

IOM-X GHANA – RESULTS FROM THE BASELINE KAP SURVEY

NOVEMBER 2021

BACKGROUND

IOM X is a global campaign aimed to encourage safe migration. In 2019, with support from the German Ministry of Foreign Affairs, IOM X adapted its model to the West African context. In two pilot countries, Guinea and Nigeria, community members developed multimedia campaigns to empower young people to make informed migration-related decisions. The campaign, WAKA Well by IOM X, launched in December 2019, generated strong online engagement and media attention.

The mission is Identifying a clear need for accurate information on migration and local opportunities for young people, as well as a strong desire by community members to be active leaders in the design of messages and content, IOM X is continuing its work, and, in 2021-22, Ghana has been added to the implementing countries. Communities selected to participate in IOM X in Ghana are Sunyani (Bono region) and Techiman (Bono East region). As one of the first activities, a KAP Study was conducted to understand the target audience in the community to see how IOM X activity shifts their KAP (knowledge, attitude, practice) vis a vis migration and media consumption habits of the target audience.

The objective of the KAP study was to find insights from a target youth (15 to 35-year old individuals) living in Bono and Bono East regions about their perceptions on the risks of and alternatives to irregular migration; media consumption behavior; gaps in knowledge on migration (in-country, regionally, internationally); perceptions of available opportunities at home; as well as opportunities for the design of impactful campaign tools and methodologies. These KAP study findings will inform the design of the campaign, a process which will be led by community members. The campaign is envisioned to be launched in February 2022 and run over a period of three months.

SUMMARY

This report presents the results of the IOM-X KAP baseline survey which was administered to 410 citizens between the ages of 15 and 35 in the cities of Techiman and Sunyani, in October 2020. The main objective of this baseline exercise was to assess the Knowledge, Attitudes, and Practices (KAP) of the community towards safe migration in the young population, and to better understand main sources of information about migration. These findings will help inform the design of the WAKA Well campaign activities in Ghana. A second round of the survey will be conducted to the same respondents in May 2022 to assess the contribution of the campaign utilizing KAP towards safe migration decisions.

Key Results:

- 7 out of 10 respondents have attained secondary education or higher.
- Only 36 per cent of respondents are employed and among them 87 per cent have their own savings.
- 8 out of 10 respondents use TV as their main source of information and only 2 out of 100 respondents use Government sources as their main source of information.
- 3 out of 4 respondents use social media for information on migration, among them, 98 per cent use WhatsApp and 88 per cent use Facebook.
- 76 per cent of respondents say they usually use social media.
- 85 per cent of respondents are aware of the irregular migration related risks.
- 90 per cent of respondents hold positive attitudes towards their life in Ghana and think that migrating to Europe is risky.

DATA

The International Organization for Migration's Global Migration Data Analysis Centre (GMDAC) designed the questionnaire in collaboration with the IOM Ghana country office and the University of Ghana using Kobo toolbox. Enumerators collected face to face interviews in randomly visited households in two cities Sunyani and Techiman. In each household, a randomly selected person aged between 15 and 35 years was chosen for the interview. Data was collected the period of 22 September to 12 October 2021. Prior to giving informed consent, household contact information was collected to follow up for the planned end-line survey that will launch in May 2022.

