



OXFAM



Gender Transformation & Empowerment



A SIMPLIFIED HANDBOOK:

Making Unpaid Care and Domestic Work more Visible in national and international Public and Policy Spaces

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UWONET is a registered non-governmental organization as well as an advocacy and lobby coalition of national women's organizations, institutions and 9 individual members in Uganda. UWONET was born out of the East African Women's Conference held in Kampala in 1993 which was in preparation for the UN World Conference on women in China in 1995.

For further information, please visit: <https://www.uwonet.or.ug/>

Oxfam is an international confederation of 19 organizations networked together in more than 90 countries (including Uganda) as part of a global movement for change to build a future free from the injustice of poverty. For further information, please visit: www.oxfam.org/Uganda.

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ABOUT THIS GUIDE

Welcome to this guide on making unpaid care and domestic work more visible in national and international public policy agendas.

People contribute to the economy through their work in many different ways; such as small-scale trading in the local market or as casual labourers in commercial farms. Others serve as politicians, bankers, factory workers, engineers, lawyers, miners, teachers, domestic workers, etc. Through such work, these women and men contribute to the economy by producing goods and services that people use every day. It is this work that is economically recognized by most communities and governments.

However, the work of social reproduction which refers to the activities needed to ensure the reproduction of the above labour force is more often than not considered to be work at all.

This is what is called Unpaid Care and Domestic Work (UCDW) - all unpaid services provided within a household for its members such as looking after children and older family members, caring for the sick, preparing food, cleaning, and collecting water and fuel.

Women and girls do most of this work, and this heavy and unequal workload ends up having a negative impact on their health, wellbeing, participation in public life and livelihood opportunities.

And despite there being a large and robust body of evidence about the extent of UCDW that women and girls do, and its contributions to both the economy and human development outcomes' it is still not documented and recognized. This therefore calls for:

- Recognition of the role of women and girls in the provision of unpaid care and domestic work, as well as its social and economic value.
- Reduction in the drudgery and time burden of unpaid care and domestic work, especially for women living in poverty.

- Redistribution of unpaid care and domestic work: from women to men, and from the family to communities and the state.

A starting point for this is on strategizing to make unpaid care and domestic work more visible in national and international public policy agendas

Consequently, this short guide offers practical advice to legislators, women's rights organizations (WROs), the media, academia, cultural and religious groupings, youth, as well as economic and tax justice actors on how to develop collective advocacy strategies that can raise the visibility of women's unpaid and domestic work and push policy makers, including the state to take on greater responsibilities for care recognition, redistribution and reduction.

Note on terminology: In this guide, 'WE-Care' refers to teams of UWONET and Oxfam staff and partners working at district, and national levels. 'Unpaid care' is used as shorthand for unpaid care and domestic work (UCDW).

The WE-Care initiative: UWONET and Oxfam's WE-Care initiative has been running since 2013. WE-Care works to change attitudes and behaviour on unpaid care at household and community levels, and to influence governments, donors and the private sector for wider change in policy as well as investment to address heavy and unequal UCDW. WE-Care approaches have been adopted in more than 20 countries and integrated into numerous humanitarian and development programmes.

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UNDERSTANDING UNPAID CARE WORK AND WHY IT MATTERS

“Unpaid care and domestic work makes a critical contribution to the economy and functioning of societies.”

Unpaid care and domestic work keeps families, communities and businesses running. It is a positive and valuable contribution to our economies and the functioning of our societies.

From birth to adulthood, people need care that enables them to grow, learn, and function; and then contribute to society in different ways – either as workers, thinkers, artists, entrepreneurs, political and religious leaders and more.

This kind of care comes in many forms, ranging from raising children, and caring for sick and elderly family members, to preparing meals, cleaning the house, and doing laundry.

Individuals, societies and economies cannot simply operate or thrive without this type of care and support.

What is included in unpaid care and domestic work?

Domestic work

- Preparing meals/cooking
- Cleaning the house (dealing with household waste)
- Washing, mending, and ironing clothes
- House planning and management
- Shopping for household goods
- Collection of water, firewood/fuel

Care work

- Care for children (feeding, bathing, dressing, playing, helping with school work, supervising safety, accompanying a child to school/clinic and other public services).
- Care for the elderly (feeding, bathing, dressing, accompanying to hospital or other public services).

- Care for the ill/disabled family members (feeding, bathing, dressing, accompanying to hospital or other public services).
- Care for community members.

A disproportionate workload holding women and girls' empowerment

According to the UN's Economic and Social Council, survey data from 83 countries and areas shows that, on average, women spend three times longer than men on unpaid care and domestic work.¹

Oxfam research in poor communities in the Philippines, Uganda and Zimbabwe, conducted in 2017, showed that on the day before the survey:²

- On average, women spent 4.5-6.5 hours on domestic work – three to six times longer than men.
- On average, women spent a total of 11-12 hours with a care responsibility – two to four times longer than men.

A missed opportunity for men and boys

When men don't shoulder their fair share of unpaid care work, they can miss out on positive and life-affirming experiences, such as the lifelong bonds that can come from spending time with children as they grow. Taking on unpaid care work can contribute to a man's sense of self-worth and work-life balance, and to more fulfilling relationships with a partner and other family members. However, it can be difficult for men who wish to play more active caregiving roles to depart from outdated social norms that label this 'women's work'.

Unequal responsibility for unpaid care work is both a missed opportunity for men and boys and a major obstacle on the path to achieving gender equality and empowering women and girls. Easing the load can help expand women's choices, improve their quality of life and that of their families, and unlock the benefits of gender equality as a driver of economic growth and prosperity.

1 Progress towards the Sustainable Development Goals, Economic and Social Council, May 2017

2 Infrastructure and equipment for unpaid care work: Household Survey Findings from the Philippines, Uganda and Zimbabwe, Oxfam 2018: <https://policy-practice.oxfam.org.uk/publications/infrastructure-and-equipment-for-unpaid-care-work-household-surveyfindings-fro-620431>

INTRODUCING CARE WORK AS A PUBLIC POLICY ISSUE

All WE-Care's efforts to address UCDW have taken a rights-based approach. Women's heavy workloads and unequal responsibility for unpaid care undermine their rights under the Universal Declaration of Human Rights – particularly the rights to education, health, free time, political participation and a livelihood.

