

National Awareness Raising Strategy on the Worst Forms of Child Labour in Lebanon



**A National Awareness Raising Strategy
accompanying the National Action Plan
to Eliminate the Worst Forms of Child Labour
in Lebanon by 2016**

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Executive summary

In November 2013 the Government of Lebanon adopted the National Action Plan (NAP) to Eliminate the Worst Forms of Child Labour in Lebanon by 2016. The Plan was prepared by the National Steering Committee Against Child Labour (NSC) under the stewardship of the Ministry of Labour and in collaboration with IPEC-ILO – Regional Office for Arab States, and was launched by the President of the Republic General Michel Suleiman on 7 November 2013.

This follows the issuance of the Decree No. 8987, endorsed by the Lebanese Government and signed by the President of the Republic in September 2012, prohibiting the employment of children under the age of 18 and states that all types of work that may harm the health, safety or morals of children.

Informed by two workshops, this National-awareness Raising Strategy (NAS) outlines the key activities to be undertaken in order to effectively inform the public and engage national stakeholders in the implementation of the NAP. The implementation of the NAS will be led by a media sub-committee formed by a decision of the Minister of Labour.

After engaging with various stakeholders and potential donors, the media sub-committee will prepare a detailed implementation, monitoring and evaluation plan including a full budget. It will then submit it to the National Steering Committee for approval, in coordination and collaboration with the Child Labour Unit at the Ministry of Labour

THE STRATEGY OBJECTIVES

Over a 24-month period (2014-2016), the media sub-committee of the NSC will seek to:

- (1) **Increase public awareness and support for the National Action Plan** by promoting a clear, consistent and coherent communication campaign, producing and disseminating public information materials, making information on the WFCL accessible online and through social networks, ensure that the public is kept informed of the progress of the NAP, and engaging with the media on a regular basis, and linking the campaign to national days.
- (2) **Promote adherence to Decree 8987/2012 at the local level** by informing and enabling local and regional authorities, educators, relevant Ministries and the National Social Security Fund to play their part.
- (3) **Encourage policy change** by lobbying Lebanese lawmakers and political parties.
- (4) **Mobilize national stakeholders to combat WFCL**, including the private sector, trade unions, civil society organizations, and the religious establishment and university students.

STAKEHOLDERS

The success of the strategy depends on the engagement of a variety of stakeholders, whose roles are clearly defined in the strategy. The list includes, but is not limited to, the Ministry of Labour, National Steering Committee members, the Child Labour Unit, the General Confederation of Lebanese Workers (CGTL), the Association of Lebanese Industrialists (ALI), the civil society, the religious leaders, the political parties, the students, the International Labour Organization, the families of child labourers, child labourers, Members of Parliament, local authorities such as mayors (and makhateers), governors, municipalities, and other government bodies such as the National Employment Office, teachers and the National Social Security Fund (NSSF).

MEASURING RESULTS

The media sub-committee will present a **quarterly progress report** to the NSC outlining the performance of the plan against specific, measurable and time bound indicators. Moreover, **final evaluation report** will be conducted by an external independent consultant.

I. Background

Whilst child labour takes many forms, a priority is to eliminate, without delay, the worst forms of child labour as defined by Article 3 of **ILO Convention No. 182 concerning the prohibition and immediate action for the elimination of the worst forms of child labour**:

- (a) All forms of **slavery** or practices similar to slavery, such as **the sale and trafficking of children, debt bondage and serfdom and forced or compulsory labour**, including forced or compulsory recruitment of children for use in **armed conflict**;
- (b) The use, procuring or offering of a child for **prostitution**, for the production of **pornography** or for pornographic performances;
- (c) The use, procuring or offering of a child for **illicit activities**, in particular for the production and trafficking of drugs as defined in the relevant international treaties;
- (d) Work which, by its nature or the circumstances in which it is carried out, is likely to **harm the health, safety or morals of children**.

The worst forms of child labour (WFCL) identified in paragraphs (a), (b) and (c) are to be eliminated immediately and unconditionally in any country in which they exist. Those types referred to in paragraph (d) may vary from one country to another, exposing children to different hazardous circumstances, and they are known as conditional forms of child labour.¹ These types of labour and their accompanying conditions are usually defined by the relevant parties at the national level such as the Ministry of Labour, workers' and employers' organizations in coordination with civil society organizations. For example, in Lebanon, there are no children working in mines or in steel plants but there are children working in industrial establishments and agriculture. It is therefore important to define the Lebanese types of WFCL.

Decree No. 8987, endorsed by the Lebanese Government and signed by the President of the Republic in September 2012, prohibits the employment of children under the age of 18 and states that all types of work that may harm the health, safety or morals of children are completely prohibited in Lebanon (Annex 1). It also defines a new list of the most hazardous types of work (in conformity with Paragraph (d) of C.182). The Decree was informed by a study carried out by the Ministry of Labour and the American University of Beirut (Public Health Department) with the technical and financial support of the ILO's International Programme for the Elimination of Child Labour (IPEC).

¹ Children of legal working age in a country can perform these jobs on the condition that the accompanied health, social, psychological and moral hazards are removed.

II. Introduction

The National Action Plan for the Elimination of the Worst forms of child Labour by 2016 was launched by the President of the Republic General Michel Suleiman on 7 November 2013, in the presence of concerned ministers, MPs, representatives from concerned embassies, and many political, economic, social and religious personalities. At the same time the NAP was adopted by the Government of Lebanon. Eliminate the Worst Forms of Child Labour in Lebanon by 2016, The Plan was developed by the National Steering Committee Against Child Labour (NSC) under the stewardship of the Ministry of Labour and with the collaboration of the Child Labour unit in Lebanon, in cooperation with ILO – IPEC, Regional Office for the Arab States. It was designated to be implemented by 2016 which coincides with the deadline set by the second ILO Global Report on Child Labour².

The NAP focuses on 11 strategic areas for the elimination of child labour: legislation and law enforcement, free and compulsory education, integration into the education system, economic opportunities for parents and youth of working age, capacity building, development services centres, local authorities, local community and community leaders, prevention, withdrawal and rehabilitation.

This communication strategy accompanies the implementation of the National Action Plan over a three-year period (2014-2016). It outlines the key activities to be undertaken in order to effectively inform the public and communicate with national stakeholders on the objectives and activities of the NAP, and it identifies the audiences and stakeholders it wishes to engage with.

The Strategy is informed by two workshops facilitated by an independent communication consultant commissioned by the International Labour Organization and the Child Labour Unit at the Ministry of Labour. The first workshop was held over two consecutive days in October 2012 with members of the NSC and the second also over two days (1 March and 7 June 2013) with national media representatives, in order to incorporate their comments.

