



FINAL REPORT

CHILD LABOUR COMMUNICATION AUDIT

Conducted in Rakai, Wakiso and Mbale Districts, Uganda



MARCH 2010

International Programme on the Elimination of Child Labour (IPEC)

FOREWORD

Elimination of child labour remains an issue high on the agenda of the Government of Uganda considering the large numbers of children who are engaged in hazardous economic activity and thus are out of school. The SNAP project is supporting the Government of Uganda in its child labour eradication efforts with a large emphasis in raising stakeholder awareness on the negative consequences and ways in which the situation can be addressed. This communication audit is a formative assessment that was undertaken in the three SNAP target districts to gain an understanding on the levels of knowledge that exists within communities on child labour, the messages that are currently in place to heighten awareness on the issue and what actions need to be taken to support these efforts.

The main aim of the study was to generate data that would form the basis of the development of a relevant communication strategy that could be used by ILO and its tripartite partners to ensure that people and institutions at all levels of Ugandan Society, are supported to mobilise against child labour through heightened and increased awareness of its negative consequences and increased knowledge of the ways and means to combat the problem.

This report presents findings from the communication audit conducted in furtherance of that objective and it is our hope that the information generated will create opportunities for further dialogue and inform the road map for the development of the National Level Child Labour Awareness Strategy.

ACKNOWLEDGEMENTS

The ILO is grateful to all partners who participated in this audit from the different Districts. Special thanks go to the ILO-IPEC, SNAP intern, the Kampala and field team who undertook this audit and to our stakeholders who participated in the dissemination workshop.

TABLE OF CONTENTS

Acronyms	v
Executive summary	vi
Chapter 1: Introduction	1
Chapter 2: Study design and methodology	3
Chapter 3: Knowledge of child labour	6
Chapter 4: Child labour messages and approaches	12
Chapter 5: Actions against child labour	22
Chapter 6: Recommendations and conclusions	26

LIST OF TABLES

Table 2.1: Distribution of survey respondents by district
Table 3.2: What constitutes child labour
Table 3.3: Kinds of work that are harmful to children
Table 3.4: Community knowledge of children engaged in child labour/types
Table 3.5: Why children engage in child labour
Table 3.6: Risks faced by children involved in child labour
Table 4.6: Suggested modes of communicating to communities on child labour
Table 4.7: Best language (s) for communication
Table 5.8: Contribution towards the awareness raising campaign

FIGURES

Figure 4.1: Graphical presentation of community communication channels
--

ACRONYMS

AIDS	Acquired Immune-Deficiency Syndrome
ANPPCAN	African Network for the Prevention and Protection against Child Abuse and Neglect
CL	Child Labour
CLM	Child Labour Monitoring
CRO	Child Restoration Outreach
FGD	Focus Group Discussion
HIV	Human Immune-Deficiency Syndrome
ILO	International Labour Organization
IPEC	International Programme on the Elimination of Child Labour
SCREAM	Supporting Children's Rights through Education, Arts and the Media
SNAP	Project of S upport for the preparatory phase of the Uganda N ational A ction P lan on the elimination of child labour
UBOS	Uganda Bureau of Statistics
UPE	Universal Primary Education
WFCL	Worst Forms of Child Labour

EXECUTIVE SUMMARY

BACKGROUND

Child labour is one of the gross violations of human rights that deny children access to education and protection and exposes them to many risks. Since 1999, the government of Uganda and other development partners have embarked on the elimination of child labour across the country. Based on a recent child labour baseline survey carried out by the Uganda Bureau of Statistics in the three Districts of Rakai, Mbale and Wakiso (UBOS 2009) it is evident that the problem of child labour still exists in areas of high concentration in certain parts of these districts. From these studies, it is also clear that there is still limited knowledge regarding the difference between child labour in its worst forms and light work, the link between child labour and HIV/AIDS and the interface between child labour and education access. The need to create more awareness on the problem of child labour and to identify ways of totally eliminating it has become more imperative.

THE SNAP PROJECT

To provide support to the Ugandan government to address the menace of child labour, the International Labour Organization through the International Programme on the Elimination of Child labour (IPEC) and the Government of Uganda is implementing a 44-months program “Project of support for the preparatory phase of the Uganda National Action Plan on the elimination of child labour”. The project of support for the preparatory phase of the Uganda National Action Plan aims to assist the Government to further strengthen its legal, policy, institutional and social foundations for timely, large-scale action against the Worst Forms of Child Labour (WFCL). To achieve this, interventions are being designed to tap into components of the Ugandan Decent Work Country Programme (UDWCP) as well as the opportunities offered by other current political, social and economic development programs and policies in Uganda. Most important strategically, this project seeks closer linkages to the Orphans and other Vulnerable Children (OVC) Policy and Action Plan which target children engaged in child labour among other vulnerable groups (most of whom are children at risk of engaging in child labour) and supports an integrated area based approaches in the areas of education, social protection and livelihood development in three targeted districts (Rakai, Wakiso and Mbale) as an innovative way of eliminating child labour in Uganda.

A key objective of the SNAP project is ensuring that “people and institutions at all levels of Ugandan Society, are supported to mobilise against child labour through heightened and increased awareness of its negative consequences and increased knowledge of the ways and means to combat the problem”.

Project activities under this objective will support wide social mobilization with a focus on:

- Improving the knowledge base on child labour in Uganda;
- Strengthening child labour monitoring (CLM) systems; and
- Raising the awareness of key actors on child labour.

A key output of these activities is the development of a National Communication Strategy that highlights the negative consequences of child labour and the potential strategies that can be used to address the problem. To facilitate the development of this process, a communication audit was conducted in the three target Districts: Wakiso, Rakai and Mbale in February 2010.

OBJECTIVES OF THE STUDY

The communication audit was conducted to:

1. Obtain a community understanding of child Labour and assess the general knowledge of target communities on child Labour
2. Identify existing messages on child labour and assess their impact on creating change
3. Identify mechanisms that exist in the community for passing on messages and information on child labour to the community.

EXPECTED OUTPUTS

On the basis of the objectives above, the SNAP project would:

- Develop appropriate communication messages aimed at eliminating child labour for the different audiences in the different locations;
- Establish effective communication methods, techniques, tools and media (print, electronic, etc) for creating awareness on child labour across all sections of society; and
- To mobilize key actors to create awareness on child labour at all levels.

KEY FINDINGS

1. GENERAL KNOWLEDGE

To support the advocacy campaign against child labour and provide a solid basis for the design of an effective targeted communication programme, the general knowledge of respondents was assessed using the guiding questionnaire developed for this survey in five areas aimed at eliciting their understanding and knowledge of child labour, its manifestations, its extent, reasons why children engage in child labour and the risks to children involved in child labour.

From the feedback provided by respondents, it is clear that knowledge and understanding of child labour and the difference between light work and child labour is rather limited.