METHODOLOGY

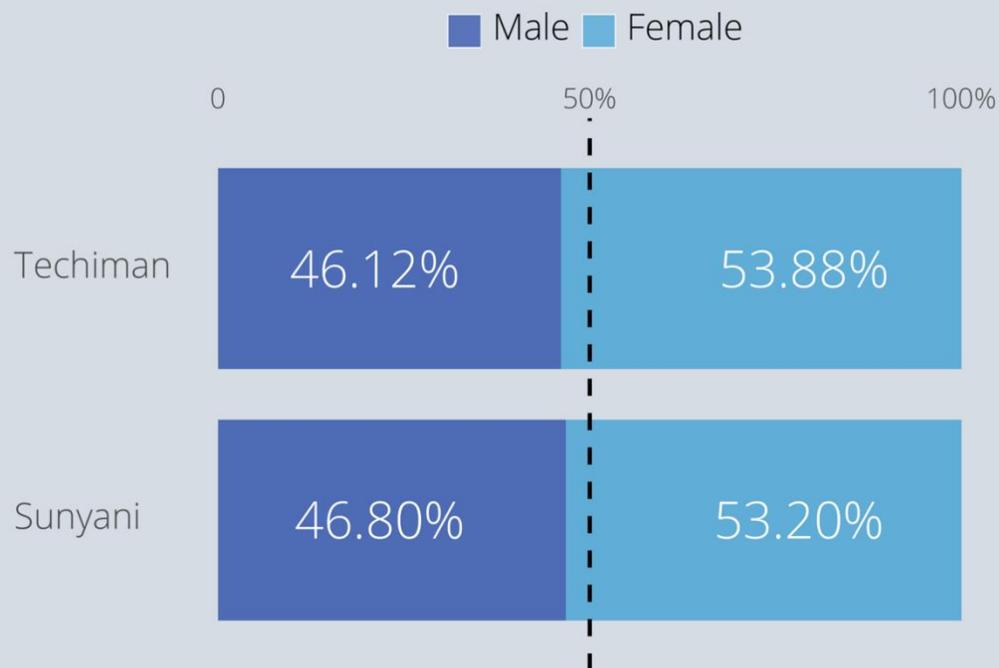
To measure the levels of respondents' perception towards safe migration utilizing various aspects of KAP, a study of a specific population to collect insights on what is believed and done in relation to a particular topic, the questionnaire was divided into three separate modules. In each module, relevant questions were asked to assess the 1) knowledge of respondents about safe migration and local livelihood opportunities, 2) their attitudes towards irregular migration and whether they are satisfied with their lives, and finally, 3) their intention (practice) to either stay in Ghana or migrate to Europe.

The analysis is based in a composite score to assess how much respondents report knowledge, attitudes or decisions towards safe migration. A composite score equals to one indicates that all the questions were answered in a manner that showed a safe migration decisions and attitudes and a composite score equal to zero, on the contrary, that the respondent has attitudes that can lead to unsafe migration. For example, if a respondent reports intentions to migrate irregularly the score is lower than if the respondent reports intentions to migrate regularly. Each respondent's composite score was derived by averaging positive responses for the three KAP modules and the final score is the average of all respondents. Interested readers can refer to the [Annex](#) with detailed questions and the defined scores.

DEMOGRAPHIC PROFILE OF RESPONDENTS

- 410 respondents participated in the face-to-face survey from Techiman and Sunyani
- 203 respondents are from Sunyani 207 respondents are from Techiman.
- 53 per cent of respondents are female and 47 per cent of respondents are male.
- 47 per cent of the respondents are between 15 to 24 which are considered as “Young people”¹.
- The average age of respondents are 25 years old (24 in Sunyani and 26 in Techiman)

