



**REPORT OF THE
AWARENESS RAISING CAMPAIGN ON CHILD LABOUR**



MAY 2012

This report was produced as a result of the need to guide and monitor the awareness raising campaign to build synergies between the different partners in the campaign and to document the processes and outcomes of the campaign.

The report was produced by the consultant who supported the Ministry of Gender, Labour and Social Development in the coordination of the campaign, in close collaboration with the ILO/IPEC-SNAP Project thanks go to all the partners in the campaign.

Funding for the awareness raising campaign was provided by the United States Department of Labour through the ILO International Programme on the Elimination of Child Labour (IPEC), (Project UGA/08/P50/USA)

This report does not necessary reflect the views and policies of the United States Department of Labour, nor does mention of trade mark names, commercial product or organisations imply endorsement by Unites States Government.

ACKNOWLEDGEMENTS

The consultant would like to thank the Ministry of Gender, Labour and Social Development (MGLSD) and the ILO/IPEC SNAP project for the opportunity to work on this assignment. Sincere thanks go to the focal point persons from the MGLSD, the Chief Technical Advisor, ILO-IPEC SNAP project, ILO-IPEC Senior Programme Officer and the Monitoring and Evaluation Officer for their guidance and invaluable support provided at different steps throughout this assignment.

Her gratitude also goes to the partner organizations and the project staff from the National Organization of Trade Unions (NOTU), Uganda National Teachers Union (UNATU), Federation of Uganda Employers (FUE), Central Organization of Free Trade Unions (COFTU), Rural Development Media Communications (RUDMEC), Kyambogo University (KYU), Somero Uganda, Firel, Tri-Vision and Fairpen Uganda Foundation, for their tireless efforts and commitment to the AR campaign.

She acknowledges the contribution of the District stakeholders in SNAP project locations in Mbale, Wakiso and Rakai particularly the District Labour, Probation and Social Welfare Officers, the Head-teachers, teachers, school children, parents, community leaders and members.

ACRONYMS

ANPPCAN	African Network for the Prevention and Protection against child abuse and Neglect
AR	Awareness Raising
BTVET	Business, Technical, Vocational, Education and Training
CAO	Chief Administrative Officer
CAD	Community Action for Development
CBO	Community Based Organization
CCTs	Center Coordinating Tutors
COFTU	Central Organization of Free Trade Unions
CSEC	Commercial Sexual Exploitation of Children
DEO	District Education Officer
DHO	District Health Officer
DIO	District Information Officer
DLO	District Labour Officer
DPSWO	District Probation and Social Welfare Officer
FUE	Federation of Uganda Employers
IEC	Information, Education, Communication
ILO	International Labour Organization
IPEC	International Program on Elimination of Child Labour
KYU	Kyambogo University
LC V	Local Council V
MGLSD	Ministry of Gender, Labour and Social Development
MP	Member of Parliament
NBS	National Broadcasting Services Television
NGO	Non- Governmental Organization
NOC	National Organizing Committee
NOTU	National Organization of Trade Unions
NTV	Nation Television
OC	Officer in Charge
OVC	Orphans and other Vulnerable Children
OCBO	Orphans Community Based Organization
RDC	Resident District Commissioner
RUDMEC	Rural Development Media Communications
RYDA	Rubaga Youth for Development
UBC	Uganda Broadcasting Corporation
UBOS	Uganda Bureau of Statistics
UNATU	Uganda National Teachers' Union
UNICEF	United Nations Children's Fund
UPE	Universal Primary Education
USE	Universal Secondary Education.
SCREAM	Supporting Children's' Rights through Education, Arts and Media

SNAP	Project of Support for the Preparatory Phase of the Uganda National Action Plan for the Elimination of Child Labour
SWOT	Strengths, Weaknesses, Opportunities and Threats
WDACL	World Day against Child Labour
WFCL	Worst Forms of Child Labour

TABLE OF CONTENTS

ACKNOWLEDGEMENTS	2
ACRONYMS (I have seen other words like AR, OC, and UBC, NTV and NBS TV not spelled out)	3
TABLE OF CONTENTS	5
EXECUTIVE SUMMARY	7
LESSONS LEARNED	9
EMERGING GOOD PRACTICES	9
RECOMMENDATIONS.....	9
CHAPTER 1: INTRODUCTION.....	11
1.1. BACKGROUND	11
1.2. RESPONSE TO DATE.....	12
1.3. THE ILO/IPEC SNAP PROJECT	12
1.4. THE AWARENESS-RAISING CAMPAIGN.....	13
1.4. PURPOSE OF THIS ASSIGNMENT	15
1.5. PLANNING FOR THE ASSIGNMENT	16
CHAPTER 2: ASSIGNMENT OBJECTIVES AND METHODOLOGY	17
2.1. SCOPE AND COVERAGE	17
2.2. OBJECTIVES.....	17
2.3. METHODOLOGY.....	17
2.4. STEPS IN THE ASSIGNMENT	18
2.5. DELIVERABLES/EXPECTED OUTPUTS	18
CHAPTER 3: FINDINGS: PROCESSES AND OUTCOMES	19
3.1. INTRODUCTION: APSO OBJECTIVES AND STRATEGIES	19
3.2. STRATEGIES, PROCESSES AND OUTCOMES.....	21
3.3. DISCUSSION.....	33
CHAPTER 4: SUCCESS STORIES, GOOD PRACTICES, LESSONS LEARNED AND CHALLENGES.....	35
4.1. SUCCESS STORIES	35
4.2. GOOD PRACTICES.....	35
4.3. LESSONS LEARNED	36
4.4. LIMITATIONS OF THE MONITORING PROCESS	36
CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS.....	40
5.1. CONCLUSION	40
5.2. KEY RECOMMENDATIONS	40
5.3. SUMMARY.....	41

LIST OF TABLES

Table 1: Summary of Action Programmes/Partners and their areas of focus

Table 2: Steps in the delivery of this assignment

Table 3: Partner objectives and strategies

Table 4: IEC materials produced and disseminated by partners of the AR campaign

Table 5: Sensitization meetings, participants and topics covered

APPENDICES

APPENDIX 1: Approach and Operational Work plan

APPENDIX 2: Terms of Reference for the process of the awareness raising campaign

APPENDIX 3: Lists of persons contacted/meeting participants

EXECUTIVE SUMMARY

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 are out of school. Since 1999, the International Labour Organization through the International Programme on the Elimination of Child labour (IPEC) and the Government of Uganda (through MGLSD¹) has been implementing a 48-months programme under the “Project of support for the preparatory phase of the Uganda National Action Plan on the elimination of child labour”, (SNAP). The goal of the ILO/IPEC SNAP project is to contribute to the elimination of the WFCL in Uganda. The project has piloted an integrated area-based approach (IABA) for its direct actions aiming at withdrawing and preventing the worst forms of child labour. By focusing on a small number of districts it aims to create best-practice models for creating and costing child-labour free zones that can be replicated and scaled-up throughout the country.

The overall goal of the SNAP project was achieved through the following immediate objectives:

1. By the end of the project, social and economic policies and legal and regulatory frameworks that form a foundation for actions to combat the WFCL will be reinforced;
2. By the end of the project, people and institutions at all levels of Ugandan society will be supported to mobilize against child labour through heightened awareness of its negative consequences and increased knowledge of the ways and means to combat the problem ; and
3. By the end of the project, multidisciplinary and integrated area-based approach model of intervention laying the foundation for the establishment of “child labour free zones” at the district level will be created and available for replication throughout the country.

Objective two addresses the awareness-raising (AR) elements of this project which aims at raising/heighting the awareness of key actors/stakeholders on the negative consequences of child labour and increasing their knowledge on the ways and means to combat the problem. To achieve this objective, the SNAP project has been supporting the production of awareness raising materials and communication campaigns at both the national, district and community levels by its tripartite partners that 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;
- Translation of the popular version of the Child Labour Policy (CLP) in different local languages. The popular version is a child labour booklet that provides clear and concise information to explain 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 supported 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.

1 The Ministry of Gender, Labor and Social Development

- A joint national awareness raising and multi-media communication campaign designed to highlight the national commitment to eliminate the WFCL in collaboration with MGLSD, District partners, social partners (employers` and workers` organizations), NGOs and the OVC implementation unit.

To improve the efficiency in the delivery of the campaign and the quality of its outcomes, a consultant was hired to provide support to the MGLSD in the co-ordination and monitoring of the awareness-raising campaign. The consultant co-opted a fellow consultant to provide support with the M & E plan and monitoring. The key elements of this consultancy were to (a). Highlight the key strategies and processes used by implementing partners in the delivery of the campaign and (b). Identify and document the major outcomes of the campaign; lessons learned good practices and make recommendations for the future. This report presents findings from this assignment conducted in furtherance of these objectives.

PARTNERS

Partners involved in the Awareness raising campaign included:-were; National Organization of Trade Unions (NOTU), Uganda National Teachers Union (UNATU), Federation of Uganda Employers (FUE), Central Organization of Free Trade Unions (COFTU), Rural Development Media Communications (RUDMEC), Kyambogo University (KYU), Somero Uganda, Firel, Tri-Vision and Fairpen Uganda Foundation.

PROCESSES

The Awareness raising process was monitored by consultants using desk review, key informant interviews and quarterly coordination meetings. In their campaigns, partners used the following methods namely;- Social Dialogue/Advocacy, information provision through Information, Education and Communication (IEC), education and training, interpersonal communication, edutainment, mass media and collateral media.

OUTCOMES

The SNAP project through its awareness-raising campaign has definitely created an enabling environment for highlighting the negative effects of child labour and communities have begun to understand and appreciate the importance and the value of education; thus awareness on the negative consequences of child labour is improving. In addition during the AR campaign synergies were built and the three campaign objectives were achieved:

- a) Community understanding and knowledge on child labour was boosted and increased especially among children.
- b) Effective communication messages were developed and disseminated at all levels.
- c) Community awareness on child labour bye laws, policies, enforcement and actions were strengthened.

However, child labour still exists in some pockets and poses problems to communities.