After a desk review of national and international documents relating to the WFCL, including the National Action Plan, the Ministry of Labour and the ILO presented a draft awareness raising strategy to the NSC and other stakeholders for in-depth discussion and national endorsement.

Chaired by the Minister of Labour, the Committee is composed of representatives from Government (in particular the Ministries of Social Affairs, Education, Interior and Municipalities, Justice, Health and Agriculture), employer and worker organizations, and civil society. As such it represents the main national stakeholders engaged in efforts to combat child labour in Lebanon. All members of the Committee had the opportunity to express their views before receiving the final draft strategy for final comments and for adopting the strategy at the national level.

² ILO: The end of child labour: Within reach, REPORT OF THE DIRECTOR-GENERAL, Global Report under the follow-up to the ILO Declaration on Fundamental Principles and Rights at Work, Report I (B), INTERNATIONAL LABOUR CONFERENCE, 95th Session, Geneva, 2006

STRUCTURE OF THE NSC (AS PER DECREE 5137):

<i>Chair</i>	Minister of Labour
<i>Vice chairman</i>	Director General of the Ministry of Labour
<i>Members</i>	Representatives from National Employment Office, National Social Security Fund, Ministry of Social Affairs, Ministry of Health, Ministry of Justice, Ministry of Agriculture, Ministry of Education and Higher Education, Ministry of Interior and Municipalities, General Confederation of Lebanese Workers, Association of Lebanese Industrialists, three members from civil society organizations concerned with child labour issues (appointed by Ministry of Labour), and two members from Ministry of Labour (one as a rapporteur).

**National Action Plan for the Elimination of
the Worst Forms of Child Labour by 2016
Strategic Interventions: Objectives & Outcomes**

A media sub-committee of the NSC is responsible for the implementation of the awareness raising strategy, with the assistance of a communication consultant responsible for overall coordination and technical oversight of its implementation. The media sub-committee will also monitor the implementation of the campaign and submit quarterly reports to the NSC on its progress.

Support will be provided by the Government of Lebanon (including the Ministry of Labour, the Ministry of Information, and the National Audiovisual Media Council), the International Labour Organization, the private sector, worker representatives and civil society organizations.

The Strategy is an internal document that guides the communication and information work of the NSC but copies are available to the public upon request.

As several of the activities outlined herein require collaboration with external partners, an adjusted implementation plan will be produced during the first 6 months once their feasibility has been assessed and availability of funds has been determined.

This document is to be considered a work in progress, and is likely to evolve in view of the progress of the National Action Plan.

Strategic Area	Objective	Outcome
Legislation and Law Enforcement	By the end of 2015, all Lebanese legislation is compatible with the international Conventions and Protocols regarding child rights and is ready to be implemented.	All existing legislation concerning child labour is reviewed, new laws are formulated and prepared, and mechanisms are established for their application, ensuring addition of a provision related to mandatory implementation.
Free and compulsory education	By the end of 2016, all children of the age of primary education benefit from their right to free and compulsory education as per the National Education Strategy 2010.	By the end of 2014, the regulatory decrees for free and compulsory education are endorsed. By the end of 2014, the school support programme is being designed and sanctioned in accordance with legal requirements. By the end of 2015, the quality of services provided by schools has improved.
Integration into the education system	By the start of 2016, all children withdrawn from the worst forms of child labour are reintegrated into the educational system.	Schooling support is provided to all children in need by mid-2015. School reintegration is provided for all school drop-outs by end 2015.
Economic opportunities for parents and youth of working age	Parents of children withdrawn from the worst forms of child labour and youth of working age obtain adequate jobs that enable them to improve their economic and social conditions.	Accelerated vocational training and formal education is provided for all interested children by end 2015. The economic conditions of families whose children have been withdrawn from the worst forms of child labour are improved.

Strategic Area	Objective	Outcome
Capacity Building	By end 2015, society is aware of, accepts responsibility for, and contributes to the elimination of the worst forms of child labour in Lebanon.	By end 2014, studies have been conducted and documentation compiled for determining the roles of the actors involved in eliminating the worst forms of child labour. By end 2014, approximately 5000 individuals have been trained from the private and public sectors and from civil society in 28 districts. By end 2014, the capacity of all stakeholders has been built in social safety nets, networks, coordination and advocacy.
Development Services Centres	By end 2016, the worst forms of child labour in the geographical areas of each development services centre are eliminated.	Raise awareness of the staff at the Development Services Centres on the problem of child labour. Raise awareness amongst parents of the services provided by the centres and the seriousness of the problem of child labour. Referral mechanisms are developed, through forging partnerships between the Development Services Centres and CSOs located in same geographical area, in order to guide the working children towards school support programmes in partnership with the Ministry of Education, and to guide their parents towards support programmes for parents of working children.
Local authorities	By end 2016, local authorities are aware of and contributing to the elimination of the worst forms of child labour.	Governors and mayors are more aware of and are playing an active role in the elimination of the worst forms of child labour. Heads of the municipalities and unions of municipalities and mayors are more aware of and are playing an active role in combating the worst forms of child labour.

Strategic Area	Objective	Outcome
Local community and community leaders	By end 2016, NGOs and local communities become aware of and are effective in eliminating the worst forms of child labour in Lebanon.	Task forces, including members of civil society associations, workers' and employers' organizations, university students, teachers in schools and technical/vocational institutes, are trained in all Lebanese regions. Awareness is raised through commercial and recreational centres and public places and through social networks. Awareness campaigns are carried out through employers and labour unions and offices of the National Social Security Fund. Awareness is raised on child labour and its worst forms among and through religious leaders.
Prevention	By end 2015, Lebanese society acquires solid and coherent protection mechanisms that are able to prevent children from engaging in the worst forms of child labour.	A specialized juvenile police unit is formed within the Internal Security Forces (ISF) to prevent the engagement of children in the worst forms of child labour. Capacity of schools is increased (students, teaching staff and school administration, including parents' committees) on preventing children from being drawn into the worst forms of child labour. The capacities of concerned NGOs are strengthened in protecting children from the worst forms of child labour. Capacity and role of labour inspection authorities and of the National Employment Agency is activated and its capacity strengthened in the area of preventing the worst forms of child labour.

