

WHO IS DAYANI CRISTAL?

IMPACT ASSESSMENT

Every year tens of thousands of people, driven by grinding poverty, leave their homes in Central and South America and journey through Mexico hoping to reach the USA. Their dreams often turn into nightmares as they brave one of the most dangerous journeys in the world, traveling along a stretch of desert called the “corridor of death.” Over the past decade some 2000 migrants have died this way in Arizona alone.

We told the story of one such undocumented migrant who died in this way in Arizona in our award-winning documentary “Who Is Dayani Cristal?” by Gael García Bernal and Marc Silver. The unknown man comes to represent the issues faced by all migrants who follow his path. Our social impact campaign aimed to humanize and universalize the migration story, while creating direct pathways to action, and allowing audiences to go deeper into issues related to migration, gain more in-depth knowledge on partners’ advocacy work via original digital content, and participate in real world action.

This project began when Marc Silver saw a photo of a member of the Arizona Search and Rescue Team holding a bleached skull in a vast desert landscape, inspiring the question:



“What can one unidentified skull reveal to you about the world?”

Inspired by our partners, we came to ask two other questions that directed our campaign design:

“What does it mean when your only viable choice for survival is leaving your home?”

“Why are we investing in the dead asset of a border wall when we could be investing in human potential?”

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The impact campaign produced innovative digital engagement tools, a robust social media presence, and had a direct and demonstrable impact on, among other outcomes, three distinct areas:

Issue	Problem	Solution
Bodies on the Border	Preventable migrant deaths and disappearances, and lack of resources and capacity to identify and repatriate unidentified dead migrants.	Formation of a non-profit organization dedicated to identification and repatriation of missing migrants.
The Right Not to Migrate	There is an urgent need for investment, economic development, and community development in local communities in Central America to prevent the need for migration.	Community-centered implementation of improvements to the village portrayed in the film.
Humanization	<p>Need for migrants' stories to elicit empathy defined in the film in Honduras, Mexico, and the US, and in the campaign design process by various NGO partners.</p> <p>Honduras: We have a desire to better ourselves.</p> <p>Mexico: We need protections and safety in transit.</p> <p>USA: We need legislative action and civil society efforts aimed at humane border policy.</p>	Reinserting the issue of deceased migrants and the effects of an inhumane border policy into the immigration reform debate.

Our impact assessment report sets forth the political and cultural context that sets the stage for our campaign, and details our outcomes, methods, and resources invested on these above areas of social impact.

It is also an exploration more generally in how film, video, and digital assets support advocacy and development initiatives.

The report is available in English and Spanish for download at whoisdayanicristal.com.