 to 5 percentage points more likely than those from the control group to report that it is “easy” to find economic opportunities within the *woreda* in which they live (see Annex 7.5). There were no effects for other variables nor for the other definitions of treatment, defined as either all respondents in the *kebele* or where the CCP operated for at least two years (see Annex 7.5).

### 5.3.7. Perceptions of migrant returnees

#### Descriptive statistics

While international migrants can gain positive reputations in their origin countries, if they do not “succeed” in meeting their or others’ expectations, they

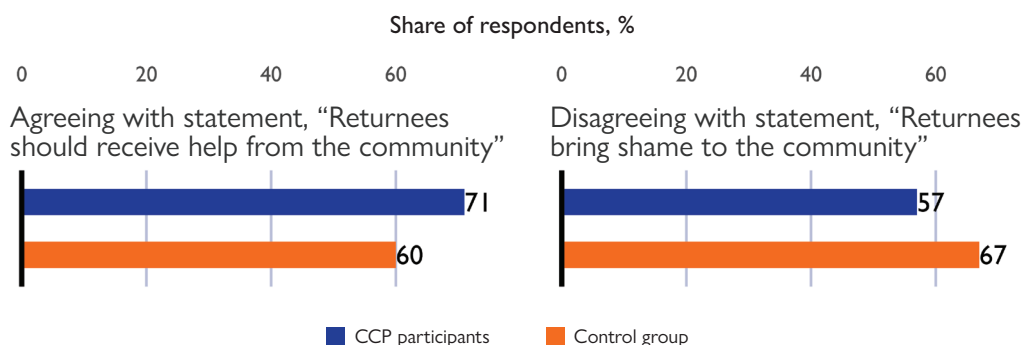
may gain negative reputations. Return migrants may experience social stigma upon return, and sources report that Ethiopian women suffer stigma disproportionately (Nisrane et al., 2021; Kowal, 2021). Stigma towards returnees may limit the support that they receive from members of their home community, may deter successful reintegration and possibly spur mental health obstacles. Incorporating perceptions of returnees into the CCP curriculum was an important aspect to foster social cohesion. Attitudes towards returnees were reportedly very similar, and overall positive, across treatment and control *kebeles*: 67 per cent of the respondents in CCP *kebeles* reported that returnees should receive support, and 63 per cent of the respondents in non-CCP *kebeles* reported the same.

### Impact of the Community Conversations Programme

For those respondents aware of the Programme, the CCP increased the belief that returnees should receive support from the community. The CCP-aware intervention group was 12 percentage points more likely to report that returnees should receive support from the community to reintegrate. While the CCP did not have a statistically

significant effect on reducing respondents' perceptions of whether returnees bring shame to their community, the CCP showed a trend of reducing the negative attitude towards returnees (see Figure 18 and Annex 7.6).<sup>18</sup> There were no effects for other definitions of treatment, defined as either all respondents in the *kebele* or where the CCP operated for at least two years (see Annex 7.6).

Figure 18. Effects of the Community Conversations Programme on attitudes towards returnees



Source: CCP Impact Evaluation Dataset (2022).

Note: See Section 4.4 for the statistical modelling of outcomes. Based on 368 observations. See Annex 7.6 for more information – model 1. See Annex 4 for a description and the operationalization of model variables. The x-axis reflects the total percentage of respondents who answered "disagree" (left panel) and "agree" (right panel). There might be small differences in the figures due to rounding off.

### 5.3.8. Civic participation and attitudes towards local authorities

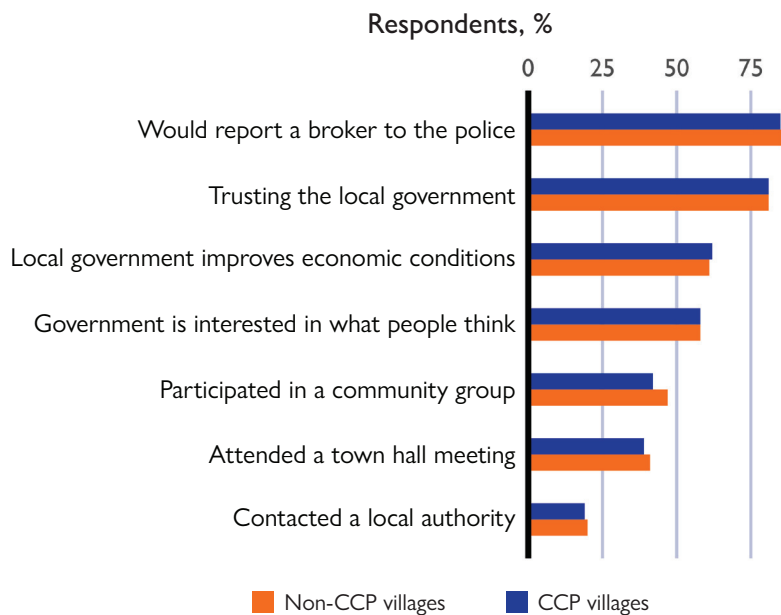
#### Descriptive statistics

The CCP included a community leadership component to better coordinate with local authorities and amplify CCP messages for a wider audience. The survey data showed that most of the respondents in CCP *kebeles* reported trusting local authorities (81%), most would

report a broker to the police (85%), and slightly more than half reported believing that the Government is both interested in what they think (58%) and working to improve local livelihoods (62%). Although these findings indicate a positive relationship with authorities, there were minimal differences between CCP and non-CCP *kebeles* with regard to these indicators (see Figure 19).

<sup>18</sup> Statistical significance was not found for this variable, but the direction of the effect was towards reducing negative attitudes towards returnees.

Figure 19. Interactions with local authorities by treatment status



Source: CCP Impact Evaluation Survey data (2022) and household survey with prematched data. Observations: 5,126.

#### Impact of the Community Conversations Programme

The CCP did have a positive effect on civic participation for those in the CCP-aware group (see Annex 7.8). In contrast to the control group, CCP-aware respondents were 24 to 30 percentage points more likely to attend a town hall meeting and 15 to 20 percentage points more likely to contact a local authority to solve a problem

(see Annex 7.8).<sup>19</sup> The effect was concentrated among men who had completed primary education. No other civic participation variables were affected by the CCP. There were no effects for other variables nor for the other definitions of treatment, defined as either all respondents in the *kebele* or where the CCP operated for at least two years (see Annex 7.8).

<sup>19</sup> Results vary slightly depending on the two matching models.



# 6

## CONCLUSIONS

By implementing awareness-raising interventions, IOM is committed to promoting safer migration, by supporting informed decision-making, reducing the risks associated with irregular migration routes, and resourcing access to regular migration routes and livelihood options. Alongside this, IOM is committed to implementing evidence-based programmes that are underscored by robust evaluations to ensure that learning leads programming.

The Community Conversations Programme (CCP) in Ethiopia used an innovative approach by relying on community-led messaging, intended to be carried out over a long period of time, as a grass-roots method to spread information. The CCP aimed to empower young community members to engage with local leaders (teachers, religious leaders, as well as youth and women's groups leaders) to address information needs with regard to the risks of irregular migration, safe migration pathways and local livelihood options through community forums. The CCP Impact Evaluation was initiated within a larger effort by IOM to assess the actual effects of awareness-raising and information campaigns. The research assessed the implementation of the campaign and its effects on intentions, self-assessed information, knowledge, perceptions and intentions around migration.

Operating in a complex environment marked by COVID-19 and armed hostilities, the CCP achieved key implementation milestones. Survey results demonstrated that the majority of facilitators retained and absorbed the facts presented in the CCP Manual. Furthermore, facilitators reported resounding, positive experiences in conducting the CCP and felt that the intervention benefited their community. The community forums engaged in leadership those groups of individuals who are not traditionally included in leadership roles, including youth and women. The CCP was a vehicle for the interaction between local authorities and communities to discuss migration topics.

In light thereof, the CCP demonstrated the largest impact among individuals who were aware of the community forums. A total of 87 per cent of the individuals aware of the campaign trusted its messages. For this treatment group, the CCP increased subjective information levels, perceptions of access to official information about regular migration pathways, positive attitudes towards reintegration of returnees, civic participation and engagement with local authorities.

One key assumption of the CCP is that information provided through conversations and forums spreads throughout the community. Yet the evaluation results call for a closer look at this assumption as most of the effects in this evaluation were observed not for the larger community but for the minority of its members who were aware of the Programme. Future projects need to invest more energy in targeting information interventions to specific subgroups for whom migration-related information is more relevant.

The CCP is a relevant method to raise awareness of irregular migration risks and foment informed decision-making regarding migration. In line with the literature on transformative communication, the Programme is a space to begin generating changes and inform migration decisions but is not the place where such changes and behavioural transformations end. Below the research team provides recommendations to strengthen outcomes where shortcomings were identified for future awareness-raising programmes.

# 7

## RECOMMENDATIONS

### 1. Invest in and include monitoring throughout programme implementation

Impacts were clustered among individuals explicitly aware of the Community Conversations Programme (CCP). Incorporating more robust and routine monitoring might enable teams to raise attention and provide the necessary awareness support, as well as identify the ideal balance of programme length with beneficial impacts. For example, it may be worthwhile to routinely assess the uptake of the messaging in the community so that messages stay relevant, and to identify how often facilitators should meet with community leaders. As has been noted, those explicitly aware of the CCP and those with strong relationships with their Government of Ethiopia administrators reported more beneficial outcomes, so monitoring engagement more often would ensure greater impact.

### 2. Continue developing impact evaluation and research studies to better inform programmes

There are many questions that are worthwhile to investigate: How might information change behaviour? What are the ways that different networks are influenced by the CCP in their decisions regarding migration? Would the Programme benefit from more localized content and message framing? Do effects fade over time? There is a growing body of evidence on the opportunities and limits of awareness-raising campaigns, but more needs to be done. Robust documentation of programme effects and incorporating learnings into IOM programming will improve the impact.

### 3. Improve *kebele* targeting

As shown in the results section, control villages reported as much or more interest in migration-related topics as an average CCP village. To make sure the CCP takes place in villages where it can have a relevant audience, flow monitoring data from the Displacement Tracking Matrix can be analysed along with the pre-census cartographic database of enumeration areas from the Ethiopian Statistical Service. Instead of prioritizing origin *kebeles* with the highest total numbers of flows, a rate of migration propensity can be calculated using the *kebele* population as denominator and the flows as numerator. This way, not just the biggest *kebeles* are targeted but also those where inhabitants have the highest probability of migrating via an irregular route.

### 4. Embrace targeting of individuals and content

There is a widespread demand for information about migration, with 67 per cent of all respondents desiring more information about migration and less than 8 per cent considering migrating irregularly. While generating awareness within the whole village is important, more actions should be taken to target the narrow group of people who are considering moving abroad without the necessary documents. Moreover, whereas the CCP had a heavy emphasis on irregular migration risks, respondents were already quite aware of them, and other topics where they had knowledge gaps, such as regular migration pathways and migrant rights, were less touched upon.

Given this issue, segmenting specific messages for different audiences based on a needs assessment can help to improve the quality of the campaign (Hebie et al., 2023). Creatively pairing targeting methods, such as spreading generalizable messages or messages that require greater degrees of trust via word of mouth, and

then simultaneously targeting those who are most interested in migration via an additional method, should be considered. In the example of the CCP, it may be useful to spread the broader CCP topics via word of mouth, but concrete information on regular migration pathways and referrals to reliable livelihood placement agencies could be delivered directly to populations who demonstrate an intent to migrate.

With regard to the campaign topics, the largest effects of the CCP were associated with the spread of information about regular migration pathways. Future iterations should build upon this finding and scale up the spread of information about migrant workers' rights abroad, information on how to migrate regularly, and contact details for organizations that offer technical skills training for jobs abroad and/or overseas employment agencies.

## 5. Amplify the representation of youth and women

The CCP engaged youth facilitators and women's groups leadership more than other participant profiles. Broadly speaking, there have been fewer opportunities afforded to youth and women within Ethiopian society. Adopting this finding as a strategic platform and embracing the engagement of youth and women within future programme models will offer opportunities for civic engagement to new profiles, who may have fewer competing opportunities.

