



module five

ADVOCACY FOR POLICY ON UNPAID WORK
Winning the support of policy makers and stakeholders

ADVOCACY FOR POLICY ON UNPAID WORK

*Winning the support of policy makers
and stakeholders*

Overview

- There is now a positive and conducive global policy environment recognizing the contribution of unpaid work to the economy and the well-being of society. This international commitment has to translate into national action that will begin to make the statistically invisible unremunerated work of men and women emerge in the System of National Accounts.
- The statistical invisibility of unpaid work prevents the employment of strategies that would provide access to equal development opportunities for women and men in the unremunerated sector as well as for those in the paid sector. Scarce resources for needed interventions, in most cases, could be easily diverted owing to the inability to identify priorities benefiting women whose work is mostly unpaid, as well as men.
- Well-informed decisions are based on high-quality data and information. Words need the support of numbers to influence development. The movement to improve the statistical knowledge base on women's and men's unpaid work will reap dividends in policy-making and in rationalizing resources for development.

Purposes of the Module

- Understanding advocacy adds value to data generation and utilization. The production of statistics becomes meaningful to the extent that they reach identified users at the time they are needed. Advocacy for data utilization in policy-making aims to promote the use of hard information on women's and men's unpaid work in a usable format for decision-making. It also aims to plan, organize, monitor and evaluate timely usage of statistics for various purposes by users of data and information in expanding the support base for needed policy.
- New competency requirements for data generators include not only understanding the policy-making process, but also identifying those who can assist in planning the presentation, dissemination and use of data and information among various groups.
- To introduce concepts and principles in mobilizing policy action for unpaid work.
- To identify the advocacy aspects in promoting policies on unpaid work.
- To sharpen the skills of statisticians, planners and policy-making staff in communicating policy recommendations to decision-makers and other stakeholders.

What is communication and social mobilization in the context of unpaid work



Communication

Communication is a process of exchanging ideas, information and attitudes. The process builds on a two-way interaction or dialogue until mutual understanding is reached. In the context of unpaid work, the goal of communication is to influence the attitudes and behaviour of all those who need to understand the contribution of the unremunerated sector to the national economy. It should lead to policy action that will help create equal development opportunities for unpaid and paid workers, both women and men.

Communication in the context of unpaid work aims to: (a) create public awareness of the issues affecting both women and men; (b) influence policy decisions on unpaid work; and (c) generate societal support for placing unpaid work in the national agenda and mobilize resources for policy implementation, monitoring and review.

Many theories have been suggested in explaining how people come to accept new ideas and adopt new behaviour. There has been a move from blaming the individual in slow or non-acceptance of innovations to include a broader context in which behaviour change occurs. Experience in HIV/AIDS prevention programmes demonstrates the interplay of government policy, socio-economic status, culture, gender relations and spirituality. Also, the trend has been to look more consciously

than before at the actor or subject of communication not as passive recipients of messages but as equal partners in the process, able to express views and contribute their thinking.

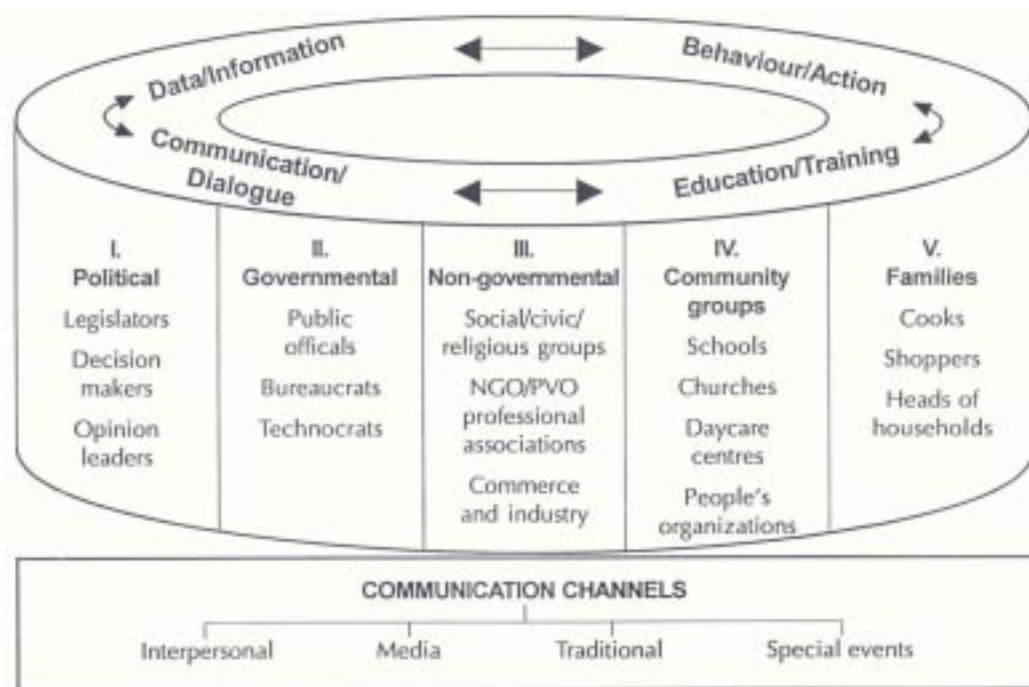
It is this idea of partnership, finding out what interests the partners, encouraging them to see value in the new idea or practice and respecting their ideas to shape a programme, that underlie the mobilization process for social change. Partners are then able to recognize what stake they hold in the new idea or programme and will lend support in their own way.