SEX OF THE RESPONDENTS



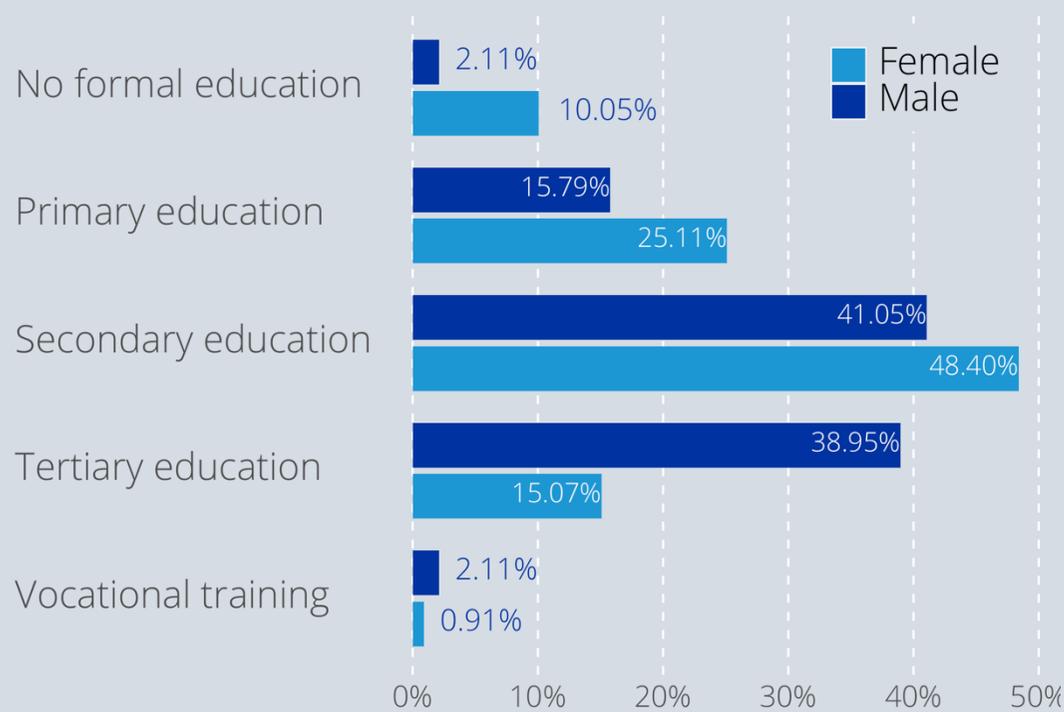
Data: IOM-X Survey, Ghana | N: 410 | Analysis: GMDAC, October 2021.

¹ The age range falls within WHO's definition of young people, which refers to individuals between ages 10 and 24.

SOCIOECONOMIC CHARACTERISTICS OF THE RESPONDENTS

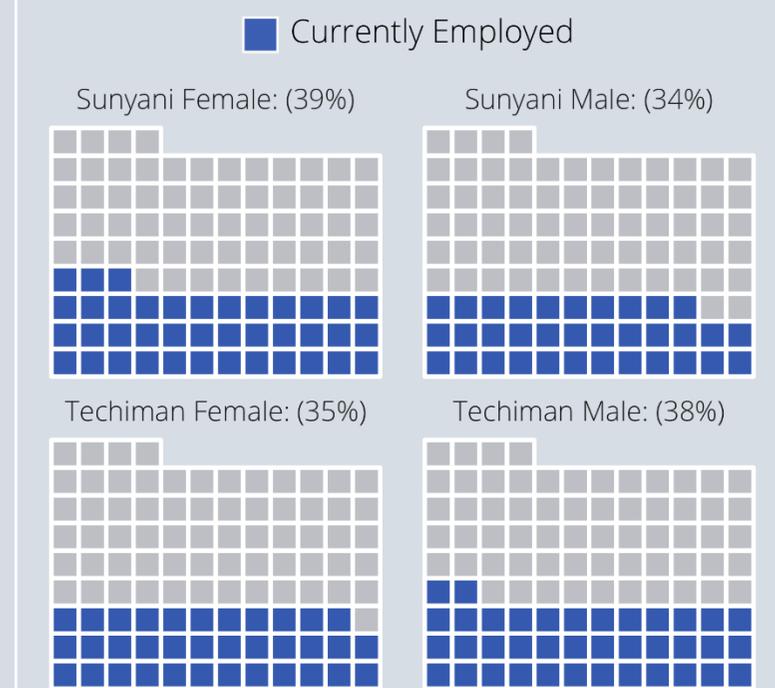
- 7 out of 10 respondents have attained secondary education or higher
- Male respondents tend to have higher education diploma than female
- Only 36 per cent of respondents are employed and among them 87 per cent have their own savings

EDUCATIONAL ATTAINMENT BY SEX



Data: IOM-X Survey, Ghana | N: 410 | Analysis: GMDAC, October 2021.