## 6. Complement the Community Conversations Programme where effects were limited

It is worthwhile to consider combining awareness-raising with complementary alternatives, including access to vocational training or alternative destinations with available migration pathways. Migration knowledge, attitudes towards risks, behaviours, and perceptions of livelihood alternatives are heavily influenced by structural factors that are difficult to change in the short term, such as socioeconomic conditions, cultural values and labour market dynamics. It may be worthwhile to address these more contextual aspects with programme methods that go beyond information and awareness-raising. The CCP has started addressing structural obstacles by including a livelihood investment component to the Programme since 2019, but the impact of the livelihood component was outside the scope of this evaluation.

# TECHNICAL ANNEX

## 1. Community Conversations Programme sessions

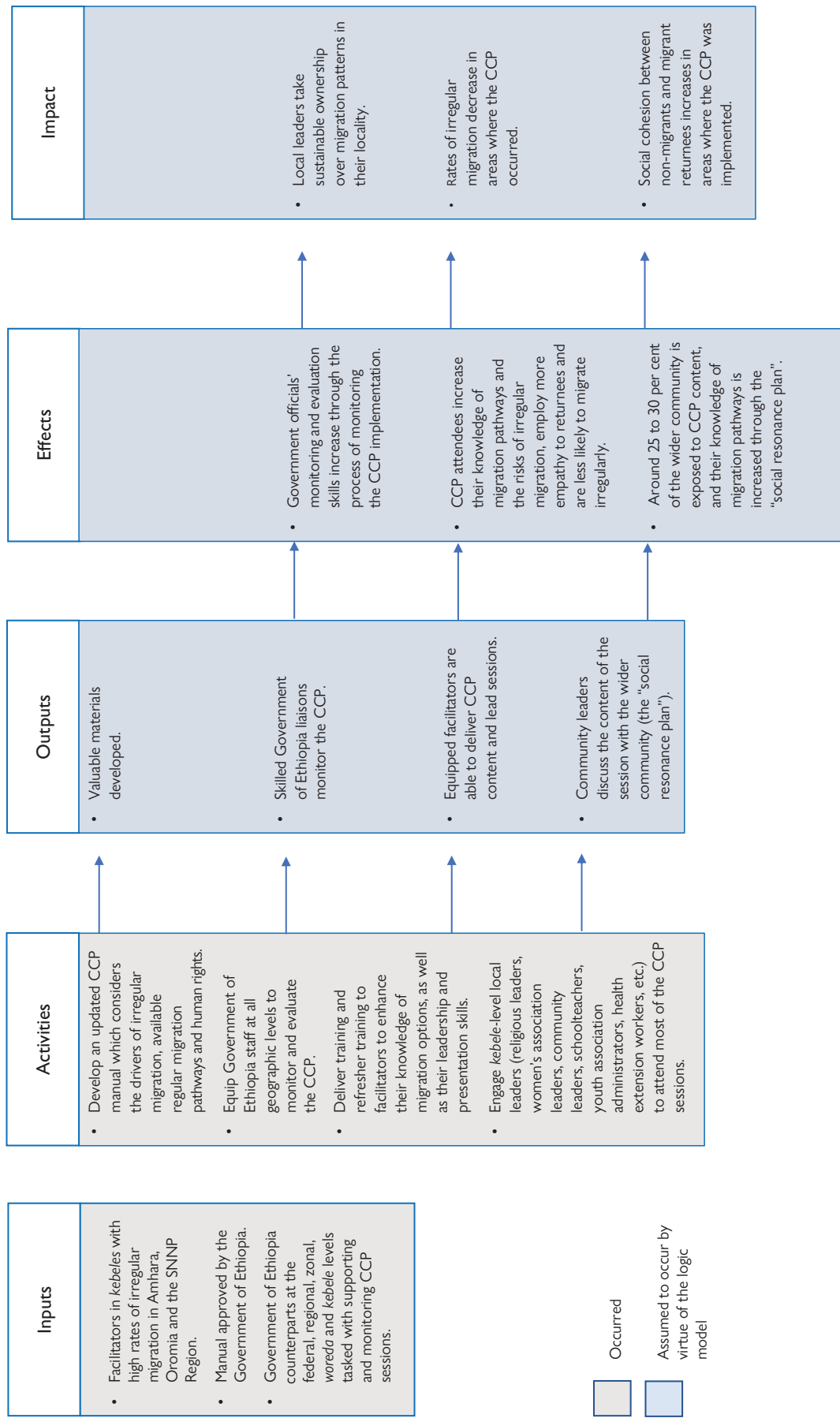
Session topics	Minutes	Methodology
Self-introduction, ground rules and expectations	90	Question and answer, brainstorming and plenary
Roles of actors in the Community Conversations Programme (CCP)	60	Pickup car model, brainstorming and plenary
The concepts of migration	45	Brainstorming and plenary
Causes of migration	90	Debate and plenary session
Trends of migration	90	Plenary session
Types of migration	60	Group work, oral presentation and plenary
Trafficking in persons (definition, causes and consequences)	210	Different methods
Smuggling of migrants	60	Group discussion
Actors in irregular migration	60	Group discussion
Defining and understanding gender	60	Question and answer, brainstorming
Participation of women	60	Group discussion (gender audit)
Understanding gender in the realm of migration	90	Group discussion
Migration causes, effects and benefits are engendered	90	Case analysis
Gender equality in migration management	50	Role play
The concept of women empowerment	90	Discussion and experience of a model woman
The Overseas Employment Proclamation (OEP) (923/2016)	60	Brainstorming in buzz groups and plenary
Overseas employment exchange	60	Case analysis, question and answer
Types of overseas employment	60	Group discussion
Rights and obligations of the worker	60	Group work, group work presentation
Costs and benefits of regular migration	90	Group work, dialogue and plenary
Role of overseas employment to reduce irregular migration	45	Group work and plenary
Understanding and using rural job-creation opportunities	120	Case analysis and open discussion
Mapping community assets and resources	90	Group work and plenary
Identifying and understanding social norms and values	90	Brainstorming, plenary and reflection
The importance of family discussion for job creation	60	Group discussion, brainstorming
Beyond the rhetoric	40	Group discussion, brainstorming
The need to develop good models	40	Case analysis
Role of the government in job-creation opportunities	60	Group discussion
Stakeholders and referrals for job creation	45	Group discussion
Individual psychosocial reintegration of returnees	60	Case analysis
Individual social reintegration of returnees	60	Brainstorming
Individual economic reintegration of returnees	60	Group work

Session topics	Minutes	Methodology
Community-based psychosocial reintegration of returnees	50	Group work
Community-based social reintegration of returnees	40	Brainstorming
Community-based economic reintegration of returnees	50	Group work
The concept of structural reintegration	60	Presentation
Sustainable reintegration	60	Group discussion
Stakeholders and referrals in the reintegration of returnees	145	Different approaches
Post-reintegration follow-up, coaching and mentoring	50	Brainstorming
Vision building	90	Debate, brainstorming and plenary
Community action plan	120	Brainstorming and plenary discussion session
Community by-law	180	Brainstorming, reflection and plenary discussion
Sustaining the CCP	45	Plenary session
Participatory monitoring	90	Group work, presentation and plenary session
Reporting	90	Group work, presentation and plenary session

## 2. Community Conversations Facilitators' Manual table of contents

Session	Main topic	Subtopics
1	Introduction	
2	Self-introduction, expectations from the CCP process, ground rules and roles of actors in the CCP	(a) Self-introduction, expectations and ground rules (b) Roles of actors in the CCP
3	Migration	(a) The concepts of migration (b) Causes of migration (c) Trends of migration (d) Types of migration (e) Actors in irregular migration, trafficking in persons and smuggling of migrants
4	Gender equality and women empowerment	(a) Gender in migration management (b) Gender equality in migration management (c) Women empowerment
5	Overseas employment	(a) The Overseas Employment Proclamation (Proclamation No. 923/2016) (b) Overseas employment exchange
6	Sustainable livelihood	(a) Understanding the concept of sustainable livelihoods (b) Community assets and social norms (c) The importance of discussion to create jobs and generate local livelihood options (d) Beyond the rhetoric (e) The importance of having good role models (f) Government role in job creation and livelihood diversification (g) Stakeholders and referrals for job creation and sustainable livelihoods
7	Referral and reintegration of returnees	(a) Individual reintegration (b) Community-based reintegration support (c) Structural reintegration support (d) Sustainability of reintegration (e) Referrals in the reintegration of returnees
8	Vision-building	
9	Community action plan	
10	The community by-law	
11	Sustaining community conversation	
12	Monitoring and reporting	(a) Participatory monitoring (b) Reporting

### 3. Retroactive logic model of the Community Conversations Programme





## 4. Description and operationalization of variables

### 4.1. Main outcome variables

Section	Theme	Concept	Item	Original scale	Recoded scale*
Subjective information					
5.3.1	Subjective information level	Risk and opportunities	To what extent do you think you are aware of the risks and opportunities of migration?	1 – Very uninformed 2 – Uninformed 3 – Informed 4 – Very informed 5 – Neutral 88 – Don't know 98 – No answer	0 = 1, 2, 5 (not informed, neutral) 1 = 3, 4 (informed) Missing = 88, 98
	Subjective information level	Demand for information	In the last 12 months, did you try to find more information on the risks and opportunities of migration?	1 – Yes 0 – No 88 – Don't know 98 – No answer	0 = 0 (no) 1 = 1 (yes) Missing = 88, 98
	Subjective information level	Preference for more information	Would you like to have more information about the risks and opportunities of migration?	1 – Yes 0 – No 88 – Don't know 98 – No answer	0 = 0 (no) 1 = 1 (yes) Missing = 88, 98
Knowledge about migration					
5.3.3	Awareness of migrant workers' rights	Complain if paid less than agreed	Do you expect to have the ability to make a complaint if the employer abroad were to pay less than what was agreed upon?	1 – Yes 0 – No 88 – Don't know 98 – No answer	0 = 0 (no) 1 = 1 (aware of rights) Missing = 88, 98
	Awareness of migrant workers' rights	Have freedom to resign	Do you expect to have the freedom to terminate the employment?	1 – Yes 0 – No 88 – Don't know 98 – No answer	0 = 0 (no) 1 = 1 (aware of rights) Missing = 88, 98
	Awareness of migrant workers' rights	Have a written contract	Do you expect to have a written work contract?	1 – Yes 0 – No 88 – Don't know 98 – No answer	0 = 0 (no) 1 = 1 (aware of rights) Missing = 88, 98
	Awareness of migrant workers' rights	Refuse requests from employer	Do you expect to have the ability to refuse demands by the employer?	1 – Yes 0 – No 88 – Don't know 98 – No answer	0 = 0 (no) 1 = 1 (aware of rights) Missing = 88, 98
	Awareness of irregular migration, smuggling, and trafficking in persons (TiP)	Irregular migration	As far as you know, which of the following is a case of irregular migration?	1 – Move to a foreign country to live and work without the necessary papers 2 – Move to a foreign country to live and work without informing my family 88 – Don't know 98 – No answer	0 = 2 (no) 1 = 1 (knows) Missing = 88, 98

\* Variables were recoded for ease of interpretation on substantive and distributional grounds.