LESSONS LEARNED

- i) Community involvement enhances dissemination of awareness messages about child labour while building a sense of ownership and ensuring sustainability.
- ii) Involvement of law enforcement officers and reference to legal instruments creates awareness on children's rights since knowledge about child labour is limited.
- iii) Multi-pronged approach, networking and using existent community structures promotes knowledge about child labour and mitigation of its effects e.g. withdrawing children from WFCL and enrolling them in school, providing alternative learning opportunities for children with limited access to education.
- iv) Community leaders and heads of learning institutions should be involved in awareness-raising campaigns right from the planning stage.
- v) Child labour is more prevalent in the informal and domestic sectors. This underlines the need to involve community members in sensitization and monitoring activities.
- vi) Documentation of activities undertaken in awareness raising campaign enhances follow up and concrete lessons of emerging good practices, challenges faced and recommendations for the future direction.
- vii) Community based awareness raising activities that utilized audio-visual and visual messages such as Cinema Leo, community drama and Art murals had a significant impact on raising awareness raising since they are more appealing and have a lasting impact.

EMERGING GOOD PRACTICES

- i) Partnerships with media houses in raising awareness about child labour. For instance, RUDMEC lobbied media houses and got concessions to air awareness raising messages on media houses (Uganda Broadcasting Corporation, and NBS TV) during the World Day Against Child Labour.
- ii) Working with supportive leadership and collaboration with influential personalities and opinion leaders in the delivery of AR activities.
- iii) Child-to-child or Peer-to-peer approaches in raising awareness ensured participation of children participate in the development of AR messages, identification of places where messages are placed and sensitizing fellow children and community members.
- iv) Partnerships and collaboration in awareness raising: Working with different partners – government officials, local leaders, children and community members in awareness-raising.
- v) Pin wheel methodology: empowers children with communication skills who become change agents and further promotes multiplier effect.
- vi) Involvement of children with disabilities: they also have a voice (CAD, Wakiso, UNICEF partnerships, Twinning, Module on Disabilities for GEM).
- vii) Forum theatre: Dramatizing the actual CL activities enabled partners to interact with different communities.

RECOMMENDATIONS

- i) Approve and launch the NAP and effectively implement the proposed actions on legislation and lobby Government to commit more funding to child labour activities and develop plans and budgets that incorporate Child Labour issues.

- ii) Strengthen the inter-ministerial coordination and empower labour administration and existing and established committees to continue doing the awareness-raising on CL.
- iii) Develop bye-laws and ordinances that promote response to CL issues; incorporate/integrate and mainstream CL into strategic plans, school activities, collective bargaining agreements and workplace policies.
- iv) A research and data collection capacity should be created, maintained and strengthened as it forms the basis for both targeted information and policy advice. Data collected will act as a reference point in regard to figures and activities for the future. In addition the levels of community knowledge on CL need to be assessed and tools developed for monitoring impact.
- v) Partner organizations should be advised from the start of the action programmes to appoint teams in their organization so that the bulk of the work is shared among individuals to ensure efficiency.
- vi) Time allocated for radio talk shows should be increased from thirty minutes to about forty five minutes to an hour or make these programmes last half an hour but be more frequent such that there is time to answer all the queries that the callers may have regarding child labour.
- vii) Awareness raising activities should incorporate creative mobilization tools for assuring male participation. It was noted in this assignment that most men do not attend AR activities unless there is a monetary incentive involved; even then they only attend in small numbers and yet they are the heads of households in most cases and make key decisions regarding engaging children in labour or sending them to school.
- viii) Mobilization for any awareness raising activities should start with sufficient preparation before the implementation date to ensure that people are well aware of the upcoming event and create time to attend.
- ix) Integrate the component of child labour in child focused programs or projects within the districts and partner agencies.
- x) Uphold multimedia approach and the use of edutainment as an effective approach for raising awareness about child labour at community level. Drama and video shows for example have the ability to overcome literacy boundaries. The movie “Stone Cold” has proved to be a very powerful awareness raising tool because of its ability to appeal to the human emotions. There should be more shows in each sub-county and if possible each village especially the worst hit areas until child labour is history in Uganda.

CHAPTER 1: INTRODUCTION

1.1. BACKGROUND

Child labour is a growing problem in Uganda as the country's population of 32.9 million² struggles with its myriad of socio-economic problems. Based on national legislation and international conventions, child labour is defined as the engagement of persons under the age of 18 years in work that is "mentally, physically, socially/morally harmful to a child." Work that precludes school attendance is also classified as child labour (National Child Labour Policy, November 2006). Further distinction between child labour and light work as preparation for adult roles is reflected in age categorization of children in work. Involvement of 5 – 11 year olds in work, 12 -13 year olds doing work other than light work and work beyond 14 hours a week, involving 14 – 17 year olds in hazardous forms of labour or work an equivalent or beyond 43 hours a week?. The worst forms of child (WFCL) labour include slavery and trafficking, prostitution/pornography, use of children in illicit activities, construction, mining, quarrying, armed conflict and agriculture.³

An estimated 1.76 million 5-17 year-olds in Uganda are engaged in child labour.⁴ Child labour manifests itself in various forms and sectors, such as the informal sector and in the streets, domestic service, in plantation (especially sugar, tea and tobacco), construction sector, fishing, commercial sexual exploitation, children trapped in armed conflict and quarrying. Other activities include illegal cross border trade (smuggling) and trafficking of children within and outside the country for employment and other purposes. In the conflict torn zones in the North, children have been engaged in armed forces.

Contributory factors to child labour trends in Uganda include the rapid population growth, poverty, HIV/AIDS which has resulted in approximately 2.5 million orphans, armed conflict, lack of access to education, gender inequalities, societal attitudes and ignorance about child labour, irresponsible parenthood, breakdown of extended family structure, periodic famine and drought⁵). Findings from a study by Uganda Bureau of Statistics (UBOS) identify similar causes of child labour, singling out variables like gender, age, parents' educational status, household income, place of residence, orphan-hood, exposure to shocks and internal displacement (UBOS, ILO, 2008). The main sectors engaging children are agriculture, transport, mining, fishing, construction and cross-border trade (smuggling).

The educational achievement of these children is often at risk because they either do not attend school or when they do; their schooling suffers from long hours dedicated to work. In addition child labour has detrimental physical and social effects on children; these include injuries, illnesses, extreme fatigue, stunted physical growth, physical, psychological and sexual violence. In the worst cases, some children lose their life in engaging in hazardous forms of work that greatly exceeds their ability both in age and physical capacity. The most affected groups are HIV/AIDS affected and infected children, children from very poor families, orphans, children with disabilities as well as children caught up in armed conflict.

² Uganda Bureau of Statistics, 2006

³ ILO-IPEC, Multi-bilateral Program of Technical Cooperation, September 2008.

⁴ Understanding Children's Work in Uganda, March 2008 UBOS

⁵ National Child Labour Policy, November 2006

Sadly, much hazardous work is not always visible to communities and many families of child workers in dangerous occupations are not aware of its dangers and its effects on their growth and development. Awareness-raising is hence a very vital part of programs that aim to prevent or eliminate child labour. Experience over many years and in all parts of the world has clearly demonstrated that (a) significant public pressure is needed to ensure and support government action against child labour and (b) awareness among the key actors, i.e. children, their parents and communities, as well as employers, about the serious consequences of hazardous work at a young age, provides the essential basis for its eventual abolition.

The public at large needs to know about child labour, particularly its worst forms, and why it is harmful both to the children concerned and to society as a whole. They also need to understand the benefits of education and how it can help to combat child labour. Many parents do not see the value of education, and if they do, their needs frequently outweigh the value they place on education and in some cases there may be no schools accessible to children. Heightened awareness on the serious consequences of hazardous work at a young age at all levels and the importance of investing in children's education is therefore a very vital element in the reduction and eventual elimination of child labour.

1.2. RESPONSE TO DATE

Since 1999, the Ministry of Gender, Labour and Social Development (MGLSD) in partnership with the International Labour Organization (ILO) and other Development partners, NGOs, Employers Organizations and Labour Unions have implemented various interventions aimed at the prevention and elimination of child labour. At the National level, Uganda has ratified both Convention 138 (Minimum Age) and Convention 182 (WFCL).

Some notable achievements have been made with respect to awareness creation on the dangers and consequences of child labour, strengthening the policy and legal framework, prevention, withdrawal, rehabilitation and resettlement/reintegration of rehabilitated children, and building the knowledge base on the problem of child labour. However the magnitude of the problem demands that more effort is invested in awareness-raising on the negative consequences of child labour. Recent findings from a study conducted by the Uganda Bureau of Statistics for example showed that the problem of child labour still exists in many pockets in Uganda. Moreover the report revealed that knowledge about the difference between child labour and light work and the links between child labour and HIV/AIDS and Education is also limited in the country. Hence the importance of creating more awareness on the problem of child labour amongst the Ugandan populace cannot be overstressed.

1.3. THE ILO/IPEC SNAP PROJECT

Since 2008 the International Labour Organization through the International Programme on the Elimination of Child labour (IPEC) and the Government of Uganda has been implementing a 48-months project entitled the "Project of support for the preparatory phase of the Uganda National Action Plan on the elimination of child labour" (SNAP).

The goal of the ILO/IPEC SNAP project is to contribute to the elimination of the WFCL in Uganda through support for the preparatory phase of the National Action Plan (NAP) on the elimination of child labour. The project has piloted an integrated area-based approach (IABA) in three districts aimed at withdrawing and preventing children from the worst forms of child labour. The integrated area-based model of intervention is aimed at laying the foundation for the establishment of "child labour free

zones” at the district level that can be replicated and scaled-up throughout the country. The following immediate objectives were aimed at achieving the project goal:

1. Contribute to the reinforcement of social and economic policies and legal and regulatory frameworks that form a foundation for actions to combat the WFCL;
2. Support social mobilization at all levels of Ugandan society against child labour through heightened awareness of its negative consequences and increased knowledge of the ways and means to combat the problem ; and
3. Capitalize on opportunities created by decentralization and existing investments in OVC programmes to pilot effective, multidisciplinary and integrated models for making substantial reductions in the prevalence of child labour.

A critical objective of the SNAP project is Objective two which aims at raising/heightening the awareness of key actors/stakeholders on the negative consequences of child labour and increasing their knowledge on the ways and means to combat the problem. Therefore project interventions are 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. The strategy that has been adopted by the SNAP project to achieve this awareness-raising objective is a bottom-up community-based social mobilization approach which focuses on communities as both beneficiaries and actors. This represents a shift away from the typical top-down approach that has been used by ILO/IPEC in Uganda over the past years, where upstream institutions are strengthened with the hope that actions will trickle down to communities; which does not happen in most cases. The bottom-up approach ensures that activities are designed and implemented together with communities and are disseminated through community-approved channels in a way that ensures community ownership and consensus on efforts to address child labour.