CURRENT EMPLOYMENT STATUS



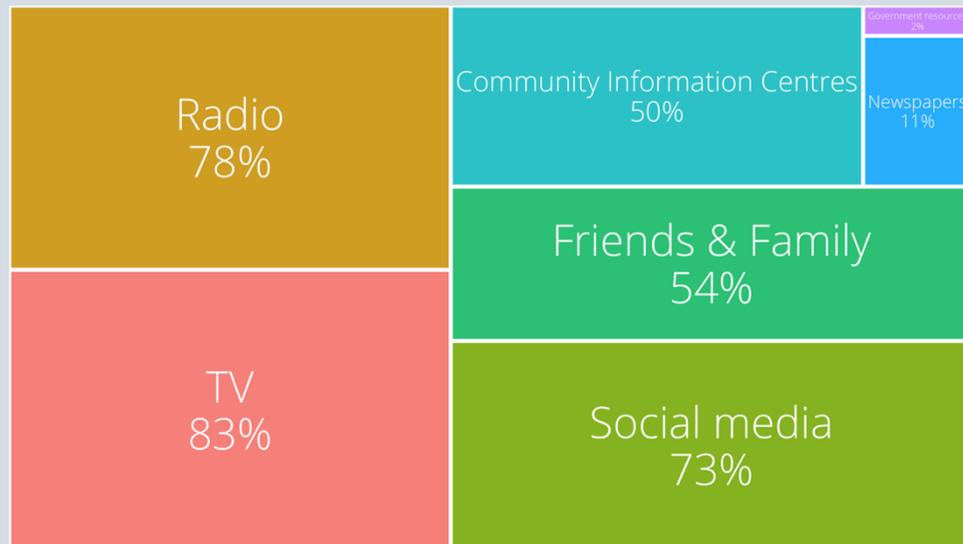
Data: IOM-X Survey, Ghana | N: 410 | Analysis: GMDAC, October 2021.

SOURCE OF INFORMATION

This section aims to showcase where the respondents main source of information is and their most popular social media platforms. The aim of this information is to help the design of the communication strategy of the campaign to increase the exposure to audiences.

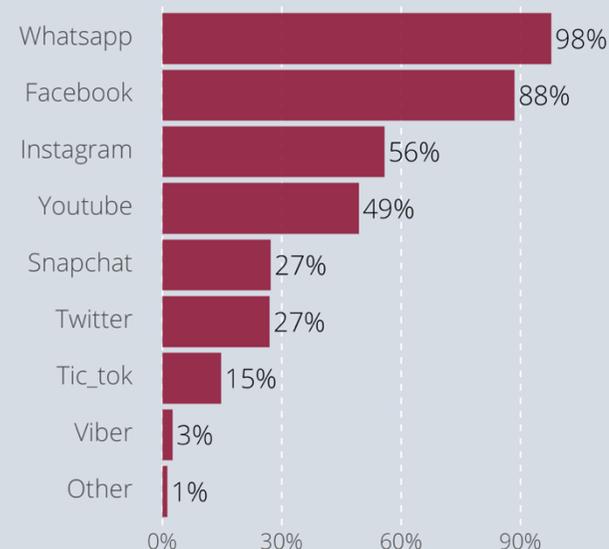
- 8 out of 10 respondents use TV as their main source of information and only 2 out of 100 respondents use Government sources as their main source of information.
- 73 per cent of respondents consider social media as the main source of information and that 76 per cent of respondents say they usually use social media.
- Among the respondents who usually use social media as their main source of information, 98 per cent use WhatsApp and 88 per cent use Facebook as their main social media platforms.

MOST USED SOURCE OF INFORMATION



Data: IOM-X Survey, Ghana | N: 410 | Analysis: GMDAC, October 2021.

