

Concept Paper

**23rd commemoration of Day of the African Child (DAC),
International Day of Families and the Day against Child Labor.**

Theme: “Advancing Social integration in the family, eliminating domestic child labor affecting children”.

“Duteze imbere imibanire myiza mu muryango, twamagane imirimo mibi ikoreshwa abana.”

1. Background information

The Day of the African child (DAC) is commemorated every year on 16th June by all member states of African Union (AU), and its corresponding partners. The continent-wide holiday commemorates the spirit of the South African children who sparked the Soweto uprising of 1976 many of whom gave their lives. On the other hand, DAC further presents an opportunity to reflect on the lived realities of children in Africa.

In Rwanda DAC commemoration provides an occasion for relevant government institutions, international institutions and NGOs to renew their on-going commitments of raising awareness on issues affecting children in general and particularly vulnerable children. Every year the AU proposes a theme that all member states draw on in preparing and planning the event, and this year’s proposed theme states that: **“Eliminating Harmful Social and Cultural practices affecting children: our collective responsibility”**. But the above AU proposed theme based on *girls genital mutilation*, of which is not practiced in Rwanda.

On the other hand, the International Day of Families resulted from the World Summit for Social Development (Copenhagen, 1995) is observed on 15th of May every year, with the objective of social development in general and social integration in particular as the creation of a society for all¹. This event’s theme asserts: **“Advancing Social Integration and International Solidarity”**. In this case social integration refers to fostering reciprocal care, support and exchange of material non material resources in families, typically younger and older generation.

Additionally, the International Day of Families concept note (2013), says that several demographic and socio-economic changes such as population ageing, increased mobility and migration, rapid mobilization and break-up of traditional extended family structures pose numerous challenges to social integration. Such trends present new demands on family members and test the grand parent-parent-youth-child relationship.

¹ Background paper for the International Day of Families, 2013

Despite of the above mentioned challenges, in Rwanda family bonds remain strong and members assist one another through financial and care, that is, younger people help older and vice versa.

Furthermore, the International labour Organisation (ILO) has put in place the World Day against Child labour which is celebrated on 12th of June, every year. The main objective of this celebration is to make a call around the World to take into consideration the issue of child labour especially fight against worst forms of child labour which become a barrier to the development of the child. It is in that context that the International Labour Organization (ILO) makes a call for the Year 2013 to its member States include Rwanda, to advocate for those children exploited in domestic Works. The theme of the World Day Against child labour for the year of 2013 is: **“No Child Labour in Domestic Work”**.

The government of Rwanda combines the three events mentioned above in order to achieve tangible results through pooled efforts of all relevant partners. After consultations with all relevant partners comprised of relevant public institutions, NGOs and development partners, this year’s 23rd DAC commemoration, International Day of Families and the world Day against Child labour are themed: **“Advancing Social integration in the family, eliminating domestic child labor affecting children”**.

The aim of this concept paper is to direct systematically the activities that will be undertaken in the course of these events’ activities planning. The content and nature of obligations of each partner and the role of other stakeholders in relation to this event will be clearly stipulated.

Justification

For the occasion the term **“social integration”** focuses on special needs of social groups, particularly youth, children and older persons; thus, fostering social integration goes hand in hand with cohesion which needs to begin at family, community, society and national levels.

According to available research social cohesion is learned in the family where members attend to the well-being of one another. Likewise, when families contribute to the well-being of their community, the community prospers, offering benefit and protection for families in return.

The government of Rwanda’s vision affirms the central role of the family in promoting social integration and a healthy society. However, the GoR also acknowledges that no one attains this ideal without education and a supportive social, ethical, political, and cultural environment. Therefore, a national education program or sensitization campaign should be done for community awareness about the need to advance social integration and dangers/complications related to child labor and family conflicts towards a child’s growth and development.

- **Eliminating domestic child labour.**

Reference on the recent Statistical Data from ILO, around Fifteen point five Millions (15.5 M) of children are engaged in domestic work, where they are paid for or unpaid in most cases.

