



MINISTRY OF GENDER, LABOUR  
AND SOCIAL DEVELOPMENT



better life chances for all

EXPANDING  
**SOCIAL  
PROTECTION**

# DT 5 – Session .....

# SAGE Communication

# Overview of SAGE Communication

- SAGE communication is derived from the SAGE communication strategy which is part of a wider ESP Communication strategy designed to *improve* knowledge & understanding of and support for social protection among policy makers and the public.

# Overview Cont'd

- The main purpose of the SAGE communication is specifically to ensure that the target beneficiaries and all the stakeholders are well informed, participate in the programme and provide the necessary support for its successful implementation.

# Communication objectives

- To improve awareness of programme among the target population in the 14 districts.
- To meet the information needs of SAGE target group (who are likely to be illiterate, socially marginalized, older, disabled and female than the general population).
- To ensure maximum understanding of SAGE beneficiary rights and means of addressing grievances (exploitation, abuse etc)

# Objectives cont'd

- To minimise local level politicisation of the programme(understanding of eligibility criteria, geographical targeting)
- To build support for the programme among the general population(programme rationale/objectives)
- To enhance effective coordination and networking with relevant stakeholders(CSO, Local Government Staff)

# Different Roles and Responsibilities

## **Sub-county Level Officials (Assistant Sub-county chief, CDOs, Sub-county chiefs)**

Oversight and coordination of all SAGE implementation activities at the sub-county level

## **Parish Chiefs**

- Coordinate all SAGE activities at the parish and village level

# Roles and Responsibilities cont'd

- Ensure effective and timely communication between village and sub-county level

## **Members of Parish Development committees**

- Support delivery of community orientation
- Provide a channel for feed back from community to parish level
- Ensure change management procedures are followed by village council chairpersons and members of the participating communities

# Roles and Responsibilities Cont'd

## Village chair persons

- Community mobilisation
- Support effective up and down ward communication to village level
- Interface with SAGE beneficiaries for recruitment and follow up of grievance process
- Distribution of birth certificates



# SAGE COMMUNICATION ACTIVITIES

**Publications** (FAQs, Sage brochures, Minister's letter-translated)-understand the content and explain and provide guidance to the community to understand SAGE

**Radio talk shows**, jingles, DJ mentions in local languages: Mobilise communities to listen in and ask questions pertaining SAGE

**Visibility (T-shirts, sign posts)**:Ensure the programme is seen & well identified in

# Key messages for lower level Local Governments

## Direct income support:

- **Empowers vulnerable citizens to live a life of security and dignity;** it is about peoples' fundamental rights to a descent standard of living.
- **It empowers the marginalised and excluded** to take charge of their own lives and initiate productive activities for themselves. It enables such citizens to effectively contribute to local life and local development.

# Key messages Cont'd

- **Directly reduces poverty among the most vulnerable sections of the community:** a transfer of 23,000 UGX per month represents a significant portion of the monthly income for the poorest households.
- *(Similar initiatives in other countries have shown that such small amounts of money paid reliably and regularly, can make an enormous positive impact on people's lives).*

# Key messages Cont'd

- **Helps to increase uptake of existing Government Services;** with this support people afford basic scholastic materials (e.g. uniforms, exercise books) that otherwise make children from poor families drop out of school. With this support families can afford transport to medical centres and costs of medicines therefore improving access to medical services

# Key Messages Cont'd

*(For example, in Brazil, participants in the Bolsa Familia social assistance programme are 63% less likely to drop out of school compared to children in non-participant households. In Ethiopia, 50% of beneficiaries of a major, national social protection programme used health facilities more in the year the programme was introduced than in the previous year. In South Africa children living*

# Key messages cont'd

*with a pensioner in receipt of the national pension has measurably improved nutrition and are 3-4 centimetres taller than children not living with a pensioner in receipt of the national pension).*

- **Helps Local Governments reach out to vulnerable and excluded citizens:** For example, civil registration and Management Information Systems developed through social

# Key messages cont'd

assistance programmes such as SAGE may be used to identify poor and vulnerable households who may benefit from enrolment in other LGA initiatives such as livelihoods programmes or savings and credit schemes. Similarly, the interaction which Community Development Officers have with excluded citizens through implementation of social assistance programmes may also provide an opportunity to refer vulnerable families to other LGA services.

# Key messages Cont'd

- **Investments and boost local economic development:** Small but reliable flows of income help vulnerable households to invest in small productive activities such as petty trading; obtain credit on better terms; and diversify into higher return activities. Recipients spend their transfers in the local economy, stimulating demand for local goods and services.



# Key messages cont'd

*(Studies on the Dowa cash transfer scheme in Malawi have found that every US\$1 transferred, results in an increase in income in the local economy of at least US\$2)*

- **Directly tackles inequality and demonstrates the GoU's commitment to all Ugandan citizens.** Direct income support enables all citizens to have a stake in Uganda's development thus, potentially **contributing to social cohesion and stability.**

# Key messages cont'd

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