MOST POPULAR SOCIAL MEDIA



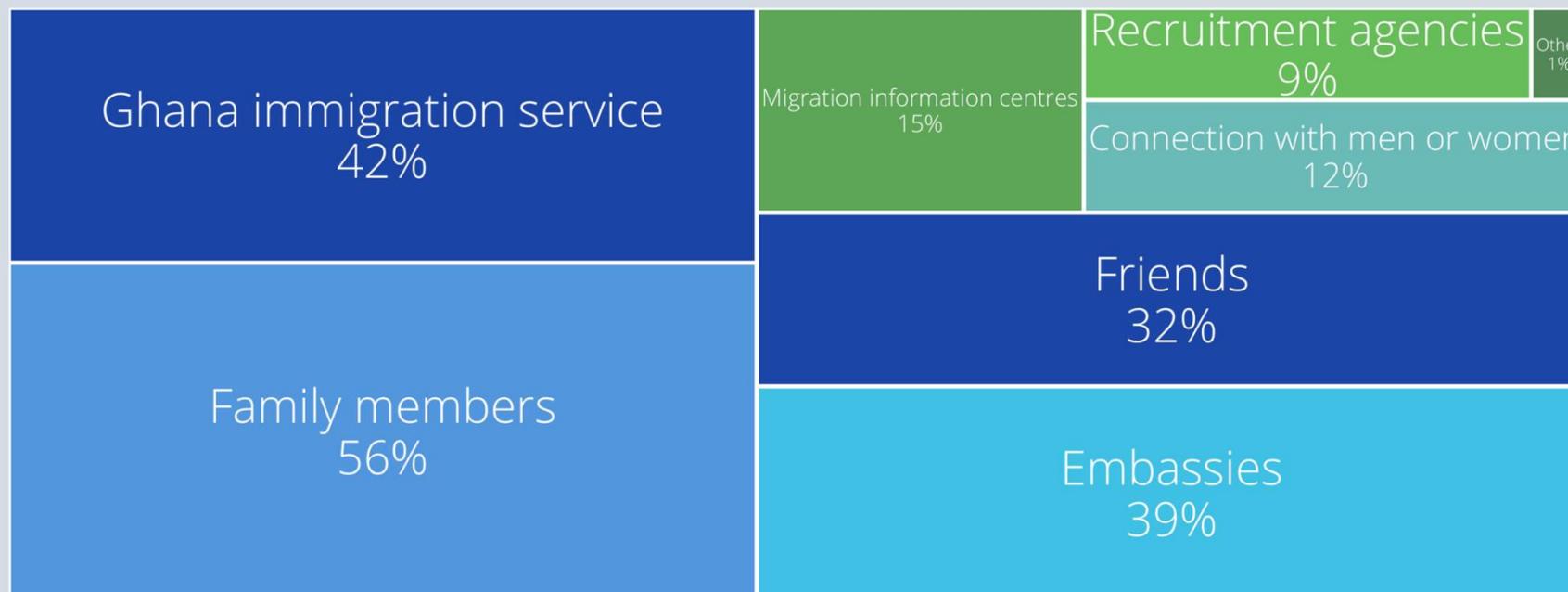
Data: IOM-X Survey, Ghana | N: 312 | Analysis: GMDAC, October 2021.

MIGRATION INFORMATION SOURCES

Correct and up-to-date information about migration is key for safe migration, therefore reliable sources of information are essential for the KAP assessment. This section aims to measure the knowledge that the respondents have of knowing who to contact to gain migration-related information.

- 43 per cent respondents know who to contact in case of migration
- Among respondents who are aware of whom to contact, 56 per cent gets information from family members while 42 per cent gain information from Ghana immigration services

SOURCE OF INFORMATION FOR MIGRATION



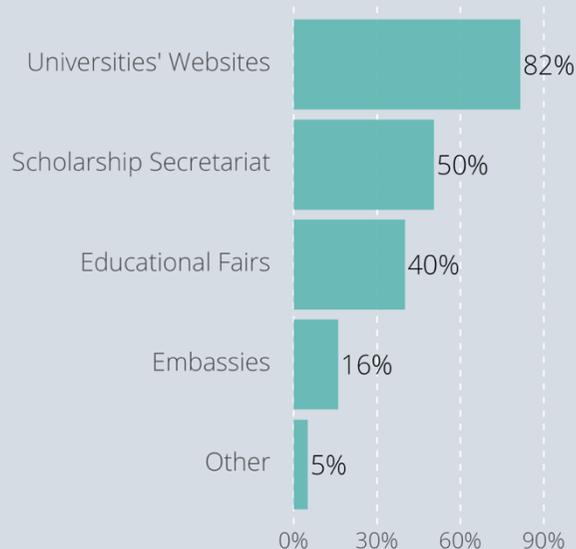
Data: IOM-X Survey, Ghana | N: 176 | Analysis: GMDAC, October 2021.

INFORMATION ABOUT LIVELIHOOD OPTIONS

Respondents' knowledge about local livelihood alternatives can be assessed by looking at how much they know about employment and educational opportunities.