It is against this background that a communication audit was undertaken in February 2010 in the three SNAP target districts of Mbale, Wakiso and Rakai to take stock of current awareness-raising (AR) efforts on the ground as well as evaluate the effectiveness and the efficacy with which child labour messages are communicated to communities. An analysis of the audit highlighted the following gaps:

1. Community understanding and knowledge on child labour is varied and limited and especially low among children;
2. Messages and channels that are currently in place to heighten awareness on child labour are ineffective; and
3. Community awareness on the enforcement and actions that need to be taken against child labour is limited

1.4. THE AWARENESS-RAISING CAMPAIGN

Based on the outcomes of the communication audit, a communication framework was developed to provide the ILO and its tripartite partners a guidance document that laid out the most effective strategies that could be used to reach the target population with AR activities on child labour⁶ Based on this framework, the SNAP project funded a number of action programmes, mini-programmes and service contracts through its partners to undertake child labour awareness-raising efforts at both the national, district and community levels as part of a broad National level AR campaign.

⁶ See Appendix 1 for a summary of these programmes and their target locations and approaches

A. AR Campaign: Goal and Objectives

The overall focus of the awareness-raising campaign was to ensure that " by the end of the project, people and institutions at all levels of Ugandan society are supported to mobilize against child labour through heightened awareness of its negative consequences and increased knowledge of the ways and means to combat the problem".

A key objective of the AR campaigns was to address the issues and the gaps identified in the communication audit to contribute to the goal of heightened and increased awareness on child labour thus the programmes implemented by partners for the campaign sought to achieve the following three objectives:

- a) Increase community understanding and knowledge on child labour ;
- b) Develop and disseminate effective communication messages to heighten awareness on child labour ;
- c) Strengthen community awareness on the child labour laws, policies, enforcement and actions.

B. Pre-Implementation Roadmap

The steps that were taken in planning for the AR campaign included the following:

- i) October 2009: Stakeholders meeting.
- ii) March 2010: An awareness-raising (AR) communication audit.
- iii) May 2010: Stakeholders workshop on findings of the audit.
- iv) May and July 2010: Concept paper development for potential implementing agencies.
- v) June 2010: Development of an AR communication strategy guidance document to serve as a guidance framework for partners to ensure that their AR programmes and activities were developed based on a wide social mobilization approach with a focus on improving the knowledge base on child labour in Uganda; strengthening child labour messaging and concepts to ensure that they are tailor-made to the target audiences'; and raising the awareness of key actors on child labour enforcement and action.
- vi) July 2010: Stakeholders workshop on review of proposals and draft communication framework.
- vii) July-December 2010: Development of six Action Programmes with partners for the awareness raising campaign. Six agencies were selected to develop their proposals and budgets and work out their strategies within the communication framework and using the audit findings. Some supplementary innovative ideas were also submitted which included a documentary and the use of the SCREAM approach to design art murals on public walls in Wakiso district. More ideas were developed to further boost the campaign and a matrix was developed on the different initiatives and strategies in order to build a coherent strategy and synergies between the different activities. (See Appendix 1). A summary of partner programmes is shown in Table 1 below.

Table 1: Summary of Action Programmes/Partners and their areas of focus

Partner	Area of Focus
NOTU	Trade union awareness raising campaign against child labour.
UNATU	To combat child labour through an effective communication strategy with focus on educators as champions and advocates of child labour reduction.
FUE	Awareness Raising Campaign to reduce Child Labour among Employers.
COFTU	Child Labour Awareness Raising for workers in Uganda.
RUDMEC	Community Media Campaign Against Child Labour in Mbale, Wakiso, and Rakai districts.
KYU	To improve the knowledge base on child labour in Uganda by creating awareness in the education sector.
Somero Uganda	Art murals in Mbale, Wakiso and Rakai to Increase community awareness on child labour, the prevention of child labour and promotion of education.
Firel	Produced a TV Documentary on the child labor focusing on the districts of Rakai, Wakiso and Mbale, Jan- March 2011.
Tri-Vision	Awareness-raising for local communities by using mobile cinema.
Fairpen Uganda Foundation	Raising interest and improving educational skills in students and pupils in remote areas at grassroots level.

In addition to these action programmes on awareness raising-activities, partnerships have been built at National and Local Government level in the delivery of this campaign. For example, the SNAP project has worked with Mbale, Rakai, and Wakiso District Local Governments to:

- a) Integrate child labour interventions into existing district programmes.
- b) Integrate child labour issues into existing District structures.
- c) Conduct sensitization and awareness-raising in their districts; and
- d) Build capacity; and
- e) Support formulation/enactment of ordinances and Bye-Laws on child labour.

At the National level, the MGLSD is responsible for co-ordination, monitoring and documentation as well as ensuring that the campaign is on track and achieves its objectives.

1.4. PURPOSE OF THIS ASSIGNMENT

As the SNAP project enters its final phase in 2012, it is important that an evaluation of key interventions is conducted. As part of this overall evaluation, this assignment was carried out to assess (i) the support provided to the MGLSD to guide, coordinate and monitor the awareness raising campaign; (ii). To document the processes and outcomes of the campaign; and (iii) identify lessons learned, good practices and any challenges in implementing the child labour awareness raising campaign.

1.5. PLANNING FOR THE ASSIGNMENT

To guide the awareness-raising campaign and provide support to MGLSD and ILO-IPEC, the consultant held a series of coordination meetings with the implementing partners, MGLSD and ILO-IPEC officials at the Ministry headquarters in Kampala. Secondly, a Monitoring and Evaluation plan was developed to enhance monitoring and reporting of partner activities and activities implemented at the Ministry and ILO-IPEC levels. Other technical guidance and support was provided for the campaign during field visits. This was guided by discussions held with the partners and observations at community level.

CHAPTER 2: ASSIGNMENT OBJECTIVES AND METHODOLOGY

2.1. SCOPE AND COVERAGE

The purpose of the assignment was to guide and monitor the awareness raising campaign and to document the processes and outcomes specifically in the three pilot districts of Mbale, Rakai and Wakiso districts.

2.2. OBJECTIVES

The specific objectives were to:

- Guide the awareness raising campaign in close collaboration with the MGLSD and the ILO-IPEC.
- Monitor the awareness raising campaign.
- Document the processes and outcomes of the campaign.
- Link the campaign to other initiatives on the Orphans and other Vulnerable Children (OVC), education, HIV/AIDS.

2.3. METHODOLOGY

Monitoring of the awareness raising campaign involved the use of both secondary and primary data collection methods, discussed below.

A. Desk Review

Secondary data and information was collected through a review of relevant documents on policy, legislation and quarterly project reports from MGLSD and ILO plus other implementing partners: FUE, COFTU, NOTU, UNATU, KYU and RUDMEC. The partners submitted two or three reports depending on how long their action programs were running. The desk reviews were conducted to:

- Assess the progress made by the partners with regard to their action programmes.
- Closely monitor partner activities to ensure that they were on track with the stated objectives of the campaign.
- Follow up the partners' activities stated in the reports in comparison with what was on the ground.
- Obtain statistical information regarding the number of beneficiaries reached with activities, for example, the number of teachers trained etc.

B. Key informant Interviews - KIIs

Primary data was collected through key informant discussions with project officers of the implementing organizations and focus group discussions with partners and beneficiaries. Linkages and gaps were identified and synthesized using a matrix of activities of partners.

C. Quarterly coordination meetings

A total of three coordination meetings were held during the duration of the awareness raising campaign. The meetings were held to:

- Take stock of partners' progress in the campaign
- Update partners on new information that they may not have previously had for example the M&E plan
- Communicate to partners about the findings of the campaign
- Obtain partners' thoughts and ideas on upcoming programmes intended for the campaign e.g. taking the campaign to a national level
- Enable partners to share their experiences with each other and gave recommendations on how to tackle certain activities

2.4. STEPS IN THE ASSIGNMENT

A total of five steps were followed in fulfilling the terms of the assignment as summarized in Table 2.

Table 2: Steps in the delivery of this assignment

Step	Key Actions
Step 1	The first step was review of documents relevant to the awareness-raising campaign. These included the audit report, communication framework and proposals of all the stakeholders in the campaign. Specific focus was on the process, linkages and identification of areas for creation of more synergies and expansion of the campaign.
Step 2	Secondly, formalization of the communication team with a focal point on communication on child labour from the MGLSD and the ILO-IPEC. A mechanism for coordination meetings between the team and the implementing agencies was set up and an M&E plan developed.
Step 3	Monitoring of the campaign by developing a monitoring system, reviewing progress reports and providing feedback, organizing bi-monthly meetings with the implementing agencies to review strategies and build on the synergies.
Step 4	Identification of activities which need extra support to boost the campaign with different actors.
Step 5	Documentation of the processes and outcomes of the campaign

2.5. DELIVERABLES/EXPECTED OUTPUTS

Expected outputs from the assignment were:

- Communication team formalized and coordination mechanism set-up.
- Monitoring and Evaluation plan developed.
- Desk review report submitted.
- Quarterly meetings with implementing agencies organized and inception report submitted.
- Extra activities identified and lobbied for
- Processes and outcomes of the campaign documented

CHAPTER 3: FINDINGS: PROCESSES AND OUTCOMES

3.1. INTRODUCTION: APSO OBJECTIVES AND STRATEGIES

The partners adopted various strategies to achieve the overarching objective of eliminating child labour in the country. A review of the Action Programme Support Outlines (APSO) revealed the following objectives and strategies drawn from the communication strategy document that provide the basis for monitoring and evaluation of partner campaign activities.