The Declaration and other international conventions, such as the Convention on the Elimination of all forms of Discrimination against Women (CEDAW), provide a basis in international law on which to challenge women's unequal and heavy responsibility for unpaid care work. They also give international institutions, governments, local authorities and others the responsibility to meet obligations on unpaid care by providing appropriate services, infrastructure and policies.

The UN's Sustainable Development Goal (SDG) on Gender (Goal 5 target 4) recognizes the need to address unpaid care to achieve goals on gender equality, and puts an obligation on governments and others to do so: 'Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate.'

WE-Care therefore uses the 'Four Rs' to frame care as a public policy issue. The Four Rs call on policy makers to:

The 4R Framework

- **Recognise** that unpaid care work is mainly done by women, acknowledge it as work – a type of production that creates real value – and recognise it as such in relevant policies.
- **Reduce** the total number of hours that need to be spent on unpaid care by improving access to affordable time-saving devices and care-of unpaid care work, freeing up supporting infrastructure such as water, electricity and public transport.
- **Redistribute** unpaid care work within the household so that the total amount of unpaid care work is more fairly shared among family members, and shift

some of the cost, responsibility and opportunity associated with unpaid care work to the state and the private sector (for example, through state and/or employer-sponsored childcare services and paid parental leave).

- **Represent** caregivers effectively in design and decision-making so they can voice their concerns and shape policies, budgets and plans that reflect their needs and interests.

The 4R framework is based on the work of Diane Elson as presented in D. Elson (2008) 'The Three R's of Unpaid Work: Recognition, Reduction and Redistribution'. The concept of the 4th R was developed by Oxfam and Action Aid.

This approach is useful in raising awareness that heavy and unequal care work is not an inevitable fact of life for women and that unpaid care is not their sole responsibility. It also illustrates the responsibilities of others (state, private sector, etc.) around unpaid care and is a useful framework around which to develop influencing 'asks'.

What do we mean by influencing?

Influencing means different things in different contexts. For purposes of this guide, we take it to mean engaging with, and influencing decision makers to achieve the structural changes in policy, legislation, services or infrastructure which will address women's heavy and unequal care work.

It is also taken to mean influencing attitudes and behaviours at individual, household or community level –aimed at changing social norms and patterns of care work.

In what contexts and situations does influencing happen?

The type of influencing you undertake will depend on your context. WE-Care has worked on influencing in the following ways:

- As an element of community programming on unpaid care.
- As an element of community programming on a care-related issue, such as health, women's leadership or livelihoods.
- As an element of engagement with private sector companies or donor institutions.
- As part of national or international campaigning on unpaid care.
- As a strand in national or international influencing on poverty, inequality, public services or gender

DEVELOPING AN INFLUENCING STRATEGY

"Influencing change is a long-term process that stretches beyond normal project timeframes. Success requires sustained, well-targeted efforts. Carrying out power analysis helps ensure your influencing strategy is effective and relevant."

Before you start influencing on unpaid care you will need to identify what changes you seek (your asks), who can make these happen (your influencing targets), how you can persuade them to make change (your activities/what you will do) and who can help you (your partners/allies).

This is essentially an influencing strategy, which will guide your activities and ensure you are working towards your objectives.

An effective influencing strategy will normally cover the steps outlined below:

- Context analysis – what is going on around you? What are the social, economic and political factors that will affect your influencing?
- Power analysis and mapping – who has power to make the changes you seek? Who might block them, or encourage them to do so?
- Identifying broad asks – what do you want to change?
- Refining the asks – what is realistic in the circumstances?
- Building the evidence – what is the evidence on unpaid care?
- Identifying partners – which new and existing partners will you work with?
- Planning influencing activities – what will you do to engage with your targets?
- Learning and evaluation – how will you monitor and learn from your influencing as you go along?

CONTEXT ANALYSIS

Change happens differently in each context –but one thing stands for sure: effective “influencing” is based on a good understanding of the local context and the issue you are working on. The history and the social, political, cultural, economic and environmental conditions of a region or a community shape:

- The likelihood of change taking place.
- The positions, ideas and values of the organizations and individuals with an interest in change.
- The effectiveness and potential impact of different activities or tactics.

In the case of influencing for care therefore, a context analysis will build on your knowledge about unpaid care in families and communities, and help you to identify opportunities and entry points for influencing, as well as potential risks and challenges.

A context analysis should go beyond the evidence on unpaid care to examine the wider social, economic and political factors which may affect influencing. Your analysis may include: social norms and expectations around care roles; current patterns of care provision; religious and cultural factors influencing care; women’s and men’s livelihood opportunities; budgetary, financial and economic considerations; and analysis of the political context at local, regional and national levels, as appropriate.

It is also useful to look at a wide range of sources to gather information, including official and government data, the knowledge and expertise of partners, intelligence and information from a wide range of civil society allies, and the views and experience of communities. For example in Zimbabwe, WE-Care’s context analysis included participatory community social feasibility studies and stakeholder interviews around the wide range of factors which might undermine or support influencing.

Power analysis and mapping

Power analysis tools are used to identify the key decision-makers and others who have power over a specific issue as well as people and organizations who can influence those people.

For unpaid care influencing, power analysis and mapping will allow you to build a shared understanding of how power works around your advocacy issues. It will also help you make the right decisions on a range of strategic issues, such as:

- Identifying the key decision-makers (individuals, organizations and institutions) on your issue - both those who have “official” decision making powers, and those that have “actual” powers.
- Prioritizing the people and groups who could be your allies.
- Assessing which uncommitted stakeholders and adversaries are worth lobbying and influencing.
- Choosing the appropriate influencing methods and approaches to achieve change.