2. MESSAGES CONVEYED AND APPROACH

Almost half the respondents had never come across any child labour messages in the community especially children. Those who had seen them were mostly government officials, NGO representatives, local leaders and religious leaders although many considered those ineffective and unhelpful. In Rakai for example, officials who reported having seen messages on child labour said they could not understand or explain the messages. When asked if the messages listed above were useful, respondents in general were of the view that the messages lacked detail and content which rendered them not useful. Some of the Government officials interviewed however noted that a few of the messages were useful because they were short and easy to memorize, and others had been useful in sensitizing the communities on child labour and thus increased the knowledge and awareness of a few of these community groups on child labour. From the analysis it was evident that a lot more work needs to be done to address the development and dissemination of child labour messages to ensure that they are effective and have the desired impact. To improve the quality of the messages, they have to be:

- Age-appropriate;
- Linguistically and culturally appropriate;
- Have wide coverage and scope;
- Easily accessible by all;
- Visually and visibly empowering;
- Action oriented;
- Relevant and address elimination of child labour;
- Less graphic, unpleasant and off-putting;
- Self Explanatory and not too abstract;
- Have clearly defined content and targets;
- Tailor-made to the needs of different communities; and
- Include information on enforcement

To assess the efficacy of communication channels, respondents were asked how messages are communicated to the community. According to respondents, information on child labour is passed from one person to another through the following means: drama activities; loud speakers; village meetings; children's activities in the communities; workshops; radio; church; television, visual and audio CDs; community mobilization events; newspapers; and clips and films on child labour.

3. ACTION

It was clear from the feedback received from survey respondents and the stakeholders who participated in the dissemination that actions that had been undertaken in the three target districts were not sufficient to eliminate child labour. Some of the actions described included awareness raising, training, establishment of a child labour unit and workshops that have targeted some of the trained stakeholders. Other actions have focused on sensitization of employees, recruitment of labour officers to address grievances, printing and dissemination of literature on child labour, withdrawing of children and enrolling them in school and labour inspection by government workers.

Stakeholders agreed that additional actions could include the formation of child labour committees, development of appropriate child labour messages, involvement of all stakeholders, use of different tools like drama and media, enforcement of provision on Labour Act, display of child labour messages in accessible places using visible pictures and in understandable languages and mainstreaming child labour into key policies.

Specific individual actions that could be undertaken by stakeholders include:

- Child labour activism;
- Use every opportunity to talk about child labour;
- Actually preaching the gospel on child labour;
- Creating a donation box at workplace to finance child labour activities;
- Use members of the target population as advocates or champions to mobilize communities to action, for e.g. women groups, religious leaders, youth associations, the elderly, child care givers, CBOs, NGOs and political leaders.

4. WAY FORWARD

Participants suggested the following on the way forward on communication strategy.

- Partnership with “Straight Talk” Foundation and children’s vision;
- Disseminate the popular version and the National Child Labour Policy (NCLP);
- Sensitize the public about the NCLP;
- Develop flyers in relation to child labour activities in the targeted region or work place;
- Meetings with key stakeholders;
- Translate popular version of NCLP into six local languages;
- Use of bill boards against child labour;

- Advocate for enforcement on employment act provision on recruitment of district labour officers
- Use of car stickers on child labour;
- Heightened inspection of work places to support compliance against child labour; and
- Regional advocacy training for labour officers, child protection officers and civil society service providers to rescue child labour victims.

CHAPTER 1: INTRODUCTION

1.1. BACKGROUND

Child labour is one of the gross violations of human rights that deny children access to education and protection and exposes them to many risks. Since 1999, the government of Uganda and other development partners have embarked on the elimination of child labour across the country. However, based on the recent research findings by Uganda Bureau of Statistics ;(Baseline survey report 2009, and Understanding Children's Work Report 2008), it is evident that the problem still exists.

From these studies, it is also clear that there is still limited knowledge regarding the difference between child labour in its worst forms and light work, the link between child labour and HIV/AIDS and the interface between child labour and education access; hence the need to create more awareness on the problem of child labour and to find ways of addressing it.

1.2. THE SNAP PROJECT

To provide support to the Ugandan government addressing the menace of child labour, the International Labour Organization through the International Programme on the Elimination of Child labour (IPEC) and the Government of Uganda is implementing a 44-months programme "Project of support for the preparatory phase of the Uganda National Action Plan on the elimination of child labour". Under the awareness raising component, the project will support the production of awareness raising materials and communication campaigns at both the national, district and community levels by its tripartite partners that will include:

- The use of SCREAM modules as part of in school and after school activities to promote children's involvement in awareness raising and social mobilization in targeted districts;
- Development of a Popular version of the CLP as a child labour booklet that will provide clear and concise information to explain what is child labour, the Worst Forms of Child Labour (WFCL), the main categories of WFCL in Uganda, the key factors that contribute to the problem, the laws that are in existence to protect children, and to provide general information about ways and means to prevent, withdraw and rehabilitate children from WFCL.
- Creation of an enabling environment for better law enforcement and capacity strengthening of community based organizations (CBOs) to address child protection and legal support issues. The project will support targeted districts to raise awareness on laws and regulations relating to child labour among key groups of stakeholders through production of awareness raising materials

focusing specifically on the legal protection of vulnerable children with emphasis on child labour laws, translation of legal texts and procedures into formats accessible to different target groups.

- A joint national awareness raising and multi-media communication campaign designed to highlight the national commitment to eliminate the WFCL in collaboration with IRC/LEAP and the OVC implementation unit and UNICEF based on the NCLP

In sum, SNAP project interventions will be directed towards creating an enabling environment for combating child labour through awareness raising, training, as well as support for child labour bylaws and their enforcement.

1.3. JUSTIFICATION FOR THE STUDY

A key outcome of the SNAP project is the development of a National Communication Strategy that highlights the negative consequences of child labour and the potential strategies that can be used to address the problem. To facilitate this process, a communication audit was conducted in the three target Districts: Wakiso, Rakai and Mbale in February 2010. The rationale for this audit included the following:

- In order to embark on an awareness raising campaign it was important that a good communication strategy is developed. The communication audit was thus a necessary first step in assessing the status of the stakeholder understanding of child labour, its consequences and the messages that can be developed to raise awareness on the problem provided;
- Data collected during this audit will provide the basis for the design of an effective communication strategy that builds on already ongoing work in the sector;
- Information generated from the audit will inform the development of the communication strategy and ensure that it is relevant and responsive to the needs of the target population and effective in generating its intended outcomes; and
- The communication audit also represents an effort to involve key stakeholders at national, district, local authority and community level to ensure that their views are incorporated in the strategy development process at the earliest planning stages. The involvement of relevant stakeholders such as Ministry of Gender, Labour and Social Development, National Council for Children, OVC NIU, Federation of Uganda Employers, Central Organization of Free Trade Unions, National Organization of Trade Unions, Ministry of Education and Sports, Ministry of Local Government, Civil Society, and Development Partners; ILO, IRC, UNICEF etc. is very critical to ensure that the strategy caters for the interests of all partners and is a unanimous communication strategy that can be used by all.

CHAPTER 2: STUDY DESIGN AND METHODOLOGY

2.1. SCOPE AND COVERAGE

The communication audit was conducted in the three ILO-IPEC focus districts for the Integrated Area Based direct action programmes as follows: Rakai (9th – 12th February, 2010), Mbale, (16th – 19th February), Wakiso (1st – 3rd, March). The choice of the survey locations in the three Districts was based on a recent Child Labour Baseline Survey conducted by the Uganda Bureau of Statistics (UBOS-2010) which highlighted pockets of high incidences of child labour in those selected locations.