Table 3: Partner objectives and strategies

PARTNER	OBJECTIVES	STRATEGIES
FUE	• To mobilize and sensitize employers on child labour aspects and its consequences. • To integrate elimination of child labour efforts in the core activities of employers in the three districts of Mbale, Wakiso and Rakai.	• Information, education, communication. • Collateral media. • Mass media. • Building on existing work. • Integration of FUE labour guidelines into child labour policies, activities and codes of practice. • Policy advocacy.
NOTU	• To build the capacity of trade union leaders with skills to address issues of child labour. • To raise the level of awareness about the dangers of child labour in the communities.	• Capacity building.
UNATU	• To conduct a heightened and increased awareness response on differences between child labour, worst forms of child labour and light work, the negative consequences of child labour and how to combat it among educators and the district leadership of Wakiso district. • To develop and implement actions at the school level that will reduce the existing child labour issues. • To engage key stakeholders in policy understanding, dissemination and enforcement of legislation that is related to reduction of child labour at the school	• Sensitization and dissemination of awareness and existing child labour laws. • Supporting children's Rights through Education, Arts and Media (SCREAM) approaches. • Lobbying and advocating for effective implementation of child labour laws.

	level.	
COFTU	• To conduct awareness campaigns through training workers' leaders in order to heighten awareness on the dangers of child labour. • To advocate for use of child labour laws/policies, integration and mainstreaming of child labour issues into Collective Bargaining Agreements.	• Capacity building. • Information, education and communication. • Advocacy. • Mass media.
RUDMEC	• To improve/strengthen the capacity of local drama groups to be able to conduct awareness campaigns effectively. • To reinforce awareness campaigns within child labour affected communities in Mbale, Wakiso and Rakai districts.	• Capacity building of drama groups to conduct sensitization on child labour amongst target communities. • Community participatory multi-media approaches (non-broadcast, electronic and print).
KYU	• To improve on the practical skills of effective communication awareness creation about child labour among selected institutions' staff and students. • To strengthen communication channels for awareness on child labour elimination.	• Capacity building. • "Talking Compound" messages. • Sharing and disseminating information through "pin-wheel" methodology.
FIREL	• To highlight the child labour issues in Uganda, using Mbale examples as an entry point for drawing the attention of the present and potential policy makers and administrators at national and local levels. • Motivate the civil society, the NGOs, the intellectuals and parents and the community leaders to become more vigilant and actively involved to save the children from child labour especially in its worst forms. • To challenge and prick the consciences of people to own the process of change in attitude and provide the lead to protect all the children from all forms of child labour in the country by embracing the	• Screen videos on national TV networks, at workshops, conferences and seminars. • Large screen video shows.

	ILO-IPEC SNAP and the government efforts.	
Tri-Vision	To raise and strengthen community response to combating child labour through a series of interactive community based interventions to end child labour practices.	Enter-educate approach.
Somero Uganda	To increase community awareness on child labour, the prevention of child labour and promotion of education.	Development of community Art murals with messages on prevention of child labour and promotion of education, to increase community awareness on child labour and prevention of child labour
MGLSD	Coordination Monitoring Documentation Identifying new activities to boost the campaign.	To link and build stronger synergies between all interventions and activities and actors.

3.2. STRATEGIES, PROCESSES AND OUTCOMES

The overarching strategy that has been adopted by the SNAP project is a bottom up community-based social mobilization approach which focuses on communities as both beneficiaries and actors. This represents a shift away from the typical top-down approach that has been used by ILO/IPEC in Uganda over the past years, where upstream institutions are strengthened with the hope that actions will trickle down to communities; which does not happen in most cases. Social mobilization is a process through which community stakeholders become aware of a problem, identify the problem as a high priority for community action, and decide on steps to take action. It starts with problem assessment and analysis at the community level and moves to action on chosen courses.

Throughout the awareness-raising campaign, partners have used this process of involving and motivating concerned stake-holders to organize and take action for bringing about behavior change and a change in the attitudes of community members in addressing the problem of child labour. Such an approach differs from other communication approaches that are largely based on appeals to just individuals. Interpersonal channels stimulated by social mobilization allow the wide diffusion of concepts and innovations and increasing demand. Mobilization of communities to support SNAP awareness-raising activities have focused on building confidence, trust and respect; increasing communities' knowledge base and understanding on child labour; and empowering community members. Based on this assignment, the strategies that partners used to reach the target population in the awareness-raising campaign include the following.

Box 1: Summary of Partner Strategies

1. Social Dialogue /Advocacy- World Day against Child Labour.
2. Information provision (IEC).
3. Education and training.
4. Interpersonal Communication.
5. Edutainment.
6. Mass Media

These strategies, the processes involved and outcomes are discussed in detail in the proceeding section.

3.2.1. SOCIAL DIALOGUE AND ADVOCACY

Awareness-raising can break down social and other barriers between stakeholder groups through advocacy and social dialogue. Once these barriers have come down, stakeholders are able to express themselves more freely, both as individuals and collectively. The process of using social dialogue can be used to generate solutions to social problems like child labour that affect the community as a whole and leads to changes in attitudes and behavior leading to the creation of an enabling environment for highlighting the issues of child labour.

The World Day against Child Labour (WDACL) is one of such social advocacy forums that are celebrated annually to highlight the problem of child labour and raise community consciousness about the problem. During the period under review (2011) the theme adopted in Uganda for the WDACL was **“Warning: Children in Hazardous Work- End Child Labour”**. Preparations to mark the day were spear-headed by MGLSD, which set up a National Organizing Committee (NOC) and a number of sub-committees to coordinate activities and ensure smooth operations of the day. Prior to the WDACL, publicity for the event was done through drama and video shows, radio and television talk shows that were coordinated by RUDMEC in addition to a news supplement run in two national papers: New Vision and Bukedde Newspapers. The message in the latter was translated to Luganda, a local language widely spoken in the three pilot districts.

Other activities in the run-up to the day included debates by pupils from the twelve primary schools that participated in the celebrations. After the debate, the pupils were guided to write a position paper banning children from working in the following sectors: construction, mining, quarrying, commercial agriculture, commercial sex work, carrying heavy loads, hawking, scavenging, armed conflict and scrap collection. In addition, the children affirmed that activities which take place in bars and commercial sex rob them of their innocence.

All the ILO/IPEC partners participated in the WDACL to strengthen the advocacy efforts against child labour. They took advantage of WDACL celebrations to engage the communities in discussions on the dangers of child labour and the importance of investing in a child’s education. Fair Pen for example had its beneficiaries write their experiences, stories and poems about child labour and these were read out to the people who attended the celebrations to mark the WDACL in Kampala and Rakai. Fair Pen and Rubaga Youth for Development (RYDA) as well as some primary schools drew pictures depicting child labour and these were displayed during the celebrations. RYDA also participated in music, dance and drama with the theme of child labour for the year 2011.

As part of its advocacy strategy the Federation of Ugandan Employers (FUE) developed and presented three position papers to the local Governments. In addition, the FUE conducted 3 workshops to advocate for child labour mainstreaming into workplace policies and agreements and provided support for the creation of an FUE advocacy committee in Rakai District.

Outcomes of Social Dialogue and Advocacy Processes (this section needs strengthening)

- a) As a result of advocacy campaigns carried out by COFTU in parliament, the members of parliament discussed the issues pertaining to child labour at length while preparing for the International Labour Day
- b) Child labour is gaining visibility and attention by top policy makers in the Government and social partner organizations. FUE presented a position paper to MGLSD to expedite the printing and launch of the National Action Plan (NAP) on child labour.
- c) There is more media attention to child labour. In the week of International Labour Day several articles featured in the newspapers and magazines condemning child labour such as a news supplement that was run in the New Vision, the country's national paper and Bukedde newspaper. Bukedde is the only local dialect news papers that run the supplement because it is a luganda newspaper and Luganda is a widely spoken language in all the three project districts. (Source to be included)

3.2.2. INFORMATION PROVISION

Basic information packaged in a simple and visual way can be useful in sensitizing a broad group of key stakeholders involved in the fight against child labour on the causes, impact and possible responses to child labour. Improved stakeholder access to a steady flow of basic information on child labour, types, causes and possible responses contributes effectively to a heightened awareness of the problem.

A. IEC Materials

In line with the awareness-raising campaign objectives, all partners produced and disseminated Information, Education and Communication (IEC) materials, specifically brochures, posters, flyers, t-shirts, bumper stickers and banners. Distribution of the IEC materials created a lot of excitement and interest amongst the beneficiaries. These materials were distributed to different stakeholders at the discretion of each partner. The materials focused mainly on the legal protection of vulnerable children, with emphasis on child labour bye-laws. Produced in English, Luganda and Lumasaba, the materials also provided clear and concise information on the definition of child labour, its worst forms, the main categories of the worst forms of child labour, key factors contributing to the problem and the ways and means to prevent, withdraw and rehabilitate children from the WFCL. The messages were action-oriented and encouraged parents to give their children a chance through education.

RUDMEC utilized its community and schools outreach video shows to disseminate the IEC materials it produced. A quiz was conducted at the end of every show to gauge the effectiveness of the video show as a tool of awareness-raising. The t-shirts were then distributed to the students who were able to answer the questions of the quiz right. Posters were given to the schools that hosted the schools outreach shows and some were also distributed to the students to take to their homes. Some head teachers pinned the posters in their staff-rooms and in classrooms to remind the teachers and the students of the causes and effects of child labour and the importance of education.

COFTU produced bumper stickers, posters, banners and t-shirts. The banners and posters were distributed to work places to convey messages to the workers and their employers not to engage in child labour. The bumpers stickers were distributed to the informal sector workers such as the *boda-boda* cyclists and market vendors. The brochures and the stickers were distributed to the formal sector employers and employees such as the trade unionists. The banners were put in the market places and places of worship.

FUE developed and disseminated an assortment of IEC materials on child labour in the 3 target Districts.

Table 4: IEC materials produced and disseminated by partners of the AR campaign

Partner/Organization	Materials Produced	Number	Target recipients
FUE	• Posters • T-shirts • Car stickers • Banners • Flyers	1000 450 600 03 600	• Employers • Parents • Children • Community Leaders • Workers
NOTU	• Posters • Flyers • Brochures • Banners	2000 1,500 2000 10	• Work Place • Offices • Communities • Market Places
COFTU	• T-shirts • Flyers • Banners • Brochures • Bumper Stickers • CL Guidelines	500 1000 06 1000 500 120	• Workers In The Informal Sector • Workers' MPs • Parents • Schools • Communities • Work Sites
RUDMEC	• T-shirts • Posters	335 2500	• Communities • School Children • Head Teachers • Local Leaders
UNATU	• Posters • Stickers	200 500	• School Authorities • School Children

B. Policy Dissemination

In addition to the IEC materials, partners also disseminated the popular version of the NCLP which provides clear and concise information on child labour, the Worst Forms of Child Labour (WFCL), main categories of WFCL in Uganda, key factors contributing to the problem, laws in existence to protect children and general information about ways and means to prevent, withdraw and rehabilitate children from WFCL. The NCLP has been translated into Luganda and Lumasaba and copies were distributed to partners who gave them out to the different stakeholders in their areas of operation during the AR campaign.

C. Art Murals

Somero Uganda boosted the awareness-raising campaign through a mini program by use of art murals in Wakiso and Rakai districts. Between January and April 2011, twelve art murals were painted in Wakiso district. These were painted in Uganda Youth Development Link (UYDEL) and Rubaga Youth for Development Association (RYDA) areas of operation. The messages and ideas were developed by the children who painted the art murals under the guidance of the local artist.