WE-Care targets and allies have included: parliamentarians, government officials, women’s rights organizations, religious, cultural and traditional leaders, youth groups, private sector companies, media outlets, civil society organizations and many more.

In the context of the unpaid care, Power Analysis can seek answers to:

- Who has the power to change policies and practices and ensure care work recognition?
- Who, within and beyond the women’s movement, can influence these decision makers?
- Who will support and who will oppose you?
- What strategies, plans and actions are needed to achieve your objectives?

Influencing your targets

Having identified your targets and influentials, you need to decide how to influence them. Their beliefs, attitudes and interests may be similar to yours, in which case influencing them will be easier. However, their attitudes may be very different from or even opposed to yours, and then it will be much harder

to influence them. It is therefore very important to get as much information on your targets' interests and attitudes as possible.

This will help you identify whether they are supportive of the change you are trying to achieve and could be potential 'champions', or whether they oppose it and could potentially act as 'blockers'. They may not have a set opinion at all, in which case they are 'swingers' and could potentially become a champion or a blocker.

To influence your target, you need to answer the key question 'What is most likely to change their mind and to make them act?' because different targets may respond differently to different tactics and to different messages. There is no 'one size fits all' and your messages and tactics will have to be tailored to the different targets, based on knowledge of your targets.

Identifying and refining your asks

After you have decided on how to influence your target audience, you need to identify your broad asks, and refine them further where necessary.

A good "ask" or advocacy message captures the core of what you are trying to say because how you choose to frame an issue will influence how people see that issue; and sharing certain kinds of information will shape their perspective.

When crafting an effective ask for unpaid care influencing, you may therefore want to:

- **Be clear and concise:** You should be able to clearly describe, in simple language, the issue at hand and how it can be addressed. Be sure to avoid any jargon (even the terms "civil society" or "UNSCR 1325" will not be familiar to all audiences) and make sure your "asks" are easily understandable to your audience.
- **Be targeted:** Determine what will motivate your chosen audience(s) to take action. For example, if using facts and figures on the impact of the heavy care workload on women's health is what will be most compelling, use your research and knowledge to identify the most compelling facts and examples that can help bring those statistics to life.

- **Convey urgency:** Your “asks” should convince your target audience that the unpaid care policy issue is important and requires a timely response. For example, if a reduction of women’s unpaid care work by two hours per day may generate a 10% increase in women’s labour-force participation; use these effects to craft a strong message.
- **Include a “human element”:** Anecdotes can be very powerful tools for conveying your message. Consider what images or stories by the care givers themselves might help illustrate the problem you seek to address.
- **Problem, solution, action.** The structure of “problem, solution, and action” is a great way to think about when framing your “asks”. It can be helpful to remember the “20/80 rule”—20% of the time on problems, 80% on solutions and actions. Most advocates make the mistake of doing the reverse. The problem is critically important, but if we don’t offer new solutions, we won’t get anywhere. The problem and solution will get the audience to listen and become invested. It will make them feel a sense of urgency and realize that the problem must be addressed.
- **Problem:** What is the main issue you are trying to address? Is it unpaid care and domestic work recognition, reduction or redistribution? Use your identified effects of the problem to convey urgency. Your description of the problem and its potential negative effects needs to be illustrative.
- **Solution:** Introduce your proposed solutions—these are the influencing objectives you identified in your recommendations.
- **Action:** This is where you describe how the audience can help you reach your objectives. Give specific, targeted asks—what specific action can this person/institution take to support UCDW recognition, redistribution and reduction?

Case Study Influencing The Uganda Bureau of Statistics

In Uganda, WE-Care successfully influenced the Uganda Bureau of Statistics (UBOS) to improve data collection on UCDW. Initial context analysis showed the need for more robust evidence on care to inform government policy, and the team decided to engage with UBOS to explore how to achieve this. Although WE-Care did not have an existing relationship with the Bureau, Oxfam staff and partners were able to identify appropriate contacts and set up an initial meeting. The gender department at UBOS quickly understood how unpaid care contributes to GDP and should be quantified, and agreed to look at this in their upcoming health and demographic survey.

With support from Oxford-based advisers, WE-Care drafted several new questions on care and suggested that men and women were interviewed separately (rather than questions being addressed to the head of household on behalf of all members) to provide gender-disaggregated data. After the 2017 survey was completed, the full report and analysis were published in April 2018.

WE-Care partners, the Uganda Women's Network, are using the evidence to call for better services and infrastructure.

In this case, influencing was successful because WE-Care identified the right people to talk to at UBOS and, once the issue was raised, the Bureau quickly became an enthusiastic ally. The fact that Oxfam and the Uganda Women's Network were both credible, well-connected organizations that were able to offer appropriate technical support and bring in additional expertise, was also useful.

Identifying partners

Successful policy influencing often result from hard work by groups of people and organisations who share a common goal. Such initiatives are generally led by a small partnership of core members – dedicated individuals, technical experts, and representatives of important organizations - who agree to join forces for a common cause.

For your unpaid care influencing, consider working with those people/ organisations with whom you have a strong relationship and have worked effectively with before, and who have complementary assets that can enhance your interventions.

And whereas you may want to work with already established partners and allies, you may also need to seek out new partners with a particular remit (such as women's rights or economic empowerment), expertise (such as finance or economics) or contacts (e.g. well connected to media, grassroots communities, or men's organizations).

Women's rights organizations will no doubt be critical partners in influencing. Power mapping can help you to identify other potential allies and their relative power and influence.

In Zimbabwe, WE-Care power mapping identified several MPs who became 'influencing champions' and supportive allies. Consider engaging with unusual partners such as the private sector, cultural leaders or academic institutions.

In Colombia, WE-Care worked with a famous chef to produce and promote a documentary on unpaid care. In Zimbabwe, WE-Care partnered with private companies to support the work of community care champions and worked with a religious leader to develop a popular song about care (I can be a better man).