2.2. PLANNING THE STUDY

The planning processes begun with a consultative meeting held with stakeholders at the ILO Offices in November 2009, during which it was agreed that a communication strategy should be developed for raising awareness on child labour by all stakeholders. It was then decided that an audit should be carried out to guide the development of the strategy. A questionnaire was developed with inputs from other stakeholders (IRC) and field tested in Wakiso District in February 2010 and the inputs incorporated and finalised. The views of the people intended to be reached were taken into consideration in the planning and delivery stages, while at the same time ensuring consistency with the project framework, feasibility in relation to the resources available, timeframe and effectiveness (making the best use of the available resources in order to achieve the set objectives).

2.3. SURVEY TOOLS

Both qualitative and quantitative methods of data collection were employed in this audit. Qualitative data collection was done using a semi-structured questionnaire in three parts designed to cover general knowledge about child labour, child labour messages conveyed and approaches and questions on action against child labour. Key informant interviews were also held with District Probation and Child welfare officers and Officers in charge of Family and Child Protection departments and respondents from the Uganda Police Force. Qualitative methods of data collection included: focus group discussions (FGDs) of between 10-15 respondents; direct observation in addition to SCREAM data collecting techniques such as songs and energizers were employed to ensure that respondents were energized and motivated to participate in the study and provide the information requested.

2.4. SAMPLE DESIGN

In all Districts, efforts were made to sample children (in and out of school), Administrators, Trade Unions and Local Community Members. A summary of the respondents is provided in Table 2.1.

Table 2.1: Distribution of survey respondents by district

TARGET DISTRICTS	Wakiso	Mbale	Rakai	
CATEGORY OF RESPONDENTS	Number of participants			Total
CHILDREN				
In school children	11	10	13	34
Out of school children	9	11	19	39
Sub-Total	20	21	32	73
ADMINISTRATORS				
School Administrators	2	2	1	5
Managers of NGO	2	6	3	11
District Education Officers	1	0	1	2
District Probation and Child Welfare officers	1	1	1	3
District Labour Officers	1	1	1	3
District Community Development Workers	1	1	1	6
Officers in charge of Family and Child Protection departments, Uganda Police Force	2	3	1	30
Sub-Total	10	14	9	30
TRADE UNIONS				
District Chair persons of Uganda National Teachers Union	0	1	1	2
Federation of Uganda Employers	0	0	2	2
Sub-Total	0	1	3	4
THE COMMUNITY LOCAL SYSTEM				
Primary school teachers	5	4	5	14
Local leaders	2	4	3	9
Social workers	6	10	7	23
Religious leaders	-	1	2	3
Parents/Guardians	5	15	16	36
Business owners	3	2	3	8
Sub-Total	18	35	38	93
GRAND TOTAL				200

2.5. DATA PROCESSING AND ANALYSIS

The data was analysed by summarising responses from all three Districts and outlining key recurrent themes across the three. In addition a stakeholders' dissemination meeting was held with tripartite partners at the National level on the 8th of May to triangulate the information collected in the field as well as to seek additional clarifications and their inputs.

2.6. THE RESEARCH TEAM

The communication audit team comprised of ILO Project staff (including the Senior Project Officer, a project Intern and District Program Assistants), District Child Labour Focal points and staff of some implementing agencies. This report is a summary of the findings from the three districts.

CHAPTER 3: KNOWLEDGE OF CHILD LABOUR

3.1. INTRODUCTION

It is generally acknowledged that child labour exists in various sectors in Uganda and the nature, pattern and characteristics differ from one sector to another. Uganda has been implementing a national programme on the elimination of child labour since August 1999, yet knowledge on child labour is at varying levels in different districts. To support the advocacy campaign against child labour and provide a solid basis for the design of an effective targeted communication programme, the general knowledge of respondents was assessed using the guiding questionnaire developed for this survey in five areas aimed at eliciting their understanding and knowledge of child labour, its manifestations, its extent, reasons why children engage in child labour and the risks to children involved in child labour.

3.2. COMMUNITY KNOWLEDGE OF CHILD LABOUR

Respondents were asked if they had heard about child labour and in what in their opinion constituted child labour. In general the majority of respondents had heard about child labour but the responses showed that there are conflicting perceptions on what constitutes child labour. For example some respondents thought when children performed domestic chores; it was child labour, whilst others didn't feel the same. These responses are summarized in Table 3.2.

Table 3.2. What constitutes child labour

WAKISO	RAKAI	MBALE
Work in exchange for money Work that exploits them Domestic chores Working children under 18 Work beyond a child's age Work that affects their thinking Work that affects their future Work that affects education Work that inflicts pain Work that exceeds their ability	Work without pay Underpaid work Child trafficking Child head of Household Overworking Abuse of rights Work by underage Hazardous work Running from home	WFCL Work that affects education Work that affects mental development Work beyond their children's age House work A child doing adult work Work that is harmful Hectic work Work without rest or relaxation

Across the Districts there was some confusion and disagreement on the definitions of child labour, light work, child mentoring and development skills. This was more noticeable in Rakai district where knowledge about child labour seemed limited. In Mbale on the other hand, the understanding of child labour among the respondents were varied and the following was noted. There seemed to be very high levels of awareness on child labour amongst government officers directly working with the Labour Unit and among NGOs working with children, employers and employee associations.

However, police officers working with children, local leaders, district community workers, parents and children interviewed had “mixed levels” of knowledge and understanding whilst low levels of awareness about child labour existed among school administrators, teachers and the school pupils. The common thread in all the three Districts was agreement that the following types of activities constituted Child Labour.

COMMON THREADS – WHAT CONSTITUTES CHILD LABOUR

- Work that affects education and takes children away from school
- Hazardous work that affects children’s development
- Children doing adult work
- Children doing work that exceeds their age and ability

3.3. THE KINDS OF WORK THAT CHILDREN SHOULD NOT DO

“A school which is under construction has been using children as porters”

Respondents were asked in their opinion what kinds of work they thought were harmful to children and children should not be allowed to engage in. The list of work children should not engage in as summarized above was quite long particularly and it highlighted the myriad of work that children are actually engaged in and should not be. It was interesting to note that children are actually placed in farms to act as scare crows to ward away animals from eating planted crops.

Children also spent time rearing cattle, distilling alcohol, vending anything that could be sold and working in construction sites and commercial agricultural farms, instead of going to school. What is worrisome is the fact even when children are IN SCHOOL, they spend time doing work that they should not be doing like babysitting for teachers, participating in school construction work and cleaning school compounds. The list of activities described is summarized in Table 3.2. below.