Strategic Area	Objective	Outcome
Withdrawal	By end 2016, all children exposed to the worst forms of child labour have been withdrawn.	Geographical localities that included the largest numbers of children exposed to the worst forms of child labour are determined. Future aspirations of children withdrawn from the worst forms of child labour are acknowledged. Communities are established to aid coordination between labour associations, employers' organizations, civil society, municipalities and unions of municipalities, the International Security Forces and inspectors from the Ministry of Labour.
Rehabilitation	By end 2016, all children who have been withdrawn from the worst forms of child labour have been rehabilitated in professional rehabilitation centres established in various Lebanese regions, by mid-2014, to provide psychological, health and social services.	Social rehabilitation of all children withdrawn from the worst forms of child labour has been achieved. Medical rehabilitation of all children withdrawn from the worst forms of child labour has been achieved. Psychological rehabilitation of all children withdrawn from the worst forms of child labour has been achieved.

III. National Awareness Raising Strategy Objectives

The overall goal of the Awareness Raising Strategy is to support the National Action Plan's efforts to eliminate the worst forms of child labour in Lebanon by 2016. It seeks to achieve four objectives that were set after a series of consultations and workshops with various stakeholders, including Lebanese media representatives.

Overall, the Strategy seeks to provide visibility for the work of the NAP, promote adherence to its values, lobby for institutional and legislative change and mobilize support for the attainment of its goals by pursuing the following objectives:

1. To increase public **awareness** of the objectives and activities of the National Action Plan
2. To **promote adherence to Decree 8987 at the local and regional levels**
3. To encourage **policy change** to support the NAP in line with international standards
4. To **mobilize** national stakeholders to act to eliminate the WFCL

INCREASE
AWARENESS
OF NAP

PROMOTE
ADHERENCE
TO DECREE 8987

ENCOURAGE
POLICY
CHANGE

MOBILIZE
NATIONAL
STAKEHOLDERS

IV. Stakeholders

The success of the campaign depends on the participation, performance and coordination of many stakeholders, including members of the NSC and other national partners.

As chair of the National Steering Committee Against Child Labour and the Government's Executive branch with a continuous role in protecting children from exploitation in the workplace, the **Ministry of Labour** plays a multifaceted role that combines standard-setting with awareness-raising, mobilization and enforcement. The Ministry will lead field action and develop information, education and communication materials; develop guidelines on the implementation of Decree 8987; disseminate results of inspection of compliance with labour laws; conduct a mapping of hotspots on WFCL in Lebanon; manage a WFCL hotline, and lead several other initiatives.

In addition to their participation in the work of the NSC, trade unions, employer representatives and civil society organizations can leverage their own channels in support of the Strategy.

The **General Confederation of Lebanese Workers (CGTL)** has formed a central unit and sub-units in districts across Lebanon, mobilized 450 volunteers to combat child labour, conducted awareness raising sessions for parents and children, lobbied parliament to waive school fees and include provisions on WFCL in a recent decree on occupational safety and health, and provided stationary and schoolbooks to disadvantaged children. CGTL's network of activists and members, in particular in the education sector, will help to disseminate NAP's key messages across the country and raise awareness on the worst forms of child labour. Communication and training products developed by the NAP's media sub-committee will be shared with the CGTL membership on a regular basis, as well as ILO products such as **SCREAM** (Supporting Children's Rights through Education, the Arts and the Media), the **Teacher's Information Kit** and the Guide developed about Decree 8987).

With a membership of over 700, the **Association of Lebanese Industrialists** can support the NAP by disseminating its key messages to some of Lebanon's most influential employers, and encouraging them declare their commitment to combatting WFCL and to seek certification such as the SA8000 on Social Accountability. Lebanese employers can also provide financial support to efforts to combat the WFCL as part of their corporate social responsibility programmes. Outreach to **employers who are not represented in employer organizations, such as those in the informal sector**, is also critical, as small Lebanese businesses are more likely to employ child labourers and many children are seasonal workers in agriculture.

In addition to their substantive contribution to the Strategy through the National Steering Committee, **civil society**³ actors can mobilize widespread support for the objectives of the NAP by disseminating its key messages and promoting its activities through their networks. This includes religious leaders, political parties, student groups, charities and other institutions.

³ Defined as all organizations and associations that exist outside of the state and the market. See <http://carnegieendowment.org/pdf/CivilSociety.pdf>

Building on the extensive experience of its **International Programme for the Elimination of Child Labour** in over 92 countries, the **International Labour Organization** supports the efforts of the NSC through technical advisory services, sharing best practices, training constituents and offering a range of tools that have been tried and tested elsewhere – such as **SCREAM** (Supporting Children’s Rights through Education, the Arts and the Media) and the **IPEC Teacher’s Information Kit** – this includes support to the NAP’s communication plan. The ILO also leads a global **Red Card to Child Labour** campaign that can be adapted to Lebanon.

Most of the decisions to expose children to WFCL are taken within the family circle. Parents have an important role to play in preventing their children from becoming child labourers, and in helping to withdraw them from hazardous work. Engaging with the **families of child labourers** is therefore critical to the success of the National Action Plan. Helping parents to access decent jobs and support services is vital. Sometimes it is also important to convince them of the benefits of educating their children, as well as to inform them of channels of assistance that they can access.

Child labourers must be made aware of their rights and opportunities, and become empowered to seek protection and benefit from the support available to them through the National Action Plan.

Members of Parliament have the mandate to enact laws that can better protect children from the worst forms of child labour. The National Action Plan will seek to engage them through parliamentary committees, and the production of a set of awareness raising products that expound the importance of legislating to enable Lebanon to meet its international obligations to protect children from WFCL.

Local authorities such as mayors (and makhateers), governors, municipalities, and other government bodies such as the National Employment Office are active NAP partners, assisting in the reintegration of child labourers into the education system, promoting compliance with Decree 8987 by local businesses and communities, and offering support services to child labourers and their families. They also represent an important distribution network for key messages on the WFCL.

Teachers can help to spot (actual and potential) school dropouts early on and act to reintegrate child labourers into the education system. By integrating awareness raising materials into their curricula, they can help to reach out to children and their families.

National Social Security Fund (NSSF) has a legal role to oversee the labour market, through conducting labour inspections and enforcing laws relating to the minimum age of work. It offers an important distribution network through its offices across the country and its labour inspectors, as well as its publications.