Social mobilization

Social mobilization has been defined as a process of bringing together all feasible intersectoral social partners and allies to examine needs and raise awareness of, and act collectively to reach, a common goal. It involves engaging all relevant segments and sectors of society in identifying, raising and managing human and material resources in order to increase and strengthen their participation in realizing an agreed goal.

Figure 5.1 identifies five segments of society as key stakeholders in development programmes. Sustainable behaviour change pivots very much on the concerted action of all groups, with each one contributing to achieve a critical mass for a common goal.

Figure 5.1 Social groups in partnership



Source: J. Ling and C. Reader-Wilstein, 1997.

5

Who are the key actors and stakeholders in development programmes ?

Political: policy makers

The mobilization of this group aims to build consensus and create a knowledgeable and supportive environment for decision-making. Communication will help set the agenda for policy action, programme and service delivery and, critically, budgetary allocation (table 5.1).

Bureaucratic/technocratic

Government workers and technical experts make up this group. Policy makers rely on technocrats and service professionals

to provide the rationale for decisions and for planning and implementing programmes. Informed decisions need to be backed up by hard data.

Professional, civil and social

This group includes national non-government groups, non-governmental organizations (NGOs) and special interest groups. They represent organized support, an important element for common action. Their presence in the community makes NGOs a vital link between government

Table 5.1. Basic elements of social mobilization

Inputs	Process	Outcomes	Impact
<p>National partners</p> <p>I. Political</p> <ul style="list-style-type: none"> • Policy/legislative action • Agenda setting • Resource commitment <p>II. Bureaucratic and technocratic</p> <ul style="list-style-type: none"> • Policy/programme development • Resource allocation • Implementation <p>III. Professional, civic and social</p> <ul style="list-style-type: none"> • Policy/programme advocate • Implementation <p>IV. Community-based organizations</p> <ul style="list-style-type: none"> • Programme advocated • Implementation • Needs articulated <p>V. Families and individuals</p> <ul style="list-style-type: none"> • Programme advocate • Implementation • Needs articulated <p>Support from international development agencies</p>	<p>Information collection/analysis</p> <p>Advocacy</p> <p>Marketing</p> <p>Media outreach</p> <p>Technical assistance</p> <p>Training</p> <p>Communication/education</p> <p>Community organization</p> <p>Involvement</p> <p>Behavioural action</p>	<p>Partnership results</p> <p>I. Political level</p> <ul style="list-style-type: none"> • Policy established • National resources committed • Agenda promoted <p>II. Bureaucratic and technocratic levels</p> <ul style="list-style-type: none"> • Policy established • National resources committed • Programmes promoted <p>III. Professional/civic/ social levels</p> <ul style="list-style-type: none"> • Programmes advocated • Programmes implemented • Programmes maintained <p>IV. Community level</p> <ul style="list-style-type: none"> • Programmes advocate • Programmes accepted • Programmes implemented • Programmes maintained <p>V. Family and individual level</p> <ul style="list-style-type: none"> • Programmes advocated • Programmes accepted • Programmes implemented • Programmes maintained 	<p>Increased choice</p> <p>Enhanced skills and capacities</p> <p>Improved information flow and meaningful interaction between societal levels</p> <p>Improved individual and community ability to manage efforts to improve their own situation</p> <p>Improved development status</p>

Source: J. Ling and C. Reader – Wilstein, 1997.

services and the community they serve. Maintaining this interaction allows and strengthens the NGO-government organization-community collaboration, which is the key to seeking support for policy, action and resources.