Section	Theme	Concept	Item	Original scale	Recoded scale
Knowledge about migration					
5.3.3	Awareness of irregular migration, smuggling, and TiP	TiP victims can be deceived by false promises	Is this true or false? Trafficked persons receive good pay for their services and enjoy generous benefits after they reach their destination.	1 – True 2 – False 88 – Don't know 98 – No answer	0 = 1 (no) 1 = 2 (knows) Missing = 88, 98
	Awareness of irregular migration, smuggling, and TiP	Migrant smuggling	Which of the following is a case of smuggling of migrants?	1 – Pay someone to help me get to my foreign destination without the necessary papers 2 – Move to a foreign country to live and work without informing my family 88 – Don't know 98 – No answer	0 = 2 (no) 1 = 1 (knows) Missing = 88, 98
	Awareness of irregular migration, smuggling, and TiP	TiP does not end when the victim arrives in the destination country	Is this true or false? Trafficking in persons always ends when the migrant arrives in the destination country.	1 – True 2 – False 88 – Don't know 98 – No answer	0 = 1 (no) 1 = 2 (knows) Missing = 88, 98
	Awareness of irregular migration, smuggling, and TiP	Existence of regular migration laws (Overseas Employment Proclamation, OEP)	As far as you know, which one is true? The OEP defines the rights of those who seek to work abroad. Or the Proclamation defines the rights of those who seek education abroad.	1 – Rights of those who seek to work abroad 2 – Rights of those who seek education abroad 88 – Don't know 98 – No answer	0 = 2 (no) 1 = 1 (knows) Missing = 88, 98
	Awareness of irregular migration, smuggling, and TiP	Visa issuance and transportation are covered by the employer	As far as you know, according to the OEP, who covers the expenses for the visa issuance and round-trip transport of those seeking a job abroad – the migrant or the employer?	1 – The migrant 2 – The employer 88 – Don't know 98 – No answer	0 = 1 (no) 1 = 2 (knows) Missing = 88, 98
	Journey cost	Financial cost of irregular journey for migrants to Europe/Gulf Cooperation Council (GCC) countries	Imagine a person interested in leaving Ethiopia by land and water to live and work in another country without the necessary papers. How much money would this person typically have to pay upfront in Ethiopian birr (ETB), if they wanted to reach ... Europe/GCC countries?	ETB	USD. Average exchange rate in 2022: 1 ETB = 0.0193 USD.

Section	Theme	Concept	Item	Original scale	Recoded scale
Knowledge about migration					
5.3.3	Journey cost	Personal payment for irregular journey to Europe/GCC countries	Now, suppose you are interested in leaving Ethiopia to move to another country to live and work, and that someone promises to help you to travel by land and water and without the necessary papers. What would be a reasonable amount, in birr, that you would pay to this person if you were going to ... Europe/GCC countries?	ETB	USD. Average exchange rate in 2022: 1 ETB = 0.0193 USD.
	Income in the destination country	Income for Ethiopians in the destination country	How much do you think is the personal income per month, in birr, for Ethiopian migrants living in ... Europe/GCC countries?	ETB	USD. Average exchange rate in 2022: 1 ETB = 0.0193 USD.
	Income in the destination country	Personal income in the destination country	If you were living in the following destinations (Europe/GCC countries), how much money do you think you could earn per month, in birr?	ETB	USD. Average exchange rate in 2022: 1 ETB = 0.0193 USD.
Risk perceptions					
5.3.4	Risks of moving to destination	Experience physical injury or illness	How likely do you think it would be for these obstacles to occur to you personally if you attempted to migrate to Europe/GCC countries by land and water, without the necessary documents?	1 – Very likely 2 – Somewhat likely 3 – Somewhat unlikely 4 – Very unlikely 88 – Don't know 98 – No answer	0 = 3, 4 (unlikely) 1 = 1, 2 (likely) Missing = 88, 98
	Risks of moving to destination	Die			
	Risks of moving to destination	Be a victim of sexual abuse or sexual violence			
	Risks of moving to destination	Witness the death of someone			
	Risks of moving to destination	Be deported			
	Risks of moving to destination	Be imprisoned			
	Risks of moving to destination	Work without pay			
	Probability of finding a job in the destination country	Chances to find a job: Europe/GCC countries	How likely do you think it would be to find work if you left Ethiopia to live or work without the necessary papers in Europe/GCC countries?	1 – Very likely 2 – Somewhat likely 3 – Somewhat unlikely 4 – Very unlikely 88 – Don't know 98 – No answer	0 = 3, 4 (unlikely) 1 = 1, 2 (likely) Missing = 88, 98
	Probability of arriving in the destination country	Chances to arrive: Europe/GCC countries	If 10 people were to leave Ethiopia to live or work in another country, without the necessary papers, how many out of these 10 do you think would make it to their destination, if they hope to go to ... Europe/GCC countries?	Numeric: 0–10 88 – Don't know 98 – No answer	n/a

Section	Theme	Concept	Item	Original scale	Recoded scale
<b>Intentions to migrate</b>					
5.3.4	Migration	Preference to migrate	Would you like to go and live in another country sometime during the next five years, or would you prefer to stay in Ethiopia?	1 – Go 0 – Stay 88 – Don't know 98 – No answer	0 = 0 (no) 1 = 1 (yes) Missing = 88, 98
	Migration	Consideration to migrate	Are you seriously considering leaving Ethiopia to go live in another country?	1 – Yes 0 – No 88 – Don't know 98 – No answer	0 = 0 (no) 1 = 1 (yes) Missing = 88, 98
	Migration	Planning to migrate in the next 12 months	Have you made concrete plans to move to this country within one year from now?	1 – Yes 0 – No 88 – Don't know 98 – No answer	0 = 0 (no) 1 = 1 (yes) Missing = 88, 98
	Migration	Considering irregular migration	If you were unable to get the necessary papers, like a visa, to leave Ethiopia to live and work in another country, would you still try to do it?	1 – Yes 0 – No 88 – Don't know 98 – No answer	0 = 0 (no) 1 = 1 (yes) Missing = 88, 98
<b>Economic opportunities at home</b>					
5.3.4	Opportunities	A local job	How easy or difficult is it to find a good job in [WOREDA NAME]? Would you say that it is ...	1 – Very easy 2 – Easy 3 – Difficult 4 – Very difficult 88 – Don't know 98 – No answer	0 = 3, 4 (difficult) 1 = 1, 2 (easy) Missing = 88, 98
	Opportunities	Opportunities for earning a living	In general, do you find that earning a living and feeding a family in [WOREDA NAME] is ... ?	1 – Easy 2 – Manageable 3 – Difficult 88 – Don't know 98 – No answer	0 = 2, 3 (manageable, difficult) 1 = 1 (easy) Missing = 88, 98
	Opportunities	Opportunities for earning a living in the next five years	And how do you expect it will change over the next five years? Do you expect opportunities for earning a living and feeding a family in [WOREDA NAME] to ...	1 – Become easier 2 – Stay the same 3 – Become more difficult 88 – Don't know 98 – No answer	0 = 2, 3 (same, more difficult) 1 = 1 (easier) Missing = 88, 98
	Opportunities	Information on local employment	How easy or difficult is it to find information about local economic opportunities?	1 – Very easy 2 – Easy 3 – Difficult 4 – Very difficult 88 – Don't know 98 – No answer	0 = 3, 4 (difficult) 1 = 1, 2 (easy) Missing = 88, 98
<b>Perception of returnees</b>					
5.3.4	Returnees	Returnees bring shame to the community	Migrants that return from abroad bring shame to the community. Do you agree or disagree?	1 – Disagree 2 – Neither agree nor disagree 3 – Agree 88 – Don't know 98 – No answer	0 = 2, 3 (agree, neutral) 1 = 1 (disagree) Missing = 88, 98
	Returnees	Returnees should receive help from the community	Migrants that return from abroad should receive help from the community. Do you agree or disagree?	1 – Disagree 2 – Neither agree nor disagree 3 – Agree 88 – Don't know 98 – No answer	0 = 1, 2 (disagree, neutral) 1 = 3 (agree) Missing = 88, 98

Section	Theme	Concept	Item	Original scale	Recoded scale
Perception of access to information about regular migration					
5.3.4	Access to information	Migrating regularly	Find accurate information from official sources on how to migrate with the necessary papers?	1 – Very easy 2 – Easy 3 – Difficult 4 – Very difficult	0 = 3, 4 (difficult) 1 = 1, 2 (easy) Missing = 88, 98
	Access to information	Getting a passport	Getting a passport?	88 – Don't know 98 – No answer	
	Access to information	Skills training for a job abroad	Find an organization that could provide you with technical or vocational education and training which would certify you for a job abroad?		
	Access to information	Private employment agency	Find a trustworthy private employment agency to find a job abroad?		
Interaction with local authorities					
5.3.4	Interactions	Local government improves economic conditions	How much do you agree or disagree with this statement: "In this community, local government officials are working to improve the economic conditions of the people"?	1 – Disagree 2 – Neither agree nor disagree 3 – Agree 88 – Don't know 98 – No answer	0 = 1, 2 (disagree, neutral) 1 = 3 (agree) Missing = 88, 98
	Interactions	Government is interested in what people think	Those who govern this country are interested in what people like you think. Do you agree or disagree?	1 – Disagree 2 – Neither agree nor disagree 3 – Agree 88 – Don't know 98 – No answer	0 = 1, 2 (disagree, neutral) 1 = 3 (agree) Missing = 88, 98
	Interactions	Trusting the local government	How much do you trust the local government council?	1 – Completely 2 – Mostly 3 – A little 4 – Not at all 88 – Don't know 98 – No answer	0 = 3, 4 (no trust) 1 = 1, 2 (trust) Missing = 88, 98
	Interactions	Participated in a community group	During the past year, have you participated in any kind of volunteering or community group?	1 – Yes 0 – No 88 – Don't know 98 – No answer	0 = 0 (no) 1 = 1 (yes) Missing = 88, 98
	Interactions	Attended a town hall meeting	During the past year, have you attended a community or town hall meeting?	1 – Yes 0 – No 88 – Don't know 98 – No answer	0 = 0 (no) 1 = 1 (yes) Missing = 88, 98
	Interactions	Contacted a local authority	During the past year, have you contacted a local council member or traditional leader about some important problem or to give them your views?	1 – Yes 0 – No 88 – Don't know 98 – No answer	0 = 0 (no) 1 = 1 (yes) Missing = 88, 98
	Interactions	Report a broker to the police	If given the opportunity, I would report migration brokers to the police.	1 – Disagree 2 – Neither agree nor disagree 3 – Agree 88 – Don't know 98 – No answer	0 = 1, 2 (disagree, neutral) 1 = 3 (agree) Missing = 88, 98

## 4.2. Covariates and matching variables

Variable	Scale
Individual level	
Working	0 = No 1 = Yes
Internet use	0 = No 1 = Daily, weekly, monthly
Education level	0 = No education 1 = Some primary 2 = Some secondary 3 = Some tertiary
Previous international migration experience	0 = No 1 = Yes
Religion	0 = Christian 1 = Muslim
Internal migrant in Ethiopia	0 = No 1 = Yes
Receiving remittances	0 = No 1 = Yes
Household has migrant that went missing	0 = No 1 = Yes
Family status	0 = Not married 1 = Married
Sex	0 = Male 1 = Female
Experiencing ethnic violence (having said yes to any of the following: forced displacement, sexual violence, threats, losing a family member)	0 = No 1 = Yes
Asset wealth <sup>a</sup>	1 = Low 2 = Medium 3 = High
Age	Continuous
Affected by environmental problems (droughts, floods, less fertile land, crop or livestock disease)	0 = No 1 = Yes
Able to save at the end of the month	0 = No 1 = Yes
Village level <sup>b</sup>	
Share of households with a member that left Ethiopia in 2019	Continuous
Distance to health facility (km)	Continuous
Distance to market (km)	Continuous
Distance to secondary school (km)	Continuous
Regions of Ethiopia	1 = Oromia 2 = SNNP Region 3 = Amhara
Piped water available	0 = No 1 = Yes
Rural village	0 = Urban 1 = Rural
Total number of households in the enumeration area <sup>c</sup>	Continuous

<sup>a</sup> Please refer to Córdova (2009) for details on the construction of the asset wealth index. The index was constructed separately for urban and rural enumeration areas. Included were the following items: television, radio, satellite dish, sofa set, bicycle, refrigerator, private car or motorcycle, computer and mobile phone.

<sup>b</sup> Data collected in the community questionnaire.

<sup>c</sup> Provided by the 2018/2019 census data.