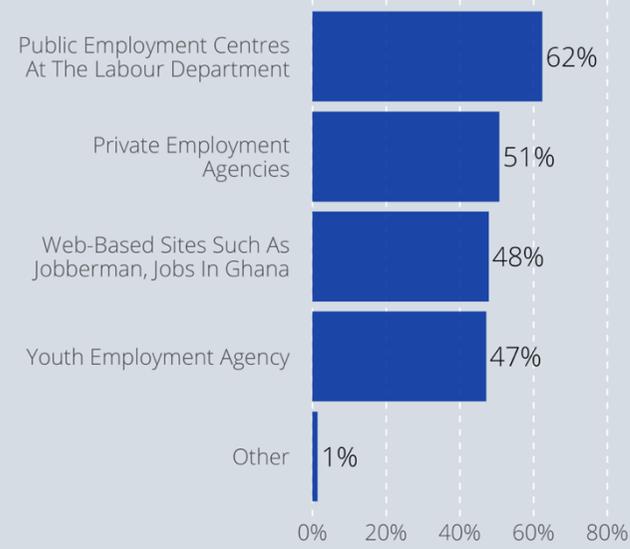
- 49 per cent of respondents aware that where to find the information about education opportunities in Ghana.
- Only 34 per cent of respondents aware of where to get employment related information in Ghana.
- With respect to the scholarship opportunities, only 26 per cent of respondents know where find the related information.
- 82 per cent of respondents gaining education opportunities from universities websites and 63 per cent of respondents rely on public employment centers when they are searching for a job.

SOURCE OF INFORMATION FOR EDUCATION



Data: IOM-X Survey, Ghana | N: 200 | Analysis: GMDAC, October 2021.