Community-based organizations

These organizations cover local groups such as schools, churches and grassroots organizations. The arena for action remains at the community level. Understanding issues and the community's role in problem solving makes communication highly relevant at this level particularly as national goals are converted into local action.

Families and individuals

They make up the important subjects of policy decisions and action. Household members ultimately decide to adopt or reject a new idea or practice. Their participation is crucial in gathering data and statistics for policy decisions as well as in ensuring that the policies are acted upon. Appropriate communication will help families make informed choices and provide the channel for articulating their needs.

The basic elements of social mobilization combine to produce the agreed and intended impact as presented in table 5.1, which illustrates: (a) who the national partners may be (inputs); (b) how partners work together (process); (c) what partners are trying to accomplish (outcomes); and (d) what partners hope will be the effect on development (impact). Social mobilization is founded on partnerships, participation and popular commitment at various levels. Advocacy, media work, training, communication and education, and community involvement are strategies for mobilizing participation, partnerships and commitment, all of which use the process, tools and techniques of communication to influence behaviour.

As a broad societal approach, social mobilization maximizes the impact of communication efforts. It combines the various elements in a synchronized and simultaneous manner to result in policy action, plans, programme implementation and resource allocation. This dimension allows a mix of convergent strategies or processes hastening the achievement of a goal faster than otherwise possible if only one or two strategies were employed.

What are the processes and strategies for mobilizing action ?

A thorough situation analysis provides a starting point in determining opportunities for mobilizing action. The "strategy mix" will depend on the situation analysis. Information has to be obtained on the characteristics, interests and ideas on the issue of those who need to be mobilized, could be mobilized and should

be mobilized. The analysis will also help select the best approach or means to communicate with them. Underlying these processes is behaviour development and change resulting in a specific outcome. Monitoring and evaluation are essential components of each process or element of social mobilization.

Advocacy

This is the deliberate and strategic use of information to gain the support of decision makers and influence their behaviour in a specified way. It is the act of persuading, convincing and pleading for a cause. The process involves organizing information to influence the choices to be considered in making a decision. Advocacy promotes better understanding of the issues among those who have the power to change the environment within which “changes in the behaviour of people about their own lives” take place.

Marketing

Social mobilization uses the techniques of marketing in focusing on the specific, or segments of, actors whose understanding, perception and attitudes are the key to the expected behavioural outcome. A thorough knowledge of the various actors helps define the specific message as well as the most effective strategy and mix of communication channels to interact with them at different stages of behaviour change.

Media outreach

The media provide powerful tools to reach the greatest number of people in the shortest time possible. They have a critical role in generating public support and in agenda setting, especially for advocacy purposes. The media can generate public awareness by initiating discussion and debate on pertinent issues in support of the other elements in mobilizing action.

Training

An integral part of social mobilization is training and capacity-building in social mobilization work. Working collectively towards a common goal requires building and sustaining partnerships and networks. Social mobilization work demands competencies from various actors for meaningful participation in the entire

process. To increase understanding and improve skills, training is an essential component of the broader institutional capacity-building for sustained social mobilization work.

Communication/education

This element involves: (a) identifying the users who need to, should be and can be mobilized; (b) analysing their information needs and expected behavioural outcomes; (c) designing messages; (d) selecting the appropriate communication channel that would allow interaction and feedback; (e) producing information materials; (f) disseminating or releasing; and (g) monitoring and evaluation. Understanding the issues involved in unpaid work requires “believable” information that can come from reliable sources.

Community organizing/ participation

The main subjects of social mobilization are the families and households that constitute the community. The arena for action on any issue is the community itself where, ultimately, decisions are made. Mobilizing community action involves giving people the opportunity to make their own decisions on issues or problems that they are or should be concerned with. Enduring community action depends on the extent to which people have been able to identify their own problems and are able to decide on the best way to overcome them.

