BEHAVIOURAL CHANGE COMMUNICATION STRATEGY

SINCE/DEAL Project

VIS
Insieme, per un mondo possibile

ECC-SDCO-Ad-B

CISP
COMITATO INTERNAZIONALE PER LO SVILUPPO DEI POPOLI

OXFAM

REST

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1 Introduction

Oxfam together with partners is implementing a project, SINCE/DEAL that aims to contribute to the reduction of irregular migration from Northern and Central Ethiopia by improving the living conditions of the most vulnerable population, including potential migrants and returnees with specific focus on youth and women. The project strategy includes strengthening capacity of local vocational training providers (TVETs) and promoting public private partnerships (PPPs) in strategic economic sectors, such as textile, construction and metal works. The project has given due attention to build the capacities of the youth and women and is working to benefit women equally as their male counterparts.

Although there exist a wide range of issues that limit the participation of women in the identified sectors, however, addressing issues regarding participation of women in TVET and employment as well as the working conditions/environment in the sectors have been identified as areas of interest for bringing sustainable change in the sector with regards to ensuring gender equality and equity.

Assessments carried out during the proposal development of the project indicated that women's participation in TVETs is limited due to both low enrolment and high dropouts of the female students. Similarly, participation of women in the employment market in these sectors is meagre.

All the impediments arising, among others, are attributed to the attitude, behaviour and practice at individual, community and at the organizational levels which is also governed and influenced by the individuals' attitude and behaviour of these responsible. To bring change in this regard concerted efforts should be made in bringing behavioural change that lead to change in practice as well.

Presence or absence of decent working conditions/environment in the targeted sectors is also another dimension that affects the participation and benefit of women in particular and the work force in general. While there are different legal grounds that necessitate and require the respect of these basic decent working principles their full implementations require enforcement mechanism and to some extent policy revision, which in both cases need advocacy works at different levels.

2   Aim

The aim of this Behavioural Change Communication and Advocacy Strategy is to explore options and design appropriate tools and mechanisms to guide the efforts made to bring change in the knowledge, attitude, behaviour and ultimately practices at individuals, community and organizational levels, at local and regional levels with regards to the participation and enrolment of women in the TEVT and employment in the men dominated manufacturing sectors namely construction and metal works as well as in textile industries as well as to devise advocacy strategy to promote decent working conditions in these sectors. Equally important is the issue of decent work in these sectors which is also addressed in this strategy. Thus, the purpose of this strategy is to:

- Set guidelines and steps to follow in the implementation of BCC activities;
- Set guidelines to follow in developing communication materials for behavioural change communication;
- Design appropriate advocacy strategy to promote decent working conditions in the targeted sectors.

3   Factors Limiting Women participation in the Male Dominated Sectors

Most of the male dominated sectors namely construction and metal work are characterized by paying higher wages but also requiring relatively physical fitness. Mainly for the reason of 'lower' physical fitness these sectors are predominated by male actors both as employers and employees. As the nature of the works also involve higher risk of injury thus these sectors are considered as unfit for the 'delicate' body of women. Besides spending longer time working side by side with men, as believed by community, can expose the women to harassment and sexual abuse. As it is also well known the choices of women in the formal education has also been in the social sectors and very few women join into the natural science fields including TVET.

Due to several reasons among which lack of willingness of families to send their daughters to attend TVET in towns living on their own is one that contributed to poor participation of women in TVETs. This is mainly due to the social norms that discourage women living in town on their own basically for fear of violence. Once they are enrolled in TVET colleges, the dropout rate is also higher for women than men. In addition, women attending TVET colleges enrol in limited

areas, such as, the service sector and they don't go for trainings in construction and industry sectors, that are traditionally dominated by men. Similarly, when the opportunity exists such as trainings organized by small and micro enterprises agency or with the support of other donors few women use the opportunity and participate in the trainings.

When it comes to employment, less women compared to men, approach labour and social affairs offices at different levels in search of information about jobs. Women have limited access to information about jobs, which limits their employment opportunities. Women are also burdened with unpaid care work responsibilities and thus limits the courage and available time to engage in the labour market. When they seek employment, women usually limit themselves to low paying sectors and rarely go to work in more profitable male dominated sectors, such as, construction and manufacturing. There is also a bias against women and women enterprises working in male dominated sectors like construction and metal work, limiting women's opportunity to progress in these sectors.