The creation of art murals went through a series of stages that included brain storming, developing concepts, sketching and painting. Children were grouped into clusters and asked to think of an art idea in relation to child labour. These were then developed into concepts. A number of concepts were developed and they were centred on the dangers of child labour, the relevance of education and commercial sexual exploitation in children. The concepts were then sketched by the children onto mural space provided after which the painting was done.

A total of ten art murals were painted in Rakai district. Three murals were painted at the schools. The schools include Mityebiri PS, Kakumbiiru PS and Kyotera PS. The others were at the education department and the community development offices of Rakai district. The other murals were painted at the offices of OCBO and ANPPCAN, and one in the market. The art murals illustrated the different forms of WFCL and carried messages warning parents and community members of the dangers of engaging children in child labour and the possible consequences. The murals were painted at points considered to have a high population or at least a high number of people visiting it daily.

Outcomes of Information Dissemination

- **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.
- **Heightened awareness on child labour laws and regulations** among key groups of stakeholders through production and dissemination 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.

Durability: Art murals were seen by many as a worthwhile way of communicating the AR messages to the target audiences due to their durability aspect.

3.2.3. EDUCATION AND TRAINING

The adage “education is power” is especially true in relation to awareness-raising for the prevention and elimination of child labour and the promotion of education. The objective of education is to deepen the understanding and knowledge of communities on child labour. It is generally the case that once communities understand the causes and consequences of child labour, they gain knowledge to strongly support efforts to educate communities on the importance of withdrawing children from work and enrolling them in education programmes.

Education and training on child labour through the use of SCREAM⁷ modules as part of in school and after school activities to promote children's involvement in awareness-raising and social mobilization in targeted districts is one of the strategies that partners used to complement their awareness raising efforts among school communities especially with youth and community development workers.

In the assessment period, UNATU carried out a 4-day training for 24 teachers and 2 Centre Coordinating Tutors (CCTs) on SCREAM methodologies in collaboration with ILO partners from Kyambogo University and Somero Uganda. At the workshop, teachers were equipped with knowledge and skills on child labour and how best to integrate it in their daily school routine activities. The knowledge and skills were imparted in different ways that included fun activities to help liven up the day's events. The activities included acting short drama skits to depict the different kinds of child labour in the country and their effects on the children.

The training workshop was preceded by a pre-implementation planning and sensitization meeting that was attended by representatives from UNATU, Somero Uganda, Kyambogo University and the District Officials from Wakiso district. In that meeting, participants were taken through a brief background on SCREAM to enable members decide whether or not this training would be appropriate for the teachers.

In addition to the SCREAM training, partners also engaged in a number of other capacity building activities using training workshops. For example, COFTU trained sixty workers leaders in Wakiso and Rakai on the dangers of child labour, the National Child Labour Policy and COFTU's own policy and guidelines on child labour.

RUDMEC identified and trained three popular grass root drama groups to integrate child labour into their drama presentations that were later utilized by the different stakeholders during their awareness-raising campaigns. The training strengthened the capacity of the drama groups to conduct awareness campaigns effectively. The SCREAM drama module proved to be an effective training module as the groups were able to develop timely drama compositions that were utilized by the different stakeholders for their awareness raising activities.

NOTU identified already existent child labour committees in the communities and trained them in child labour monitoring. These committee members were given skills or the ability to identify children in child labour. The cases identified were referred to the implementing agencies for further action. KYU retrained the teacher trainees in Nyondo Primary Teacher College (PTC) in Mbale and Bikiira PTC in Rakai district.

Outcomes of Education and Training Interventions

To assess the effectiveness of the SCREAM training and obtain participants' feedback on the same, monitoring visits were conducted by the consultant to some of the schools whose head teachers, members of staff and support staff had been trained on SCREAM methodologies. A total of two schools- a rural school and an urban school - both in Wakiso town council were visited. The objectives of these visits were to:

- a) Establish whether the knowledge gained during the workshop training had been translated into practice in their respective schools.
- b) Obtain updates on the opportunities and challenges so far identified and discuss a way forward for effective and efficient implementation of activities.

⁷ Supporting Children's Rights through Education, the Arts and Media

- c) Establish the differences between urban schools and the rural schools.
- d) Establish whether the trained teachers had implemented the activities that they had been encouraged while at the workshops. Such activities included coming up with a child labour corner of interest in the class room, drawing up work plans with activities and intended times of implementation etc.
- e) Discover whether the teachers had started to include child labour messages within their routine school activities such as assemblies and drama.
- f) Discover the different needs of each school and surrounding community and see how best to support them in terms of materials needed for the child labour messages.

Note

Outcomes of the follow up:

- 1) There was a clear cut difference between the urban and the rural school not only in the infrastructure but also in the funding from the government.
- 2) Tuzukuke P.S had established corners of interest in each classroom whereas Mugongo P.S had dedicated a notice board to child labour. In instances stories, poems, drawings and experiences reflecting the children's' thoughts on the subject were displayed.
- 3) The teachers in both schools had incorporated a child labour in their lesson plans. They dedicated the first five minutes of their lessons to talk to the children about child labour.
- 4) The children in Mugongo displayed some knowledge on child labour as a result of the school administration's dedication to combat it.
- 5) Child labour had been incorporated in the daily school routine activities such as assembly and community work.
- 6) Unfortunately the progress in Tuzukuke P.S was not as visible as in Mugongo P.S. This was attributed to the fact that some teachers who were trained were transferred before any real change could be realized.

3.2.4. INTERPERSONAL COMMUNICATION

Interpersonal communication is an approach of delivering awareness raising (AR) messages using face to face interaction. It provides opportunity for immediate feedback from the persons involved in the communication process. It is still the most effective way to communicate and talk to a lot of people in a day with the help of trained facilitators and provides the opportunity for critical reflection and motivation to change amongst the target population. At the inception of their Action Programmes, partners conducted sensitization meetings that doubled as educational sessions on child labour as well as orientation for political and technical leaders in the three districts. The objective of this process was to increase the knowledge of community members and their leaders on child labour and also orient them on the AR campaign objectives to enlist their support and commitment for the District-based activities.

UNATU for instance held two one-day sensitization meetings in different parts of Wakiso in a bid to sensitize and disseminate awareness messages and information on the existing child labour laws. The meetings targeted key Education-sector stakeholders including the education officials in charge of the

target area, deputy head- teachers, teachers, representatives of School Management Committees (SMCs) and non-teaching staff.

FUE also conducted 3 sensitization and meetings on child labour targeting employers, FUE district committees and District leaders. A summary of the sensitization meetings and the topics covered is shown in Table 5 below.

Table 5: Sensitization meetings, participants and topics covered

Partner	District	Participants	Topics covered
FUE	Mbale Rakai Wakiso	• District leaders • District employers • Police	Mainstreaming child labour issues into workplace policies.
UNATU	Wakiso	• Local government • Head teachers • Deputy head teachers • Non teaching staff • CCT • Teachers	• SCREAM methodologies. • Child Labour Policy dissemination. • Enforcement of legislation that is related to reduction of child labour at the school level.
RUDMEC	Mbale Rakai Wakiso	• District Political and Technical Leaders • Technical Line Department Managers • Local Drama Theatre Groups • Media Houses	• Objectives of AR campaign. • Child labour laws. • Media action programme to stop child labour. • Causes and effects of child labour • Coming up with drama themes. • Community experience in CL. • Role development.
COFTU	Mbale Wakiso	• District Officials • Religious Leaders • Trade Union Leaders • Trade Union Secretaries • Formal/Informal Employers • CL monitoring committee members	• The different policies. • Simplified version of child labor policy. • NOTU Policy and Guidelines on Child labor, Draft NAP, Conventions 182 and 138. • Definition of child labor, the different forms of child labor, worst forms of CL versus Child work. • Definition of CL monitoring. • How to identify child labor, where to report child labor cases.
COFTU	Rakai Wakiso	• Workers' leaders • District officials	• NCLP. • Draft NAP.

		• Child protection unit • IPEC programme assistants	• COFTU policy and guidelines on CL/employment Act. • Roles of Unions in the fight against CL. • Child labour laws. • Causes and effects of CL. • CL laws in Uganda.
KYU	Rakai Mbale	• KYU Anti Child Labour Movement Club • Teachers • Tutors/ Students of PTCs • Primary School pupils	• Awareness Raising Skills. • Message Development Skills. • How to use, manage and distribute developed messages. • Introduction to the Pin Wheel Methodology.
TRI Vision	Mbale Rakai	• District Leaders • Local Leaders • Community Members	• All aspects of Child Labour. • Information on who is responsible for cases identified. • The Role of the community in the ending child labour.

Outcomes of IPC Processes

- The partners and the IAs gained firsthand knowledge of the impact their AR efforts were having on their target communities for example in Nabigasa fishing community COFTU learned of the informal ways that the community members had come up with to help better the children's situation. They decided among themselves that children will not be allowed to fish during school hours and culprits would be penalized.
- Partners and IAs gained firsthand knowledge of the root causes of child labour not only from the parents but the children as well.

3.2.5. EDUTAINMENT

Edutainment is a communication strategy that utilizes entertaining activities to deliver communication messages. It is founded on the principle of critical consciousness-raising that allows individuals and communities to participate in developing the messages while reflecting on their current situation in an entertaining way. This strategy draws the audience into the performance and leads to a lively debate between the actors and the audience and among members of the audience. It also provides invaluable insight into the level of community awareness. Implementing agencies can then build on this growing awareness through home visits, meetings with different stakeholders, children's clubs, and women's forums. "Edutainment" refers to the blending of popular entertainment mediums with social messages aimed at behaviour change. It is an exciting and creative way of sensitization that is participatory and has a wide coverage. The approach uses a mix of community theatre and video shows plus school out-reach video shows.

A. Street theatre

This edutainment approach was primarily employed by RUDMEC. The drama shows were presented by teams of drama groups that had previously been identified and trained on educational drama development, child labour and child labour inclusion into their compositions. With the help of RUDMEC, three drama groups namely Buukala Twezimbe of Rakai, Home Beat Group of Mbale and Kyalimpisa Aids Care and Orphanage Group Integration (KACOGI) of Wakiso were identified and trained on child labour and integration of child labour messages into drama compositions (plays). The groups then came up with scripts that had child labour messages focusing on the worst forms of child labour incorporated in them and later staged the plays in the communities to sensitize them on child labour. The shows were well attended by both men and women because they were usually staged in the late afternoons, a time when people have returned from the gardens and many household chores have been done.