Participation has implications in helping the community strengthen its capability for decision-making. Capacity-building would include: (a) agenda setting; (b) maintaining a dialogue with the families and households as well as political decision makers; (c) using information for decision-making; (d) selecting alternatives; (e) identifying implementing steps; and (f) monitoring and managing selected action.

Why advocate for counting unpaid work

The invisibility of unpaid work in the System of National Accounts gives it a low priority in terms of programmes, services and resource allocation benefiting unpaid workers. International commitments to improve the situation of those working in the unpaid sector, especially women, have to be translated into national policies for implementation. Policies are a mechanism that allow the State to introduce change and reverse the trend.

In the context of unpaid work, advocacy is the deliberate and strategic use of information to influence policy makers to select options that will promote equal development opportunities for women and men in the unpaid sector as is the case with their counterparts in the paid sector. As a strategy for communicating with and mobilizing political and social leaders, advocacy involves a process of gathering, organizing and formulating information into arguments to bring about political and social leadership acceptance and commitment for action and resources.

Advocacy aims to influence the decision-making process by initiating and maintaining a dialogue with those who can act on the issue of unpaid work. It begins with arguments to deepen a decision-maker's understanding of the problem and facilitate a change in perception. Such arguments are based on evidence culled from data and statistics and presented in a form that allows choices for action. In the process, groupings, networks and coalitions come together to provide support to influence decision-making. All means and channels

Advocacy is winning the support of key constituencies in order to influence policies and spending, and bring about social change.

Why advocate for counting unpaid work?

- Unpaid work makes an important contribution to the national economy, and yet remains unrecognized.
- Women's and men's unpaid work has remained invisible but when valued, will reflect a more realistic estimate of total economic production.
- The invisibility of women and men in unpaid work excludes them from development opportunities enjoyed by those in the paid sector.
- Gender disparities exist in the formal sector but even more so in the informal sector where women carry the greater burden of unpaid work than men.
- Policy, programmes, services and resource allocation for unpaid work can reverse gender disparities and create an impact on a country's development.
- The rights of women and men, without discrimination, must be realized.

of communication, including the media, assist not only in influencing the decision makers but also in helping to create a cadre of issue-oriented advocates.

An essential first step in advocacy is to communicate to policy makers a clear concise message regarding the following points.

- **Unpaid work counts.** This idea describes the value of unremunerated work and its contribution to the economy. It highlights the invisibility of unpaid work and counters the view that those outside the formal work setting do not make any economic contribution at all.
- **Women carry the burden of unpaid work.** Women spend long hours in unpaid work. The trend in some countries in the Asia-Pacific region shows women work an average of _____ unpaid hours annually with a total value of US\$ _____ compared

with _____ hours for men. Policy makers will have to pay attention to the issue of redressing women's double burden of doing both paid and unpaid work in the global effort to address gender equality.

- **Programmes and services for unpaid workers are good investments.** Each country has a mandate to promote equally the well-being and economic productivity of its most important resources – men and women alike. Investments in programmes and services for unpaid workers will return in terms of greater productivity and improved quality of life for the greater majority who are, more often than not, excluded from enjoying the benefits of development. The SNA will reflect the value of unpaid work as investment in nurturing human capital and thus provide a more realistic estimate of the total values of all economic production.

From statistics to key messages

Unpaid work counts.

- Unpaid activities essential to day-to-day living include.....
- Women do.....hours of unpaid work every week valued at US\$.....
- Men do.....hours of unpaid work every week valued at US\$.....

Women carry the burden of unpaid work.

- Women spend.....hours of unpaid work and.....hours of paid work every week.
- Men spend.....hours of unpaid work and.....hours of paid work every week.

Programmes and services for unpaid workers are good investments.

- US\$.....will provide basic education to girls, an investment for a woman's preparation for life.
- US\$.....will pay for.....
- US\$.....will pay for.....

What does advocacy mean in policy-making ?

Advocacy becomes effective to the extent of timing the appropriate intervention with each stage in the policy-making process. Understanding how advocacy works is just as necessary as having full knowledge of the policy-making process and vice versa. While policy-making bodies vary from country to country, depending on the political system, the

process nevertheless will remain similar. Each step in the process is matched with the necessary advocacy intervention. This will help ensure that the needed course of action in dealing with the issue of unpaid work is arrived at and articulated as a national goal. Table 5.2 presents the policy-making process and the proposed advocacy intervention.