## 5. Matching procedure

As discussed in Section 3 (“Evaluation methodology and data”) of the main report, matching CCP *kebeles* with non-CCP *kebeles* was done to estimate programme effects. The matching method selected allows covariate prioritization to increase treatment–control comparability on covariates of critical importance (Page et al., 2020). In addition, the following continuous *kebele*-level variables were coarsened into six categories (sextiles): number of households in the enumeration area, distance to local markets, distance to schools, distance to health facilities, and 2019 share of households in the village with a member that is abroad (Pimentel et al., 2023). Different sets of variables for the two matching procedures were used as follows:

- Community treatment sample
  - Match 1: Region<sup>1</sup> and distance to health facilities
  - Match 2: Region, distance to health facilities, and rural/urban village
- Two years of continual CCP sessions
  - Match 1: Distance to local markets and distance to health facilities
  - Match 2: Distance to local markets, distance to health facilities, and rural/urban village
- CCP-aware individuals
  - Match 1: Distance to health facilities and region
  - Match 2: Distance to local markets and access to piped water

### 5.1. Balance before matching

The table below displays the mean for treatment and control groups, as well as the standardized mean difference (SMD)<sup>2</sup> for the three intervention samples (community, the CCP with a duration of two years, and individuals aware of the CCP). Before matching, there were noteworthy differences in characteristics across treatment and control villages both at the village and individual levels. CCP villages tended to be more concentrated in the Southern Nations, Nationalities and Peoples’ (SNNP) Region, with closer access to markets, education and health facilities, and with greater access to piped water than respondents in non-CCP *kebeles*. In CCP *kebeles*, respondents reported that they received more money from remittances, have higher educational attainment, have higher household asset wealth and used the Internet more frequently.

Table a1. Covariate balance before matching

Covariates	Community sample			Two years of CCP intervention sample			Individuals aware of the CCP sample		
	Treated mean	Control mean	SMD	Treated mean	Control mean	SMD	Treated mean	Control mean	SMD
Village-level covariates									
Amhara	20.1	25.8	-0.14	24.2	25.8	-0.04	11.0	25.8	-0.39
Oromia	37.8	45.9	-0.16	33.5	45.9	-0.26	22.7	45.9	-0.50
SNNP Region	42.1	28.3	0.29	42.3	28.3	0.30	66.3	28.3	0.82
Distance to secondary school (km)	6.6	8.0	-0.15	6.9	8.0	-0.11	6.6	8.0	-0.15
Distance to market (km)	5.1	9.3	-0.53	4.9	9.3	-0.58	5.4	9.3	-0.52
Distance to health facility (km)	6.5	11.7	-0.43	7.1	11.7	-0.37	5.9	11.7	-0.50

<sup>1</sup> Amhara, Oromia or the Southern Nations, Nationalities and Peoples’ Region.

<sup>2</sup> The standardized mean difference for a variable is calculated as the mean difference between treatment and comparison *kebeles* or individuals, divided by the pooled standard deviation (Cochran and Rubin, 1973; Rosenbaum and Rubin, 1983). For example, the standardized mean difference for the distance to markets in the community sample is 0.52, which indicates that the difference in means is almost 0.5 standard deviations.



Covariates	Community sample			Two years of CCP intervention sample			Individuals aware of the CCP sample		
	Treated mean	Control mean	SMD	Treated mean	Control mean	SMD	Treated mean	Control mean	SMD
Village-level covariates									
Distance to health facility (km)	6.5	11.7	-0.43	7.1	11.7	-0.37	5.9	11.7	-0.50
Piped water	71.7	56.4	0.32	71.8	56.4	0.32	71.1	56.4	0.31
Total number of households in the village	135.3	132.5	0.10	138.6	132.5	0.21	130.6	132.5	-0.07
Rural (base: urban)	72.6	75.5	-0.07	71.5	75.5	-0.09	82.8	75.5	0.18
Share of households with a member that left Ethiopia in 2019	10.7	12.7	-0.11	9.5	12.7	-0.17	9.7	12.7	-0.16
Individual-level covariates									
Affected by environmental problems (yes/no)	52.5	57.4	-0.10	51.8	57.4	-0.11	68.7	57.4	0.24
Experienced ethnic violence (yes/no)	10.7	8.4	0.08	11.5	8.4	0.10	10.0	8.4	0.05
Working as main occupation (base: not working/other)	63.9	65.0	-0.02	64.1	65.0	-0.02	74.6	65.0	0.21
Able to save at the end of the month (yes/no)	40.8	36.6	0.09	41.5	36.6	0.10	45.7	36.6	0.19
Asset wealth: low (base: middle)	29.0	37.4	-0.18	27.5	37.4	-0.21	26.5	37.4	-0.24
Asset wealth: high (base: middle)	35.2	31.2	0.08	33.5	31.2	0.05	37.8	31.2	0.14
Age (years)	27.3	27.3	0.01	27.2	27.3	-0.01	29.5	27.3	0.32
Married (base: single/widow)	64.0	67.3	-0.07	63.2	67.3	-0.09	71.5	67.3	0.09
Muslim (base: other religion)	53.0	49.3	0.07	50.4	49.3	0.02	54.0	49.3	0.09
Primary education (base: no education)	45.3	47.5	-0.05	44.6	47.5	-0.06	49.1	47.5	0.03
Secondary education (base: no education)	23.4	20.5	0.07	24.7	20.5	0.10	18.2	20.5	-0.06
Tertiary education (base: no education)	12.0	8.0	0.13	12.5	8.0	0.15	14.8	8.0	0.21
Female	54.7	56.4	-0.03	53.6	56.4	-0.06	43.3	56.4	-0.26
Used Internet at least once per month (yes/no)	23.1	14.5	0.22	25.4	14.5	0.28	19.9	14.5	0.15
Spent at least 12 months abroad (yes/no)	8.9	6.4	0.09	9.7	6.4	0.12	8.3	6.4	0.07
Internal migrant within Ethiopia (yes/no)	14.2	13.0	0.03	13.8	13.0	0.02	11.3	13.0	-0.05
Household receives remittances (yes/no)	17.8	11.5	0.18	18.8	11.5	0.20	19.2	11.5	0.22
Household has migrant that went missing (yes/no)	14.2	13.0	0.04	14.0	13.0	0.03	16.8	13.0	0.11

Note: The standardized mean difference for a variable is calculated as the mean difference between treatment and control villages or respondents divided by the pooled standard deviation.

Source: CCP Impact Evaluation Dataset (2022).

## 5.2. Balance after matching

The figure below shows that balance improved significantly, and almost all covariates fall within the  $\pm 0.2$  standardized mean difference threshold, which is the rule of thumb used in the literature to deem enough comparability across the treated and control samples (Austin, 2009).

Figure a1. Covariate balance after matching



Note: The standardized mean difference for a variable is calculated as the mean difference between treatment and control villages or respondents divided by the pooled standard deviation.

Source: CCP Impact Evaluation Dataset 2022.

### 5.3. Matching procedure for disaggregated analysis

The method for using matching in moderation analysis consists in five steps (Griffin et al., 2022). First, checking for covariate overlap across treatment groups for every level of the moderator. Second, estimate weights. Third, assess balance improvements for each level of the moderator. Fourth, estimate moderated treatment effects. And finally, evaluate sensitivity to unobserved confounding. Given that the CCP's main effects were concentrated where the treatment is defined as those who are aware of the Programme, the moderation analysis is implemented in that treatment sample. The moderation variables analysed were age, education and sex. The following variables were prioritized for matching:

- Age
  - 18–25: region, access to piped water and distance to local markets
  - 26–40: region and distance to local markets
- Education
  - Primary completed or lower: region, distance to local markets, and rural/urban *kebele*
  - Secondary or higher: region and distance to health infrastructure
- Sex
  - Men: region and distance to health infrastructure
  - Women: region and distance to health infrastructure

## 6. Mathematical notation and assumptions

For the mathematical notation of the causal inference estimation, please see Page et al. (2020). The estimation strategy is focused on the average causal effect on the attitudes of treated individuals caused by a village-level exposure to the CCP.

There are two key assumptions in the matching approach (ibid.). The first assumption concerns the potential spillover of the treatment into the control group, also known as the “stable unit treatment value assumption” (Rubin, 1986). Regardless of whether individuals were exposed to CCP messages via a facilitator or via word of mouth (parents or network), it is reasonable to assume for the effects of this impact evaluation that the means of communication of the CCP key messages should not lead to differences in outcomes.

The second assumption is the “selection on observables”, which has two aspects. First, any matched cluster has the same probability of treatment (Barnow et al., 1980). Second, there is sufficient overlap of covariates between control and intervention units to find enough matches. The trimming of units to find good matches reduces the number of observations; therefore, the findings can be representative only for a smaller geographic area. While there is a reduction in the sample after matching, enough units are matched to estimate Programme effects.

## 7. Treatment effects

### 7.1. Subjective level of information about migration

Sample		Migration risks and opportunities (binary)	Sought information in the last 12 months (binary)	Wishes for more information (binary)
Community: Match 1	CCP treatment effect	5.1	2.6	2.2
	Control mean (constant)	51.8	18.3	65.7
	Sample size	2 267	2 268	2 269
	Sensitivity parameter G = 5	0.020	0.022	0.002
Community: Match 2	CCP treatment effect	5.5*	3.9*	2.4
	Control mean (constant)	51.6	17.8	65.1
	Sample size	1 810	1 810	1 812
	Sensitivity parameter G = 5	0.031	0.082	0.005
Two years of the CCP: Match 1	CCP treatment effect	0.3	2.6	3.5
	Control mean (constant)	53.8	19.9	64.6
	Sample size	1 520	1 521	1 522
	Sensitivity parameter G = 5	0.004	0.136	0.021
Two years of the CCP: Match 2	CCP treatment effect	0.9	4.5*	4.2
	Control mean (constant)	53.6	18.4	63.9
	Sample size	1 352	1 353	1 354
	Sensitivity parameter G = 5	0.005	0.250	0.081
Aware of the CCP: Match 1	CCP treatment effect	13.7**	22.8**	5.9
	Control mean (constant)	54.7	19.2	68.7
	Sample size	369	369	370
	Sensitivity parameter G = 5	0.183	0.452	0.023
Aware of the CCP: Match 2	CCP treatment effect	16.4***	27.9**	9.0*
	Control mean (constant)	51.8	16.2	66.1
	Sample size	380	380	382
	Sensitivity parameter G = 5	0.254	0.348	0.043

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01

7.1.1. Interaction effects (CCP-aware sample)

	Migration risks and opportunities (binary)	Sought information in the last 12 months (binary)	Wishing for more information (binary)
Age			
Control mean (constant)	58.1	22.7	63.9
Treatment effect – older people (> 25)	14.0**	21.2***	15.0**
Control difference – younger people (18–25)	-4.5	-4.8	3.8
Interaction effect – treatment*younger people (18–25)	1.0	6.1	-5.4
Observations	351	352	
Sensitivity parameter G = 5 older people (> 25)	0.320	0.31	0.420
Sensitivity parameter G = 5 younger people (18–25)	0.190	0.46	0.320
Control mean (constant)	61.7	21.2	62.2
Treatment effect – primary education or less	11.8**	24.6***	16.1***
Control difference – secondary education or more	18.7**	2.4	1.2
Interaction effect – treatment*secondary education or more	-19.0	3.9	-19.8*
Observations	350	349	350
Sensitivity parameter G = 5 (primary or less)	0.001	0.39	0.005
Sensitivity parameter G = 5 (secondary or more)	0.400	0.48	0.470
Control mean (constant)	56.6	22.0	63.6
Treatment effect – male	16.4***	23.1***	17.2***
Control difference – female	-19.9**	-9.3	-16.8**
Interaction effect – treatment*female	12.1	-1.0	17.9*
Observations	348	347	348
Sensitivity parameter G = 5 (male)	0.150	0.24	0.190
Sensitivity parameter G = 5 (female)	0.420	0.29	0.470
Gender			