Stakeholder	Position on WFCL	Desired change/ action
Ministry of Labour	As chair of the NSC and host to a Child Labour Unit, the MOL is leading efforts to eliminate the worst forms of child labour in Lebanon by 2016.	Effectively communicate on the roll out of the National Action Plan through strategic positioning and clear, consistent, and coherent messaging.
Trade Unions	The General Confederation of Lebanese Workers supports the elimination of the worst forms of child labour, but lacks the resources and capacity to advocate for their rights. GCTL have a vast distribution and outreach network.	Trade unions empowered to advocate for children’s rights and to speak up against the worst forms of child labour in Lebanon.
Employers	Employers are often unaware of the fundamental rights of children, in particular with relation to the worst forms of child labour. Association of Lebanese Industrialists have membership of over 700.	Employers are aware of and committed to the fundamental rights of children, in line with international standards and Decree 8987 prohibiting the worst forms of child labour in Lebanon. They are engaged in socio-economic and educational activities for working children through the development of a Corporate Social Responsibility Programme.
International Labour Organization	Longstanding partner of the MOL, trade unions and employers in the fight against WFCL. Provides technical advisory services, shares best practices, and trains constituents.	Supports the development, implementation and evaluation of the NAP communication strategy.
Child labourers	Child labourers are aware of the difficulties they face – but may lack awareness of their fundamental rights and of the channels of assistance they can tap into.	Integrates NAP into global advocacy efforts to combat child labour led by IPEC (e.g. Red Card Against Child Labour)
Families of child labourers	Parents of child labourers usually lack the means to support their children to remain in education and are often unaware of the hazardous conditions in which their children work. They also lack access to support mechanisms to break the cycle of poverty.	Child labourers aware of their fundamental rights and empowered to seek protection and support and to speak up for their rights.
		Families of child labourers are aware of the hazards their children face at work and are convinced of the value of full time education.
		Families know how to access support for their children’s socio-economic and educational rights.

Stakeholder	Position on WFCL	Desired change/ action
Civil Society	Civil society actors play an important role in combatting child labour, but their work is largely uncoordinated.	Civil society actors understand, support and advocate for NAP objectives, and form regional coordination platforms.
Lawmakers	Lawmakers are aware of the problem of child labour in Lebanon, and recently passed Decree 8987 prohibiting its worst forms.	Lawmakers are convinced of the importance of policy change to combat the WFCL and enacting relevant laws.
Local government	Local authorities have significant outreach and information sharing capacity.	Local authorities understand, support and advocate for NAP objectives.
Religious leaders	The religious establishment remains influential in Lebanon, and religious leaders can effectively reach out to their followers on the issue of WFCL.	Religious leaders understand, support and advocate for NAP objectives, linking the elimination of WFCL to religious values through public sermons, media outlets and other channels of communication.
National Social Security Fund	Conducts labour inspections and enforces laws relating to the minimum age of work, and has a strong distribution network through offices, labour inspectors and publications.	NSSF staff understand, support and advocate for NAP objectives, in particular those relating to the social protection floor.

V. Key Messages

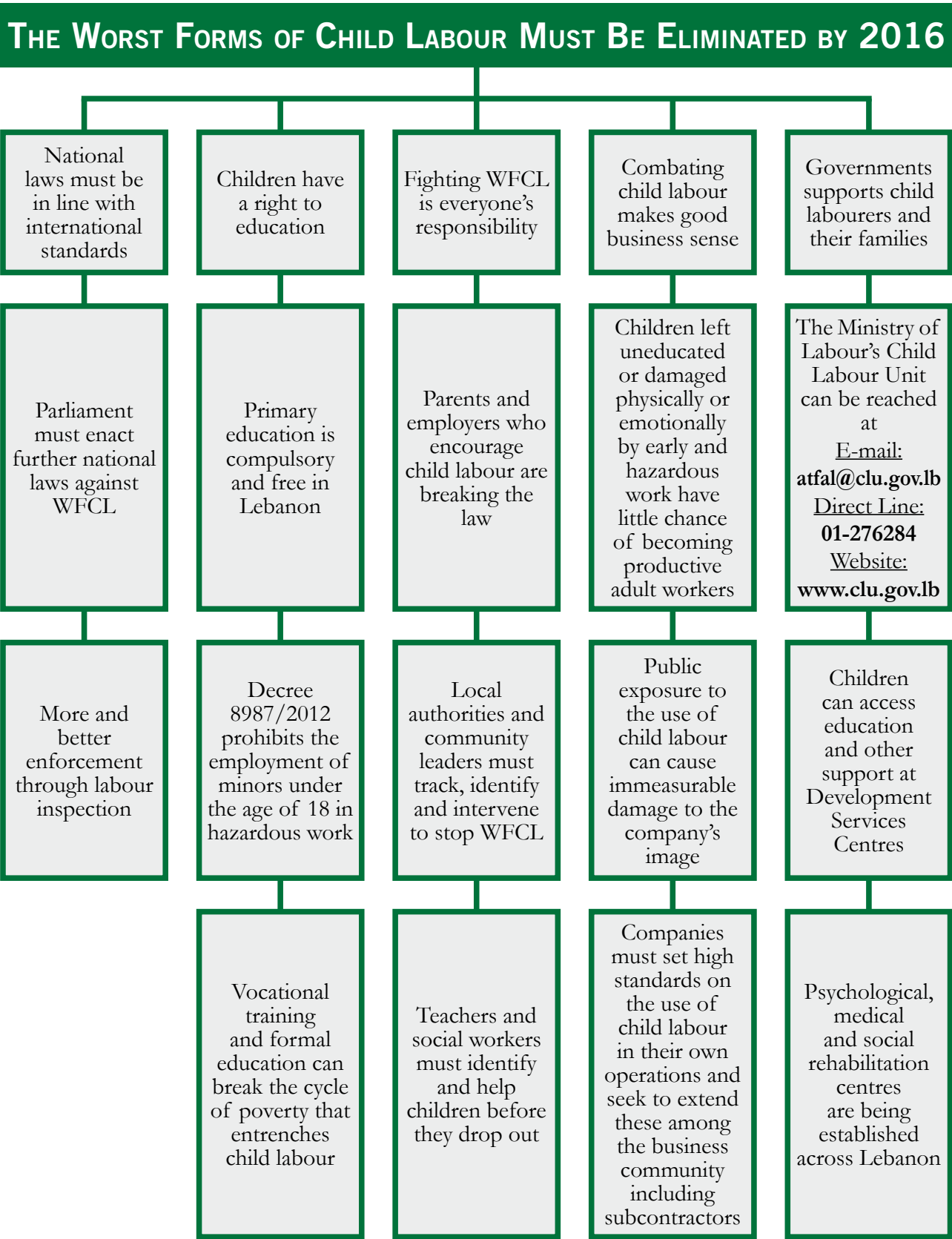
The success of the National Action Plan hinges on the public’s improved understanding of the worst forms of child labour and of the rights of children to protection and education more broadly.