Another factor that is affecting women's participation in these sectors is lack of decent working conditions and friendly environment for women. Decent work has four strategic pillars: access to productive employment and income opportunities; rights at work; social protection and social dialogue. Decent work country profile developed for Ethiopia by ILO in 2013 shows there are problems of low wage as high proportion of Ethiopian households earn less that what is necessary to survive. In addition to low pay rate, there is wage inequality between men and women which is a reflection of the cultural norms and values that limit women's educational and labour market opportunities. While a maximum of 8 working hours a day and 48 hours per week is set by the labour proclamation, working time of private sector employees is not monitored. Women's ability to participate in paid work is limited because of unpaid care work responsibility and limited availability of care services. Stability and security at work, engagement in precarious work (i.e, contact labour, temporary, seasonal and casual work) has reduced for men but not for women. Assessments around equal opportunity and treatment at work showed women are in low skill and low paying jobs while men are in more prestigious jobs. Work safety regulations, despite existence of laws, are not implemented due to lack of resources, awareness and inspection. In-terms of social benefits, improvements are seen in security, medical care, sickness benefits, invalidity benefits and survivors' benefit, and health insurance and social health

insurance and community-based insurance schemes are available. An assessment carried out during the initial stage of the project proposal development showed a gender gap in employment and barriers for women to be integrated in the labour force in textile, metal work and construction sectors. Although unemployment rate is higher for women, few women are registered with Bureau of labour and social affairs and make use of services provided by the bureau. Women lacked information about jobs. Cultural norms and work-related gender stereotypes limited women's participation in construction and metal work sectors. Lack of equal pay for work of equal value for women especially in the construction sector and low wage conditions in the textile sector where women are mostly employed were observed as challenges. Women's participation in the labour force was also affected by the burden of unpaid care work and difficulty to balance work and family responsibilities.

4 Steps in Bringing Change in Behaviour and Practice

Speaking of behavioral change, i.e. change for better that would yield practicing righteously! Such changes are affected by a lot of factors which can be categorized under two broad categories; behavior of the influencing bodies/providers and behavior of the general community/target with regards to the issue at hand.

Opportunity factors, such as presence of supportive guidelines and policies or a consistent supply of commodities can improve the service providers behavior. Likewise, motivational factors, such as adequate pay or supportive norms do also have their roles. In the case of the general community the motivational factors which are different from that of service providers' such as the short term and long-term benefit, they anticipate from change, or the reduction or elimination of the harm that is being inflected upon them, their family and on the community are important factors for change. How can these changes be brought up for better?

5 BCC Strategies to be followed

Social change requires working with key stakeholders to create programs that promote positive change in attitudes and behaviours that also stimulate greater demand for appropriate services.

1. **Communication and advocacy**

Advocacy is an activity by an individual or group that aims to influence decisions within political, economic, and social systems and institutions and it should be systematic and sustained measure. Advocacy requires proper communication which itself entails the dissemination of appropriate information, evidence and message that are pertinent to the subject at hand. This requires having a very clear understanding of the situation, who the key players are, the power dynamics, what challenges and problems are being faced (by who, how, to what extent,) why is the situation as it is, what efforts were made, what are the ideal situation we anticipate….

Based on the above points it will be very important to develop a detailed communication and advocacy plan.

2. Empowerment through education

Most of the situations that are calling for change are either they are deliberate made or because of wrong perception and attitude or because of knowledge gap. Most of issue that usually call for change are highly gendered and affect women and girls disproportionately. While awareness raising programs could play important role mainly in changing the attitude of the population at large, however, empowerment of the society that is affected by the situation/phenomenon should be empowered if a lasting change in behaviour and practice is to be achieved. Hence, with regards to changing the participation of women in the TVETs and employment market, empowering the women and girls and to make decision on their own is important. Education is the best tool in this regard.

3. Use of role models and Experience sharing

As it has been mentioned in the other parts of this document, the targeted sectors are dominated by men and entry to women and girls is difficult. However, there are some women and girls who brock the norm and are doing well. Identifying these women making them a role model to the other women and girls and show them that it is still possible to succeed in the so-called world of the male. Thus, some women/girls owning and/or working in the metal and construction sectors from the target woredas will be identified and use them as a role model to the young girls to join in these sectors by having appropriate approaches to share their experiences.