5

Table 5.2. Proposed advocacy intervention in the policy-making process

Phase	Characteristics	Key advocacy messages	Activities/events
Agenda setting	Parliament/Congress. Relevant Ministers place issue of unpaid work in the public agenda; advocacy to legitimize issue.	<ul style="list-style-type: none"> • Unpaid workers are economically productive members of society. • Unpaid workers contribute millions of dollars to the economy but never counted. • More women than men do unpaid work. • Unpaid workers do not have social protection. • Unpaid workers should have social security entitlements as paid workers. 	<ul style="list-style-type: none"> • Awareness-raising: <ul style="list-style-type: none"> – Media launch of report on TUS, valuation of unpaid work and situation analysis – Press conferences with political leaders and key officials – Media dialogue on social protection of unpaid workers, among politicians, trade and industry workers, civil society organizations (CSOs) and women

Continued

Table 5.2. (continued)

Phase	Characteristics	Key advocacy messages	Activities/events
Policy formulation	Parliament/Congress. Relevant Ministers formulate alternative policies to deal with the problem. Bill/Act of Parliament or Congress is filed. Advocacy to seek Support for passage of policy/legislation; seek support for resource allocation.	<ul style="list-style-type: none"> • Programmes/services for unpaid workers are socially and politically good investments. • Ignoring unpaid workers has consequences for the economy. • Improved situation of unpaid workers rebounds to support a healthy economy. 	<ul style="list-style-type: none"> • Motivation of policy-makers as advocates of legislative agenda for unpaid workers: <ul style="list-style-type: none"> – Prepare/use fact sheets/info/briefing kits for policy makers; – Prepare talking points/presentation materials. • Building/nurturing cadre of civil society advocates to support “unpaid worker-friendly” politicians: <ul style="list-style-type: none"> – CSO-organized public fora; – Media dialogue of CSO with politicians; – CSO participation in public hearings; – Continue awareness-raising activities.
Policy adoption	A policy alternative is adopted with the support of a legislative majority, consensus among relevant ministries. Advocacy seeks support programme. Implementation and assurance of resource allocation for programmes/services.	<ul style="list-style-type: none"> • Key features of the policy. • Social protection for unpaid workers will benefit men and women without discrimination. • Programmes and services addressing unpaid workers will have long lasting impact on the well-being of men and women. 	<ul style="list-style-type: none"> • Primer on the policy. • Press conferences on the features of the policy and how this will benefit unpaid workers. • Dialogue with ministries on implementation plans. • CSO-organized forums on role of community groups in implementation.

Continued

Table 5.2. (continued)

Phase	Characteristics	Key advocacy messages	Activities/events
Policy implementation	A policy adopted by the legislative body is carried out by the responsible executive and administrative units. Advocacy seeks to motivate implementors and encourage CSOs to monitor implementation.	<ul style="list-style-type: none"> • Key features of the policy. • Unpaid workers stand to benefit from the policy. • Partnership between relevant ministries/ administrative units and community groups is vital to successful implementation. • Investments in programmes and services for well-being of unpaid workers produce returns in terms of improved day-to-day living situation of unpaid men and women workers. 	<ul style="list-style-type: none"> • Primer on programmes and services covered by the policy. • Fact sheets on returns to investment in resource allocation for programmes/services. • Dialogue on progress of policy implementation. • Testimonials of participating unpaid workers on programme benefits.
Policy assessment	Policy audit and monitoring of accountabilities determine extent of realizing objectives and compliance with statutory requirements of the policy.	<ul style="list-style-type: none"> • Results of policy review. 	<ul style="list-style-type: none"> • Fact sheets on policy assessment findings. • Press conferences on strengths/weaknesses of the policy, if any. • Dialogue on amendments, changes, modifications, if necessary.

5

Characteristics of an effective advocate

- Ability to prepare and plan: knows exactly the “wants” to achieve; prepared for arguments with supporting documents, counter arguments, and prepared with alternative decision options.
- Knowledgeable about subject matter being advocated.
- Knowledgeable about environment and situation.
- Knowledgeable about the leaders and decision-makers.
- Personal skills: ability to express thoughts clearly, persuade, and win respect and confidence.
- Personal traits: patience, self-control, amiable personality.