B. Forum theatre

Another aspect of the street theatre shows was forum theatre in which community members were randomly selected to participate in a skit lasting five to seven minutes. The skits which high-lighted the problems of child labour in the particular areas were filmed, edited and shown to the community in the evening. During the skits in Mbale, the forms of child labour highlighted were working in rice plantations, brewing and selling alcohol, fetching water during school hours, domestic work, grazing cattle, and digging during school hours. It also emerged that children are over-worked by step-mothers. Similar forms of child labour were identified in Rakai although catching and selling of grass-hoppers during the season and cutting plus ferrying heavy bundles of grass for mulching in banana plantations was added to the list.

C. Mobile Cinema shows

Community mobile cinema shows came out very clearly in the communication audit as a useful approach for reaching whole villages at the same time with a uniform message. Apart from the ease of movement from village to village and community attraction to audiovisual tools, community video shows are also cost effective in the long run and have the capacity of reaching out to the whole community at the same time with a single tool and in the same breadth of time. The main proponents of the strategy, TRI Vision, in collaboration with ILO-IPEC screened eight mobile cinema shows on the movie "Stone Cold" in four sub-counties in Rakai and Mbale and another four in Wakiso district.

D. Community Video Shows

In the reporting period, RUDMEC conducted a total of forty eight community video shows in Mbale, Wakiso and Rakai. The shows were a combination of community shows which were aired to the community in the afternoons and the schools outreach video programs. The communities watched the shows in the afternoon after their return from their gardens and when they were done with their household chores. The schools outreach programmes took place in the morning hours. The shows were conducted at the two teacher training colleges Bikiira P.T.C in Rakai and Nyondo P.T.C in Mbale district. The other shows were conducted in selected primary schools in the three districts and within the communities.

In addition, RUDMEC conducted six extra shows in Wakiso district both in schools and places of worship. The show attracted the attention of a reverend who requested that a similar show be conducted in

church on Sunday during mass. The show went on as planned and many people were educated. After the show, the reverend conducted an interactive dialogue session with the members of the congregation. The church show reached a large captured audience, among who were men who rarely attend such shows. The show turned out not only to be entertaining but also very educative to the members. Because the show had achieved the desired impact in the first service, the reverend requested that the show be screened a second time in the second service as well. Both services were well attended by men, women and children.

The school shows were conducted such that the children in upper primary were given priority. This only applied to schools where the hall or classroom to be utilized was not big enough. Primary five, six and seven were prioritized because they are more mature and are more likely to be lured into child labour for one reason or another

Outcomes of Edutainment

- i) As a mode of awareness creation, “Edutainment” has a powerful audio-visual impact, good reach because of the use of the local language, and a sense of ownership created by involving the audience
- ii) Street theater was particularly effective in attracting the interest of the whole community through interaction with the audience as well as involving them in finding solutions to social challenges.
- iii) Community members are sensitized and educated on the different existing forms of child labour in their societies while at the same time being entertained; edutainment is a tool that managed to attract and sustain their attention assisted them to resolve to end child labour and make a make a difference in their children’s lives.
- iv) Heightened awareness of child labour within the students and the community members.
- v) Enhanced knowledge on where to report child labor cases within the community.
- vi) Knowledge of the importance of education and retaining children in school was imparted.
- vii) Community members were made more aware of the dangers of engaging in child labour not only to the child but also to the parent and the country as a whole.
- viii) Using drama, the communities were sensitized about the meanings, forms, causes, effects, policies and legislation as well as solution and action to the problem. Community members were actively involved during and after the shows since they are encouraged to recommend local solutions to the problems of child labour.

3.2.6. MASS MEDIA

Mass Media is an approach that delivers messages to many people instantly. It may be print or electronic in nature. This approach maximizes the coverage of the targeted population and it is effective in attracting the interest of the whole community through interaction with the audience.

A. Print Media

Mass media through print delivers messages to many people instantly and has the ability to influence public opinion on child labour. In addition to the news supplement that was run during the WDACL in the New Vision and Bukedde news papers on Monday 13th June 2011, a number of stories were also ran in the local dailies about child labour in all the regions of the country as part of the AR campaign. For example; ***“the number of children suffering from severe burns to their bodies on the rise in Buikwe***

hospital,” NTV weekend Edition Friday 16th March 2012. This was attributed to children being forced to cook at an early age before they are mentally and physically ready, **“prostitution among children on the increase in Arua district”** Sunday Monitor 1st January 2012, NTV Tonight daily TV news broadcast on 3rd November 2011 in which it was reported that **many children in Namayingo district have opted to abandon school in favour of gold mining, a popular activity in the district.** It was also reported in the Daily Monitor of August 18th 2011 that **at least 18,000 children are actively involved in commercial sexual work- an increase from 12,000 in 2004.** This was according to a survey carried out by Uganda Youth Development Link (UYDEL) in February 2011 in ten districts. The girls involved in the vice are as young as 13 and 14 years. Pornography was also cited as a new dimension of CSEC that is growing at a terrible speed in comparison to prostitution especially in Kampala. According to the report, at least 1,800 children are exploited in pornographic business per week in Kampala. Irresponsible parenthood, according to the report is one of the factors that render children susceptible to CSEC. Such stories posted in the media highlight the plight of vulnerable children. With more sensitization many people will be able to rally against child labour.

B. Radio Talk Shows

A number of partners conducted radio talk shows as part of their mass media strategy to reach out to their audiences. FUE developed radio and T.V messages and conducted the media campaign in the 3 districts. NOTU conducted two radio talk shows in a bid to sensitize the public and the union workers in particular on child labour and its negative consequences. The talk shows were mainly in English and Luganda and were attended by representatives from NOTU.

RUDMEC secured air time on two radio stations Open Gate FM in Mbale district and Star FM for Rakai and Wakiso district. A total of sixteen shows were conducted on both stations. Each show lasted for half an hour and was attended by representatives from different implementing agencies or district officials depending on the topic to be discussed that particular day. Representatives from the district included the community development officer and the probation and social welfare officer. Topics discussed included the following:

- i) Child labour legislation and child labour policy.
- ii) The role of the respective duty bearers, community and other actors in combating child labour.
- iii) Prevention, withdrawal and rehabilitation with particular focus on good practices of the Uganda Women’s Efforts to Save Orphans (UWESO) action programme.
- iv) Vocational skills training with a focus on the good practices of Uganda Women Concern Ministries (UWCM).
- v) The role of the probation and social welfare office in combating child labour.
- vi) The role of the education department in combating child labour.
- vii) The potential of Village Savings and Loans Associations (VSLAs) in combating child labour.

The talk shows were conducted in the local dialect to cater for all the listeners of the programme. Rakai district held four similar educational talk shows to enlighten the public of child labour and all that is involved for example the policies. Similar radio talk shows were also conducted as a mobilization tool for TRI Vision during the community screening of the movie “Stone Cold”. The main challenge in the delivery of this strategy was the time allocated for the talk shows which was always short and callers were unable to have all their questions answered adequately.

C. Video Documentaries

In addition to the community and schools outreach shows, RUDMEC conducted media coverage of the best practices of the implementing agencies in the three pilot districts Mbale, Wakiso and Rakai. They travelled with a team of journalists from UBC TV, WBS TV, NBS TV, Monitor Publications and Vision Group. The journalists visited each implementing agency individually and interviewed the concerned stakeholders such as the families of the beneficiaries of the program, members of “Mambo Baado” a community initiative to fight child labour in the OCBO area of operation, members of Village Savings and Loans Associations and Child Labour Committees. The journalists discovered that “Mambo Baado” provides scholastic materials to vulnerable children and sensitize fellow community members to stop engaging in child labour activities and encourage them to send all school-age going children to school.

Among the VSLAs that were interviewed was Sisimuka VSLA group, Kyerema Yetana “Women help each other” VSLA group, Jerame Yetaana “Women together” VSLA group, Gali wamu VSLA group, Nadobe “Rejected” VSLA group among others. All these are in Nabumali region in Eastern Uganda. The groups gave information regarding their aims, objectives, operation mechanisms, achievements and challenges. Their major objective is to use their savings to send their children back to school, improve their living conditions, raise their household incomes and be able to provide their homesteads with the basic necessities of life. The journalists also established that all the associations charge a similar interest rate which is 10% of the amount loaned out. Each association has a maximum of thirty members and each is required to save a maximum of two thousand shillings per week.

The overall briefing covered the main forms of child labour in project areas, the intervention process involved that is prevention, removal and social protection. The different radio, television and newspapers went ahead to publish what information they had received. NBS referred to the good practices on 14th January 2012 in a news broadcast. Other stations promised to use the information for future reference to the matter.

Outcome of Mass Media Activities

- Through the different forms of media, many people were educated on the negative consequences of child labour on children. For instance stakeholders became aware of the many children admitted in Buikwe hospital suffering severe burns to their bodies as a result of being forced to cook before they are physically and mentally ready for it.
- Mass media activities also highlighted the high numbers of children abandoning school in favor of working and prompted District Authorities to sit up and address the situation. For example in Namayingo district, it was found that due to early interest in gold mining by children, the District had a low retention rates. Raising awareness on this situation led to a public announcement by District leaders of their commitment to ensuring that the trend changes.

3.3. DISCUSSION

On the whole through the implementation of a multi-faceted, multi-strategic awareness-raising campaign targeting different strata of the Ugandan populace, the SNAP project through its partners managed to create an enabling environment that will be the foundation for heightened awareness on the negative consequences of child labour. More over through partnerships and joint actions synergies were built amongst implementing partners that led to an effective campaign through enhanced

collaborating and a reduction in duplication of partner efforts. Some of these synergies are summarized in the box below.

Box 2: SYNERGIES BUILT DURING THE AR CAMPAIGN

- Networking with all stakeholders (agencies working on child development issues, local government leadership, implementing agencies, schools and communities).
- Joint activities amongst partners e.g. pooling financial resources together.
- Joint actions at community level such as a community dialogue.
- Working with other media partners in awareness raising campaigns – both in terms of technical expertise and utilizing each other's communication products such as the film (Stone cold) and UNATU for example involved Kyambogo and Somero Uganda to train teachers on the SCREAM methodology.
- Collaboration with the district authorities (chairpersons, DEOs, Police, etc), school administration community leaders and community members in the implementation of the project.
- The large number of ILO partners implementing programmes on awareness-raising.
- Working closely with the district labour officers.
- Working with ILO and different partners for mobilization.