Table 3.3. Kinds of work that are harmful to children

WAKISO	RAKAI	MBALE
Portering	Commercial Sex work	Child Trafficking
Mirror Game	Loading and offloading	Commercial Sex
Carrying heavy loads	Collecting scrap metal	Scaring birds from farms
Dying Nails	Child trafficking	Packing and offloading lorries
Commercial Sex	Working in bars	Packing and selling scrap
Carrying heavy water loads	Working in construction sites	Stone quarrying
Picking scrap at school times	Rearing Cattle	Street vending
Tailoring	Street Vending and	Babysitting
Digging big chunks of land	Hawking	Tiling land
Washing clothes	Babysitting children	Sorting coffee beans
Early Marriage	Working at fishing sites	Selling Petrol and Glue
Working in bars	Street vending	Hawking
Construction work	Stone quarrying	Sand mining
Work that inflicts pain	Sand mining	House maids

	Coffee sorting and packing Commercial Agriculture Drug trafficking House maids Exploitative work Child Prostitution Early Marriages Helping with school buildings Working in Restaurants Working in Petrol stations Catching grasshoppers Digging and tiling land	Commercial Agriculture Carrying heavy luggage Construction work Distilling & Selling Alcohol Carrying water Jerri cans Looking after animals Cooking large meals Selling cigarettes and drugs Forced early marriages
--	--	--

It was also interesting to note that different categories of respondents emphasized different types of work that were considered hazardous, although due to the nature of the assessment, responses have not been disaggregated by category of respondents. In general, children raised issues of hawking and working at night and in bars as work they would rather not engage in. A summary of the recurrent themes is presented below. It is surprising that early marriages came out as a form of child labour! According to one respondent, "Children are booked for marriage as early as Primary Four."

COMMON THREADS – WORK THAT CHILDREN SHOULD NOT DO	
• Commercial Sex work • Loading and offloading vehicles • Collecting and dealing in scrap metal • Child and drug trafficking • Working in bars and restaurants • Working in construction sites • Rearing Cattle • Street Vending and Hawking • Early Marriages • Digging and tiling land • Commercial Agriculture • Carry loads much heavier than what children of their age should be carrying	

3.4. EXTENT OF CHILD LABOUR

"Children in Kyotera Primary School have increasingly dropped out of school for marriage".

"For two consecutive years (2008-2009), only four children sat for their final exams"

Respondents were asked if they knew of any children involved in the kind of hazardous work described above. Respondents mainly cited cases of children engaged in hawking, prostitution, carrying heavy loads, stone quarrying and animal rearing- many as young as six years. Their responses and the case studies that they enumerated showed that

child labour is still endemic prevalent in parts of the survey districts and required serious attention. In some cases children committed suicide as a result of being overworked, others contracted HIV/AIDS and acute chest infections. A summary of some of these trends and case studies are presented in the table below.

Table 3.4. Community knowledge of children engaged in child labour/type

WAKISO	RAKAI	MBALE
Children staying with step-parents forced into CL due to the abuses they face	Children getting married early	Child who committed suicide after been overworked and subjected to harsh treatment
Poverty drives some children into these activities	Children used as porters at school construction sites	Young children between 6 and 15 commonly seen selling polythene bags in the market
Children who fetch firewood deep in the forests		Young girls in bars sell alcohol late at night
Children involved in economic activities at odd hours		Children involved in stone quarrying and collecting grass to feed animals
Children selling maize after school hours		Children at construction sites as young as ten years
Fetching water for teachers		Young children as little as six years carrying heavy loads of firewood
Fetching firewood and water for bricklaying and burning		Children carrying water in heavy jerry cans
Discrimination against children with disabilities		Children carrying drums of alcohol
		Child prostitution as early as 11 years

3.5. CAUSES OF CHILD LABOUR

“Parents say that, if you do not work, you do not eat” “ One child who was staying with her aunt was given a lot of work to do, especially fetching water, washing heavy clothes, cleaning up her children, before she could go to school”

Child labour is sometimes considered a norm in communities with a sizeable portion of the population living in poor conditions with limited household resources. In these communities, many children are exposed to risky and hazardous working conditions many of them in dangerous and exploitative sectors (UBOS 2001). To understand what else apart from poverty drive children into these forms of child labour, respondents were asked, “What causes child labour”? From the responses, it was clear that poverty was an overriding and recurrent theme underlying why children engage in these harmful forms of work. Other issues raised included orphaning, routine socialization and upbringing, cultural values, punishment in some instances and abuse from step parents. A summary of the responses across the three districts are summarized in Table 3.4.

Table 3.5. : Why children engage in child labour

WAKISO	RAKAI	MBALE
Poverty Lack of school fees As Punishment from parents Leave home as a result of abuse Orphan hood Parents cannot afford their needs Part of training and learning Training to be responsible adults Cultural and traditional beliefs	Poverty Coping mechanisms Parental Neglect Lack of guidance Exposure to sexual activities Chased away from home Mistreatment at home Burdens from HIV/AIDS Stranded from trafficking Parental Ignorance on CL	Poverty Cheap Labour Orphan hood Lack Parental care Source of income Death of Parents Part of training Form of punishment Lack of School Fees Parental Neglect Mistreatment HIV/AIDS Broken Families War and displacement Rebellion Early sexual activities Pregnancy Step Parental Abuse Peer pressure

COMMON THREADS – DRIVERS OF CHILD LABOUR

- | |
|--|
| <ul style="list-style-type: none"> • POVERTY • Parental Neglect, Lack of parental guidance and care • Children seen as source of income • Children leave home as a result of abuse, mistreatment or rebellion • Orphan hood... links to HIV/AIDS • Parents consider engaging children in hazardous work is training for the future |
|--|

3.6. RISKS FACED BY CHILDREN INVOLVED CHILD LABOUR

“When children get used to handling money early, they loose interest in education and get wasted in unproductive work”

Respondents were also surveyed on the risks faced by children engaged in child labour in the different districts and their responses are highlighted in the table below.

Table 3.6. Risks faced by children involved in child labour

WAKISO	RAKAI	MBALE
Affects their growth	Exposure to hazards	Physical/ Mental retardation
Creates health complications	Defilement	Health problems
Exposed to HIV/AIDS/STDs	School drop-out	Exposure to HIV/AIDS/STDs
Physical injuries and accidents	Early Pregnancy	Accidents

Early sexual activities	Sacrifice/Abduction	Poor academic performance
Diseases-chest pain	Loss of self confidence	Chest pain
Early marriages	HIV/AIDS/STDS	Early pregnancy
Brain drain	Death	Sexual abuse
Sexual abuse, especially girls	Sexual abuse	Death
Street Children	Health problems(Chest)	School drop-out
School drop-out	Retarded growth	Psychosocial effects

From the above summary, it is clear that the risks posed to children engaged in child labour are quite high. In the worst cases children actually face the risk of contracting HIV/AIDS; many have chest pains from heavy lifting and menial jobs and in some cases die as a result of engaging in child labour. Yet, in the discussion, it was clear that even though in general, most of the respondents were aware that child labour is harmful to children, especially from information gained through Radio, TV and News media, many were still not bothered to do anything about it. For many, culture tells them children must work, especially among the poor and illiterate.

COMMON THREADS –RISKS OF CHILD LABOUR
• Exposure to HIV/AIDS and other STDs • Early Marriages • Unwanted Pregnancy • Sexual Abuse • Health Complications/Chest Infections • Psychosocial effects • Mental and Physical Retardation/ Stunting • Miss out on Education/School Drop Out • Death

CHAPTER 4: CHILD LABOUR MESSAGES AND APPROACHES

The second part of the study focused on identifying what child labour messages currently were being communicated to communities; their familiarity with them; their usefulness or not and suggestions for improving the dissemination approaches and content of what exists on child labour awareness raising. Participants were asked seven categories of questions and the key findings from analyses of their responses are presented in this section.