In the Philippines, WE-Care worked with Imams to conduct family dialogues to promote shared care.

Planning influencing activities

Having refined your asks and identified your allies, you now need to plan how to practically achieve your influencing objectives in order to mediate and negotiate the discussion to the point where your target audiences own the problem(s) you are seeking to address, and are ready to act on them. This will be achieved through the purposeful development of a range of strategic influencing activities.

Plan for multiple activities over time to move your target audiences to the point of ownership, ready to act upon your recommendations.

The activities should build on and reinforce each other, and may include supporting communication tools, presentations and consultation meetings, public events and campaigning actions, and advocacy meetings with individual targets.

Some of the WE-Care influencing activities have included: a petition and organized 'water walk' in Uganda to raise awareness about the work of carrying water; production of documentary films on unpaid care in Colombia, Zimbabwe and Uganda; community theatre presentations in several countries; and numerous multi stakeholder meetings.

External 'hooks' such as International Women's Day or national-level meetings and forums on international processes (e.g. CEDAW) have been used to mobilize the public and policy makers around care issues.

Learning and evaluation

Evaluation is about assessing the quality and impact of your influencing activities.

It asks why some actions went well and others did not, and why some activities had the desired impact while others did not - and requires that you adapt your plans accordingly.

Both process evaluation (how you worked) and impact evaluation (what changed) need to be considered when you are influencing for unpaid care.

There are numerous ways of monitoring and evaluating your work. These can include:

- Qualitative (e.g. case studies, stories, opinions, survey questionnaires);
- Quantitative (e.g. statistics or trends that indicate a change over time).

Monitoring methods that can be used to evaluate the impact of your work may include:

- Keeping records of meetings, correspondence or conversations with target audiences and the responses elicited;
- Tracking when your key messages or briefing notes are used by government officials, other key influencers or the media;
- Carrying out surveys and interviews to determine the impact your actions have had and the recognition they have received;
- Monitoring, and keeping track of coverage of unpaid care in the media.

Achieving positive impact may seem difficult, particularly when the changes you seek are long-term, or you are working with others and cannot easily identify your contribution to change. Holding regular review meetings will provide an opportunity for reflection and learning, and the space to step back and adapt plans if necessary.

All WE-Care teams hold regular reviews at country level, while 'global' exchanges bring together national-level teams and others working on unpaid care to share learning and develop new approaches.

At the national level, learning and reflection revealed the need to refine influencing asks, engage with new government departments and work with wider groups of stakeholders to achieve impact. Global exchanges and online webinars have provided the opportunity to look at the challenges and opportunities presented by working in multi-stakeholder alliances and with the media.

Case Study Influencing For Water, Philippines

In the Philippines, one community involved in WE-Care successfully advocated to get piped water to 60 households, significantly reducing time spent on unpaid care work in the community.

WE-Care has worked in Gumaga (Libungan Cotabato Municipality) for some time, exploring social norms around care work and identifying possible interventions to reduce women's heavy workload. The community prioritized access to water and invited local government officials and a private sector provider to discuss the issue. After hearing the evidence, the service providers agreed to fund and supply the water but asked all households to pay a connection fee.

Community members were successful in getting the water because they had become very aware of their rights, and were effective and determined in collecting and presenting the evidence from WE-Care research to make their case. Their willingness to contribute to the cost also was also a factor, showing they were able to fulfil their own responsibilities and motivated to maintain the water supply.

The water now benefits over 350 people and women have more time for themselves and for other work. This is just one example of WE-Care's successful local-level influencing in the Philippines and elsewhere.

QUESTIONS FOR REFLECTION & DISCUSSION

- Why does unpaid care done by women and girls matter to the economy?
- What must you consider when determining an unpaid care influencing strategy?

FRAMING AND COMMUNICATING MESSAGES FOR INFLUENCING

When developing messages and communications for influencing, you will need to think about:

- Framing your messages. What you are asking the decision maker to do on unpaid care, how will you frame this, and what information/arguments can you use to motivate them?
- Communicating your messages. What communications materials and channels will you use to disseminate messages to your selected audiences?

Framing your messages

Influencing requires clear, consistent and effective messages. To achieve this, any communication should not only seek to inform, persuade and move people to take action but also describe the action the audience is being encouraged to take.

It is what framing is all about: thinking about what you want to say, and how you should say it.

For example, a message that considers the needs and desires of its intended audience may generate a more positive response than a message that's demanding and insistent.

Such a message may be framed with emotion, logic, and ethics or may focus on the core motivations of a person or group. Victor Yocco, a Philadelphia based researcher, author, and speaker in his book *Design for the Mind*, provides us with this:

- Framing is how you say something, using a "frame of communication."
- Frames are story lines that make an issue relevant to a particular audience.
- Framing is not lying. It is putting a particular spin (a frame) on factual details.
- Framing effects occur when a message frame alters someone's opinion on an issue.

Consider this message framing example: Instead of “30% of men in Uganda believe that unpaid care is solely a woman’s responsibility,” it can be reframed as “70% of men in Uganda believe that it is unacceptable for women to provide care work alone.”

WE-Care has found over the years that framing messages about unpaid care in non-confrontational terms is the most effective way to use them in influencing, as well as to engage allies and communities.

WE-Care has also learned that many women see unpaid care as an expression of love for the family and something for which they are valued within the household; in fact, many women were offended by the suggestion that their unpaid care work was a ‘burden’.

WE-Care was also aware that many men (including male leaders) see unpaid care as the responsibility of women, and feel threatened by the idea of men being expected to do more. A radio debate in Zimbabwe which presented unpaid care as a burden on women received a negative response from both women and men.

Framing unpaid care as a valuable activity – something which is essential to family, community and even national wellbeing – achieves more positive engagement with decision makers and allies. Your messages are likely to be most effective if they are framed around the idea of sharing care tasks (within the family, with the state and private sector, etc.) for the benefit of all.