CHAPTER 4: SUCCESS STORIES, GOOD PRACTICES, LESSONS LEARNED AND CHALLENGES

4.1. SUCCESS STORIES

Community radio: In Rakai district, one of the members, Seremba Sulaiman started up a stationary public address system that he uses to communicate and advise parents on the problems in their communities. On *Edoobozi Iya Kyotera*, general information is given on certain problems affecting the communities including child labour. Due to its coverage, the OC of police of the area got involved and informed the community members that parents of children found involved in any kind of vending would be arrested together with their children. *Edoobozi Iya Kyotera* is estimated to have about six thousand listeners in villages within a six kilometre radius. The benefiting villages include Mityebiri, Kenge, Kasambya, Nabigasa, Kinoni Kyango and Ntovu. The radio is also used to make special announcements of upcoming events like child labour committee meetings, events organised by the implementing agencies on child labour and many others.

Community dialogues also known as community conversations where a number of community members meet occasionally to discuss how much progress they have made on child labour from when they last met. Individual small groups occasionally had community level sensitization meetings focusing on child labour prevention, enforcement and action held with affected children, parents, employers, and heads of schools, teachers, labour officers and community leaders. The meetings fostered empowerment and enhanced communication between adults and youths. The meetings also provided opportunities for reflection about child labour vulnerability factors and actions to address them. The meetings brought together youth and parents. The meetings acted as a sensitization for parents to the issues and realities of child labour and served as a forum to foster dialogue and mutual understanding.

4.2. GOOD PRACTICES

- a) Partnerships with media houses for concessions: RUDMEC did not have enough resources for media space – lobbied media houses and got concession from directors of media houses (UBC and NBS TV on the WDACL - corporate social responsibility) after holding sensitization meetings with them.
- b) Mobilizing supportive leadership and establishing relationships with influential personalities and opinion leaders in the delivery of AR activities.
- c) Child-to-child/Peer-to-peer approaches: ensuring that children participate in the development of AR messages, identification of places where messages are placed and sensitizing fellow children and community members.
- d) Partnerships and collaboration in awareness rising: Working with different partners – government officials, local leaders, children and community members in awareness-raising.
- e) Pin wheel methodology: empowers children with communication skills who become change agents and further promotes multiplier effect.
- f) Involvement of children with disabilities: they also have a voice (CAD, Wakiso, UNICEF partnerships, Twinning, Module on Disabilities for GEM).

- g) Forum theatre: Dramatizing what the actual CL activities are allowed partners to interact with different communities.

4.3. LESSONS LEARNED

During the awareness-raising campaign, a number of lessons were learnt that include the following:

- a) Community involvement enhances dissemination of awareness messages about child labour while building a sense of ownership and ensuring sustainability.
- b) Involvement of law enforcement officers and reference to legal instruments creates awareness on children's rights since knowledge about child labour is limited.
- c) Multi-pronged approach, networking and using existent community structures promotes knowledge about child labour and mitigation of its effects e.g. withdrawing children from WFCL and enrolling them in school, providing alternative learning opportunities for children with limited access to education.
- d) Community leaders and heads of learning institutions should be involved in awareness-raising campaigns right from the planning stage.
- e) Child labour is more prevalent in the informal and domestic sectors, emphasizing the need to involve community members in sensitization and monitoring activities.
- f) Documentation enhances follow up.
- g) Audio-visual and visual messages i.e. Cinema Leo's "Stone Cold" film and Art murals are appealing modes of sensitization and leave a more lasting impact.

4.4. LIMITATIONS OF THE MONITORING PROCESS

PARTNER	IMPLEMENTING CHALLENGES FACED
National Organization of Trade Unions (NOTU)	• There were more activities involved than were laid down in the Action Program Summary Outline (APSO). • High inflation rates. This hindered the efficiency of some activities as the money provided for in the budget was far less than what was required for example the fuel prices. • During the second quarter the funds were remitted in two halves. This also affected the time of implementing some activities. • The budget only catered for two radio talk shows but the demand for the shows was overwhelming. Listeners still call the project coordinator demanding more shows. • The campaign was on for a very short time and yet the peoples' expectations for the campaign were very high. As a result many of them were left frustrated. • During the first dialogue meeting in Mbale, a "wrong" category of people were targeted. It was later realized that formal employers knew the law and did not engage in child labour. The second meeting that was held in Wakiso targeted only the informal employers. • The campaign was time consuming as it was run viz a viz other on going projects within the same organization. • The IEC materials that were budgeted and produced were not

	enough compared to the demand for them. • Lack of awareness of child labour among the informal employers therefore more time had to be spent teaching them the basics of child labour.
Federation of Uganda Employers (FUE)	• There was a delay in the release of funds which resulted in delay of implementation of activities. • The delay in the release of funds also resulted in the delay of the reporting process. • People invited for meetings turn up unprepared and expect to be given more money than has been budgeted for. • Lack of co-ordination with other implementing agencies that had different objectives. • Price fluctuation as a result of inflation that resulted in budget constraints for example t-shirts that had been budgeted at 10,000 were at 15,000 which posed a problem. • The project was short lived therefore the desired impact on the community will not be realized.
Kyambogo University (KYU)	• Negative attitude of the community members and that of other stakeholders towards the cause. • It was difficult to maintain the talking compound messages as the community members always destroyed them. • Community misunderstanding of child labour. Many people still confused child labour and light work. • Activities were not posted on the 12 to 12 community portal because the website was not functional for some time.
Central Organization of Free Trade Unions	• Poor time management of the people invited for the workshops and as a result activities ended late. • Absence of district officials such as the district probation officer during the workshop and yet their presence was a vital part of the workshop. • Inadequate transport refund for the participants especially since many of them were coming from far. • Inadequate funds to involve more workers in the campaign. • There was a high dependence syndrome among the community who expected the government programs such as UPE to run without their contribution. • Household poverty
Uganda National Teachers' Union (UNATU)	• It was difficult to assess the actual impact that the awareness raising campaign had had as there was no baseline survey done at the beginning of the campaign for comparison. • There was a delay in the release of funds for close to two months which greatly affected the implementation of activities. • During the SCREAM training, CCTs were expected to attend the training so as to assist in the monitoring of awareness raising in the

	schools but the workshop dates collided with a curriculum development workshop with the head teachers of Wakiso district so they were not in attendance. Some activities run during school days yet that is when the teachers, learners, school management and administrators, therefore the holidays contributed to the delay in meeting the project time line.
Rural Development Media Communications (RUDMEC)	- The media campaign is a behavioral change intervention. RUDMEC conveyed the appropriate anti child labour messages but did not have the power over the desired change among the respective target groups. - There was an overwhelming demand from the community for more components of the awareness package in particular radio programmes, community drama and film/video shows. - Some sections of the community still perceive that child labour as not completely bad. These negative attitudes influence the community mindset and hinder effective community support and participation in intervention against child labour.
Somero Uganda	- Limited information on child labour among the Wakiso community and convincing them to accept the art murals on their walls cost a lot of time. - There was a lot of bureaucracy in attaining permission to paint on the walls for example in Nabweru sub county Wakiso district, permission had to be sought from the Buganda kingdom which was impossible so the wall had to be given up. - There was not enough time to train the children in SCREAM methodologies. Many of the children reported late for the day thus hindering the training. - The communities have not yet learned to appreciate that children can be agents of social change in society therefore their attitude is still negative towards children. - The people on whose walls the murals were painted expected to be paid either monthly or for the duration the murals are going to be on their walls. - Some schools were not fully sensitized and there was resistance even to the service providers. It took intervention from the staff of ANNPCAN for the schools to accept. - The budget was limited and could not accommodate all the paint that the children needed to paint since they were just learning; they used a lot of it. - The political leaders were afraid of what the community members would think about them if they supported the cause. - There was direct confrontation with market vendors at Twekende Market in Wakiso district as a result of lack of knowledge. This therefore meant that the vendors had to be sensitized on a different day which was out of the budget.

	• There were budget constraints as a result of inflation.
TRI Vision	• Poor time keeping by different stakeholders in the districts and so some activities took place till late in the night.
Firel	• Lack of political will by some leaders in the districts and at the ministry. • Lack of availability of leaders to be interviewed to have their opinions documented.

The awareness monitoring process relied on literature/desk review, discussions/meetings and observations, excluding views of majority of community members. In the next assessment, a survey should be carried out for statistical data and comparison with previous surveys especially the Child Labour Baseline Survey Conducted in Wakiso, Rakai and Mbale Districts, Uganda, Analytical Report, October 2009.

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

5.1. CONCLUSION

Child labour is a very sensitive issue among the communities and it is important that communities are involved at the earliest planning stages in the design and development of awareness raising strategies. Materials produced must be disseminated in community approved channels to ensure that they are received by the intended beneficiaries. Child labour is a deeply rooted evil that requires cumulative efforts to wipe it out. During the project, three particular objectives were achieved.

- 1) Community understanding and knowledge on child labour was boosted and increased especially among children.
- 2) Effective communication messages were developed and disseminated at all levels.
- 3) Community awareness on child labour by laws, policies, enforcement and actions were strengthened.

5.2. KEY RECOMMENDATIONS

1. Approve and launch the NAP and effectively implement the proposed actions on legislation and lobby Government to commit more funding to child labour activities and develop plans and budgets that incorporate Child Labour issues.
2. Strengthen the inter-ministerial coordination and empower labour administration and existing and established committees to continue doing the awareness-raising on CL.
3. Develop bye-laws and ordinances that promote response to CL issues; incorporate/integrate and mainstream CL into strategic plans, school activities, collective bargaining agreements and workplace policies.
4. A research and data collection capacity should be created, maintained and strengthened as it forms the basis for both targeted information and policy advice. Data collected will act as a reference point in regard to figures and activities for the future. In addition the levels of community knowledge on CL need to be assessed and tools developed for monitoring impact.
5. Partner organizations should be advised from the start of the action programmes to appoint teams in their organization so that the bulk of the work is shared among individuals to ensure efficiency.
6. Time allocated for radio talk shows should be increased from thirty minutes to about forty five minutes to an hour or make these programmes last half an hour but be more frequent such that there is time to answer all the queries that the callers may have regarding child labour.
7. Awareness raising activities should incorporate creative mobilization tools for assuring male participation. It was noted in this assignment that men do not attend AR activities unless there is a monetary incentive involved; even then they only attend in small numbers and yet they are the heads of households in most cases and make key decisions regarding engaging children in labour or sending them to school.
8. Mobilization for any awareness raising activities should start with sufficient preparation before the implementation date to ensure that people are well aware of the upcoming event and create time to attend.
9. Integrate the component of child labour in child focused programs or projects within the districts and partner agencies.
10. Uphold multimedia approach and the use of edutainment as an effective approach for raising awareness about child labour at community level. Drama and video shows for example have the

ability to overcome literacy boundaries. The movie “Stone Cold” has proved to be a very powerful awareness raising tool because of its ability to appeal to the human emotions. There should be more shows in each sub-county and if possible each village especially the worst hit areas until child labour is history in Uganda.