4.1. WHAT CHILD LABOUR MESSAGES HAVE YOU COME ACROSS? HOW DID YOU GET THE MESSAGES?

When asked the questions above, almost half the respondents had never come across any child labour messages in the community, especially children that were surveyed. Those who had seen any messages at all were mostly government officials, NGOs, local leaders and religious leaders, many of whom considered the messages ineffective and unhelpful. In Rakai for example, Government officials who reported having seen message on child labour said they could not understand or explain the messages. Sample messages respondents had seen included the following:

- Stop Child Labour, it starts with you
- HIV/AIDS leads to child labour
- Forcing children into child labour is a big risk
- Children shown carrying heavy loads
- Let the children go to school
- Child labour affects future generations
- Stop exploiting children
- Children exposed to commercial sex
- Children being beaten whilst washing large amounts of clothes
- Take children to school
- Do not send children at night

The messages were mainly found in posters, ILO brochures, Radio and TV spots, as part of school talks, competitions, and examinations and occasionally disseminated at workshops. It was clear that the messages were limited in scope, coverage, relevance and utilization. Some respondents said the child labour content in some of these posters “just came by the way” and were not focused on intentionally. More important, many other messages focused on child rights and child abuses rather than child labour and hazardous work.

4.2. WERE THE MESSAGES USEFUL?

Respondents were also asked if they found the messages useful or not and if they had any impact on raising awareness on child labour. Respondents in general were of the view that the messages lacked detail and content and found them not useful. Some of

the Government officials interviewed however noted that a few of the messages were useful because they were short and easy to memorize, and others had been useful in sensitizing the communities on child labour and thus increased the knowledge and awareness of a few of these community groups on child labour. However the overwhelming majority did not find the message useful for a number of reasons; some of which are summarized below:

Reasons why messages had little impact

- | |
|--|
| <ul style="list-style-type: none"> • Were not in line with child labour • Mostly on child abuse and defilement • Missed a lot of other information • Lacked information on what to do • Messages were not action-oriented • Messages not taken seriously by those targeted • Messages were mainly on child abuse • Learnt in class just for examination purposes • Messages can be misleading and misinforming • Not threatening enough • Lacked information on where to report child labour cases • Not fully understood • Not useful due to corruption • May actually call for people to use children more for work • Children are unable to access these messages • Not passed over to the community • Meant for a minority of the community • Some of the messages are so strong that they put people off • Messages too vivid so people lose interest in them • Too many word and few pictures • Channels of dissemination were informal • Placed in locations not frequently accessed by the target population • Only printed in English and not everyone can read • Scope and coverage was limited • Did not involve children in the design • Lacked follow up mechanisms assess effectiveness of messages • Lacked guidance on support supervision • Not easy to remember them • Messages are too small • Messages ended up being stored in offices not in community • Not displayed in shopping centers and schools • Only in towns; nothing in villages • New concept that is being learnt • Not all communities have access to TV and radios • Not fully understood • Did not include messages for churches • Child labour issues not the direct focus of messages |
|--|

4.3. HOW COULD THESE MESSAGES BE MADE BETTER?

From the discussion and the summary above it is evident that a lot more work needs to be done to address the development and dissemination of child labour messages to ensure that they are effective and have the desired impact. To improve the quality of the messages, they have to be:

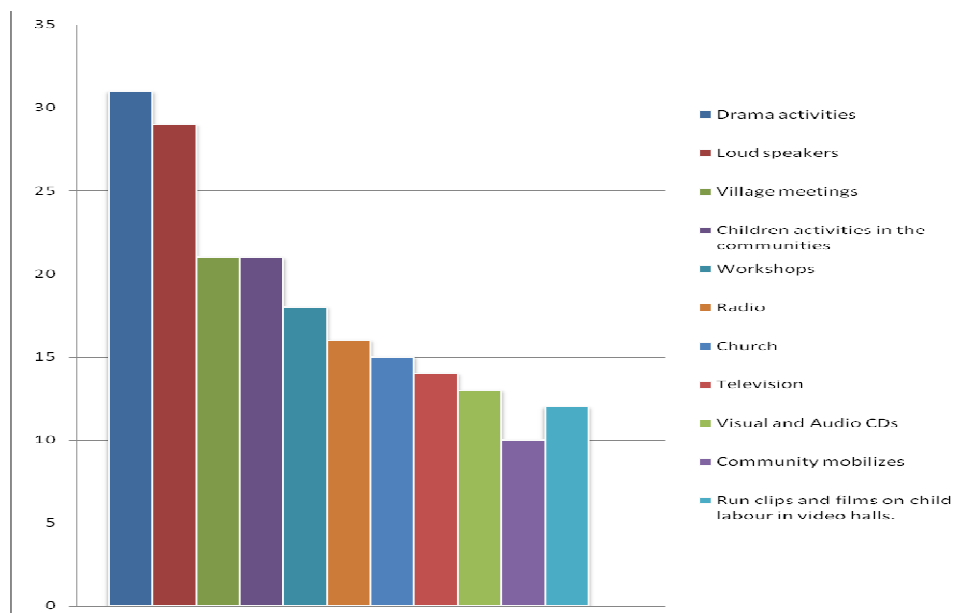
- Age-appropriate
- Linguistically and culturally appropriate
- Have wide coverage and scope
- Easily accessible by all
- Visually and visibly empowering
- Action oriented
- Relevant and address elimination of child labour
- Graphic and unpleasant and off-putting
- Self-explanatory and not too abstract
- Have clearly defined content and targets
- Tailor-made to the needs of different communities
- Include information on enforcement
- Disseminated through both informal and formal channels
- Disseminated through channels that communities use and are used to like churches
- Developed in collaboration with of key stakeholders especially children
- Communicated through other channels like drama, plays etc

4.4. HOW DOES THE COMMUNITY GET TO KNOW ABOUT CHILD LABOUR?

To assess the efficacy of communication channels, respondents in the survey and stakeholders in the dissemination workshop were asked how messages are communicated to the community. According to survey respondents, information on child labour is passed from one person to another through the following avenues:

Avenue	Number of respondents
Drama activities	31
Loud speakers	29
Village meetings	21
Children activities in the communities	21
Workshops	18
Radio	16
Church	15
Television	14
Visual and Audio CDs	13
Community mobilizes	10
Clips and films on child labour in video halls.	12
Total	200

Figure 4.1. Graphical presentation of community communication channels



From the above, it is evident that drama activities are the most frequent medium for reaching communities with messages whilst community mobilization efforts and running video clips are the least used media. Participants were then asked which approaches were most effective in informing communities about child labour and why. Many felt that community village meetings where all members are mobilized and messages shared with from them provided useful channels for communicating child labour messages to achieve a broader reach. Other respondents also noted the importance of community public address mechanisms which also reach a large number of people without being required to leave their paces of work. Some of these channels included community radios, church pulpits, community broadcasts etc.

Stakeholders were also asked how the communities they work with get to know about child labour. A summary of the sample messages is presented below by agency.

