Our Work in Mexico

PADF works in partnership with the Mexican government, civil society, and the private sector to create an Alliance that prevents the forced labor of youth and encourages them to stay in school. In addition, PADF is collaborating with the Merck for Mothers Program to improve health data collection regarding maternal mortality. PADF has also developed and promoted a Multi-Sector Alliance to support the Government of Mexico’s efforts against Trafficking in Persons. The program has strengthened the capacity of Mexican civil society organizations to prevent trafficking, and increased public awareness through a successful strategic communications campaign, “Tu Voz”.

Mexico Without Child Labor

In 2014, PADF worked with the Government of Mexico’s Secretariat of Labor and Social Welfare (STPS) to launch the “México Sin Trabajo Infantil” (Mexico Without Child Labor) campaign. We also received support from MTV Latin America, the International Labour Organization, telecommunications giant Telefónica, and Altos Hornos de México, the country’s largest steel plant. The objective was to empower young people to spread the word against child labor through viral marketing on television and through social media channels. The campaign reached more than 7.5 million people across the country and won a “Global Awareness Award” at the World Media Festival in Germany. The second phase of the campaign, aimed at university students, will launch in 2016 and is made possible by STPS, the Telefónica Foundation, the International Labor Organization, the Government of Taiwan, and the Mexican Institute of Youth (IMJUVE).
Merck for Mothers

PADF is partnering with the Maternal Mortality Observatory (Observatorio de Mortalidad Materna—OMM) to launch a pilot project under the Merck for Mothers Program. OMM will conduct an analysis of two health information subsystems in Los Altos, Chiapas, in the Tzotzil and Tzeltal region. The majority indigenous population has been the target of an enormous number of interventions in the last ten years in order to reduce maternal mortality. Sixteen percent of maternal deaths in Chiapas occurred in this region, the largest percentage of the 15 regions of the state, and its maternal mortality rate is almost double the national average. The objective of this study is to identify inconsistencies in the databases or inaccurately recorded health information. OMM will perform an ethnographic institutional analysis to identify problematic aspects of recording information and develop recommendations for improving data collection.

Alliance to Reduce Human Trafficking

With support from MTV Americas; the U.S. Department of State’s Office to Monitor and Combat Trafficking in Persons (J/TIP); the Telefónica Foundation; Cinépolis Foundation; the Mexican government; and local civil society groups, PADF facilitated the creation of a Multi-Sector Engagement Alliance to Reduce Trafficking in Persons in Mexico. This Alliance developed a mass media campaign called “Tu Voz Contra la Trata” (Your Voice Against Human Trafficking) which reached more than four million people in Mexico City, Oaxaca, Veracruz, Puebla, Hidalgo, Guerrero, and Chiapas. The program included mass media broadcasts of an MTV-produced documentary, social media activism, a national poster campaign, and local events that involved children and youth.

About PADF

The Pan American Development Foundation, a 501(c)(3) nonprofit organization, brings together many stakeholders to improve livelihoods, empower communities, strengthen civil society, support human rights, protect the environment and respond to natural disasters in Latin America and the Caribbean. Established by the Organization of American States in 1962, PADF has worked in every country in the region. In 2014 PADF reached more than 15 million people by investing over $92 million in development resources in 27 Latin American and Caribbean countries.

Contact:

Caterina Valero  
Senior Programs Director  
202.458.6157 | cvalero@padf.org

Pan American Development Foundation  
1889 F Street, NW, Washington, D.C. 20006  
202.458.3969 | padf.org