What are the steps for effective advocacy?

5

An advocacy strategy is a combination of methods and approaches, messages and tools by which the planner seeks to achieve the communication objectives (table 5.3).

Define the situation

- What are the specific facts about men's and women's work?
- What do statistics tell about “unpaid work”?
- What facts will:
 - Assess the situation of women?
 - Highlight disparities between men and women in social indicators?
 - Show the economic contribution of women's unpaid work?
 - Show that improving women's access to basic services makes economic sense?
 - Note the benefits of women's programmes and services vis-à-vis resource allocation?

- Demonstrate the consequences of inaction?
- Make women's unpaid work relevant to policy makers, implementors, NGOs, families and communities?

The most persuasive facts are those that are backed by data and statistics converted into information that policy makers can relate to.

Identify the audiences

- Who are you “talking” to (table 5.4)?
 - Primary audience: policy makers;
 - Secondary audience: bureaucrats; civil society organizations such as NGOs, community organizations including women's organizations, and civic, religious and professional groups; the media; academe and institutions; private business corporations; and international organizations and donors.

Table 5.3. Differences between scientific and advocacy communication

Science	Advocacy
Detailed explanations are useful.	Simplification is preferable.
Extensive qualifications can be necessary for scholarly credibility.	Identified issues from research and studies can make the message powerful.
Technical language can add greater clarity and precision.	Simple language improves understanding of issues.
Several points can be made in a single research paper.	A core with supporting messages is essential.
Be objective and unbiased.	Present a passionate compelling argument based on fact.
Build your case gradually before presenting conclusions.	State your conclusions first, then support them.
Supporting evidence is vital.	Choose key facts and figures on which the audience can focus.
Well-prepared and well-thought out research and presentations add credibility.	Quick, but accurate, preparations and action are often necessary to take advantage of opportunities.
The support of experts in the research area is relevant.	The fact that a famous celebrity supports your cause may be of great benefit.
Many in the field believe that scientific truth is objective.	Many in the field believe that political truth is subjective.

Source: Adapted from *TB Advocacy – A Practical Guide*, World Health Organization, 1998.

Policy makers make up the primary audience. But there are also others who would need to know about the situation of women and men engaged in unpaid work. They could support and reinforce the call for policy action. They will be the secondary audiences. Researching the audience is an important part of being able to develop messages and information materials that are relevant to their concern and which will have a better chance of being listened to. Information to be gathered includes age, sex, specific interests and responsibilities, level of knowledge about the subject and support for past public issues.

Package the message

In communicating with policy makers:

- Keep the written message simple; for advocacy, well-crafted facts are more effective than too much technical information.
- Use a summary of implications in powerful language that creates a sense of urgency and human interest stories.
- Share something new concerning what is not known about women's work.
- Keep the visual message interesting; images have a more immediate impact than too many words.
- Tailor your message to the audience by getting more information about their specific interests, level of knowledge on the subject matter, and the best way to communicate.

5

Some printed formats for use with policy makers and stakeholders

- Policy briefs: one to two pages of key issues and policy options.
- Briefing paper: A one- or two-page summary of implications and key facts supporting findings. Give enough information policy makers/advocates can use to address meetings or leads for follow-up action.
- Survey/study note: A three- to five-page expanded summary of implications and key supporting findings for bureaucrats.
- Talking points: A one- to three-page list of implications and key supporting findings for leaders and practitioners to address civil society groups.

Table 5.4. Aiming advocacy messages at different audiences

Audience	Potential concerns	Possible messages
<p>Decision makers/politicians</p> <ul style="list-style-type: none"> • President/Prime Minister • Congress/Parliament • Ministers of Health, Education, Labour, Finance • Local government units 	<ul style="list-style-type: none"> • Budgetary implications • Public opinion • Opportunity to show leadership and take credit for success • The liabilities of inaction 	<ul style="list-style-type: none"> • Unless unpaid workers become visible, their contribution to economic production remains unaccounted for. • Unpaid women and men workers while economically productive do not have equal opportunities as paid workers. • Improving the situation of unpaid workers, especially women, will help nurture a more productive human capital.
<p>Donors</p> <ul style="list-style-type: none"> • Multilateral agencies (e.g., United Nations, World Bank, Asian Development Bank) • Bilateral agencies (e.g., SIDA, CIDA, USAID, DFID) • Foundations • Private business corporations 	<ul style="list-style-type: none"> • Potential benefits of funding assistance • Project impact – results and cost effectiveness • Sustainability of projects 	<ul style="list-style-type: none"> • Increasing access of unpaid workers especially women, to health, education and basic services will promote equal development opportunities as with men and as with women in the paid sector. • Improved data and statistical base of unpaid workers provide a rational basis for policy, programmes, services and resource allocation.