In line with the objectives of the National Action Plan for the Elimination of the Worst Forms of Child Labour, the Awareness Raising Strategy seeks to highlight a core set of targeted messages that emphasize the strengthening of legal and institutional frameworks, access to education, the role of the private sector, and support to child labourers and their families.

The NAP seeks to galvanize stakeholder support for its objectives by presenting a consistent and coherent set of messages that are communicated through a variety of channels.

The overall message to be conveyed by the NAP is that “the worst forms of child labour must be eliminated by 2016”. This then branches out into five main points and their relevant supporting messages that are tailored to specific audiences:

- We must bring national laws in line with international standards, and enforce new laws** (targets: the government, policymakers, civil society, trade unions)
- Child labourers have a right to educational support and training** (targets: child labourers and their families, employers and educators)
- Combating the WFCL is our collective responsibility** (targets: the government, trade unions, civil society, educators, parents, employers, local and regional authorities, university students, etc.)
- Combating child labour makes good business sense** (targets: employers)
- Government supports children who are at risk or working and their families** (targets: child labourers and their families to inform them of available services and inspires public confidence in the NAP)



Building on the strengths of the multiple stakeholders involved in the National Action Plan, the Awareness Raising Strategy outlines a series of time bound and measurable activities to achieve its stated objectives.

Over a 24-month period, the media sub-committee of the National Committee will seek to:

- (5) **Increase public awareness and support for the National Action Plan** by promoting a clear, consistent and coherent communication campaign, producing and disseminating public information materials, making information on the WFCL accessible on the website of the Child Labour Unit at the Ministry of Labour and through social networks, ensure that the public is kept informed of the progress of the NAP, and engaging with the media on a regular basis, and linking the campaign to national days.
- (6) **Promote adherence to Decree 8987/2012 at the local and regional levels** by informing and enabling local and regional authorities, educators, relevant Ministries and the National Social Security Fund to play their part.
- (7) **Encourage policy change** by lobbying lawmakers and political parties.
- (8) **Mobilize national stakeholders to combat WFCL**, including the private sector, trade unions, civil society organizations, the religious establishment and university students.

After the launch of the National Action Plan, the media sub-committee will be formed by a decision of the Minister of Labour in his capacity as head of the NSC, in consultation with other members, constituting up to five members of the NSC. Its overall activities will be managed and coordinated by a communications expert to be appointed by the Committee in coordination with the Unit for Combatting Child Labour at the Ministry of Labour during the first quarter of 2014.

After engaging with various stakeholders and potential donors, the media sub-committee will develop a detailed implementation; monitoring and evaluation plan including a full budget and submit it to the National Committee for approval, in coordination and with the collaboration of the Unit for Combatting Child Labour at the Ministry of Labour.

Objective 1: To increase public awareness of and support for the National Action Plan	
Outcome 1.1	The NAP campaign against the WFCL is perceived as clear, coherent and consistent.
Activities	• Launch a national competition to design the logo of the campaign on WFCL at the launch of the National Action Plan. • Once selected by the NSC, the logo will be developed with the support of a design agency – which will adapt it to all the communication products of the campaign. • Ensure consistent messaging by developing an internal Q&A/key message document on the WFCL to be circulated to all spokespersons, and members of the National Steering Committee for Combatting Child Labour.
Outcome 1.2	Public information materials on the worst forms of child labour in Lebanon are produced and disseminated.
Activities	• Produce and disseminate posters on WFCL. • Billboards campaign on Decree 8987 across Lebanon. • Leaflets on WFCL that outline the provisions of Decree 8987. • Partner with a private mobile telecoms company to print WFCL messages and logo on phone cards. • Partner with OGERO and the Ministry of Telecommunications to print WFCL messages and logo on phone bills. • Partner with Electricity of Lebanon (EDL) to print WFCL messages and logo on electricity bills. • Partner with a bank to promote WFCL messages and logo at local branches and on newly issued credit cards. • Partner with the Ministry of Finance and the Ministry of Telecommunications issue postal and financial stamps with WFCL messages and logo. • Partner with the National Lottery (Yanaseeb) to promote WFCL messages and logo.
Outcome 1.3	Information about the WFCL is accessible online and through social networks
Activities	• Upgrade the website of the Child Labour Unit at the Ministry of Labour and keep it up to date. • Issue a Quarterly E-Newsletter on the progress of the campaign. • Create a Facebook page on the WFCL campaign. • Promote the campaign through the Child Labour Unit's Facebook, Twitter and YouTube accounts. • Make all communication products available online including: videos, posters, infographics and factsheets. • Organize Twitter Q&A sessions on the WFCL with the Minister of Labour and other experts
Outcome 1.4	The public are aware of milestones reached as part of the National Action Plan.
Activities	• Communication planning calendar is developed that identifies NAP milestones to be promoted through press releases, media interviews and briefings, and online and social media. • Produce press releases about NAP initiatives and milestones. • News about NAP milestones regularly features on the Child Labour Unit website.

Outcome 1.5	Lebanese media demonstrate a greater understanding of WFCL and cover the issue more regularly.
Activities	• Create a contact list of journalists who are interested in child labour and share news items and newsletters. • Issue press releases to highlight milestones and activities. • Organize media workshops to introduce journalists to Decree 8987 on child labour, and the part related to WFCL. • Pitch stories to the media about the WFCL to promote media coverage. • Engage magazines for features about child labour in Lebanon. • Request free air time from TV stations via the Ministry of Labour or Ministry of Information to run TV spots • Promote WFCL awareness in different segments such as the weather, children's programmes, drama and talk shows. • Produce and broadcast TV spots about WFCL and Decree 8987. • Organize a series of meetings with TV scriptwriters and Directors of Programming, in collaboration with syndicates, or individually, to present the Decree and discuss the development of TV programmes that advocate for its provisions. • In collaboration with the National Media Council, the NSC will hold a session with TV news directors, to explain the decree and develop a Code of Conduct to reach an agreement to use the news to promote the Decree, through feature stories and reports. • Collaborate with Lebanese radio stations for the promotion of talk show programmes on the topic, hosting experts on the issue, covering related news and producing related radio dramas.
Outcome 1.6	Link combatting WFCL to national events
Activities	• Mother's Day (March 21): Develop and disseminate key messages about the role of mothers in combatting the WFCL and organize publicized trips for mother to workplaces of WFCL • World Day Against Child Labour (June 12): Engage with the media on WDACL through interviews, press releases and feature articles. Organise a briefing for journalists on the progress of the National Action Plan.