Kyambogo University

- Infused child labour in the curriculum
- Has an anti-child labour club
- Moving talking posters
- Now allowed in extra-curriculum activities
- SCREAM-trained tutors in PTCs in Rakai, Mbale and Kampala
- Have also trained lecturers at the university
- Uses posters drawn by children

Trade Unions, Employers and Workers

- Make posters

- Conduct research and disseminate information
- Develop IEC material and disseminate them
- Website, newsletters and emails
- Use ILO Materials
- Use sensitization meetings
- Use Collective Bargaining Agreements for enforcement
- Media-Print and Electronic

SOMERO

- Use school clubs
- Village meetings
- Wall paintings
- Talking compounds in school and within the community

4.5. WHAT MESSAGES CAN BE EFFECTIVE IN SENSITIZING COMMUNITIES ON CHILD LABOUR?

Stakeholders in the dissemination workshop were asked to list the different target audiences that the SNAP project works with and identify which communication channel would be the most effective to reach each target group. The different target audiences identified for the SNAP project included:

1. Children in school
2. Children out of school
3. Government
4. NGOs and CBOs
5. Community
6. Trade Unions,
7. Employers

4.5.1. *Communication channels for children in school*

- SCREAM-Debates
- School Curriculum
- School Assembly
- Clubs
- Talking compound
- Child to child approach
- Wall painting
- Music Dance and Drama
- Counseling and Guidance
- Posters

- Exchange visits

4.5.2. Communication channels for children out of school

- Community drama groups
- Community loud speakers
- Radios
- Use of local musicians
- Village meetings

4.5.3. Communication channels for Government

- Media-Print and Electronic
- Workshops
- Sensitization meetings
- Research and dissemination
- Community dialogue

4.5.4. Communication channels for NGOs

- Workshops
- Media-Print and Electronic
- Research and dissemination
- Campaigns during child labour day –WDACL
- Emails
- Newsletters/flyers/brochures

4.5.5. Communication channels for Community

- Places of worship
- Village meetings
- Posters
- Social places/market days
- Burial and parties, sports days
- Flyers
- Community loud speakers
- Formation of by-laws
- Video halls
- Mobile speakers

4.5.6. Communication channels for Trade Unions

- Posters
- Media-Print and Electronic
- Workshops and dialogues
- Emails and Websites
- Brochures and flyers
- Newsletters
- Research and dissemination

For an effective awareness raising campaign respondents suggested sample messages, some of which have been noted below (disaggregated by District)

WAKISO

- No to child Labour
- Let children be in school
- Give children work equal to their ability and ages
- Stop giving children heavy work
- Children are future leaders
- Abolish child labour
- Show positive outcomes of not being subjected to child labour
- Parents educate your children, stop child labour
- Report cases of child domestic work to LCs

RAKAI

- Value education; marriage at the end
- For good care of children, don't involve them in child labour
- All people using children at work should stop
- Child sex is not good for the growth of a child
- Parent protect children don't use them for hard work
- Protect children and educate them...4th commandment old testament;
- Protect them without child labour
- Whoever employs a child has to be caught
- Child labour affects health
- Any work that exposes a child to sexual activities should be stopped
- It's time to stop child labour for good and up right children
- Using children under 18 years is risky
- Educate children not to involve in child work
- Parents don't allow children to get married
- Child labour is dangerous; Report cases to the chairperson

MBALE

- Child labour is a form of child abuse. Stop it
- Child labour is a crime. You shall be imprisoned
- Protect the children from child labour
- Child labour –the greatest evil/obstacle to child development and education

- Child labour – A great contribution to under development
- Child labour – A health hazard to our children
- Please; please stop child labour. Take children to school
- Stop the work which hurts the children
- Take good care of children
- Do not subject children to heavy workloads
- Take the child to school
- Give children light work
- Give children alternative skills so that they can do their work well
- Let us join hands to eliminate child labour
- It is wrong to employ children
- Prosecute those who are employing children
- Child labour can damage the individual's life
- This child is special, give him time to do the right thing
- Avoid child labour for a child's success
- Help the children grow up totally into good and useful citizens by avoiding child labour
- Children, go to school and leave child labour
- Do not mistreat children, end child Labour
- Keep the child well and take him to school
- Parents, take care of children so that they do not go to work

4.6. WHAT IS THE BEST WAY OF INFORMING PEOPLE ABOUT CHILD LABOUR?

Respondents were asked what where some of the best ways of informing people in the communities about child labour. A number of avenues came up in the FGDs and different people preferred different avenues although many cited community events, village meetings and activities that occur within the communities as the best avenues for communication. These venues already have captured audiences and are thus able to reach a lot of people at a time. Respondents emphasized that these avenues are realistic, cost effective and sustainable. Respondents also preferred the use of TV and radios in passing along the message on child labour particularly those targeting the employers. A summary of the suggested avenues is presented in Table 4.6.below.

Table 4.6: Suggested Modes of Communicating to Communities on Child Labour

Suggested Modes of Communication	Why it is effective
Meetings at village level	They reach out to those with no radios or TV
	Conducted by people respected in the community
	Community direct sensitization
	The members are easily to mobilize
	They are not associated with projects that can end soon due to limited resources
Drama shows	They are educative
	The community is easily mobilized and motivated into action
	Children are fully involved when they play games
	Parents and guardians are motivated to attend when their children are acting
Churches	Leaders are listened to by their followers

	Easy to mobilize around child labour in church
Radio: • Buddu Radio, • Radio Maria, • CBS, • Kabozi kubiri • Simba radio	Members can receive the information without leaving work
	They have wide coverage and scope
	They can be conducted in areas of high incidences of child labour
	Provide direct sensitization
Children activities in the communities	The members are easily to mobilize
	Involve children
	Make use of drama groups of children in organizations
Policed community system	High government body that is respected by the community
	Has community systems to educate the masses
	Can keep track of child labour cases
	FCPU community support groups already exists
	Formerly a community task force on child labour
	Organizations work closely with the police.
Workshops	Educative in nature
	Provide the right information about child labour
	Organized by ILO and other social partners
Television	Many people can access TVs
	It is both visual and audio
Visual and Audio CDs	Induce effective learning
Community film shows /School shows	Induce effective learning
Community mobilization/Door to door mobilization	Can reach the community
	Can be conducted by community village groups
	Are understood by the members in the village
Community events like funerals	Captured audience

Stakeholders who participated in the dissemination workshop were also asked to identify additional channels for communication that could augment Table 4.6 above and below is a summary of their responses:

- Music
- Community loud speakers/radio
- Wall paintings/Children's drawings
- Bill Boards/Posters
- Talking compound
- Support clubs
- School curriculum
- SCREAM
- Emails and text messages
- Branding products
- Media–Print and electronic

4.7. BEST LANGUAGE (S) FOR COMMUNICATION

Respondents were also asked to identify the most appropriate languages that could be used to disseminate messages on child labour. Most cited Luganda and English in addition to the local languages spoken their Districts. This is shown in Table 4.7. It will therefore be important to have messages translated in these languages to ensure that they are linguistically appropriate as well as user's understanding of what is being communicated.