Continued

Table 5.4. (continued)

Audience	Potential concerns	Possible messages
<p>Journalists</p> <ul style="list-style-type: none"> • Economic/labour analysts/reporters • Gender/women’s issues reporters • Editors • Columnists/feature writers • Foreign print and broadcast media correspondents • Editorial cartoonists • News value and timeliness 	<ul style="list-style-type: none"> • Potential debate/ • Controversy • Has the story been told before? Exclusivity • Visuals/facts to back up arguments/spokespeople 	<ul style="list-style-type: none"> • Key messages will depend on the media outlet, column or programme. • Time-use data and statistics could be used in news stories/programmes. A day in the life of an unpaid man/woman worker in various countries/ locations is a source of feature stories.
<p>NGOs, national and international</p> <ul style="list-style-type: none"> • Women’s/men’s organizations • Development organizations • Human rights organizations 	<ul style="list-style-type: none"> • Donor and institutional support • Impact of gender issues on women, children, men • Common agenda • Potential role/ responsibilities 	<ul style="list-style-type: none"> • Unpaid workers, especially women, carry the double burden of domestic work and family care. • Policy action can open opportunities for self-development of unpaid workers.
<p>Programme Implementors</p> <ul style="list-style-type: none"> • Public and private sector development/human rights/ gender issues workers • Research and academic institutions 	<ul style="list-style-type: none"> • Programme/service/ funding support • Implications to current roles and responsibilities 	<ul style="list-style-type: none"> • The collection and analysis of time-use data can highlight gender disparities in work settings. • Time-use data provide information for policy options.
<p>General Public</p> <ul style="list-style-type: none"> • Public opinion can have a strong influence on governments 	<ul style="list-style-type: none"> • Understanding/recognition/ acceptance of gender issues underlying paid/unpaid work; Government, NGO and international support for issues 	<ul style="list-style-type: none"> • Every home has at least one unpaid worker who contributes significantly to the household income.

5

Work with the media and the new information technology

News and information travel fastest through the media. Events at the national or global levels are easily brought to the attention of the public by broadcast and print media as well as the new information technology including mobile telephones. As a channel for news and information, the media sets the stage for a political dialogue and interaction with the public. The new information technology has not only made issues visible and placed them on the “screen” of decision makers, it has also become more interactive than the traditional one-way media. In normal and crisis situations, the media and the new information technology have proven their vital role in mobilizing public support and setting the political agenda.

Advocacy work is very much facilitated when technical workers who produce data and statistics team up with the media and other information personnel. Knowing the local, national and international media is a first step. Preparing information material, including figures and facts to highlight key points, comes next. Media personnel can use leads on significant findings or issues identified to raise questions and decide how to treat the story. A human interest angle is easily offered by the story of a woman whose unpaid work is given a monetary value in a country and compared with her counterpart in other countries.

Advocacy demands sustained media support that has to be nurtured jointly by the technical staff who are responsible for producing the needed information and the media who will be responsible for putting it in a form that will arouse the interest of decision makers.

Build networks and mobilize advocates

In generating wider support for a policy, it is crucial to identify partners who can help advocate to policy makers. Lobby groups and special interest groups are potential allies who can help to articulate the message about a policy benefiting unpaid workers. The more groups there are who join the cause for programmes, services and funding support to improve the day-to-day living situation of unpaid workers, the more difficult it is for policy makers to ignore the plea.

Meaningful partnerships emerge when collaborating groups are able to understand the situation of unpaid workers and agree to support advocacy for the needed action. A clear presentation of the findings (for example, from time-use surveys) will help right from the beginning.