Tailor messages to your audience

WE-Care has also found that decision makers respond to different entry points to care. It is therefore important to select and present information which was most relevant to their interests, responsibilities and motivations. For example:

- Messages to an international donor with a women’s rights mandate might be most effective if they show that reducing care work would help women claim their rights.
- Messages to a Member of Parliament might illustrate that provision of infrastructure or services to reduce UCDW will help them fulfil their legislative responsibilities (e.g. on labour-force participation or productivity) or meet commitments to their constituents.

- Messages to a local government official might focus on how ensuring that services better meet the needs of women would allow them to fulfil responsibilities on gender equality or quality service provision.
- Messages to a local employer might argue that the provision of care-related infrastructure or services would reduce employee turnover and enable workers to be more productive.
- Messages to a community or religious leader might demonstrate the benefit of shared care in terms of harmonious families, reduced violence against women, and increased household and community wellbeing.

THE MOST IMPORTANT THING IS TO ENSURE THAT YOUR MESSAGE PRESENTS KEY FACTS/EVIDENCE ON THE RELEVANT ASPECT OF UNPAID CARE, WHAT IMPACT THIS HAS ON THE GROUP/COMMUNITY/COUNTRY IN QUESTION, WHAT YOU ARE ASKING POLICY MAKERS TO DO (YOUR RECOMMENDATIONS) AND HOW THIS WILL MAKE A DIFFERENCE.

Making the economic argument

UWONET and Oxfam's desk research has clearly demonstrated the economic benefits of addressing UCDW within public policy, as well as the importance of this for women's rights.

An economic approach may therefore be useful in framing your media message for economic policy makers.

A well written news article, summarizing key facts, impact of the current situation, what you want decision makers to do and what difference this will make, will probably be more effective.

Below are examples of wording that can be emulated while making the economic argument:

- A study comparing trends across numerous countries showed that a reduction of women's unpaid care work by two hours per day may generate a 10% increase in women's labour-force participation.
- Several studies demonstrate that for most countries, closing the gender gap in formal, paid labour-force participation could boost GDP by 5-20%.
- Recent research in seven industrialized countries showed that investing 2% of GDP in strengthening care services could generate between 2-6% growth in overall employment.
- Addressing girls' unpaid care responsibilities is widely recognized as central to increasing girls' participation and attainment in secondary education.

For more on making the economic arguments for addressing unpaid care, see *Unpaid Care: Why and How to Invest*, Man-Kwun Chan, Oxfam (January 2018). <https://policy-practice.oxfam.org.uk/publications/unpaid-care-why-and-how-to-invest-policy-briefing-for-national-governments-620406>

Using research (evidence based advocacy)

Robust, context-specific evidence is essential for influencing, although it is only part of what will create change. Evidence will reveal disparities in time use, current norms and patterns of care, help you identify influencing asks, and provide the facts to help you put your case to decision makers.

WE-Care has developed a number of tools to gather evidence about unpaid care (see below), which can be useful for your media influencing. You may also want to look at data from other sources (e.g. universities, research institutions, international agencies, etc.) to get more information about the national/international level.

COMMUNICATING YOUR MESSAGES

Having chosen your target audiences, messages, and set of influencing activities, what you next need to choose the set of communication tools you will use to deliver these messages and support the chosen activities.

Choose communication tools that will support your activities and suit the types of audiences you are targeting: experts, informed non experts, or the general public.

As with all aspects of the message and activities development process, your target audiences will guide the choice of communication tools. You need to select types of communication tools that are:

- Recognizable,
- Commonly used,
- Designed to give the level and type information that suits the capacity and expectations of target audiences,
- Easily accessible to target audiences.

If you do choose the right tools for your audiences, you will have a better chance of engaging them and also of building the credibility of your messages and advocacy campaign.

For instance, it is important to avoid the classic mistake of sending your 120-page technical policy paper on unpaid care influencing to the non-expert decision maker, who not only does not have time to read it, but actually does not have the capacity to engage with the evidence or arguments. Such an approach will usually mean that the decision maker will probably not read the report and those sending it are highly unlikely to get a response, apart from the negative impression they have made.

WE-Care has developed (and therefore recommends) an extensive range of communications materials to take messages to decision makers. These include: policy briefings, fact sheets, posters, billboards, T-shirts with slogans, videos and

documentaries, social media messages, TV and radio features, newspaper articles, community drama and song, PowerPoints and oral presentations.

WE-Care also uses simple, visual communications which could be displayed in public spaces to disseminate messages on care. Posters and billboards can be useful to raise awareness and help change behaviour at community level. Equally, billboard advertising in urban spaces can disseminate messages to the public and reinforce messages to decision makers who may receive more detailed information through other channels. Research shows that people are more likely to be influenced by and respond to messages when they receive them through more than one source.

Additionally, WE-Care has used role-plays, community drama and song to communicate messages on unpaid care, where appropriate. Social media is also a useful way of presenting short messages (through text messages, Twitter, Facebook or Whatsapp groups). In Zimbabwe, WE-Care worked with a women's drama group in Matabeleland to share songs and poetry about unpaid care.

Developing influencing messages in collaboration with communities and allies will help ensure that the information reflects your local or national context and that your partners and allies 'buy in' to the messaging. Testing materials with those whom you aim to influence is also useful to ensure you have the most effective illustration, strapline and background information etc. to achieve impact. Revise messages in response to feedback.

The most important thing is to think about how your chosen audience likes to receive information, any constraints they may have (e.g. literacy, access to the internet, access to printed materials. etc.) and what communications materials will have the most impact on them.

QUESTIONS FOR REFLECTION & DISCUSSION

- What are the key elements of messaging and framing for unpaid care?
- What must you consider when determining appropriate communication channels for your target audiences?

