

#DangerousCrossings Campaign

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



Background

In 2017, UNHCR launched the *Dangerous Crossings* campaign to spread awareness among refugees and migrants about the dangers of travelling to war-stricken Yemen across the Gulf of Aden and Red Sea. Yemen has been ravaged by war since 2015 and is today the largest humanitarian crisis in the world. Despite this, every year tens of thousands of people cross the sea from the Horn of Africa to Yemen, risking their lives at the hands of unscrupulous smugglers. Most of them decide to go to Yemen in the hope of being able to continue to the Gulf States or Europe.

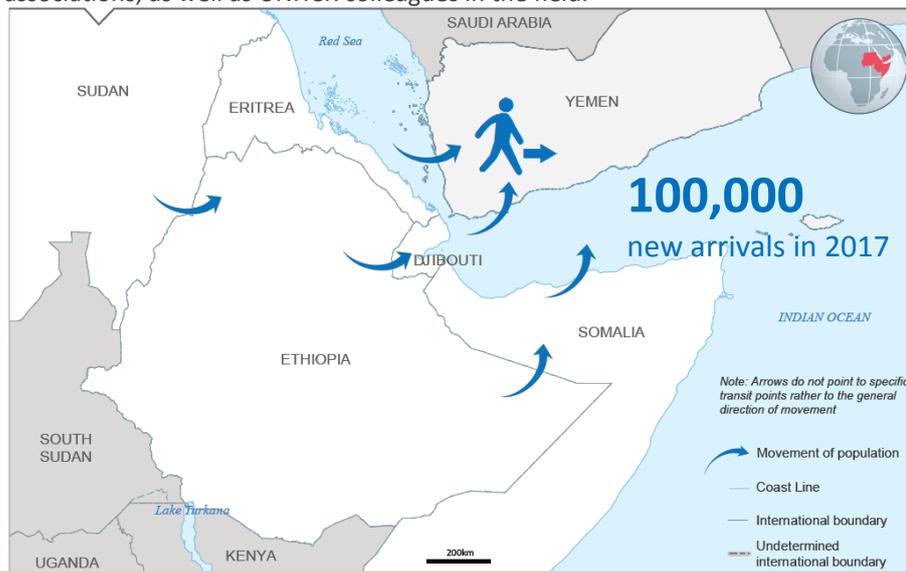
With the help of prominent musicians from Ethiopia, Somalia, and Egypt, UNHCR produced the *Dangerous Crossings* song to convey this message. The music video has now been viewed over two million times through three dedicated UNHCR Facebook platforms – one for international audiences, one for Ethiopians and one in Somali. The music video has also received critical acclaim, most notably at the Cannes Film Festival 2017.

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 testimonies from survivors of trafficking and smuggling. The campaign is ongoing through TV, radio, social media and billboards.

Next phase

In 2018, the campaign will feature grassroots activities in refugee camps and villages in Ethiopia and Djibouti. Focus-group discussions, theatre performances, screening of video testimonies will be conducted as well as engaging refugee and local media. The campaign will rely heavily on the support of community leaders and youth associations, as well as UNHCR colleagues in the field.

-  **2.2 million** views of videos on UNHCR Facebook platforms
-  **180 K** YouTube hits
-  **65** radio hours
-  **32** radio stations in Somalia
-  **5** radio stations in Ethiopia
-  **2** hours TV coverage, Somalia
-  **20** flagpole posters in Djibouti
-  **12** billboards in Djibouti



The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations.
Sources: UNHCR Author: UNHCR - HQ Geneva Feedback: qamarz@unhcr.org data.unhcr.org/yemen