Objective 2: Promote adherence to Decree 8987/2012 at the local and regional levels	
Outcome 2.1	Local and regional authorities are playing their part in promoting awareness and enforcement of Decree 8987.
Activities	• Ministry of Interior and Municipalities to distribute information materials and copy of Decree 8987 to governors in all regions. • Ministry of Interior and Municipalities to host a briefing lunch for governors to explain the Decree's key provisions and highlight findings of the mapping of WFCL hotspots, while outlining their role in implementing the NAP. • Ministry of Interior and Municipalities to circulate a pledge to be signed by business owners to abide by Decree 8987. • Launch of an award for child-friendly municipalities – i.e. those that make progress in eliminating WFCL in their area. • Organize a series of presentations to mayors (mukhtars) across Lebanon on Decree 8987, outlining their role in implementing the NAP. • National Employment Office to promote their vocational training sessions and job search support for parents of child labourers.
Outcome 2.2	Children and teachers are aware of the ban on WFCL and actively supporting it.
Activities	• The Ministry of Education circulates Decree 8987 and relevant information materials to school across the country. • Ministry of Education incorporates stories on the WFCL into the national curriculum through textbooks, civic education and elsewhere as appropriate. • Schools are encouraged to use reading days and book fairs to highlight the WFCL.
Outcome 2.3	Workers and employers in the agricultural sector are informed of their rights and responsibilities as per Decree 8987
Activities	• The Ministry of Agriculture to disseminate information materials relating to Decree 8987 to cooperatives and other stakeholders. • The Ministry of Agriculture to disseminate tips for families on how to withdraw children from WFCL • The Ministry of Agriculture to integrate WFCL into its annual field survey and publish the results.
Outcome 2.4	National Social Security Fund is promoting adherence to Decree 8987.
Activities	The NSSF can support the national awareness strategy through: • Promoting the key messages of the NAP in its publications • Disseminating NAP information materials in its offices across Lebanon • Distributing the Decree and related information materials to businesses through NSSF inspectors.

Objective 3: To encourage policy change on WFCL in Lebanon	
Outcome 3.1	Members of parliament are actively supporting the National Action Plan and aware of the need to bring Lebanese laws in line with international labour standards
Activities	• Produce a documentary on the WFCL in Lebanon targeting policymakers. • The Working Children's Podium enables child labourers to engage with members of parliament via the Parliamentary Forum for Dialogue, in collaboration with the Child Labour Unit at the Ministry of Labour, and Meadows and Beyond Associations in addition to other relevant ones. • In collaboration with the UNDP technical support team in Parliament, specialized sessions are held with parliamentary committees to explain Decree 8987, review existing laws related to child labour and promote harmonization of laws with international standards on WFCL. • Run a series of adverts in newspapers targeting politicians, lawmakers and influential figures.
Outcome 3.2	Political parties support policy change to combat WFCL
Activities	• The Decree and associated information materials will be shared with political parties through their political leaders and their representatives in Parliament. • A group of former WFCL victims will ask the President of the Republic to raise the issue of WFCL during national reconciliation talks between political parties

Objective 4: To mobilize stakeholders to combat WFCL

Outcome 4.1	The private sector is aware of and supports the objectives of the National Action Plan.
Activities	• A series of meetings held with private sector representatives to present and discuss Decree 8987. • Encourage Association of Lebanese Industrialists (ALI) to raise awareness on WFCL in its quarterly newsletter. • Liaise with certifying bodies, in particular the SA8000 on Social Accountability⁴ to inform them of the Decree and request that it is taken into account when assessing companies for certification in Lebanon. • ALI members and other employers encouraged to sign a pledge or make public their commitment to combatting the WFCL. • Series of meetings held with selected major employers to encourage them support the objectives of the NAP as part of their Corporate Social Responsibility portfolio.
Outcome 4.2	The General Confederation of Lebanese Workers (CG'IL) effectively communicates the objectives of the NAP to its membership.
Activities	• Communication and training products developed by the NAP's media sub-committee shared with the CG'IL membership on a regular basis, as well as ILO products such as SCREAM (Supporting Children's Rights through Education, the Arts and the Media), the Teacher's Information Kit and the Guide developed about Decree 8987). • CG'IL's network of activists and members, in particular in the education sector, help to disseminate NAP's key messages across the country and raise awareness of the worst forms of child labour.
Outcome 4.3	Religious establishment is aware of and supports the objectives of the National Action Plan.
Activities	• Series of meetings held with primary religious leaders in Lebanon to present and discuss Decree 8987. • Religious leaders articulate key messages to their followers in sermons and other public speeches and through their communications networks, as well as to link the ban on WFCL to religious values.
Outcome 4.4	Civil society groups and non-governmental organizations (both national and international) are aware of and support the objectives of the National Action Plan.
Activities	• Series of meetings with selected NGOs to present and discuss Decree 8987 and share related information materials. • Civil society groups disseminate NAP messages through their networks across the country.
Outcome 4.5	University students understand and support the objectives of the National Action Plan.
Activities	• University students participate in NAP branding competition. • University students disseminate NAP key messages among student body and volunteer to support the NAP.

⁴ SA8000 is an auditable certification standard that encourages organizations to develop, maintain, and apply socially acceptable practices in the workplace. It is based on the principles of international human rights norms as described in International Labour Organization conventions, the United Nations Convention on the Rights of the Child and the Universal Declaration of Human Rights. It measures the performance of companies in eight areas important to social accountability in the workplace: Child Labour, Forced and Compulsory Labour, Health and Safety, Freedom of Association and Right to Collective Bargaining, Discrimination, Working Hours, and Remuneration.

VII. Measuring Results

The Communication Strategy’s **implementation plan** will detail specific activities under each objective per outcome, their deadline for completion, the designated responsible and supporting institutions, and indicators of success.

The media sub-committee will present a **quarterly progress report** to the National Steering Committee Against Child Labour outlining the performance of the communications plan against these specific, measurable and time bound indicators. This will enable the Committee monitor the progress of the media-subcommittee throughout the year.

A **final evaluation report** of the communication strategy will be conducted by an external independent consultant, with ILO support, and submitted to the National Steering Committee Against Child Labour.

Sample excerpt of the Matrix to be endorsed by the National Steering Committee

Goal	To support the National Action Plan’s efforts to eliminate the worst forms of child labour by 2016			
1. Objective	To increase public awareness of the objectives and activities of the National Action Plan			
1.4 Outcome	The public are aware of milestones reached as part of the National Action Plan			
Activities	Timeline	Responsible Institutions	Supporting Institutions	Indicators
Communication planning calendar is developed that identifies milestones and required communication support.	Produced 6 weeks after date of launch of NAP, updated monthly.	Media Sub-Committee of the National Steering Committee Against Child Labour	-	Communication planning calendar produced and updated on a monthly basis
Produce press releases about NAP initiatives and milestones.	Ongoing and to be more specifically determined in view of planning calendar.	Media Sub-Committee	Varies based on milestones and planning calendar.	Number of press releases produced.
News about NAP milestones regularly features on the Child Labour Unit website.	Ongoing and to be more specifically determined in view of planning calendar.	Child Labour Unit, Ministry of Labour	Media Sub-Committee	Number, frequency and consistency of new items on the CLU website.