ROLES OF DIFFERENT STAKEHOLDERS IN INFLUENCING FOR UNPAID CARE

Government Ministries, Departments and Agencies (MDAs) such as: Ministry of Finance, Planning and Economic Development, Education and Sports, Health, Water and Environment, Energy and Mineral Development, National Curriculum Development Centre (NCDC), Uganda Bureau of Statistics (UBOS), & the National Planning Authority (NPA)

Gender-responsive planning and resource allocation begins with robust policy positions. Government MADs must therefore put in place and implement explicit laws and policies that will accelerate the recognition, redistribution and reduction of women's unpaid care workload. This will in turn reduce economic inequality between men and women, enabling families, communities and the country reach development goals faster.

Unpaid care work has been recognised as a women's rights, economic and equality issue in the Global Agenda 2030 under SDG 5 which, under target 5.4, exclusively calls upon countries to:

"Recognise and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate."

Members of Parliament, especially the Committees on Budget, Gender, Labour and Social Development, Health, education, Mineral Development as well as Councillors of Kampala City Council and Gulu Municipality.

Through their unique representative role, position and mandate, Members of Parliament have immense influence to shape government and private sector priorities and policies for the recognition, and reduction, of UCDW. This can be achieved through ably positioning UCDW as an economic and human rights issue critical to national development while assessing budgets, bills brought before them; by ensuring that UCDW is recognised in policy and budgets are provided for.

WE-Care has found that female parliamentarians and policy makers face many of the same care issues as poor rural women, and therefore can be motivated to influence other colleagues on UCDW.

For instance in Zimbabwe, WE-Care has engaged with the all-party Women's Caucus to raise awareness on UCDW and identify care champions. In Uganda, one MP reported that she was required to have meals on the table on time for her businessman husband despite her responsibilities in Parliament, and has become an effective ally.

The Private Sector (includes its constituents such as; trade associations, professional bodies, advertisers, insurers, cooperatives, media firms, etc.)

There is growing evidence that addressing inequality in UCDW in the business or trade context is a critical driver of business success.

This is because the heavy workload of UCDW, especially for women, hinders employee performance and productivity, and is generally bad for economic growth. It is also a human rights factor that entrenches gender inequality. If left unresolved, unequal care issues expose employees especially women to job insecurity.

In this guide, we share a number of ideas on how private entities can promote unpaid care work recognition, redistribution and reduction:

- Support the development and effective implementation of family friendly employment policies and practices at the workplace; such as paid parental or family leave and flexible work arrangements that enable employees to manage unpaid family and household responsibilities.
- Address aspects that cause employee distraction, fatigue and absenteeism due to caregiving and household responsibilities; by for example increasing budget allocations for care supporting services and infrastructure such as child care and/or breast feeding centers at the workplace.
- Invest in the development of affordable products and services that address the causes and consequences of unequal unpaid care; such as time and labour saving technologies.

- Challenge dynamics that underpin unequal unpaid care work; such as gender stereotypes in advertising.
- Collaborate with other companies, industry associations, as well as government and civil society organizations to marshal evidence and resources for policy-level change.

The Private Sector Foundation Uganda (PSF) through its endorsement of the UNDP Gender Equality Seal Certification Programme for Private Entities can change practice and policy of its members to level the workplaces and markets for both women and men and experience better employment outcomes. The PSFU can further ensure that an overarching care policy for the private sector is jointly developed with CSOs and implemented to give the female workers in private sector decent work conditions.

All policies, processes need to be cognisant of UCDW to ensure that they recognise care and budgets are provided to invest in care-sensitive infrastructure to reduce the workload of women. This will free time for women giving them the choice and opportunity to take part in social, economic and political life.

District Local Governments

These should support development of care sensitive policies and provide meaningful resources that recognise, reduce and redistribute UCDW.

This will enable women and girls participate in development programmes, thereby increasing their ability to contribute to the development of their families and communities.

Religious and cultural institutions

In the African society, the sphere of influence of cultural and religious leaders continues to be strong, especially in rural areas. As community heads, cultural and religious leaders are key decision makers and the custodians of tradition, culture and rites.

Hence, religious and cultural leaders must take necessary steps required in influencing for unpaid care since they often have a significant influence over social norms and can therefore be powerful allies.

The starting point could be using religious teachings, including sections from the Koran and the Bible that reinforce messages on shared care where appropriate; and speaking up against negative cultural and religious norms and practices that solely relegate unpaid care to women and girls.

Some WE-Care teams have found it worth treating religious leaders as stakeholders and attempting to include them in their influencing alliances. In the Philippines for example, WE-Care conducted ‘care-work dialogues’ with Imams to raise awareness of UCDW and found that developing materials for use in Friday prayers made it easy for them to disseminate care messages.

WE-Care in Zimbabwe has also engaged with the Council of Chiefs – the national umbrella body of traditional leaders, which has protected representation in Parliament – to encourage it to champion UCDW issues.

Economic and Tax Justice Actors

The failure to provide early childcare and universal free public education means women spend hours caring for children. Inadequate access to health services means women are expected to care for the sick, elderly and incapacitated at home. The absence of clean water near to home means women spend hours collecting water.³

The redistribution of unpaid care work from women and households to the State must be underpinned by progressive tax reform. The government of Uganda and the Private Sector, with the participation and support of civil society organisations working on economic and tax justice issues, should take the following steps to achieve this:

- Factor progress of human rights and SDGs, including unpaid care and domestic work, into national economic measurements and targets.
- Provide (and/or advocate for the provision of) quality and accessible public services that can make a huge impact on the burdens of unpaid care and domestic work borne by women; thereby enabling them to access paid work (including in the public services themselves) and participate fully in

3 <https://actionaid.org/publications/2020/who-cares-future-finance-gender-responsive-public-services>

their communities and wider society. Key sectors include: education, health, water, social protection, and transport.

- Embrace (and/or promote adoption of) engendered tax and budgeting processes that work for everyone (women men and, girls and boys) by ensuring gender-equitable distribution of resources and by contributing to equal opportunities for all.
- Evaluate and reform national tax policies on the basis of human rights principles such as equality and non-discrimination.
- Ensure that large companies make a significant contribution towards financing the public services and social protection needed to redistribute women's unpaid care work by paying their fair share of tax in all countries where they operate.
- Increase funding for capacity building and interactions between civil society groups and government bodies working on tax policy and those working on women's rights and unpaid care work.
- Invest in more research on the gendered impacts of tax policies that is needed for policy makers.