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01

## 7.2. Knowledge about migration

### 7.2.1. Awareness of migrant workers' rights

Sample		Complain if paid less than agreed (binary)	Have freedom to resign (binary)	Have a written contract (binary)	Refuse requests from employer (binary)
Community: Match 1	CCP treatment effect	-0.3	0.9	-3.9	-2.5
	Control mean (constant)	43.7	31.7	36.5	17.2
	Sample size	2 206	2 200	2 154	2 202
Community: Match 2	Sensitivity parameter G = 5	0	0	0	0
	CCP treatment effect	1.1	3.3	-1.5	-1.6
	Control mean (constant)	42.9	31.5	36.6	17.0
Two years of the CCP: Match 1	Sample size	1 758	1 754	1 720	1 760
	Sensitivity parameter G = 5	0	0.003	0	0
	CCP treatment effect	-0.6	5.0	0.3	-0.5
Two years of the CCP: Match 2	Control mean (constant)	41.9	27.9	33.4	13.2
	Sample size	1 482	1 479	1 449	1 483
	Sensitivity parameter G = 5	0	0.005	0	0
Two years of the CCP: Match 2	CCP treatment effect	1.8	7.0*	3.5	-2.3
	Control mean (constant)	39.8	25.9	30.5	14.6
	Sample size	1 321	1 318	1 287	1 320
Aware of the CCP: Match 1	Sensitivity parameter G = 5	0.003	0.042	0.002	0
	CCP treatment effect	6.5	14.1**	6.7	-2.0
	Control mean (constant)	44.7	26.8	32.8	16.4
Aware of the CCP: Match 2	Sample size	361	356	355	361
	Sensitivity parameter G = 5	0.002	0	0	0.001
	CCP treatment effect	3.0	11.1*	5.4	-0.8
Two years of the CCP: Match 2	Control mean (constant)	45.7	26.5	34.2	16.6
	Sample size	371	369	367	370
	Sensitivity parameter G = 5	0.001	0	0	0

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01

### 7.2.1.1. Interaction effects (CCP-aware sample)

	Complain if paid less than agreed (binary)	Freedom to resign (binary)	Have a written contract (binary)	Able to refuse requests from employer (binary)
Age	Control mean (constant)	45.3	33.0	34.6
	Control difference – younger people (18–25)	5.5	10.8	-0.7
	Treatment effect – older people (> 25)	4.5	2.3	6.6
	Interaction effect – treatment*younger people (18–25)	0.1	-1.2	-1.1
Observations	341	343	337	339
Education level	Sensitivity parameter G = 5 younger people (18–25)	0.01	0	0
	Sensitivity parameter G = 5 older people (> 25)	0	0	0
	Control mean (constant)	43.2	26.4	34.5
	Treatment effect – primary education or less	1.7	9.6	6.1
Control difference – secondary education or more	10.7	14.6	32.0***	-3.1
Interaction effect – treatment*secondary education or more	4.2	-1.1	-26.1**	5.4
Observations	338	338	330	337
Gender	Sensitivity parameter G = 5 (primary or less)	0	0.08	0
	Sensitivity parameter G = 5 (secondary or more)	0	0	0
	Control mean (constant)	38.7	24.5	25.2
	Treatment effect – male	8.0	10.5*	13.7**
Control difference – female	-7.4	4.2	-12.0	-3.4
Interaction effect – treatment*female	-5.5	-11.1	8.1	1.6
Observations	332	333	328	333
Sensitivity parameter G = 5 (male)	0	0	0	0
Sensitivity parameter G = 5 (female)	0.06	0	0	0

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01



7.2.2. Awareness of irregular migration, smuggling of migrants and trafficking in persons

Sample	Irregular migration (binary)	TiP victims can be deceived by false promises (binary)	Migrant smuggling (binary)	TiP does not end when the victim arrives in the destination (binary)	Existence of regular migration laws (OEP) (binary)	Visa issuance and transportation are covered by the employer (binary)
Community: Match 1	CCP treatment effect	-0.1	-2.3	-6.6**	-1.6	2.4
	Control mean (constant)	70.9	78.3	73.7	58.7	30.4
	Sample size	2 274	2 274	2 274	2 274	2 274
	Sensitivity parameter G = 5	0	0	0	0	0.016
Community: Match 2	CCP treatment effect	0.5	-2.9	-6.7**	-1.0	7.7**
	Control mean (constant)	69.3	78.0	74.1	58.2	27.8
	Sample size	1 814	1 814	1 814	1 814	1 814
	Sensitivity parameter G = 5	0.001	0	0	0	0.091
Two years of the CCP: Match 1	CCP treatment effect	-3.4	-5.0	-7.1**	-1.9	3.2
	Control mean (constant)	72.9	79.5	73.7	58.1	29.8
	Sample size	1 524	1 524	1 524	1 524	1 524
	Sensitivity parameter G = 5	0.001	0	0	0.001	0.017
Two years of the CCP: Match 2	CCP treatment effect	-0.5	-4.5	-7.0**	-0.9	0.6
	Control mean (constant)	71.3	79.4	74.9	57.7	32.3
	Sample size	1 356	1 356	1 356	1 356	1 356
	Sensitivity parameter G = 5	0.024	0	0	0.003	0.004

Sample		Irregular migration (binary)	TiP victims can be deceived by false promises (binary)	Migrant smuggling (binary)	TiP does not end when the victim arrives in the destination (binary)	Existence of regular migration laws (OEP) (binary)	Visa issuance and transportation are covered by the employer (binary)
Aware of the CCP: Match 1	CCP treatment effect	3.0	2.5	-4.0	-3.8	4.0	11.6*
	Control mean (constant)	72.1	66.6	79.6	69.7	60.3	27.6
	Sample size	370	370	370	370	370	370
	Sensitivity parameter G = 5	0.057	0.059	0	0	0.003	0.021
Aware of the CCP: Match 2	CCP treatment effect	1.5	-0.5	-4.1	-2.9	1.7	14.8**
	Control mean (constant)	73.9	68.6	78.0	69.8	62.0	24.7
	Sample size	382	382	382	382	382	382
	Sensitivity parameter G = 5	0.126	0.008	0.003	0.002	0.007	0.006

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01

### 7.2.2.1. Interaction effects (CCP-aware sample)

	Irregular migration (binary)	TIP victims can be deceived by false promises (binary)	Migrant smuggling (binary)	TIP does not end when the victim arrives in the destination (binary)	Existence of regular migration laws (OEP) (binary)	Visa issuance and transportation are covered by the employer (binary)
Age	Control mean (constant)	72.3	60.8	81.9	69.8	63.6
	Treatment effect – older people (> 25)	-0.4	9.2	-8.5*	-0.5	-5.3
	Control difference – younger people (18–25)	1.0	-4.3	1.4	-14.7*	15.6*
	Interaction effect – treatment*younger people (18–25)	5.4	-22.3**	-10.3	5.7	-2.1
	Observations	352	352	352	352	352
	Sensitivity parameter G = 5 older people (> 25)	0.007	0.192	0.001	0.009	0.001
	Sensitivity parameter G = 5 younger people (18–25)	0.003	0.005	0	0.014	0.003
	Control mean (constant)	73.0	65.0	80.4	73.6	63.3
	Treatment effect – primary education or less	-0.2	4.7	-0.7	-2.9	0.6
	Control difference – secondary education or more	-1.8	10.4	16.4**	9.6	8.1
Education level	Interaction effect – treatment*secondary education or more	1.9	-21.9*	-15.1	-7.4	-11.8
	Observations	350	350	350	350	350
	Sensitivity parameter G = 5 (primary or less)	0.008	0.014	0	0.003	0.001
	Sensitivity parameter G = 5 (secondary or more)	0.249	0.031	0.055	0.001	0.188
	Control mean (constant)	72.9	67.6	83.1	71.4	67.4
	Treatment effect – male	-2.9	0.9	-8.2*	-0.8	-3.1
	Control difference – female	-13.9**	-5.3	-5.3	-8.7	-9.1
	Interaction effect – treatment*female	10.6	5.3	10.8	25.1**	-3.3
	Observations	348	348	348	348	348
	Sensitivity parameter G = 5 (male)	0.011	0.001	0.001	0	0.013
Gender	Sensitivity parameter G = 5 (female)	0.421	0.003	0.012	0.025	0.001
						0.010

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01

### 7.2.3. Journey cost (in Ethiopian birr)

Sample		Financial cost of irregular journey for migrants – Europe	Financial cost of irregular journey for migrants – GCC countries	Personal payment for irregular journey – Europe	Personal payment for irregular journey – GCC countries
Community: Match 1	CCP treatment effect	71 962.4**	17 720.6***	63 095.6***	12 104.1***
	Control mean (constant)	95 223.8	45 684.8	53 687.9	32 567.2
	Sample size	1 208	1 718	1 202	1 584
	Sensitivity parameter G = 5	0	0	0	0
	CCP treatment effect	29 236.3*	16 947.5**	37 990.9***	12 761.4**
Community: Match 2	Control mean (constant)	95 146.7	44 935.4	58 229.9	30 214.3
	Sample size	990	1 395	976	1 275
	Sensitivity parameter G = 5	0	0	0	0
	CCP treatment effect	33 369.2	-3 800.1	21 069.9	4 401.5
	Control mean (constant)	131 582.6	64 016.8	81 362.6	36 252.4
Two years of the CCP: Match 1	Sample size	796	1 140	795	1 055
	Sensitivity parameter G = 5	0	0	0	0
	CCP treatment effect	67 969.0*	14 301.5*	28 524.7*	4 715.1
	Control mean (constant)	115 023.2	47 739.7	75 216.2	34 480.9
	Sample size	730	1 031	726	947
Aware of the CCP: Match 1	Sensitivity parameter G = 5	0	0	0	0
	CCP treatment effect	147 935.6	-36 541.9	-4 976.3	-5 110.5
	Control mean (constant)	48 126.3	79 830.3	86 469.5	38 738.7
	Sample size	181	273	184	259
	Sensitivity parameter G = 5	0	0	0	0
Aware of the CCP: Match 2	CCP treatment effect	135 847.1	-30 603.7	-7 791.3	-6 997.0
	Control mean (constant)	59 064.9	73 476.9	87 653.6	43 197.4
	Sample size	203	288	202	272
	Sensitivity parameter G = 5	0	0	0	0

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01

### 7.2.3.1. Interaction effects (CCP-aware sample)

	Financial cost of irregular journey for migrants – Europe	Financial cost of irregular journey for migrants – GCC countries	Personal payment for irregular journey – Europe	Personal payment for irregular journey – GCC countries
Age	Control mean (constant)	159 020.3	60 842.5	90 804.5
	Treatment effect – older people (> 25)	-42 464.8*	-10 257.9	-21 411.3
	Control difference – younger people (18–25)	-20 935.8	10 207.4	-2 905.6
	Interaction effect – treatment*younger people (18–25)	15 601.3	-11 157.6	10 067.6
	Observations	173	255	173
	Sensitivity parameter G = 5 older people (> 25)	0	0	0
	Sensitivity parameter G = 5 younger people (18–25)	0	0	0
	Control mean (constant)	79 957.2	46 707.5	95 941.4
	Treatment effect – primary education or less	139 760.9	8 401.1	-1 313.3
	Control difference – secondary education or more	-83 808.0	-5 782.7	-46 095.5
Education level	Interaction effect – treatment*secondary education or more	340 137.8*	22 733.1	114 990.1**
	Observations	168	258	162
	Sensitivity parameter G = 5 (primary or less)	0	0	0.002
	Sensitivity parameter G = 5 (secondary or more)	0	0	0
	Control mean (constant)	151 556.7	53 795.6	100 728.2
	Treatment effect – male	53 867.2	-2 924.0	-24 160.5
	Control difference – female	-90 241.3	-29 821.6**	8 428.8
	Interaction effect – treatment*female	-42 078.5	9 828.1	-8 157.2
	Observations	163	259	163
	Sensitivity parameter G = 5 (male)	0	0	0
Gender	Sensitivity parameter G = 5 (female)	0	0	0
	Observations	236	236	236