4. Use of mass media

One of the cheapest methods of reaching to the larger population is through the use of mass media. With increased coverage of the mass medias and the easily mode of receiving/accessing to mass media broadcasters thanks to the technological advancement and mobile phone apparatus in particular, people are much easily reachable. In this case what is important is determining the right mass media reachable to your audience, preparation proper information and message you intent to broadcast/share. Thus one service provider that covers all the targeted woredas using the local language is selected.

5. **IEC/BCC materials**

Another advocacy and communication tool is the use of IEC materials which require detailed planning and choice of communication channels. In order set the core framework and messages and adaptation to local adaptation and innovation to reach all possible groups with the most appropriate communication tools relevant stakeholders should be included as members of the IEC development group. In this case BoLSA and TVET along with the implementing partners will form a group that would frame the key messages.

6 Advocacy for decent work

Existing decent work practices in the targeted sectors

Different assessments show that women's participation in the labor market is not only inadequate compared to men but also, they are paid fewer wage than men, if employed. Furthermore, women are exposed to unfavorable working condition, have limited access to information about jobs, which limits their employment opportunities, burdened with unpaid care work responsibilities to engage in the labour market. When they seek employment, women usually limit themselves to low paying sectors and rarely go to work in more profitable male dominated sectors, such as, construction and manufacturing. A study was commissioned by Oxfam and conducted by Mekelle University under this project with the aim of generating evidence on decent work conditions in three medium sector industrial clusters (manufacturing, construction, and textile) operating in four selected cities/towns of Regional State of Tigray, Mekelle, Wukro, Alamaata and Atsbi.
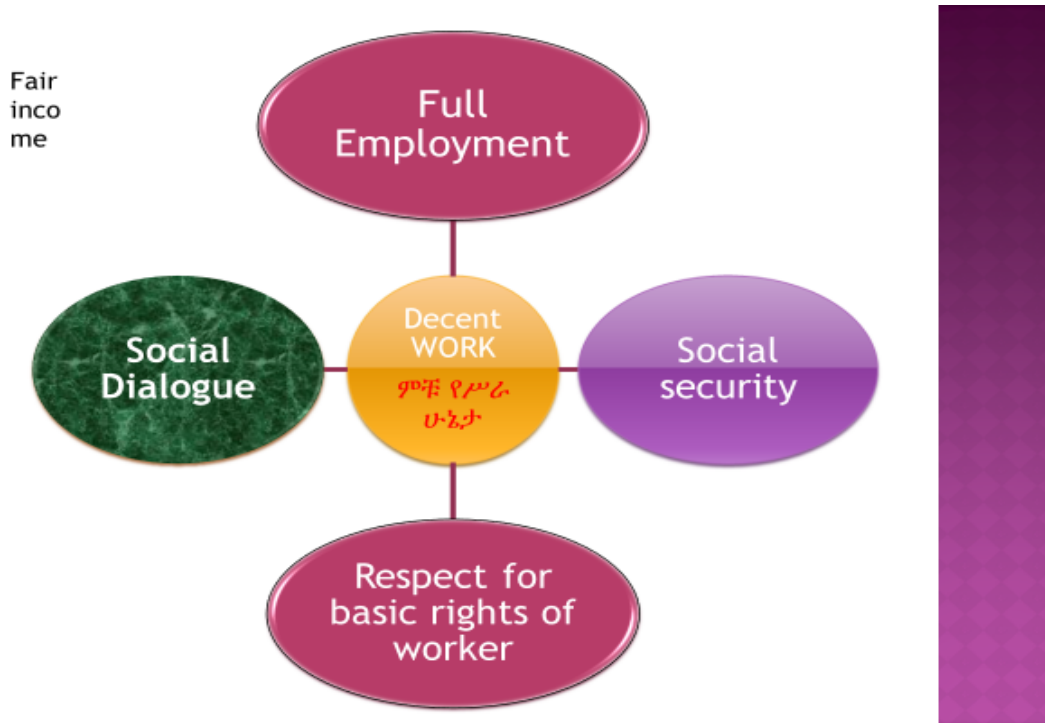
Accordingly, a wide range of information regarding decent work has been generated the result of the research has been summarized as follows. One of the decent work conditions is regarding wage adequacy, 83% of female respondents and 66% of male respondents perceive they do not get adequate wage for their work. This shows that females feel more unfairly treated by their employers. Similarly, 75% of the respondents believe that they are working under precarious work environment. When we look the degree of precariousness disaggregated by gender, still the percentage share of females is superior to men (77% versus 73%). Another issue raised to the employees was the state of social security in the work place. The summary shows moderate social protection responses; hence, it is only 28% of (33% female and 13% male) the total sampled labor force believed there is no conducive social security environment in the work place.