Development Partners, including donors, International Finance Institutions and UN agencies

Promote inclusion of unpaid care in global and national policy agendas. Through their existing relationships and influence with national and regional governments, as well as their influence in determining global economic and development policy trends, promote the importance of: (a) investing in care-supporting infrastructure and services as a key economic and social policy priority; (b) ensuring gender-sensitive design and governance of these infrastructure/ services; and (c) facilitating effective participation of Women Rights Organisations in national and local government budget processes.

Provide or facilitate technical support to Southern governments for strengthening care-supporting infrastructure and services. Through existing technical assistance, advisory services and policy advice more broadly, encourage and support Southern governments to adopt and implement gender budgeting and gender-sensitive design and governance of care-supporting infrastructure and services.

Support local WROs to advocate effectively on unpaid care. Through existing civil society funding and technical assistance mechanisms, earmark a proportion of funds/resources to support local WROs to advocate effectively on unpaid care. Relevant technical assistance to WROs could include:

- Building capacity of WROs to influence and engage in government budgeting processes, and to promote and implement gender budgeting
- Building capacity of WROs to spot and seize “windows of opportunity” for influencing on unpaid care

Provide financial support to Southern governments for strengthening care-supporting infrastructure and services. Mainstream support for care-supporting infrastructure and services within existing public infrastructure programmes, as well as directly fund government projects/programmes specifically designed to provide care-supporting infrastructure and services.

WORKING WITH OTHERS

Supporting the capacity of WROs on unpaid care

Women's rights organizations (WROs) are critical allies for influencing on unpaid care, and building a wider network of WROs will create a powerful movement for change.

Many WROs that WE-Care has worked with were already experienced and influential in addressing UCDW, and were vital allies to learn from and collaborate with.

WE-Care also prioritized building alliances with WROs that were not already influential (e.g. at the local level), in order to increase the capacity, voice and representation of women in influencing spaces.

Harnessing the potential of education as a change agent

Girls are often opted for as alternative caregivers and key labour supporters in most homes. Engaging in care and domestic work affects their academic performance and sometimes keeps many of them out of school. School practices also reinforce unpaid care work through the tasks that they give to girls such as cleaning classrooms and preparing meals.

Schools are major contexts for gender socialization, in part because children spend large amounts of time engaged with their teachers and peers in such settings.

Therefore, to influence for unpaid care, it is necessary support schools to provide for equal opportunity to all not only in access, but also in the conditions for success.

- Teachers are an important starting point for influencing for unpaid care as their gender stereotyped beliefs and educational practices are found to influence gender differences in pupils and students substantially.
- Students (male and female) should also be supported to improve their knowledge and understanding the gender equality and women's rights. This, among other things will enable them to recognise their right to be

valued and treated with respect, and their responsibility to value and respect others, especially their female peers.

- The Uganda National Curriculum Development Centre should also be supported to address gender biases and stereotypes that creep through the learning materials.

Working with men on influencing for unpaid care

It is essential to work with men and men's organizations, as men also have power to shift attitudes, behaviours and policy on unpaid care – both as individuals and leaders, and where they are decision makers in the relevant forums.

WE-Care has involved men from the start – for instance by engaging them in family and community conversations around unpaid care, and identifying respected male community leaders to act as role models and collaborate on influencing.

In Zimbabwe for example, WE-Care conducted household dialogues, with WE-Care champions leading the discussion. In Uganda, WE-Care has also worked with role-model families to influence others, especially men and boys.

Working with the media

Since the media plays a very significant role in shaping public perceptions about women and men, it is important to engage with it while influencing for unpaid care.

You can work with all forms of media including TV, radio, print and digital channels to communicate about unpaid care.

While high-profile national media is a good way to reach and influence decision makers; community based media is more strategic when trying to reach out to, and influence the general public.

WE-Care has worked with all forms of media including TV, radio, print and digital channels to communicate about unpaid care.

Programme teams built on existing media contacts where this was possible, but also sought out particular journalists or media outlets that they thought would be open to their issues (e.g. a correspondent covering women's issues or with a political portfolio).

Once they had established productive relationships, WE-Care teams have tried to meet with journalists on a regular basis to discuss potential stories and features. Several teams delivered training for journalists to build understanding of unpaid care as a policy issue and how to report on it in the media. Examining how well national governments are upholding international agreements or their own policy commitments has proved to be a good way in for media to cover UCDW issues, as well to hold decision makers to account.

In Zimbabwe, WE-Care developed a relationship with a professional journalist who published a series of articles on unpaid care in a well-read national newspaper. The team also initially worked with a local radio station (YA FM) on an ad hoc basis. It has now budgeted for regular radio work and has used paid-for inserts in national newspapers to call for meaningful measures to address UCDW.

In the Philippines, WE-Care teams found radio useful in communicating to geographically dispersed communities, while WE-Care teams in Ethiopia and elsewhere found radio debates useful for shifting social norms and engaging those with opposing views.

Engaging with officials and policy makers

The most significant part of your influencing may involve engaging with officials and policy makers such as parliamentarians and government representatives.

However, before you can engage with them, it is important to identify what would motivate specific policy makers to look at UCDW issues. For example, the Minister of Gender might be interested in care as a women's rights issue, while the one for Finance might be interested in the potential for increased production or economic development.

Therefore, this guide recommends a range of engagement strategies that can be used to build and maintain such relationships. They include: raising awareness and building capacity of key decision makers; presentation of policy briefings/position papers; holding one-on-one dialogues and wider consultative meetings; identifying and encouraging individuals to be influencing champions; and ensuring media exposure of influential stakeholders (where useful and appropriate).