5.3. SUMMARY

The monitoring activities above were carried out to ascertain what progress the partners have made with regard to the activities that are stipulated in their action programmes. All the partners have made a lot of progress except for COFTU that is still lagging behind as many of the activities in the action programmes have not been carried out. They have however promised to do their best to cover the gap. In summary, all the activities that the partners carried out aimed at increasing the knowledge the community members may already have had while encouraging them to desist from taking part in child labour not only because of its legal implications but also because of the effect it has on the children involved and the nation as a whole. The campaign also encouraged parents to take and retain their children in school because of all the future advantages it has.

The fight against child labour shares common grounds with the fight against poverty therefore the strategies employed should work closely with the poverty eradication programmes as the two are cause and effect of each other. Combining these two fights together will go a long way in ensuring that child labour is wiped out slowly but surely.

APPENDIX 1

Terms of Reference for the process of the awareness raising campaign on Child Labour MGLSD in collaboration with ILO-IPEC- February 2011

Background:

Since 1999, the Ministry of Gender, Labour and Social Development (MGLSD) in partnership with the International Labour Organization (ILO) and other Donors, NGOs, Employers Organizations and Labour Unions, have implemented various interventions aimed at the prevention and elimination of child labour. Substantial achievements have been made in respect of awareness creation on the dangers and consequences of child labour, strengthening the policy and legal framework, prevention, withdrawal, rehabilitation and resettlement/reintegration of rehabilitated children, and building the knowledge base on the problem of child labour. However the magnitude of the problem demands that a lot more effort should be made in order to combat child labour.

Findings from a recent study conducted by the Uganda Bureau of Statistics also showed that the problem of child labour still exists. The report further revealed that knowledge about the difference between child labour and light work and the links between child labour and HIV/AIDS and Education is also limited in the country. Thus the imperative to create more awareness on the problem of child labour amongst the Ugandan populace. One of the objectives of the Project of Support for the Preparatory Phase of the Uganda National Action Plan for the Elimination of Child Labour (SNAP) is to ensure that people and institutions at all levels of Ugandan Society are supported to mobilise against child labour through heightened awareness of its negative consequences and increased knowledge of the ways and means to combat the problem. Therefore project interventions are 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.

A whole process took place to prepare for the campaign as follows:

1. Stakeholders meeting in Oct. 2009;
2. Communication audit in Mbale, Rakai and Wakiso, between February and April 2010;
3. Stakeholders workshop on findings of the audit: 11 May 2010;
4. Concept paper development for potential implementing agencies, between May and July 2010;
5. Communication framework development, between July and Sep. 2010;
6. Stakeholders workshop on review of proposals and draft communication framework from 5th to 6th July 2010;
7. Proposal and strategy development with selected partners, from July 2010 to date.

Six agencies were selected to develop their proposals and budgets and work out their strategies within the communication framework and using the audit findings. Some supplementary innovative ideas within the same framework and based on the audit findings were submitted for a documentary and use of the SCREAM approach to design art murals on public walls in Wakiso district. More ideas might be developed to further boost the campaign. A matrix has been developed on the different initiatives and strategies in order to build a coherent strategy and synergies between the different activities, find attached.

1. Purpose

The purpose of the assignment is to guide and monitor the awareness raising campaign and to document the processes and outcomes of the campaign.

2. Objectives

- To guide the awareness raising campaign in close collaboration with the MGLSD and the ILO-IPEC;
- To monitor the awareness raising campaign;
- To document the processes and outcomes of the campaign;
- To link the campaign to other initiatives on the Orphans and other Vulnerable Children (OVC), education, HIV/AIDS, etc.

3. Process

Step 1: A desk review of relevant documents on awareness raising on child labour in the past, the initiatives taken so far by ILO-IPEC, SNAP project and the MGLSD (audit report, communication framework, proposals of the different actors in the campaign). This step will document the process so far taken, will identify linkages and where more synergies can be built and where the campaign can be expanded.

Step 2: To formalize a communication team with a focal point on communication and child labour from the MGLSD and the ILO-IPEC and set up a mechanism for coordination meetings between the team and the implementing agencies, and develop an M&E plan.

Step 3: Monitoring of the campaign by developing a monitoring system, reviewing the progress reports and providing feedback, organizing quarterly meetings with the implementing agencies to review strategies and build on the synergies.

Step 4: Identifying and lobbying for extra activities where there is a need to boost the campaign with different actors.

Step 5: Documentation of the process and outcomes of the campaign.

4. Composition of the team:

The process will be carried out by a consultant who will work in close collaboration with a focal point on awareness-raising from the MGLSD. The MGLSD Focal Point will be available for a minimum of one full day per week. The guidance will be provided by a sub-committee of the implementing agencies (tri-partite), including a contact person from ILO-IPEC.

5. Funding

The funding for the exercise will come from ILO-IPEC-SNAP and in kind from the MGLSD by attaching one staff member on a 20% basis to the campaign team.

Timeframe:

The whole exercise will be completed within a time frame of 7 months, from 9th May to 8th December 2011 in the following blocks

Step 1: 1 to 2 weeks

Step 2: 1 to 2 weeks

Step 3: spread over the 7 months duration

Step 4: spread over the 7 months duration

Step 5: during the last 2 months.

6. Qualification and experience

- A degree in Communications, Development Studies, Social Sciences or related fields;
- Knowledge and skills in Documentation, Communication, Management and M&E skills;
- At least 5 years of progressively responsible professional experience at national level in communication on child labour, child rights, OVC or child welfare related issues;
- Good understanding of the issues related to child labour, OVC, HIV/AIDS, child rights; child protection, social protection policies/guidelines, education; M&E
- Proven experience to have done similar work (developing awareness campaigns, documentation of the process of a campaign and M&E plans);
- Ability to engage and work with children ;
- Interpersonal skills and ability to work with multi-disciplinary and multi-cultural team of experts; analytical, planning, writing and communication skills;
- Proficiency in word processing, spreadsheets and presentation software;
- Ability to coordinate multi-task, and meet deadlines;
- Ability to organize, implement and support consultative meetings at various levels.

APPENDIX 2:

Approach and Operational Work plan

Step	Key Output	Activities	Person Responsible	Timeline	Responsibilities of MGLSD/ILO
Step 1	Inception Report	Review TOR and other relevant documents	Okiror Faith Akello	10 th –23 rd May	
Step 2	Desk Review	- Review of relevant documents - Documentation of initiatives undertaken to date by ILO-IPEC, SNAP and MGLSD - Identification of linkages - Identification of aspects for more synergy and expansion of the campaign.	Okiror Faith Akello	10 th May -23 rd June	Provision of relevant documents
Step 2	Formalize Communication team	- Appointment of a focal person from MGLSD/ILO-IPEC - Setting up mechanism for coordination meetings. - Hold coordination meetings with the ARPs. - Development of an M&E plan.	ILO-IPEC Focal Point MGLSD Focal Point Okiror Faith	24 th May -2 nd June	Confirmation of the focal person from MGLSD.
Step 3	M & E	- Development of a monitoring system - Review of progress reports. - Provide feedback - Hold quarterly meetings with implementing agencies to review strategies and build synergies.	Okiror Faith Akello	17 th June, August, 17 th October	Review submission by consultant.

Step 4	Lobbying	• Identification of extra activities. • Lobbying for extra activities.	Okiror Faith Akello. Project Officer, MGLSD,		Review submission by consultant
Step 5	Monitoring Report	• Follow up monitoring trips to different schools in Wakiso • On spot monitoring trips to different IAs in Wakiso, Rakai and Mbale districts.	Okiror Faith Akello	9 th January – 29 th March 2012	Review submission by consultant
Step 6	Documentation	• Documentation of the processes and outcomes of the campaign. • Dissemination of Lessons Learnt and Best Practices.	Okiror Faith Akello	1 st March to 30 th May 2012	Review submission by consultant

APPENDIX 3: LIST OF PERSONS MET/INTERVIEWED

NAME	TITLE	ORGANIZATION
Yusuf Katula	Focal Point person	Ministry of Gender, Labour and Social Development
Susan Luyiga	Child Labour Unit	Ministry of Gender, Labour and Social Development
Anthony Turyahebwa	Program Coordinator	National Organisation of Trade Unions
Julian Nyachwo	Employment Relations Manager	Federation of Uganda Employers
Godwin Onekalit	Program Assistant	Uganda National Teachers' Union
Beatrice Aciro	Program Coordinator	Central Organization of Free Trade Unions
Gloria Geria	National Child-to-Child Coordinator	Kyambogo University
Juliet Wajega	Deputy Secretary General	Uganda National Teachers' Union
Kizito Hamidu	Program Coordinator	RUDMEC
Bukenya Muhammad	Finance Officer	RUDMEC
Geofery Nsubuga	National Director	Somero Uganda
Samanya Bronney	Head teacher	Tuzukuke Primary School
Seremba Sulaiman	Founder	Edoobozi Lya Kyotera
Julius Kasaga	Pupil	Kyotera Infant Primary School
Joan Banura Kagulire	Head teacher	Mugongo C/U Primary School
Joseph Ssekyondwa Matovu	Program Officer	Orphans Community Based Organization
Cepher Mabberi	Program Officer	Uganda Women Concern Ministries

Faridah Nanyombi	Child labour victim	Rakai District
Mr. Byuma	Counsellor	Kyemukunda sub county
Muzawula Godfrey	Teacher	Mugongo C/U Primary School
Bbosa Deogratiuous	Teacher	Mugongo C/U Primary School
Adong Angella	CL committee member	COFTU
Stephen Odaro	CL committee member	COFTU
Br. John Bosco Kiwanuka	Deputy Principal	Bikiira P.T.C
Kitumba Muwanga Herbert	Head teacher	Buyamba C/U P.S
Arthur Muhangi	Consultant	Nascent RDO