



MINISTRY OF GENDER, LABOUR
AND SOCIAL DEVELOPMENT



better life chances for all

EXPANDING
**SOCIAL
PROTECTION**

Making Social Protection work: The importance of Communication & Advocacy; and the role of LG actors

Social Protection Secretariat, MGLSD

District SAGE Orientation—Session 5, part II

Introduction

• **The objective of this second part of session 5 is twofold:**

- (i) To underscore the importance of good communication & advocacy for ESP/SAGE success
- (ii) To explore the role of the various LG actors in advocating for SP; given opportunities available to them

- ESP is currently undertaking a baseline survey intended to understand current knowledge, attitudes and perceptions of Ugandans on SP, Cash transfers, vulnerability & poverty & the media “attitude” towards these issues
- This study will feed into finalisation of the wider ESP communication strategy

- Whatever the outcome of the baseline survey, communication within the programme is aimed to do one thing: To bring about *Improved information on and knowledge of social protection among policy makers and the public.*
- For this reason, ESP communication is structured around 3 areas: Public Communication, Political Advocacy & Programme communication
- There are various actors in all of these: Central gov't (MGLSD), ESP Secretariat, LGs with one aim: to popularise SP and therefore a Policy

So what is the LGs role in each of the 3 strands?

Public Communication

- Target is the public; aim: to create a good understanding of SP, cash transfers at the local level
- Communicate successes in the programme
- Speaking to the media
- International exchange visits
- Opportunities available to LG leaders do these: workshops, consultative meetings, participation in regional and national fora (RDCs, LCVs, CAOs,)

So what is the LGs role in each of the 3 strands?

Political Advocacy

- Target: policy makers, policy levels: aim mobilising political good will
 - Escalating beneficiary voices
 - Engaging with policy processes (e.g budget cycle)
 - Accountability/tracking impact of cash transfers
- Opportunities: national processes, speaking to media, peer meetings, campaign manifestos...

So what is the LGs role in each of the 3

Programme communication

- Aim: increasing awareness of the programme
- Sharing programme successes
- Documentation of evidence and sharing: video, photography, reports, etc
- Speaking for the voiceless; “my people”
- Opportunities: the media (will be sending/coming down with the media, meetings, briefings, reporting,

Some hints...

- Re Martin's exercise: It pays to know your stuff to be able to speak confidently and convincingly
- Have your facts right before you speak-especially where the media; miscommunication can have severe reverse impact
- Try as much as possible to speak to your area of jurisdiction; knowledge & expertise
- This is GoU programme; all GoU Protocols apply
- ESP Secretariat has a communications office; which is a clearing and service support office; need any help in communicating, etc. get in touch, also let us know when you offer interview to the media

THANK YOU, Lets discuss