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01

### 7.2.4. Income in destination country (in Ethiopian birr)

Sample		Income for Ethiopian migrants – Europe	Income for Ethiopian migrants – GCC countries	Personal income – Europe	Personal income – GCC countries
Community: Match 1	CCP treatment effect	-19 514.2	-19 624.8	-10 395.0	-17 571.7
	Control mean (constant)	80 705.0	54 368.5	68 322.4	52 738.7
	Sample size	1 148	1 623	1 260	1 670
	Sensitivity parameter G = 5	0	0	0	0
Community: Match 2	CCP treatment effect	-64 310.3	-33 733.9	-37 054.2	-29 179.4
	Control mean (constant)	115 001.4	67 532.7	91 119.9	64 554.9
	Sample size	935	1 303	1 033	1 355
	Sensitivity parameter G = 5	0	0	0	0
Two years of the CCP: Match 1	CCP treatment effect	2 563.4	-789.5	3 369.1	-797.8
	Control mean (constant)	48 901.0	22 632.5	45 709.1	24 580.6
	Sample size	770	1 087	854	1 128
	Sensitivity parameter G = 5	0	0	0	0
Two years of the CCP: Match 2	CCP treatment effect	1 262.3	-5 355.9	1 399.4	-1 448.5
	Control mean (constant)	50 988.6	27 668.1	49 217.9	25 451.1
	Sample size	703	971	782	1 011
	Sensitivity parameter G = 5	0	0	0	0
Aware of the CCP: Match 1	CCP treatment effect	12 751.7	-10 060.5	5 168.5	-1 121.0
	Control mean (constant)	40 181.6	32 556.0	48 564.9	28 749.3
	Sample size	182	253	196	260
	Sensitivity parameter G = 5	0	0	0	0
Aware of the CCP: Match 2	CCP treatment effect	3 699.4	-11 034.7*	10 633.9	-2 592.9
	Control mean (constant)	44 788.6	33 233.2	40 888.2	29 984.2
	Sample size	200	265	213	276
	Sensitivity parameter G = 5	0	0	0	0

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01



### 7.2.4.1. Interaction effects (CCP-aware sample)

	Income for Ethiopian migrants – Europe	Income for Ethiopian migrants – GCC countries	Personal income – Europe	Personal income – GCC countries		
Age	Control mean (constant)	52 714.4	24 702.4	42 357.5	21 684.3	
	Treatment effect – older people (> 25)	1 423.8	-461.4	6 591.0	10 847.8*	
	Control difference – younger people (18–25)	13 685.2	173.4	25 476.3*	9 959.4	
	Interaction effect – treatment*younger people (18–25)	-17 650.1	-5 157.0	-29 752.8	-21 434.4**	
	Observations	172	245	190	253	
	Sensitivity parameter G = 5 older people (> 25)	0	0	0	0	
	Sensitivity parameter G = 5 younger people (18–25)	0	0	0	0	
	Education level	Control mean (constant)	59 677.3	23 248.6	51 526.2	22 540.9
		Treatment effect – primary education or less	-11 601.1	-849.0	117.2	8 439.1
		Control difference – secondary education or more	-9 456.2	-5 726.5	-28 202.5	-6 926.3
Interaction effect – treatment*secondary education or more		-4 958.4	-1 660.8	26 499.9	9 753.6	
Observations		162	241	175	247	
Sensitivity parameter G = 5 (primary or less)		0	0.001	0	0.001	
Sensitivity parameter G = 5 (secondary or more)		0	0	0	0	
Gender		Control mean (constant)	49 770.8	22 264.6	49 987.5	21 424.7
		Treatment effect – male	-4 465.4	2 408.3	1 559.0	7 641.5
		Control difference – female	8 727.8	-240.7	-3 218.4	2 054.9
	Interaction effect – treatment*female	-36 519.1	-12 490.0	-22 433.6	-13 506.5	
	Observations	162	247	186	252	
	Sensitivity parameter G = 5 (male)	0	0	0.001	0	
	Sensitivity parameter G = 5 (female)	0	0	0	0	

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1  
 \*\* p < 0.05  
 \*\*\* p < 0.01



### 7.3. Risk perceptions

#### 7.3.1. Risks of moving to Europe – binary

Sample	CCP treatment effect	Injury	Die	Sexual violence	Witnessing death	Deportation	Imprisonment	Losing all money
Community: Match 1	CCP treatment effect	-2.1*	-1.7	0.0	0.5	-0.1	-2.3**	4.0*
	Control mean (constant)	98.2	97.6	94.9	94.4	94.6	97.9	83.2
	Sample size	2 206	2 208	2 202	2 184	2 196	2 201	2 176
Community: Match 2	Sensitivity parameter G = 5	0	0	0	0	0	0	0
	CCP treatment effect	-2.4*	-0.9	0.3	2.0	-0.6	-1.6	4.5*
	Control mean (constant)	98.2	97.1	94.5	93.2	95.0	97.8	81.9
Two years of the CCP: Match 1	Sample size	1 768	1 769	1 762	1 750	1 757	1 762	1 735
	Sensitivity parameter G = 5	0	0	0	0	0	0	0
	CCP treatment effect	-1.0	-0.5	-0.1	1.4	-0.2	-1.9	5.5**
Two years of the CCP: Match 2	Control mean (constant)	97.9	97.1	94.7	94.6	95.8	98.0	83.7
	Sample size	1 489	1 490	1 487	1 479	1 479	1 488	1 466
	Sensitivity parameter G = 5	0	0.001	0	0.004	0	0	0.003
Aware of the CCP: Match 1	CCP treatment effect	-1.3	-0.2	0.4	2.6	1.1	-1.0	6.7**
	Control mean (constant)	97.6	96.7	93.5	93.5	94.9	97.3	82.5
	Sample size	1 330	1 330	1 330	1 319	1 325	1 330	1 308
Aware of the CCP: Match 2	Sensitivity parameter G = 5	0.002	0.005	0.005	0.030	0.015	0.002	0.028
	CCP treatment effect	-4.7	-1.9	-2.1	-1.4	-5.1	-2.1	-0.1
	Control mean (constant)	98.4	95.6	93.9	92.6	95.6	98.3	82.9
Aware of the CCP: Match 2	Sample size	358	358	358	351	355	356	352
	Sensitivity parameter G = 5	0	0	0.001	0	0	0	0.001
	CCP treatment effect	-5.3*	-1.5	-2.8	-2.9	-5.8	-2.4	-1.6
Sample	Control mean (constant)	98.3	95.8	94.4	93.9	95.6	98.2	82.7
	Sample size	368	368	368	359	366	366	362
	Sensitivity parameter G = 5	0	0.012	0.011	0.004	0.001	0	0.018

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01

7.3.1.1. Interaction effects (CCP-aware sample)

		Injury	Die	Sexual violence	Witnessing death	Deportation	Imprisonment	Losing all money
Age	Control mean (constant)	98.2	95.4	94.1	93.9	95.3	96.1	87.1
	Treatment effect – older people (> 25)	-6.4**	-1.2	-1.1	-2.2	-6.8*	0.9	-5.7
	Control difference – younger people (18–25)	0.7	3.0	-1.2	3.0	-2.1	-5.1	3.5
	Interaction effect – treatment*younger people (18–25)	-7.3	-1.8	-5.5	0.5	-0.6	5.9	-8.6
	Observations	340	340	338	337	337	338	332
	Sensitivity parameter G = 5 older people (> 25)	0.003	0.022	0.155	0.025	0.036	0.006	0.008
	Sensitivity parameter G = 5 younger people (18–25)	0	0.004	0.001	0.002	0.001	0.023	0
	Control mean (constant)	96.5	93.9	92.5	91.2	95.6	98.1	76.8
	Treatment effect – primary education or less	-2.0	0.6	1.9	1.7	-4.2	-2.3	7.2
	Control difference – secondary education or more	1.5	-3.5	4.8	0.7	2.5	-1.8	-1.5
Education level	Interaction effect – treatment*secondary education or more	-5.7	3.1	-8.9	-10.6	-10.9	-2.1	-1.0
	Observations	339	337	338	332	335	335	333
	Sensitivity parameter G = 5 (primary or less)	0.001	0.357	0.002	0.001	0	0.001	0.251
	Sensitivity parameter G = 5 (secondary or more)	0	0.008	0.042	0.042	0.020	0	0.001
	Control mean (constant)	96.9	94.2	93.2	94.4	94.4	95.9	81.7
	Treatment effect – male	-1.6	1.1	1.7	-1.3	-2.1	1.9	5.2
	Control difference – female	1.5	-2.2	-0.7	0.6	2.5	2.6	4.6
	Interaction effect – treatment*female	0.1	-2.0	-4.4	-3.4	2.9	-5.0	-0.9
	Observations	336	336	335	325	333	334	329
	Sensitivity parameter G = 5 (male)	0.003	0.030	0.054	0.074	0.010	0.051	0.003
Gender	Sensitivity parameter G = 5 (female)	0.003	0.002	0.001	0	0.001	0	0

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1  
 \*\* p < 0.05  
 \*\*\* p < 0.01

### 7.3.2. Risks of moving to the Gulf Cooperation Council countries – binary

Sample		Injury	Die	Sexual violence	Witnessing death	Deportation	Imprisonment	Losing all money
Community: Match 1	CCP treatment effect	-0.4	-0.7	1.0	2.3*	-0.4	-0.5	1.2
	Control mean (constant)	98.7	97.8	96.0	94.4	97.8	98.8	88.0
	Sample size	2 259	2 262	2 257	2 237	2 254	2 256	2 237
	Sensitivity parameter G = 5	0	0	0.002	0.057	0	0	0
Community: Match 2	CCP treatment effect	0.4	-0.4	1.4	3.6**	-0.2	-0.0	2.4
	Control mean (constant)	98.3	97.7	95.4	93.3	97.3	98.6	87.1
	Sample size	1 804	1 808	1 802	1 788	1 802	1 802	1 783
	Sensitivity parameter G = 5	0.001	0	0.005	0.145	0	0	0
Two years of the CCP: Match 1	CCP treatment effect	-0.1	0.4	0.1	3.7**	0.1	0.3	4.1*
	Control mean (constant)	98.5	97.7	96.8	93.7	97.6	98.4	87.1
	Sample size	1 514	1 516	1 514	1 506	1 511	1 512	1 498
	Sensitivity parameter G = 5	0	0.003	0	0.251	0.004	0.003	0.006
Two years of the CCP: Match 2	CCP treatment effect	0.3	0.5	1.0	5.2***	0.4	0.6	4.0*
	Control mean (constant)	98.2	97.6	95.8	93.0	97.3	98.3	88.0
	Sample size	1 352	1 351	1 349	1 338	1 348	1 348	1 334
	Sensitivity parameter G = 5	0.009	0.006	0.013	0.251	0.078	0.091	0.012
Aware of the CCP: Match 1	CCP treatment effect	-1.5	-0.8	-3.0	3.0	-6.3**	-0.5	1.9
	Control mean (constant)	98.6	97.4	97.5	92.0	98.2	98.6	85.9
	Sample size	370	370	369	364	367	370	368
	Sensitivity parameter G = 5	0	0.012	0	0.160	0	0.006	0.023
Aware of the CCP: Match 2	CCP treatment effect	-1.0	1.7	-1.0	3.5	-6.0**	-1.3	2.4
	Control mean (constant)	97.8	95.5	96.5	92.1	98.5	98.6	85.0
	Sample size	380	380	380	371	377	380	379
	Sensitivity parameter G = 5	0.002	0.009	0.003	0.204	0.001	0.004	0.062