Build on the advocacy initiative for unpaid workers and gender equality

Advocacy for integrating unpaid work into the national policy agenda begins as early as planning the collection of time-use data. It proceeds as results are reported back. The situation analysis becomes an important advocacy tool as it will indicate directions for policy options. The role of advocacy in the policy-making process has been dealt with in this module. Initiatives in promoting gender equality in the country offer another avenue to integrating advocacy for equal development opportunities for unpaid workers.

Steps to build support from policy-makers

- Be familiar with the national and local policy-making process in the country including the budgetary allocation calendar.
- Identify the relevant law-making committee/sub-committee/task group and its members at different levels, including the appropriations committee.
- Identify one policy maker or a group of influential policy makers who can be urged to espouse a policy option benefiting unpaid workers, making sure that the appropriations committee is represented.
- Use different communication channels to reach important policy makers. A policy maker's staff, friends and associates are key channels as are the media and lobby/advocacy groups.
- Make sure the social, economic and political relevance of messages on unpaid work is clear. Show the value of unpaid work by men and women and its contribution to the economy. Show how much it will cost to invest in programmes and services that will increase their efficiency and free their time for paid work.
- Articulate clearly the gender disparities and exclusion of women unpaid workers from their entitlements as persons.
- Articulate clearly the returns in terms of economic efficiency of men and women unpaid workers to the investment for policy implementation.
- Allude to the potential political benefits of showing leadership on an issue and the potential political consequences of failing to take action.
- Work with the staff of the sponsoring policy maker(s) in developing a policy option, including implementing rules and guidelines to hasten future implementation.
- Recognize the bureaucratic, budgetary and administrative constraints that exist in governments.
- Beware of the influence of conflicting special interests on the issue.
- Maintain communication with policy makers and lobby/advocacy support groups including the media and partner organizations.

5

How can one tell if advocacy is working ?

At the policy/political level, three key indicators have been proposed:

- **Formulated policy/legislative action**
 - Comprehensive development policy: well-defined socio-economic-cultural goals for women and men in unpaid work among State priorities;
- **Public agenda setting**
 - Integrated health, education, social welfare and economic policy with intersectoral and people participation.
 - Use of and access to appropriate media, modern and traditional, for specific audiences;

- Support of opinion leaders via various channels;
- Media events organized and held regularly (that is, press conferences, proactive forums and events);
- Integration of issues into speeches, intersectoral and international meetings, public relations and publications.

● Resource commitment

- Approved budgetary items for identified programmes in the national development plan;
- Inclusion of relevant programmes/ services and resource allocation in the national investment plan;
- Continuous monitoring of budgetary allocation and expenditure for identified programmes.

It is important to monitor the advocacy plan in terms of: (a) those being reached; (b) the level of understanding of the issues for which policy action is sought; (c) the action taken by the various stakeholders; (d) the individuals and groups who have committed to support the action; and (e) the subsequent policy, programmes, services and resources allocated as a result of the advocacy. The advocacy plan must therefore have a built-in monitoring scheme that will signal the progress of the advocacy activities as well as the expected output or outcome of each one.

In summary, advocacy for integrating the issues on unpaid work into the policy agenda initially involves identifying the decision makers who can transform time-use data and statistics into public action benefiting workers, both men and women. Identifying the policy issues that emanate from time-use data reinforced by a situation analysis helps pinpoint the

needed public action. Advocates should seize the policy-making process as a resource in promoting the concerns and visibility of unpaid work. Advocacy that is purposive should result in programmes, services and resource allocation that will allow unpaid women workers in particular access to development opportunities. It is important to note that advocacy is part of a holistic framework for mobilizing action and resources for unpaid workers, both men and women.

References

- Communications Framework for HIV/AIDS, 1999. UNAIDS and Pennsylvania State University, Geneva.
- Ling, J. and C. Reader-Wilstein, 1997. *Ending Iodine Deficiency Now and Forever: A Communication Guide*, International Council for the Control of Iodine Deficiency Disorders supported by the Micronutrient Initiative.
- Mobilization and Advocacy, Third Elementary Education Project. 2000 Department of Education, Philippines.
- Poland, B.D., W.G. Lawrence and I. Rootman (eds.), 1999. *Settings for Health Promotion: Linking Theory and Practice*, Sage Publications.
- World Health Organization, 1998. *TB Advocacy – A Practical Guide*, Geneva.