VIII. Conclusion

Once implemented, the National Action Plan for the Elimination of the Worst Forms of Child Labour 2014-2016 is expected to go a long way towards improving child protection in Lebanon. This awareness raising strategy contributes to all of its specific objectives, in particular **Objective I** (Lebanese legislation is compatible with international Conventions and Protocols regarding child rights and ready to be implemented) **Objective V** (Society accepts responsibility for, and contributes to the elimination of WFCL) and **Objective VII** (NGOs and local communities become aware of and are effective in eliminating WFCL).

As with the NAP, the success of the strategy depends on the levels of commitment and effective cooperation of its many stakeholders. The critical question of resource allocation remains to be settled. Some of these activities require funding whilst others require in-kind support. Both these forms may be mobilized from a wide spectrum of governmental and non-governmental sources in addition to national and international donors. The private sector can have an important role to play in this regard.

Six weeks after the launch of the NAP, the following steps are to be taken:

- Formation of the media sub-committee
- Recruitment of the communication consultant
- Engagement with stakeholders to determine funding sources
- Development of prioritised implementation plan with a detailed budget and execution timeline
- Launch of the NAP branding competition

Annex 1

Decree No. 8987

The prohibition of employment of minors under the age of 18
in works that may harm their health, safety or morals

The President of the Republic
Pursuant to the Constitution,

Pursuant to the Labor Law of 23/09/1946 and its amendments;
Pursuant to ILO Conventions ratified by virtue of legislative decree # 70 of 25/06/1977, in particular ILO Convention No. 59 Fixing the Minimum Age for Admission of Children to Industrial Employment, ILO Convention No. 77 on the Medical Examination of Young Persons (industry) in particular Article 2 thereof, and ILO Convention No. 78 on the Medical Examination of Young Persons (Non-Industrial Works) in particular, Article 3 thereof;
Pursuant to ILO Convention No. 182 (elimination of the worst forms of child labor) ratified by virtue of law No. 335 of 02/08/2001 and Recommendation No. 190;
Pursuant to ILO Convention No. 138 (Minimum age convention) ratified by virtue of law No. 400 of 05/06/2002;
Pursuant to Arab Labor Convention No. 18 concerning minor employment ratified by virtue of law No. 183 of 24/05/2000;
Pursuant to Decree No. 5137 of 01/10/2010 the establishment of a National Committee to Combat Child Labor
Pursuant to Decree No. 700 of 25/05/1999 prohibiting the employment of minors under the age of 16 or 17 in works that may by their nature harm their health, safety or morals
Pursuant to the Minister of Labor's proposal;
Following the consultation of the State Council (opinion No. 239/2008 -2009 of 26/05/2009)
Following the Council of Ministers' approval,

Decrees the following:

Article 1: Minors under the age of 18 shall not be employed in totally prohibited works and activities which, by their nature harm the health, safety or morals of children, limit their education and constitute one of the worst forms of child labor included in Annex No. (1) hereto attached.

- Article 2: Minors under the age of 16 shall not be employed in works which, by their nature or the circumstances in which they are carried out, are likely to harm the health, safety or morals of children. These works are included in Annex No. (2) hereto attached.
- Article 3: Minors of more than 16 years of age may be employed in the works indicated in Annex No. (2) provided they are offered full protection for their physical, mental and moral health and provided these minors received a special education or appropriate vocational training in the field of these works, unless the type of work or the hazard is totally prohibited for those under the age of 18 as specified in Annex No. (1).
- Article 4: The vocational training and technical education of minors not having completed the age of 17 in one of the plants or factories shall not be deemed an employment; it must be subject to the Minister of Labor’s approval, and the minor shall receive a medical certificate from the Ministry of Public Health.
- Article 5: The annexes hereto attached shall be amended by virtue of the decisions of the Minister of Labor based on the proposal of the National Committee to Combat Child Labor.
- Article 6: The Authority for Labor Inspection, Prevention and Safety with the Ministry of Labor shall be in charge of supervising the implementation of the provisions of this decree, including the provision of the Arab and International labor conventions.
- Article 7: Decree No. 700 of 25/05/1999 on the prohibition of the employment of minors under 16 or 17 years of age in works which by their nature harm their health, safety or morals shall be repealed.
- Article 8: This Decree enters into force as of the date of its publication in the official gazette.

Issued by the President of the Republic
Michel Suleiman

Baabda, on September 29, 2012

Prime Minister
Mohammad Najib Mikati

Minister of Labor
Salim Jraissati

Annex No. (1)
List of the worst forms of child labor

List of works and activities which are totally prohibited for minor under 18

- Activities involving physical hazards
 - Activities requiring handling explosives, wearing weapons, engaging in combats or war, given of course the psychological hazards of these activities as well as their physical hazards;
 - Working in quarries, caves, mines, and crushing sites, whether underground or not.
 - Activities that may not be carried out without wearing personal protective and preventive equipment to prevent immediate an direct hazard;
 - Activities exposing the child to carcinogenic substances or atomic radiations or substances that may cause infertility or birth defect.
- Activities involving psychological hazards
 - Any forced labor, including slavery and trafficking of children;
 - Domestic service;
 - Work that requires the child to sleep or reside in the workplace or outside the parents’ house;
 - Working in the streets or on the roads;
 - Working in the preparation of bodies for funerals and burials.
- Activities involving moral hazards
 - Any work using or exploiting a child’s body for sexual or pornographic purposes or similar acts.
 - Betting, gambling and horse-races etc...
 - Any illicit work or activity or any work or activity that violates the criminal laws, such as the transportation, sale, marketing, dealing or use of all kinds of drugs.
- Activities limiting education
 - Activities preventing the child from pursuing academic education or statutory vocational training or assistance lessons.

Annex No. (2)

List of the works which, by their nature or the circumstances in which they are carried out, are likely to harm the health, safety or morals of children under 16 years of age and which are allowed for children of more than 16 years of age, provided they are offered full protection for their physical, mental and moral health and provided these minors received a special education or appropriate vocational training in the field of these works, unless the type of work or the hazard is totally prohibited for those under the age of 18 as specified in Annex No. (1).