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01

7.3.2.1. Interaction effects (CCP-aware sample)

		Injury	Die	Sexual violence	Witnessing death	Deportation	Imprisonment	Losing all money
Age	Control mean (constant)	96.3	96.8	96.5	95.0	98.1	97.6	91.0
	Treatment effect – older people (> 25)	-0.1	-0.6	-1.9	0.7	-6.1**	0.3	-4.9
	Control difference – younger people (18–25)	3.2	3.3	2.1	5.0	-2.4	-0.1	9.9*
	Interaction effect – treatment*younger people (18–25)	-3.7	-2.0	-4.6	-1.9	0.1	1.2	-23.7***
	Observations	349	349	348	345	345	347	344
	Sensitivity parameter G = 5 older people (> 25)	0.108	0.298	0.130	0.143	0.001	0.021	0.064
	Sensitivity parameter G = 5 younger people (18–25)	0.011	0.024	0.004	0.012	0.002	0.024	0
	Control mean (constant)	93.6	94.9	93.8	90.4	96.5	98.4	86.0
	Treatment effect – primary education or less	5.1**	4.5**	4.3*	7.6***	-1.0	-0.3	5.0
	Control difference – secondary education or more	-1.7	-0.6	3.1	-0.0	-1.6	0.9	-1.1
Education level	Interaction effect – treatment*secondary education or more	2.3	-2.9	-8.2	-5.0	0.9	-5.5	-0.3
	Observations	348	347	347	340	346	347	344
	Sensitivity parameter G = 5 (primary or less)	0.377	0.207	0.007	0.303	0.004	0.004	0.318
	Sensitivity parameter G = 5 (secondary or more)	0.042	0.140	0.255	0.270	0	0.037	0.003
	Control mean (constant)	95.6	97.1	93.1	95.5	98.3	98.6	87.1
	Treatment effect – male	2.9	0.1	4.5*	0.4	-5.1**	-0.0	5.0
	Control difference – female	-0.1	-1.8	1.0	-3.1	1.1	-0.2	1.4
	Interaction effect – treatment*female	-0.1	-0.4	2.0	0.8	-0.3	-1.7	0.2
	Observations	346	346	345	334	343	344	342
	Sensitivity parameter G = 5 (male)	0.161	0.139	0.070	0.154	0.003	0.013	0.009
Gender	Sensitivity parameter G = 5 (female)	0.244	0.047	0.150	0.038	0.002	0.042	0.010

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1  
 \*\* p < 0.05  
 \*\*\* p < 0.01

### 7.3.3. Probability of arriving and finding a job in the destination country

Sample		Chances to find a job – Europe (binary)	Chances to find a job – GCC countries (binary)	Chances to arrive – Europe	Chances to arrive – GCC countries
Community: Match 1	CCP treatment effect	10.8**	9.6***	0.3*	0.4**
	Control mean (constant)	34.6	39.7	4.6	3.7
	Sample size	2 199	2 237	2 106	1 971
	Sensitivity parameter G = 5	0.058	0.037	0	0
Community: Match 2	CCP treatment effect	8.5**	8.6**	0.2	0.3**
	Control mean (constant)	34.3	39.3	4.5	3.6
	Sample size	1 763	1 791	1 683	1 577
	Sensitivity parameter G = 5	0.011	0.017	0.001	0
Two years of the CCP: Match 1	CCP treatment effect	6.1	6.8*	0.2	0.3*
	Control mean (constant)	38.5	42.0	4.7	3.8
	Sample size	1 482	1 495	1 405	1 308
	Sensitivity parameter G = 5	0.112	0.121	0.001	0.001
Two years of the CCP: Match 2	CCP treatment effect	8.9**	8.6**	0.1	0.2
	Control mean (constant)	36.1	40.1	4.7	3.9
	Sample size	1 316	1 330	1 253	1 162
	Sensitivity parameter G = 5	0.188	0.112	0.001	0
Aware of the CCP: Match 1	CCP treatment effect	-0.3	-2.2	0.2	0.0
	Control mean (constant)	34.9	40.0	4.5	3.9
	Sample size	353	361	344	318
	Sensitivity parameter G = 5	0.001	0.001	0	0
Aware of the CCP: Match 2	CCP treatment effect	7.4	6.0	-0.0	0.1
	Control mean (constant)	31.3	34.4	4.5	3.7
	Sample size	368	378	356	335
	Sensitivity parameter G = 5	0.010	0.008	0	0

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01

### 7.3.3.1. Interaction effects (CCP-aware sample)

	Chances to find a job – Europe (binary)	Chances to find a job – GCC countries (binary)	Chances to arrive – Europe	Chances to arrive – GCC countries	
Age	Control mean (constant)	38.0	4.8	3.9	
	Treatment effect – older people (> 25)	0.5	-0.1	0.0	
	Control difference – younger people (18–25)	1.5	0.6	0.2	
	Interaction effect – treatment*younger people (18–25)	-1.2	17.5	-0.5	
	Observations	339	348	324	301
Education level	Sensitivity parameter G = 5 older people (> 25)	0.200	0.085	0.001	
	Sensitivity parameter G = 5 younger people (18–25)	0	0.008	0	
	Control mean (constant)	32.5	40.0	4.7	3.8
	Treatment effect – primary education or less	2.5	-2.2	-0.2	-0.1
	Control difference – secondary education or more	15.5*	22.2**	-0.5	-0.5
Gender	Interaction effect – treatment*secondary education or more	24.6**	4.1	-0.1	
	Observations	337	344	322	297
	Sensitivity parameter G = 5 (primary or less)	0.231	0.073	0	0
	Sensitivity parameter G = 5 (secondary or more)	0.001	0.001	0	0
	Control mean (constant)	37.4	41.8	4.8	3.8
	Treatment effect – male	-4.1	-3.5	-0.1	-0.0
	Control difference – female	8.5	-0.4	0.2	-0.1
	Interaction effect – treatment*female	-5.5	11.9	0.6	0.5
	Observations	329	341	316	290
	Sensitivity parameter G = 5 (male)	0.008	0.002	0	0
Sensitivity parameter G = 5 (female)	0	0.002	0	0	

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01



## 7.4. Intentions to migrate

Sample		Preference to migrate (binary)	Considering to migrate (binary)	Planning to migrate in the next 12 months (binary)	Considering irregular migration (binary)
Community: Match 1	CCP treatment effect	5.4**	4.8**	1.9	1.2
	Control mean (constant)	16.0	17.0	7.5	6.2
	Sample size	2 266	2 267	2 272	2 266
Community: Match 2	Sensitivity parameter G = 5	0.100	0.129	0.022	0.014
	CCP treatment effect	5.7**	5.3*	2.0	0.1
	Control mean (constant)	15.5	16.7	8.0	6.5
Two years of the CCP: Match 1	Sample size	1 810	1 809	1 813	1 808
	Sensitivity parameter G = 5	0.149	0.096	0.030	0.006
	CCP treatment effect	3.0	3.5	0.7	0.1
Two years of the CCP: Match 2	Control mean (constant)	17.6	18.8	8.3	6.9
	Sample size	1 514	1 519	1 522	1 514
	Sensitivity parameter G = 5	0.184	0.262	0.088	0.054
Aware of the CCP: Match 1	CCP treatment effect	5.9**	5.0**	0.7	-0.5
	Control mean (constant)	15.7	17.8	8.6	7.0
	Sample size	1 348	1 351	1 354	1 347
Aware of the CCP: Match 2	Sensitivity parameter G = 5	0.362	0.391	0.072	0.008
	CCP treatment effect	8.9	9.0*	7.3**	5.3
	Control mean (constant)	16.6	17.1	4.9	4.8
Aware of the CCP: Match 1	Sample size	366	368	370	368
	Sensitivity parameter G = 5	0.101	0.250	0.107	0.174
	CCP treatment effect	12.1**	8.9*	4.1	6.3*
Aware of the CCP: Match 2	Control mean (constant)	13.1	16.3	5.9	4.4
	Sample size	379	382	382	381
	Sensitivity parameter G = 5	0.267	0.299	0.157	0.254

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01



### 7.4.1. Interaction effects (CCP-aware sample)

	Preference to migrate (binary)	Considering to migrate (binary)	Planning to migrate in the next 12 months (binary)	Considering irregular migration (binary)
Age	Control mean (constant)	11.9	14.7	7.7
	Treatment effect – older people (> 25)	12.0**	12.2**	3.4
	Control difference – younger people (18–25)	14.1*	12.1*	9.6*
	Interaction effect – treatment*younger people (18–25)	-5.7	2.8	-3.7
	Observations	348	351	352
Education level	Sensitivity parameter G = 5 older people (> 25)	0.378	0.439	0.412
	Sensitivity parameter G = 5 younger people (18–25)	0.241	0.241	0.046
	Control mean (constant)	11.8	16.3	9.1
	Treatment effect – primary education or less	10.7**	7.3	1.3
	Control difference – secondary education or more	1.5	-2.1	2.0
Gender	Interaction effect – treatment*secondary education or more	-8.5	-3.6	-0.9
	Observations	348	348	350
	Sensitivity parameter G = 5 (primary or less)	0.028	0.022	0.015
	Sensitivity parameter G = 5 (secondary or more)	0.289	0.296	0.192
	Control mean (constant)	20.7	16.5	7.9
Gender	Treatment effect – male	4.7	8.0*	4.8
	Control difference – female	-2.4	-2.8	-0.8
	Interaction effect – treatment*female	-1.7	0.3	2.2
	Observations	345	347	348
	Sensitivity parameter G = 5 (male)	0.085	0.251	0.269
Sensitivity parameter G = 5 (female)	0.169	0.228	0.152	

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1  
 \*\* p < 0.05  
 \*\*\* p < 0.01

### 7.5. Perception of economic opportunities at the district level

Perceiving it easy to find ...

Sample		Find local jobs (binary)	Opportunities for earning a living (binary)	Opportunities for earning a living in the next five years (binary)	Information on local employment (binary)
Community: Match 1	CCP treatment effect	2.0	3.2*	4.5*	-0.7
	Control mean (constant)	21.3	9.2	33.2	36.7
	Sample size	2 266	2 270	2 187	2 236
Community: Match 2	Sensitivity parameter G = 5	0.010	0.129	0.012	0.002
	CCP treatment effect	5.1	5.5***	9.0***	2.0
	Control mean (constant)	20.8	9.5	30.5	35.4
Two years of the CCP: Match 1	Sample size	1 809	1 811	1 753	1 784
	Sensitivity parameter G = 5	0.036	0.301	0.060	0.008
	CCP treatment effect	0.2	0.9	2.5	0.2
Two years of the CCP: Match 2	Control mean (constant)	22.8	11.1	35.1	38.4
	Sample size	1 518	1 522	1 462	1 500
	Sensitivity parameter G = 5	0.049	0.025	0.049	0.034
Aware of the CCP: Match 1	CCP treatment effect	-1.4	1.8	1.0	0.3
	Control mean (constant)	24.8	10.2	34.3	38.0
	Sample size	1 352	1 354	1 313	1 337
Aware of the CCP: Match 2	Sensitivity parameter G = 5	0.006	0.023	0.033	0.054
	CCP treatment effect	10.4**	2.9	7.3	12.4*
	Control mean (constant)	16.7	7.0	29.0	33.2
Aware of the CCP: Match 2	Sample size	369	368	356	366
	Sensitivity parameter G = 5	0.206	0.017	0.059	0.150
	CCP treatment effect	1.2	-4.7	6.7	8.4
Sample size	Control mean (constant)	21.6	11.8	29.7	36.0
	Sample size	382	380	368	378
	Sensitivity parameter G = 5	0.006	0	0.079	0.150

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01

### 7.5.1. Interaction effects (CCP-aware sample)

		Find local jobs (binary)	Opportunities for earning a living (binary)	Opportunities for earning a living in the next five years (binary)	Information on local employment (binary)	
Age	Control mean (constant)		21.8	9.0	31.3	33.8
	Treatment effect – older people (> 25)		4.1	0.5	5.2	5.4
	Control difference – younger people (18–25)		-17.8**	-0.6	0.1	-2.7
	Interaction effect – treatment*younger people (18–25)		12.2	-2.3	14.9	-1.9
	Observations	351	351	342	349	
Education level	Sensitivity parameter G = 5 older people (> 25)	0.004	0.140	0.024	0.007	
	Sensitivity parameter G = 5 younger people (18–25)	0.203	0.072	0.065	0.039	
	Control mean (constant)		27.5	10.0	29.9	39.0
	Treatment effect – primary education or less		-0.5	-2.7	3.3	5.5
	Control difference – secondary education or more		-6.1	-5.7	-10.9	-2.3
Interaction effect – treatment*secondary education or more		8.3	13.1*	-5.9	22.5*	
Gender	Observations	350	348	336	348	
	Sensitivity parameter G = 5 (primary or less)	0.080	0.397	0.165	0.343	
	Sensitivity parameter G = 5 (secondary or more)	0.059	0.002	0.004	0.082	
	Control mean (constant)		23.5	8.7	25.6	42.0
	Treatment effect – male		1.9	2.2	10.1*	0.8
Control difference – female		-4.7	2.5	8.5	-14.1	
Interaction effect – treatment*female		0.6	-1.8	3.8	16.6	
Sensitivity parameter G = 5 (female)	Observations	348	347	328	344	
	Sensitivity parameter G = 5 (male)	0.032	0.206	0.132	0.049	
	Sensitivity parameter G = 5 (female)	0.020	0.070	0.116	0.052	

