



MINISTRY OF GENDER, LABOUR  
AND SOCIAL DEVELOPMENT



better life chances for all

EXPANDING  
**SOCIAL  
PROTECTION**

# Draft Communications Strategy of the Expanding Social Protection Programme

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# Introduction

**The Purpose of the Presentation:** To share our proposals, Solicit input, Get approval (last level of consultation)

## **Scheme:**

The Presentation will look at the key aspects of the Strategy, viz;

- *Where we are coming from/Context/Issues for communication*
- *Our Objectives in Communication (Why?)*
- *Target Audiences (To who?)*
- *Key Messages (What do we want to say/understood?)*
- *Tools (How do we plan to say what we want to say?)*
- *Scope (when?), (Where?)*
- *A Peek into the Action Plan*

# Background/Issues/Context of ESP Communication

- In June 2010, ESP commissioned a Communications Baseline Survey: 2 main objectives: (i) Establish levels of knowledge/support of SP/Cash transfers in Uganda (ii) Establish main and trusted channels of communication among various categories of stakeholders in Uganda

## Some Key findings

- Very low levels of knowledge of SP/CTs, therefore low support
- Low confidence of government ability to deliver services like SP
- Worries about success of the Programme and therefore apprehension in support because of perceived corruption & mis-management of government funds
- Perceptions about poverty: laziness as the cause of poverty; poor people are responsible for their lot; no due attention to advantages and disadvantages that various individuals have/are born into
- Proliferated media in Uganda

# ...Background/Issues/Context of ESP Communication

*These come with Communication challenges:*

- Communicating ESP as a government Programme
- Communicating ESP as a donor funded Programme
- Cash transfers are a new, untried strategy in Uganda
- Perception of cash as making people lazy and that the poor are responsible for their own situation
- Fragmentation of communication channels and no one dominant media channel – implications for already limited budget
- High level of skepticism about Government programmes / Government's ability to deliver services
- Somewhat weak / limited tradition of the people-leaders relationship

# ...Background/Issues/Context of ESP Communication

## And Some Opportunities

- ESP is a new innovative programme
- There is potentially a big popular support for social protection and cash transfers in Uganda; once understood
- Ugandans generally believe that everyone deserves protection from poverty and a decent standard of living
- Ugandans also already believe that the role of providing social protection to citizens lies with the GoU.
- When SAGE rolls off and evidence of success begins to emerge there is a big opportunity to rally support for social protection on the home grown evidence and success from SAGE
- The multi-outreach approach in the Programme provides a good opportunity to reach out to the various stakeholders. Training, political engagement, etc strategies of the Programme all provide a good and complementary opportunity to generate support

# Our Objectives

- To increase knowledge and understanding & generating support of social protection and cash transfers among the general Ugandan public
- Increase the awareness, interest, support and positive reporting of the Uganda media on social protection and cash transfers
- To raise the profile and visibility of social protection, cash transfers in Uganda's development debate and agenda
- Elaborate the key issues of social protection and cash transfers in the Ugandan context by sharpening strategic messaging
- Working through the SAGE communication strategy to ensure nearly 100% knowledge of "How SAGE works" to improve consumption of the programme and minimize abuse
- Document and utilize lessons and evidence from SAGE implementation for policy advocacy

# Our Target Audiences

## (i) Primary Audiences

- **Central Government Policy-makers (political & technical)**
- **Local Government level policy-makers**
- **Policy pushers** (Civil society ,The media, Academia,Think Tanks & Lobby groups )
- **The SAGE community** (Beneficiaries, non- beneficiaries in SAGE communities, Politicians and civil servants
- **The Ugandan Public** (The middle class,Opinion leaders (political commentators, Religious, cultural institutions)

## (ii) Secondary Audiences

- Development partners
- International Social protection peer/policy community

# Our Key Messages

- Aimed at addressing the key issues/challenges from the study
  - ✓ What is Social Protection?
  - ✓ What does it uniquely bring to Uganda's development agenda?
  - ✓ What are the benefits?
  - ✓ Why does Uganda need Social protection?
  - ✓ Why social protection & cash transfers at this juncture?
  - ✓ Cost affordability issues, etc?



# Headline Proposed Activities

- **Media**
  - ✓ News, features, talk shows, interviews, etc
  - ✓ Training of journalists
  - ✓ Reporting fellowships
  - ✓ Field visits (local & international)
- **Publications**
  - ✓ Newsletter
  - ✓ Reports
  - ✓ Leaflets
  - ✓ Information Pack
- **Website** (social media, multi-media)
- Events (launches, public dialogues, Conventions, exhibition, national/international days)
- Documentaries

# Proposed Tools

## (i) In-House Channels

- **Publications** (ESP Newsletter, ESP Information Kit, leaflets, Policy Briefs, Study reports, Standing briefs, Press Releases & Media statements)
- **Website & online tools** (Website, Google maps Social networking tools Facebook, twitter, etc )
- **Face to face events** (Workshops, Meetings, Training, Public dialogues)

## (ii) Out house

- **Media** (interviews, news/features coverage, op-eds, talk shows, jingles, documentaries)
- **Public events** (Exhibitions, national & international days, concerts)
- **MDD: Champions, music (song)**

# THANK YOU



[www.socialprotection.go.ug](http://www.socialprotection.go.ug)