Table 4.7. Best language (s) for communication

District	Language
Rakai	Luganda, English, Lunyankole
Mbale	Luganda, English Lumasaaba, Swahili
Wakiso	Luganda, English

In sum, the message on child labour is rather limited in scope and content in the three Districts as revealed in feedback obtained from stakeholders on the subject. In addition to broadening the scope of coverage of these messages and identifying and employing more appropriate communication channels, it will be important as the project moves forward with the development of the communication strategy that it focuses intentionally on some of the issues raised in this section.

CHAPTER 5: ACTION AGAINST CHILD LABOUR

5.1. ACTION TAKEN AGAINST CHILD LABOUR IN THE COMMUNITY.

5.1.1. Feedback from Respondents

To take stock of current actions on CL, the community, LC, Government, NGOs, and District Authorities etc asked respondents. Majority were not aware if any major or large scale visible actions had been undertaken although they cited a few instances of such actions, some of which are listed below:

- UPE to keep children in school
- The CFPU set up
- Projects have been implemented to withdraw children in child labour and take them to school
- Child labour committees at village level were formed and used to sensitize and follow up child labour cases

It should be noted however that even respondents who had information on the actions that had been undertaken had a number of complaints with regard to the effectiveness of those actions. For example:

- Local leaders, police officers and probation officers do not have resources to help handle and follow-up cases forwarded to them
- The schools still keep asking for some funds from parents so children have to leave school to work for that money
- Community child labour committees are longer active due to declines in funding to follow up such cases
- NGOs have time-bound projects that run for a short time to yield concrete results” Field officer Rakai community Health Based Organization.

5.1.2. Feedback from stakeholders’ workshop

Stakeholders who participated in the dissemination workshop were asked what actions had been undertaken by their agencies and at their level in their different capacities to eliminate child labour. Samples of their responses are summarized below:

- Awareness promotion
- Creation of a unit for elimination of child labour
- Training of stakeholders on the child labour policies
- Workshops on child labour targeting trained union leaders
- Printing and distributing literature
- Sensitizing employers
- Recruitment of labour officers at the district level
- Identification of children and taking them back to school

- Labour inspection by government workers both at the District and at the Ministry

Stakeholders at the dissemination workshop agreed that actions at all levels were not sufficient and more could be done in terms of training, sensitization and mainstreaming of child labour issues into the line ministries. Other specific actions could include the following:

- Formation of child labour committees
- Development of appropriate child labour messages
- Involvement of all stakeholders (specifically of survivors)
- Use of different tools like drama and media
- Enforcement of provision on Labour Act
- Display of child labour messages in accessible places
- Drawing of visible pictures and in understandable languages
- Mainstreaming child labour into policies

5.2. WHERE ARE CASES OF CHILD LABOUR REPORTED IN THE COMMUNITY?

Most of the respondents had never heard of cases particularly on child labour being reported, however they were aware that other child abuse cases have been reported to the following bodies/agencies:

- Probation Department
- ANPPCAN
- The Vice-Chair person at the village level
- World Vision
- Local Councilors- particularly by parents seeking compensation. They know that if the case is taken to police, compensations may not be easily granted

Stakeholders at the feedback workshop identified the following avenues where child labour cases could be reported:

- National Labour Offices
- Child Labour Units
- Provision of labour offices at the Districts
- Community Development Officers
- Secretaries for children at LC level, Sub County level who report to the district

It is notable that very few cases were reported to the police even though police is able to detect some cases. Respondents believe if District Labour Officers (DLOs) were in place, it would be useful to refer such cases to them as well.

5.3. WHAT SHOULD BE DONE TO ELIMINATE CHILD LABOUR?

When stakeholders were asked what should be done to eliminate child labour, they cited some of the following actions:

- Discover the hindering causes
- Agree on common messages
- A child labour toll free line should be put in place to access knowledge whenever needed and also follow up on child labour cases
- The campaign should involve role models
- Form drama groups to sensitize people about the problem of child labour
- Establish vocational skills centers where some of children could be sent if they cannot continue with formal education
- Address children with disabilities
- Focus on both the boy child and the girl child, who are equally at risk
- Sensitize the parents and children
- Support them to improve their incomes
- Encourage open discussions between children and their parents on children in child labour
- Report cases to police and other law enforcement agencies
- Put in place completely free education
- Provide alternative forms of education for children who do not access formal education (e.g. vocational skills development)

5.4. CONTRIBUTION TOWARDS THE AWARENESS RAISING CAMPAIGN

Given the gaps in action identified, many respondents were willing and pledged their support to raising awareness on the issues of child labour in their communities and doing something about it. Many were willing to individually sensitize their communities; identify children engaged in child labour and sensitize them and their parents; conduct home visits to provide guidance and support to such families where they are able and the support efforts geared towards enforcing stiff laws and penalties for those who involve children in child labour. A summary of these discussions can be found in Table 5.4.

Table 5.8: Contribution towards the awareness raising campaign

Categories of Respondents	Contributions
The children in school:	• Sensitize fellow children • Not to leave school • Talk to their parents about it • Take printed information to their parents • Talk about child labour on assemblies
The children out of school:	• Form drama groups to sensitize the community • Go door to door to sensitize the community • Talk about it in village meetings

	• Tell employers about child labour • Educate friends about child labour
Employees	• Not to allow children to be employed • To monitor the kind of work children are given so that it is not exploitative • Talk to our boss about dangers of child labour • Distribute posters at the work place
Employers	• Work with FUE to sensitize other hotel owners
The District Officer Uganda Police	• Mobilizing the community for sensitization • Advocacy for child labour programmes • Use village meetings to talk about child labour • Link up with ANPPCAN to handle child labour cases
The School Administration	• Sensitize parents about child labour • Educate children about child labour • Include child labour messages in our compounds • Make posters on child labour • Talk about child labour messages in teachers meetings
The Teacher's Union	• Train and sensitize the teachers about child labour • Distribute IEC materials to all UNATU members • Allow time to address child labour in schools • Make schools a good place for children to study • Enforce laws against those who engage in child labour
The parents	• Talk to fellow parents about child labour • Monitor and report all cases of people using children • Interpret IEC materials for those who cannot read

CHAPTER 6: RECOMMENDATIONS AND CONCLUSIONS

The findings of the communication audit provides a good springboard and a source of guidance in the development of key messages on child labour as part of the proposed communication strategy that will be developed under the SNAP project. The audit has provided some insights into the needs of different districts and the importance of targeting different audiences using appropriate and relevant communication methods that speak to them. More important, the audit has achieved its objective of increasing stakeholder involvement and awareness on child labour through this exercise and in essence they have been mobilised to create awareness on the problem of child labour. It is expected that the desired outcome of this audit will therefore be achieved, that is reduced child labour in the three project districts and the country at large through an effective communication strategy.

6.1. GENERAL RECOMMENDATIONS

1. All stakeholders need to be brought on board in this campaign.
2. Whoever can do something should be used. Massive sensitization to increase their awareness first should therefore be the first step.
3. There is need to equip all stakeholders with sensitization skills that they are in position to pass over information to other community members. SCREAM is highly recommended.
4. When conducting the awareness raising campaign, consideration should be given to the use of two languages; namely, Luganda, and English.
5. Most respondents were in favor of the community drama shows as the best channel of communication to the communities. Already established community and schools drama groups should therefore be used.
6. The campaign should involve children both in and out of school in designing, monitoring and implementation especially of IEC materials.