In Ethiopia, WE-Care organized training for MPs and gender desk officers from government ministries, which looked at how addressing unpaid care supports broader government priorities. Training was well attended and received positive feedback; it also enabled WE-Care teams to build relationships with government contacts and provided opportunities for future collaboration.

In Zimbabwe, WE-Care realized that although the Ministry of Women was committed to the issue, it did not have funding to implement policy recommendations. It was therefore important to go beyond the 'friendly' officials and start to engage with the ministries of finance and planning as well as the private sector. In the Philippines, WE-Care is working with diverse government ministries including social welfare, education, public works and agriculture, as they all have capacity to challenge social norms or to address

UCDW in some form.

Women parliamentarians and policy makers can be strong allies

Unpaid care is an issue that affects everyone, and personal experience can be a good way to engage professionals and officials. WE-Care has found that female parliamentarians and policy makers face many of the same care issues as poor rural women, and therefore can be motivated to influence other colleagues on UCDW.

In Zimbabwe, WE-Care has engaged with the all-party Women's Caucus to raise awareness on UCDW and identify care champions. In Uganda, one MP reported that she was required to have meals on the table on time for her businessman husband despite her responsibilities in Parliament, and has become an effective ally.

QUESTION FOR REFLECTION & DISCUSSION

- **What fundamentals must you consider when determining who to partner, and collaborate with on unpaid care recognition, reduction and redistribution?**
- **What indicators can show us that unpaid care is actually being valued and recognized by different actors as "work"?**

KEEP AT IT! Change is difficult and takes time

Changing social norms, attitudes and behaviours is always difficult, particularly in traditional, conservative or patriarchal societies. When change does happen, it may not be linear; there may be periods of rapid progress and other periods of stagnation or frustrating reversal.

WE-Care experience shows that achieving change takes concerted effort on many fronts, persistence to keep working on the issue, and the creativity and flexibility to change the approach and adapt messages where needed. There is no blueprint.

Influencing should build on work to change social norms, attitudes, behaviours and policy at all levels. But successful influencing may come down to the drive and determination of individuals, openness to change on the part of those we seek to influence, or an unexpected change in the political, economic or social context which makes it possible to do something different.

WE-Care has examples of successful influencing at all levels from the last five years. Although there is still a long way to go, the most important factor in terms of progress is that care is increasingly being recognized as a development and public policy issue, and as a significant – not minor – issue, which a range of actors and organizations are willing to address. Reducing heavy and unequal care workloads and enabling women to claim their rights is possible. WE-Care, our allies and development colleagues will continue to work to influence those with the power to make this happen.

WE-CARE Influencing Achievements

- At international level, Oxfam collaborated with others to successfully influence the UN High-Level Panel on Women's Economic Empowerment; the Panel recognized addressing UCDW as one of seven key 'drivers' of women's economic empowerment and included Oxfam and allies' asks in its policy recommendations.
- A senior World Bank official stated that Oxfam's pioneering work on UCDW had encouraged the agency to consider the impact of unrecognized unpaid care work and to publish guidance on related strategies.

- In Uganda, the Revenue Authority made commitments to collect gender-disaggregated data to inform advocacy for tax exemptions on services which reduce care workloads, and the Marriage and Divorce Bill recognized the contribution of unpaid care to family wellbeing.
- In Ethiopia, after engaging with WE-Care, the Central Statistics Agency recognized the importance of data on women's time use to inform public policy and agreed to collaborate with Oxfam on the dissemination of findings from its World Bank-funded national time-use survey.
- In Zimbabwe, strong relationships have been built with District Water and Sanitation Sub-Committees, which have adopted WE-Care community-mapping approaches and taken account of the different needs of women and men in relation to water supply.
- In Honduras, the Nuevo Amanecer agricultural cooperative influenced the National Congress and National Electrical Company to provide a new electricity generating plant, enabling the cooperative to invest in a grinding mill to generate an income and reduce the time women spent on care work.
- In Sri Lanka, the Rapid Care Analysis was used with several communities as part of a programme on women's economic empowerment. One community identified the lack of electricity as a factor increasing women's unpaid care work, and successfully lobbied the local government to provide electricity. The RCA is now used as standard practice in women's economic empowerment programming in Sri Lanka.
- Oxfam has agreed a three-year partnership with Unilever and the Surf laundry brand to support water infrastructure, challenge social norms and advocate for the reduction and redistribution of unpaid care work in selected districts of Zimbabwe and the Philippines. Unilever and Oxfam co-hosted an event for private sector companies, entitled 'Why business should care about unpaid care and social norms'.

- In the Philippines, a memorandum of agreement was signed between the technical partner PKKK, Oxfam and the Philippines Commission for Women in October 2017. This partnership culminated in PKKK inclusion in the Philippines official delegation for the 62nd CSW, in March 2018, where PKKK led the Philippines side event entitled Agree to Agri: Unearthing the power of rural women. The side event highlighted the situation of rural women in the Philippines and Zimbabwe and the barriers to their empowerment including UCDW, and how it is often not valued, recognized or shared.

What You Can Do To Promote UNPAID CARE Recognition, Redistribution & Reduction

- Discourage cultural stereotypes such as “egyo nemirimo yabakazi” (Western Uganda) and “egyo mirimo yabakyala” (Central Uganda) that reinforce the notion that care and domestic work is only women’s.
- Create awareness about the importance of unpaid care work to families, communities and economies.
- Encourage even distribution of unpaid care and domestic work between men and women, as well as girls and boys in your local community.
- Promote positive social attitudes and perceptions towards women and girls.
- Lead by example because as a parent/guardian, your actions serve as a model for your child’s gender attitudes and socialization; including how they perceive women and unpaid care.

FURTHER RESOURCES

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Uganda Women's Network (UWONET),

Plot 710, Block 216, Mirembe Close,

Buuye Kigowa, Ntinda–Kampala, Uganda



+256 414 286 539,



info@uwonet.or.ug



www.uwonet.or.ug



<https://www.facebook.com/uwonet>



[@uwonet](https://twitter.com/uwonet)