SOURCE OF INFORMATION FOR EMPLOYMENT

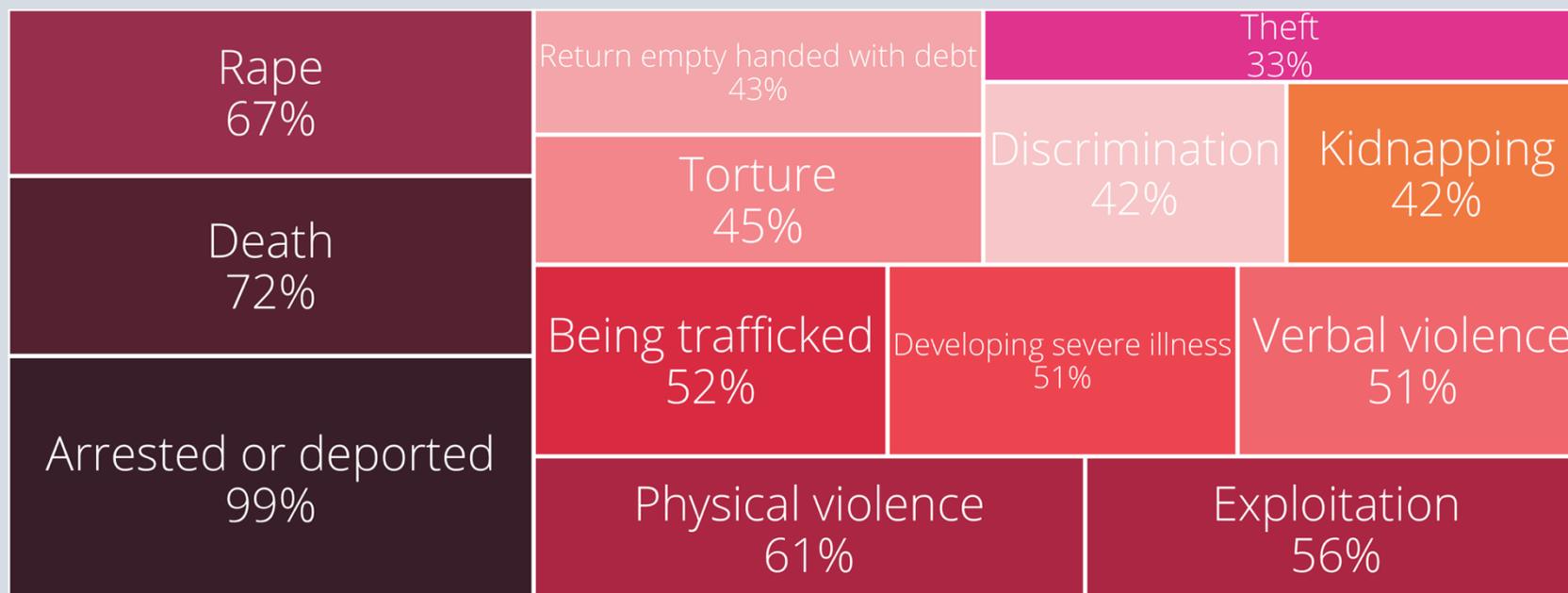


Data: IOM-X Survey, Ghana | N: 138 | Analysis: GMDAC, October 2021.

Misinformation, Risk levels and lack of awareness can influence the initial decision to migrate and increase the risk of ending up in vulnerable situations along the migration journey. This section identifies the current level of risk awareness of irregular migration.

- 85 per cent of respondents are aware of the potential risks of irregular migration (without necessary papers)
- Almost all the respondents are aware that irregular migration leads to being arrested or deported
- 7 out of 10 of respondents are aware that death is the main risk of migrating without necessary papers

PERCEIVED RISKS OF MIGRATING WITHOUT NECESSARY PAPERS



Data: IOM-X Survey, Ghana | N: 348 | Analysis: GMDAC, October 2021.

KNOWLEDGE, ATTITUDES, AND PRACTICES ON MIGRATION

Finally, after analysing the baseline information about Knowledge, Attitudes, and Practices towards safe migration, the final score is presented with respect to the different modules and divided into two cities. Relevant information can be found in the [Methodology](#) and [Annex](#) part of this report.

	KNOWLEDGE	ATTITUDE	PRACTICE/BEHAVIOUR
SCORE:	0.48	0.90	0.73
	<p>On average, 50 per cent of respondents answered the questions in a way that showed awareness or interest in how to migrate.</p> <p>Generally, 85 per cent of respondents are aware of the potential risks of irregular migration.</p>	<p>Overall, 90 per cent respondents are optimistic about their life in Ghana and think migrating to Europe is risky.</p> <p>75 per cent of the respondents disagree that migrating to Europe is the only way to improve their lives; 94 per cent agree that migrating to Europe is risky; and 83 per cent agree that it is possible to succeed in Ghana.</p>	<p>The results indicate that about 7 out of 10 respondents show a positive safe migration behaviour.</p> <p>83 per cent of the respondents have not made any preparations for a move and more than 90 per cent of the respondents do not have intentions to migrate to Europe even without necessary papers.</p>

KAP SCORE BY CITY



Data: IOM-X Survey, Ghana | N: 410 | Analysis: GMDAC, October 2021.

ANNEX

	Defined score if answer:		
	0	0.5	1
Knowledge			
Do you know who to contact to get information in case you want to leave Ghana to live, study or work in another country?	No		Yes
Are you aware of potential risks of leaving Ghana to another country to live or work without the necessary papers/documents?	No		Yes
Do you need a visa to travel to West African countries?	Yes	<i>I don't know</i>	No
Do you have the intention to leave Ghana to live, study or work in another country in the next year?	No	<i>Maybe</i>	Yes
Do you think you have enough information about migration to make a decision that would not put your life at risk?	No		Yes
Attitude			
Is migration the only way to improve your life?	<i>Agree</i>	<i>Not sure</i>	<i>Disagree / I don't know</i>
Is migrating to Europe risky?	<i>Disagree / I don't know</i>	<i>Not sure</i>	<i>Agree</i>
is it possible to succeed in Ghana?	<i>Disagree / I don't know</i>	<i>Not sure</i>	<i>Agree</i>
Practice			
Have you made any preparations for a potential journey to Europe in the last month?	No		Yes
How likely are you to attempt to migrate to Europe, even without the necessary papers in the next two years?	<i>Very likely</i>		<i>Unlikely / Zero chance</i>