Regarding the state of what the work time looks like in the work place 46 % of respondents feel that the work time (schedule) does not take into account the personal and social affairs of workers. This is expected in view of the low level of industrial experience and low level of labor negation capacity. Out of the total sampled workers 59% (where the problem is much worst for females 63% and 56% for males) of them reported that the existing working hours and as well working hours shift does not take into account workers' personal life. 43 % (47 female and 40% men) believed that the work environment is not safe and healthy. Workers were asked, if they do experienced child labor, hazardous job and or forced labor in their work environment; it is only 25% (28% female and 22% male) of the sampled workers believing that they do experience some jobs that should be abolished in the industry they are working. Finally, workers asked how the social-dialogue practice looks like in their work place, 52% (55% female and 50% male) of workers feel that they do not fairly represented and being consulted in the decision-making process that affect their life. Moreover, generally they do not believe that the decision-making process was workers friendly.

Thus, the research findings imply that the existing working environment is not decent enough and need to be addressed not only for the benefit of the employees but also the employers as presence of decent working environment is highly linked with improved productivity of employees. What and how could the situation be improved?
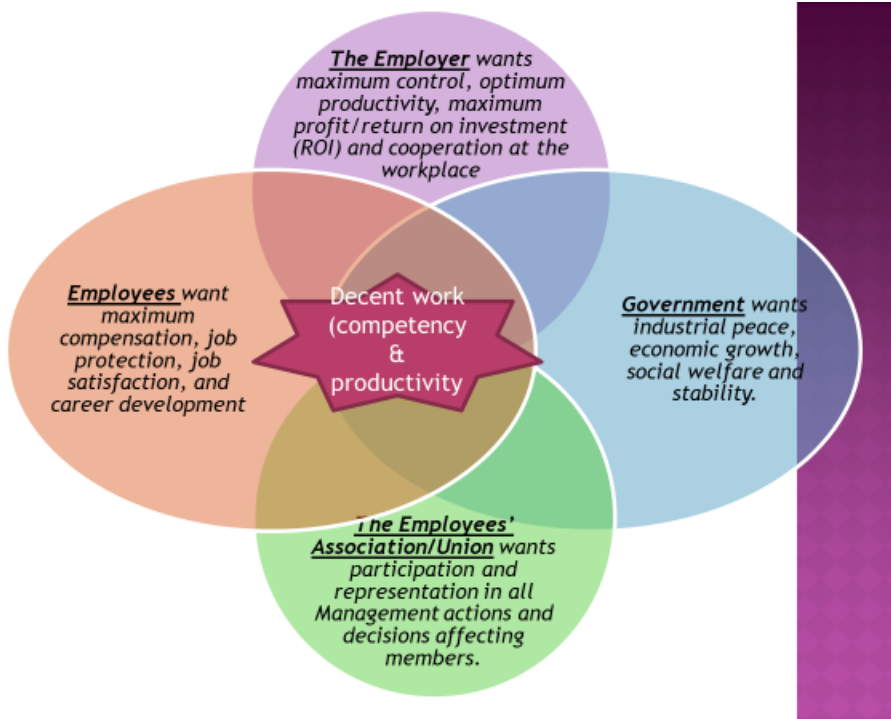
1. **Identification of key actors**

The key actors in improving the situation is this regard are:

    a. Government bodies entitled to ensure laws and procedures pertinent to the decent work. Particularly employees of labor and social affairs.

    b. Company owners and mangers

    c. Employees working under the targeted sectors and workers unions

    d. Policy makers

2. **What is the ideal situation and what is the expected?**

Ethiopia being a signatory to most of international treaties and agreements including human rights treaties, and the constitutional rights that grants citizens to live in a health environment that do not pause any threat to lives, along with the labor law, it therefore, important to demand at least the fulfilment and respect of the minimum decent working conditions.

