

# #DangerousCrossings Campaign

Using music and testimonials to highlight the risks of crossing to Yemen



## Background

In early 2017, UNHCR launched the *Dangerous Crossings* campaign to spread awareness among the tens of thousands of refugees and migrants who risk their lives crossing the Gulf of Aden and Red Sea from the Horn of Africa to war-stricken Yemen. With the help of prominent musicians from Ethiopia, Somalia, and Egypt, UNHCR produced the *Dangerous Crossings* song to help raise awareness and break the business model of people trafficking and smuggling.

During late 2017, UNHCR launched the regional roll-out of the campaign in the Horn of Africa. This has included the production of powerful video testimonials from survivors of trafficking and smuggling, some of which have been screened at the Cannes Film Festival to name but one. The *Dangerous Crossings* song has so far received ten awards from a multitude of international film festivals.

## Next phase

- Each unique video testimonial will feature TV stations based in different regions in Ethiopia every week, for a period of 14 weeks.
- Radio spots of the testimonials will target networks based in regional capitals and local communities, accompanied by the staggered launch of new recordings of songs linked to *Dangerous Crossings* in 4 languages across the Horn of Africa.
- Print media advisories will be issued to complement TV and radio spots, providing information on the campaign and survivor testimonials, leading to lively and engaging panel discussions and talk shows.
- Print and video materials will be used to target refugees and host communities through grassroots and outreach activities, with materials also distributed in key transit points along main migratory routes.



4 countries reached by the campaign: Djibouti, Ethiopia Somalia, and Kenya



8.47 million people reached on Facebook and Twitter posts, the overwhelming majority of whom are males aged between 25-34 in Somalia and Ethiopia



46K reactions through Facebook, including shares of *Dangerous Crossings* posts



14 new video testimonials of victims



4 new *Dangerous Crossings* songs in Amharic, Tigrinya, Oromo and Somali



313K hits on YouTube

**Be aware of the risks of irregular movements**

Irregular movement is when you go to another country with the help of smugglers



**RISK OF ABUSE BY SMUGGLERS:** They are often brutal and may cheat you out of your money.



**RISK TO LIFE:** Many people die on the journey, in accidents, when a boat capsizes, or they may be killed by bandits.



**RISK OF SICKNESS AND INJURY:** There may be no hospitals or doctors to treat you if you have an accident or fall sick.



**RISK OF KIDNAPPING:** The smugglers often work together with bandits who kidnap people for money.



**RISK OF ARREST, DETENTION AND DEPORTATION:** If you are caught by the authorities you will be arrested, held in detention and sent back to where you came from.



**RISK OF FAMILY SEPARATION:** Families risk being separated when traveling with smugglers.

**SAFETY TIPS**

- Avoid going out at night, and if you have to, stay away from dark areas.
- Avoid travelling alone - always try to travel in a group.
- Inform someone of your plans to travel and of your whereabouts, like family or friends you can trust.
- Consult with your elders and your community members before making any decision.



**UNHCR**  
The UN Refugee Agency

#DangerousCrossings

*"I came to a life in Yemen that was worse than the one I fled from"*

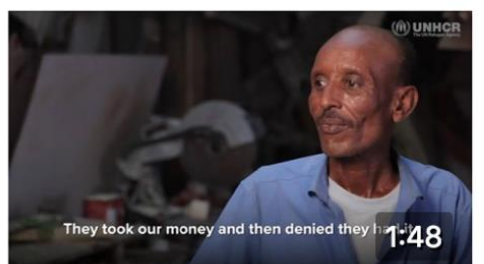
As if witnessing a newborn thrown into the water along with its mother wasn't horrific enough, Filsan was trapped in war-ridden Yemen. After managing to find safety in Egypt, she now wishes she had never left Somalia, and is looking for a way back.



Filsan's story

*"I want people to know that the information you hear about the travel route is fake and wrong"*

Bashiir is one of the many individuals tricked by smugglers into believing that jobs and safety await them in Yemen. In this video testimonial, Bashiir speaks of theft, terror and abuse committed by smugglers on the treacherous journey to war-torn Yemen.



Bashiir's story