6.2. SPECIFIC RECOMMENDATIONS

Respondents also suggested specific ways in which messages could be packaged and delivered to make them more effective in achieving impact. These included the following:

6.2.1. MESSAGE CONTENT

Messages should:

- Be brief, direct and specifically focus on child labour
- Define and differentiate between child labour and light work
- Highlight the worst forms of child labour separate from child abuse
- Provide information where people can report cases of CL
- Call for action from the community members
- Encourage children to go to school

- Address child labour interface with HIV/AIDS
- Portray pictures that reflect the evils of child labour, its effects and the solution.
- Have fewer words and many pictures
- Be positive, encourage and promote positive behavior and a safe environment free of hazardous work for children
- Be developed with protection of children in mind and with children together in the forefront.

6.2.2. MESSAGE DISSEMINATION

Messages can:

- Be displayed in prominent places like shopping centers and schools.
- Run on radios and TVs (i.e. spot messages)
- Use of jingles and spot messages on radio especially during prime time.
- Try to make use of music, dance and drama channels
- Make use of talking compounds in schools and other public places
- Newsletters
- Research and Development
- The tone of the messages should be, Friendly, Persuasive, Positive, Directive, with a benefit and Attractive

6.2.3. OBSTACLES

Some of the obstacles that can affect communication of awareness raising messages to these audiences and need to be addressed include:

- Culture
- Illiteracy
- Poverty
- Language
- Unfriendly messages
- Message interpretation
- Attitudes of the target group and service providers

6.2.4. CHARACTERISTICS OF MESSAGES

Participants were asked to identify what should characterize child labour messages and they agreed that child labour messages should be.

A - Accurate

A - Accessible

A - Applicable

A - Acceptable

A - Available

A - Affordable

A - Appropriate

A - Attractive

A- Amenable/ Accommodating

A-Accountable

6.3. CONCLUSIONS

In sum, the audit has drawn our attention to some of the serious gaps that exist within the three Districts in communication on child labour. It has also highlighted some of the challenges with ensuring that messages are effective and achieve the desired impact. As the project moves forward with the development of its communication strategy, it is important that the two values of inclusiveness and participation are strongly emphasized to ensure that materials, messages and the entire communication strategy process draws on all key stakeholders to ensure that the end result is relevant for the elimination of child labour and the creation of child-labour free zones in the targeted Districts.

In the long term, it will be critical that capacity building efforts focus on addressing the differences between child labour and light work and refresher courses for key community advocate are conducted to drive home the differences and the message. Teachers would have to be routinely sensitized and supplementary readers for children on child labour developed in a way that child labour awareness raising is mainstreamed by all actors at all the implementation strata. More important, respondents in this study, (in addition to all that has been discussed), suggested the use of other innovative communication mediums like Newsletters, Comic Books, for children and Documentaries to raise awareness on child labour. These need to be developed and availed to the target beneficiaries. In the long term, everyone who needs to count will have to count to ensure that together we eliminate child labour in our communities.

6.4. WAY FORWARD

- Development of a draft communication strategy framework;
- Follow-up workshop on updates from Districts on work done on awareness raising to date;
- Capacity analysis of Implementing Agencies on their strengths, weaknesses and potentials to roll out the strategy;
- Development of APSOs in line with communication strategy.

APPENDIX 1: LIST OF PARTICIPANTS FOR DISSEMINATION MEETING

S/ N	Names	Title	Organisation	Tel.	E mail Address
1	Kizito Hamidu	Coordinator	RUDMEC	0752656881	Kizitoh@yahoo.com
2	Nsubuga Miranda	Volunteer	FUE	0774163249	stephiemiranda@yahoo.com
3	Magall Moritz	D/head OVC NIU	MGLSD	0772482975	mamoritz2004@yahoo.com
4	Luyiga Susan	Focal Person CLU	MGLSD	0712862425	luyigasue@yahoo.com
5	Birungi Christine	Student	SOMERO	0776375527	Birungichristines@yahoo.com
6	Nehemiah Ngira	M&E Coordinator	LEAP-IRC	0772774604	nehemiah.ngira@uganda.theirc.org
7	Nsubuga Geoffrey	SCREAM Trainer	ILO/IPEC SCREAM	0712275304	geoffreykiwala@yahoo.com
8	Juliet Wajega	Project Coordinator	UNATU	0772525540	juliet.wajega@unatu.org
9	Mary Mayende	D.T.G	NOFTU	0712937301	mugide2000@yahoo.com
10	Aciro Beatrice	Focal person	COFTU	0782 210591	nuctaw2007@yahoo.com
11	Christine Kavata		COFTU	0712 922591	kavhos@yahoo.com
12	Gloria Geria		KYU	0772 460021	geriagloria@yahoo.co.uk
13	Patience Agaba		FUE		fue@infocom.co.ug
14	Mugenyi Basil		ILO/IPEC	0782 505134	basil@ilo.org
15	Jackie Banya		ILO/IPEC	0772 503618	jbanya@ilo.org
16	Yvonne Prempeh	Consultant	Cambridge Consultancy Services	0779 128843	yprempeh@yahoo.com
17	Christine Atwongyeire	Reporter	Nascent- RDO	0782 327662	atwokri@yahoo.com

APPENDIX 2: SURVEY QUESTIONNAIRE

GUIDING QUESTIONS

COMMUNICATION AUDIT FOR AWARENESS RAISING CAMPAIGN ON CHILD LABOUR

Dear participant ILO/IPEC is conducting a communication audit whose findings shall be used to raise awareness on child labour. We therefore request you to answer a few questions that are important in this audit

District.....

Category of participant (tick where appropriate)

Government official	Community Leader
Parent Guardians	Children involved in child labour
Trade Unions	Non-Governmental organization
Children in school (GD)	Children withdrawn from schools
Teachers in primary schools	Employers

1. General Knowledge on child labour

1. Have you heard about child labour?
2. In your opinion what are the kinds of work that children should not do
3. Are there children in your community who are involved in the kind of work you have mentioned?
4. Why do you think children are involved in the kind of work you have mentioned?
5. Mention the risks to the children involved in the kind of work you have mentioned above

2. Messages conveyed and approach

1. What child labour messages have you come across and how did you get the messages
2. Were the message useful (explain)
3. Do you think the messages were lacking in anyway (Explain)? If so, how can it be made better? (Suggest)
4. How do people in your community get to know about child labour?
5. Suggest messages that can be effective to sensitize your community about child labour
6. In your opinion what do you think can be the best way of informing people in your community about child labour and why?
7. What would be the best language that would be understood by people in your area?

3. Action against child labour

1. What action has been taken against child labour (by the community, LC, Government, NGO, District authorities etc)

2. Where are cases of child labour reported in your community? B (Police, local leaders, local authority, probation and welfare officer, the church leaders, labour officer etc)
3. In your opinion is there something that should be done in order to eliminate child labour that has not been mentioned? Explain
4. What contribution do you think you can make towards creating awareness on child labour? (E.g. as a parent, teacher, etc)