- Productive work
- Fair income
- Security in the work
- Social protection

- Social integration
- Human dignity
- Freedom to organize
- Participation in decisions
- Equality of opportunity and treatment

3. **What need to be done?**

   A) **Promote for social dialogue in the industries/sectors**
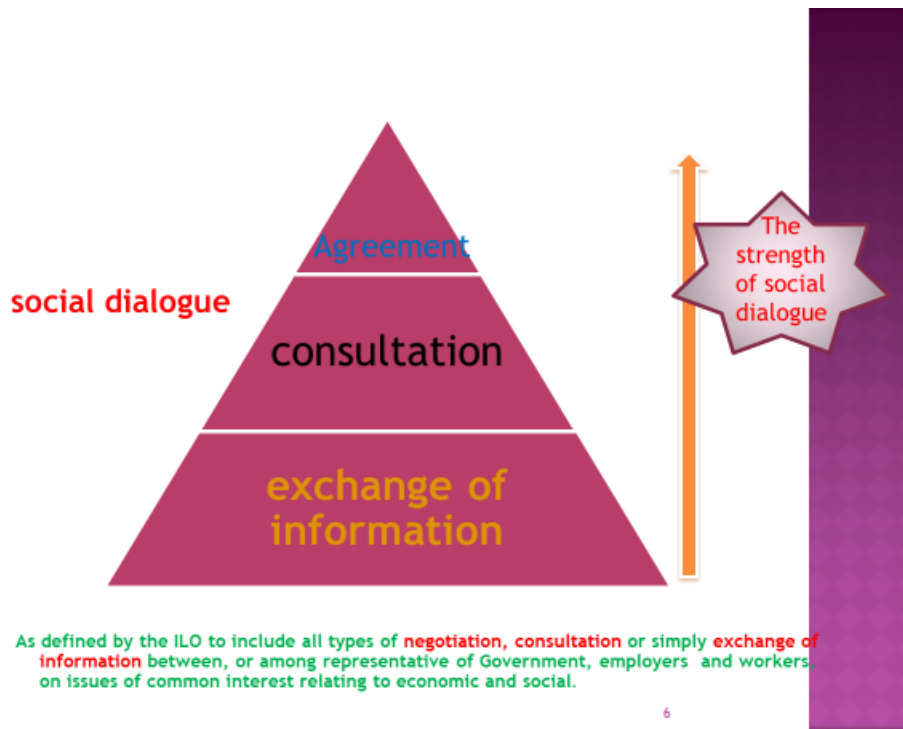
Social dialogue creates/enables:

- Provide an opportunity for developing a shared view on issue
- Facilitates discussion of alternative solution to the issues and arriving mutually acceptable solution
- To facilitate the implementation of agreed solutions
- Creating a sense of ownership on the employees of the industry
- Improve the brand image of the enterprise
- A tool of cooperation
- Create a harmonious working environment

- Providing a mechanism for reducing social tension in times of crises.

It is a strong basis for building the commitment of employers and workers to joint action with the government to overcome the crisis and sustain recovery.

B) Building the capacity of relevant bodies

To facilitate social dialogue as well as to ensure the minimum standards set by the government with regards to the decent work in work place are respected, building the awareness and capacity of the relevant stakeholder in general and that of labour and social affairs authorities is necessary. Hence, of the strategy involves organizing trainings at different levels to these stakeholders and responsible bodies.

C) Awareness creation of the employers/private sector

Employers be it publicly or privately owned, their major objective is to maximize profit. How they maximize their profit should no come at the expenses of the wellbeing and security of their employees. The employers should know that they can maximize the profit they intend to generate can be achieved without affecting the wellbeing of the employees but also are legally liable to any damage or problem the employees might face as a result of working in the business and is much costlier than initially working to create decent working condition. Moreover, as it has been indicated above. Having social dialogue creates a basis in which both the employer and the employees can benefit in a sustainable manner.

D) Policy brief

Another strategy to be followed is to prepare a policy brief on the decent working practices and lobby relevant influential bodies and government policy making bodies to consider taking measures where areas for policy amendment is believed to be necessary. Here it can take two forms, having new policy ideas and thus amendment to the existing relevant policies or address issue that are prohibiting the implementation of existing policies. Thus, following the completion of the research policy brief will be prepared and shared with relevant bodies.