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01

## 7.6. Perception of returnees

Sample		Disagrees with “Returnees bring shame to the community” (binary)	Agrees with “Returnees should receive help from the community” (binary)
Community: Match 1	CCP treatment effect	0.9	1.3
	Control mean (constant)	61.9	64.8
	Sample size	2 260	2 260
Community: Match 2	Sensitivity parameter G = 5	0	0.001
	CCP treatment effect	0.2	-0.6
	Control mean (constant)	62.7	66.0
Two years of the CCP: Match 1	Sample size	1 804	1 801
	Sensitivity parameter G = 5	0	0.001
	CCP treatment effect	2.1	-1.9
Two years of the CCP: Match 2	Control mean (constant)	62.5	66.4
	Sample size	1 515	1 514
	Sensitivity parameter G = 5	0.005	0
Aware of the CCP: Match 1	CCP treatment effect	3.4	-4.3
	Control mean (constant)	62.2	67.6
	Sample size	1 348	1 348
Aware of the CCP: Match 2	Sensitivity parameter G = 5	0.008	0
	CCP treatment effect	-10.1	11.8**
	Control mean (constant)	67.1	59.6
Sample size	Sample size	369	368
	Sensitivity parameter G = 5	0	0.237
	CCP treatment effect	-11.7*	11.6**
Sample size	Control mean (constant)	67.7	59.4
	Sample size	381	379
	Sensitivity parameter G = 5	0	0.124

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01

### 7.6.1. Interaction effects (CCP-aware sample)

		Disagrees with “Returnees bring shame to the community” (binary)	Agrees with “Returnees should receive help from the community” (binary)
Age	Control mean (constant)	58.5	60.6
	Treatment effect – older people (> 25)	0.3	7.5
	Control difference – younger people (18–25)	0.2	-7.8
	Interaction effect – treatment*younger people (18–25)	-14.5	12.9
	Observations	352	349
	Sensitivity parameter G = 5 older people (> 25)	0.008	0.008
	Sensitivity parameter G = 5 younger people (18–25)	0.001	0.462
	Control mean (constant)	62.7	57.0
	Treatment effect – primary education or less	-7.5	12.4**
	Control difference – secondary education or more	13.7	0.8
Education level	Interaction effect – treatment*secondary education or more	-2.1	-8.2
	Observations	349	346
	Sensitivity parameter G = 5 (primary or less)	0	0.003
	Sensitivity parameter G = 5 (secondary or more)	0.001	0.120
	Control mean (constant)	62.3	64.0
	Treatment effect – male	-10.0*	6.6
	Control difference – female	-5.1	-11.1
	Interaction effect – treatment*female	13.5	11.4
	Observations	346	347
	Sensitivity parameter G = 5 (male)	0	0.088
Sensitivity parameter G = 5 (female)	0.006	0.118	

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01

## 7.7. Perception of access to information about regular migration

Perceiving it easy to find information about ...

Sample	CCP treatment effect	Official information on how to migrate regularly (binary)	Getting a passport (binary)	Skills training for a job abroad (binary)	Private employment agency (binary)
Community: Match 1	CCP treatment effect	1.3	4.6**	3.9**	4.2**
	Control mean (constant)	20.0	22.8	12.0	8.9
	Sample size	2 202	2 181	2 184	2 174
	Sensitivity parameter G = 5	0	0.005	0.009	0.005
Community: Match 2	CCP treatment effect	3.8	6.8***	4.6**	5.4**
	Control mean (constant)	18.5	19.9	10.8	7.7
	Sample size	1 755	1 737	1 742	1 733
	Sensitivity parameter G = 5	0.003	0.014	0.009	0.027
Two years of the CCP: Match 1	CCP treatment effect	0.5	1.6	3.2	2.5
	Control mean (constant)	20.9	25.5	12.7	10.6
	Sample size	1 485	1 473	1 467	1 457
	Sensitivity parameter G = 5	0.010	0.024	0.011	0.019
Two years of the CCP: Match 2	CCP treatment effect	2.0	3.7	3.2	3.0
	Control mean (constant)	19.0	22.7	12.2	9.4
	Sample size	1 323	1 307	1 306	1 299
	Sensitivity parameter G = 5	0.058	0.076	0.020	0.061
Aware of the CCP: Match 1	CCP treatment effect	14.9***	13.4**	14.5***	6.3
	Control mean (constant)	14.1	17.2	9.0	8.3
	Sample size	358	355	354	357
	Sensitivity parameter G = 5	0.183	0.011	0.012	0.012
Aware of the CCP: Match 2	CCP treatment effect	12.4**	7.5	17.4***	7.6*
	Control mean (constant)	16.5	22.8	8.8	7.4
	Sample size	373	369	370	373
	Sensitivity parameter G = 5	0.322	0.021	0.092	0.066
Sensitivity parameter G = 3			0.318		

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01

### 7.7.1. Interaction effects (CCP-aware sample)

		Official information on how to migrate regularly (binary)	Getting a passport (binary)	Skills training for a job abroad (binary)	Private employment agency (binary)
Age	Control mean (constant)	19.5	24.2	10.1	9.7
	Treatment effect – older people (> 25)	10.3*	7.1	13.7**	3.5
	Control difference – younger people (18–25)	-3.0	1.9	-2.3	-1.5
	Interaction effect – treatment*younger people (18–25)	-6.1	-9.2	2.8	1.1
	Observations	341	337	335	337
Education level	Sensitivity parameter G = 5 older people (> 25)	0.040	0.002	0.026	0.001
	Sensitivity parameter G = 5 younger people (18–25)	0.010	0.001	0.020	0.002
	Control mean (constant)	16.9	20.8	11.8	7.0
	Treatment effect – primary education or less	14.1**	7.3	10.3**	7.1*
	Control difference – secondary education or more	2.4	9.0	3.1	2.3
	Interaction effect – treatment*secondary education or more	10.7	1.8	6.4	4.2
	Observations	343	341	338	339
Gender	Sensitivity parameter G = 5 (primary or less)	0.207	0.060	0.214	0.281
	Sensitivity parameter G = 5 (secondary or more)	0.353	0.248	0.057	0.054
	Control mean (constant)	24.6	26.7	14.3	12.4
	Treatment effect – male	7.1	9.2	12.6**	2.7
	Control difference – female	0.8	-1.8	6.6	3.9
	Interaction effect – treatment*female	-2.7	8.6	-10.3	-9.1
	Observations	339	334	335	335
	Sensitivity parameter G = 5 (male)	0.123	0.072	0.223	0.088
	Sensitivity parameter G = 5 (female)	0.082	0.088	0.007	0.002

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1  
 \*\* p < 0.05  
 \*\*\* p < 0.01



## 7.8. Interaction with local authorities

Sample	Local government improves economic conditions (binary)	Government is interested in what people think (binary)	Trusting the local government (binary)	Participated in a community group (binary)	Attended a town hall meeting (binary)	Contacted a local authority (binary)	Report a broker to the police (binary)
Community: Match 1	CCP treatment effect	-1.1	1.9	-0.7	-3.2	-0.9	-2.3
	Control mean (constant)	59.4	79.9	46.2	42.6	19.9	87.1
	Sample size	2 251	2 220	2 272	2 269	2 266	2 266
Community: Match 2	Sensitivity parameter G = 5	0.001	0	0	0	0.001	0
	CCP treatment effect	-0.6	1.1	-4.9*	-6.9**	-1.7	-2.7
	Control mean (constant)	59.3	54.8	48.9	45.0	20.4	87.4
Two years of the CCP: Match 1	Sample size	1 800	1 782	1 813	1 810	1 812	1 809
	Sensitivity parameter G = 5	0	0	0	0	0	0
	CCP treatment effect	0.6	0.1	-0.7	-1.8	-1.3	0.4
Two years of the CCP: Match 2	Control mean (constant)	61.1	58.5	44.8	41.8	19.8	87.7
	Sample size	1 509	1 493	1 523	1 521	1 520	1 519
	Sensitivity parameter G = 5	0.021	0.020	0	0	0.003	0
Aware of the CCP: Match 1	CCP treatment effect	0.6	-0.3	2.0	-1.8	-4.1	-3.5*
	Control mean (constant)	60.4	57.8	79.4	45.0	20.8	88.0
	Sample size	1 343	1 330	1 335	1 355	1 352	1 352
Aware of the CCP: Match 2	Sensitivity parameter G = 5	0.021	0.026	0.001	0	0.001	0
	CCP treatment effect	4.7	-0.8	5.6	5.2	30.1***	-3.8
	Control mean (constant)	63.8	64.2	79.8	54.0	35.0	90.0
Aware of the CCP: Match 1	Sample size	368	366	363	370	369	370
	Sensitivity parameter G = 5	0.006	0.005	0.054	0.021	0.279	0.027
	CCP treatment effect	7.7	4.3	13.2***	10.4*	23.8***	-4.8
Aware of the CCP: Match 2	Control mean (constant)	61.5	59.4	73.7	52.8	40.5	90.6
	Sample size	380	380	377	382	382	382
	Sensitivity parameter G = 5	0.038	0.012	0.216	0.075	0.417	0.019

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01

### 7.8.1. Interaction effects (CCP-aware sample)

	Local government improves economic conditions (binary)	Government is interested in what people think (binary)	Trusting the local government (binary)	Participated in a community group (binary)	Attended a town hall meeting (binary)	Contacted a local authority (binary)	Report a broker to the police (binary)	
Age	Control mean (constant)	62.9	65.2	80.9	55.1	31.7	90.9	
	Treatment effect – older people (> 25)	6.6	-1.1	5.9	7.5	7.4	-1.5	
	Control difference – younger people (18–25)	-0.1	-0.8	7.7	-10.5	-22.9**	-9.1	
	Interaction effect – treatment*younger people (18–25)	-1.5	5.2	-9.9	7.4	-2.4	-14.5	
	Observations	349	351	347	352	352	350	352
	Sensitivity parameter G = 5 older people (> 25)	0.051	0.031	0.116	0.011	0.155	0.138	0.066
Education level	Sensitivity parameter G = 5 younger people (18–25)	0.005	0.003	0.003	0.029	0.296	0.029	
	Control mean (constant)	64.7	63.3	78.9	45.4	42.6	26.0	
	Treatment effect – primary education or less	2.3	6.2	5.9	17.6***	22.9***	13.8**	
	Control difference – secondary education or more	-9.1	-4.4	-10.5	2.8	4.4	4.6	
	Interaction effect – treatment*secondary education or more	0.7	-2.5	9.8	7.1	9.7	4.6	
	Observations	349	348	344	350	350	349	350
Gender	Sensitivity parameter G = 5 (primary or less)	0.036	0.012	0.276	0.133	0.466	0.365	
	Sensitivity parameter G = 5 (secondary or more)	0.158	0.165	0.004	0.088	0.460	0.144	
	Control mean (constant)	58.5	61.0	82.7	51.5	41.3	21.3	
	Treatment effect – male	5.3	3.5	0.3	9.7	23.4***	18.2***	
	Control difference – female	-4.1	-4.3	-1.0	-14.6*	-10.8	-7.9	
	Interaction effect – treatment*female	14.0	-7.1	-5.7	-2.2	-4.7	-19.8**	
Observations	345	344	342	348	348	348	348	
Sensitivity parameter G = 5 (male)	0.017	0.200	0.130	0.046	0.434	0.377	0.192	
Sensitivity parameter G = 5 (female)	0.216	0.032	0.004	0.328	0.375	0.315	0.039	

Random-effects regression model with robust standard errors clustered at the village and matched-pair levels.

\* p < 0.1

\*\* p < 0.05

\*\*\* p < 0.01

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