These works are distributed over two categories, the first tackles occupational hazards and the second some occupations and activities.

1 Works that expose the working child to any of the following occupational hazards:

- a) Chemical hazards, including dusts and fibers
 - Carcinogenic substances
Including for example, without being purported to be exhaustive:
Amiante (Asbestos), Benzene, Chromium
 - Substances that cause infertility, congenital or physiological malformation, fetal and newborn growth retardation
 - Substances causing allergies (allergens)
 - Substances harming the neurological system and mental growth
 - Substances causing dangerous diseases in case of exposure to these substances for a long period or causing permanent health symptoms and effects
- b) Physical Hazards
 - Noise
 - Atomic/ ionic radiations
 - Other radiations (non-atomic and non-ionic) (infra-red or electromagnetic radiations)
 - High atmospheric pressure (during diving for example)
 - Tremors
 - High temperatures
 - Low temperatures
- c) Biological hazards (Viruses, bacteria, parasites, etc...)
 - Directly transmitted through a transmitter like mosquitoes, flies and rodents
 - Transmitted through exposure to biologically contaminated body fluids and others
 - Transmitted by touch or by handling animals, in particular dead animals.
- d) Ergonomic hazards (the compatibility between humans and work equipment and machines)
 - Working in positions that are not adequate for the spinal cord, the joints, and muscles such as squatting, torsion, stretching or contraction for long periods;
 - Using machines and equipment that are unfit for the size of the hand or body in general;
 - Pushing or pulling weights exceeding the child's capacity;
 - Lifting or transporting weights exceeding the child's capacity or capability;
 - Working in places not abiding by the acceptable conditions of lighting, ventilation, humidity and temperature.

- e) Psychological, social and mental hazards and general working conditions
 - Works requiring night shifts (between 07:00 pm and 07:00 am);
 - Works requiring long working hours (more than six hours per day);
 - Works requiring the child to bear a given responsibility requiring significant supervision, care or guidance by an adult;
 - Works exposing the child to verbal or physical abuse.
- f) Safety Hazards
 - Working at an elevation of 2 or more meters above ground
 - Working on roof tops, edges, windows or balconies
 - Working with sharp and mobile machines
 - Working with mobile movable machineries
 - Working with explosives or combustibles
 - Working in closed spaces with low levels of air or oxygen
 - Driving any machinery, bus, human transportation machine, equipment and tools regardless of the means of transportation
 - Working with voltages and electrical supplies
 - Working for more than one consecutive half hour under the sun or in high temperature conditions, provided the total working hours does not exceed 4 hours per day including not less than five rest periods of not less than 10 minutes each with fluids intake.
 - Working for more than one consecutive half hour in cold or storming weather, provided the total working hours does not exceed 4 hours per day including not less than five rest period of not less than 10 minutes each in a moderate weather location.

2 Works prohibited to minors

- 1- Agricultural activities (including family farms) which require:
 - Driving or operating tractors or agricultural machines;
 - Mixing or transporting or spraying agricultural pesticides
 - Touching or handling poisonous plants (such as tobacco leaves which produce a poisonous nicotine substance)
 - Climbing high trees or ladders
 - Using sharp tools such as the use of the tray to hang tobacco leaves
 - Working for more than 4 hours per day.
- 2- Fishing deep in the sea, diving, using fishing guns, explosives or electricity;
- 3- Working in animal slaughter houses;
- 4- Working with dangerous, wild or poisonous animals;
- 5- All kinds of works in factories that manufacture tiles, rocks and the like;

- 6- All types of works in production or transformative industries employing more than 20 worker; for example:
 - Food and beverage industry
 - Textile and clothing industry
 - Leather tanning and manufacturing of bags
 - Wood products
 - Paper and paper products
 - Chemical substances
 - Cement, soil and building materials
 - Rubber and plastic products
 - Non-mineral mining products (glass products)
 - Minerals and mineral products
 - Various machines, equipment, vehicles and trailers
 - Furniture
 - Re-manufacturing of all types of waste
- 7- All types of work in the supply of electricity, gas, water and steam;
- 8- All types of work in building, demolition, excavation, construction, sand-blasting and heights climbing;
- 9- Working in commercial, industrial, services small enterprises (of less than 20 workers) with high rate of occupational hazards.
Example of commercial, industrial, services small enterprises (of less than 20 workers) with high rates of occupational hazards
 - Mechanical works (maintenance and repair of cars and transportation machines)
 - Smithery
 - Welding
 - Painting
 - Cocking blood, bones or fat
 - Cleaning and tanning animal hides and skins
 - Pottery, glass or crystal crafts
 - Smelting, pouring and painting minerals
 - Dry cleaning
 - Wood sawing and furniture painting
 - Slaughtering of animals and sale of meat
 - Plumbing
 - Preparing and spraying fertilizers and pesticides for houses and others
 - Cutting papers and cartons
 - Printing
 - Production of ice and refrigeration
 - Extracting lead from cars batteries
 - Silver plating mirrors with Mercury
 - Filling cylinders with compressed gases

- 10- Working in hotels, restaurants, amusement centers, internet cafes, which may expose the minor to the following:
 - i. Transportation, sale or intake of alcoholic beverages;
 - ii. Transportation or sale of cigarettes and tobacco, including Nargileh delivery;
 - iii. Delivering any purchases to houses, unaccompanied and without any escort or supervision;
 - iv. Being alone with the child in a room, a corner or a secluded area away from any supervision;
 - v. Use of sharp tools and machines such as the ones in kitchens and others.
- 11- Working in any of land, air or marine means of transportation.
- 12- Working in places where there is an exchange of currencies, transfer or custody of funds, jewelries and other precious goods.
- 13- Working in health and medical centers that may expose the child to the following:
 - i. The risk of being in close contact with patients, body fluids, medical waste and the risk of transmission of infections;
 - ii. The risk of being exposed to chemical substances, drugs, gases or radiations;
 - iii. The psychological pressure, such as dealing with cases of death or incurable diseases.
- 14- Working in social centers with the elderly, the disabled, persons with congenital malformations, or persons suffering psychological or mental diseases or addiction (unless for short intermittent periods and under the direct supervision of specialized social workers or persons familiar with juvenile psychology);
- 15- Working in centers for personal security and bodyguard
- 16- Working in cleaning services, waste collection and sorting, in sewers or stagnant water channels;
- 17- Working in all types of works requiring the protection of third parties against potential hazards, such as a lifeguard at the beach and pools.
- 18- Working in the horse racing track and in all activities accompanying horse-races.

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