Such work is performed out of children families and in closed doors, where they get more exploited and sometimes work over time without rest. In most cases these children engaged in domestic work especially girls face sexual harassment and abuse by their employers. Some get pregnant by their male employers, boy get abused physically through beatings.

The EICV3 (2010/2011) conducted by National Institute of Statistics of Rwanda (NISR) revealed that the Population of children below 18 years was estimated at 5,366,968 representing 49.6% of the total Population. Children of the age group 6-17 were estimated at 3,423,374 representing 63.7% of the population aged below 18 years. Among them, 367,810 (representing 10.74%) of children of the same age group were found working either in their own households or outside their own households (both child work and child labor).

The same survey also pointed out that 110,742 children within the age group 6-17 were working outside their own households in economic activities (representing 3% of the age group 6-17) with them 39,260 are within 6-15 years (representing 1.1% of the children population between 6-17 years). This survey also revealed that the agriculture sector is the largest workplace setting for children. In this regard, 40.8% of children engaged in economic activities outside their own household were in agriculture sector, followed by 31.9% engaged in domestic services, 8.1% in construction, 2.7% in industry; and 13.7 % in other activities such as trade, hotels and transportation.

As for children working hours, the EICV3 (2010/2011) revealed that Children of the age group 6-17 were performing an average 28 hours per week. Nevertheless, children engaged in economic activities in Urban area were working long hours (50 hours per week) while in rural areas the weekly working time was 25 hours. This is mainly due to the predominant of domestic work and others activities such as small trade and transportation which are concentrated in urban areas. The distribution of working hours between female and male is almost the same.

2. Objective

The 23rd DAC commemoration combined with world day against child labor and the International Day of Families has the following objectives:

- Motivating partners engaged in fighting against child labor in Rwanda to coalesce into one voice for strong community involvement and emphasizing elimination of such practice.
- Sensitizing Rwandan community especially parents/guardians both women & men about the benefits of family social integration, dangers of child labor to

children's right to proper growth.

- Take shared responsibility in eliminating and reinforcing knowledge through community education through communication and social mobilization.
- Crafting/forming/launching of partnerships / joint venture amongst different partners in fighting child labor and family conflicts affecting children within the community.

Key outcomes to achieve during the events

- Parents/guardians awareness of the benefits of family advancing integration, dangers and complications associated to child labor towards a child's growth and development.
- A stronger and more sustainable elimination mechanism of child labour practice.
- A dynamic and trendsetting forum for decision makers, partners, experts and practitioners to announce initiatives, share information, promote campaigns on the elimination of child labor and family conflicts within the family at the same time promote social integration.

3. DAC Day: The Rationale

The event's celebration will include preparation, consultation and rising community awareness through media and other community based events for a period of 1 week. Encouragement will be given to a more focused and less crowded agenda and to the provision of 'trendsetting` modalities for participation and communication of advancing social integration as well fighting against domestic child labor.

Taking into account the importance of a gender balanced approach to the analysis and implementation of activities aimed at eliminating child labour priorities, we will strive for practical and action oriented ideas and discussions with community participation of all women, men and children.

More opportunities will be provided for partners to design and implement their own actions but in a collaborative manner. For example a stronger partnership with the local authorities, Itorero, National women council and Ministry of local government, Ministry of culture and Sports, Ministry of Public Service and labor, Ministry of health & Ministry of Education is required to assist with modeling and engineering understanding.

Target Audience

The *primary target audience* for this event mainly include parents and guardians both men and women.

Secondary Audience

Two categories of people are identified as a secondary audience for this event and these are:

- 1) Community and Religious Leaders of whom the primary audience trusts and relies on for accurate information and guidance on household child care;
- 2) Media will help set the community dialogue and engagement agenda by airing/writing about Child labor and to strengthen the family communication between parents and children through “Umugoroba w’ Ababyeyi” program to the attention of households and communities.

Special Audience categories

While the communication initiative will have parents/guardians both women and men as a primary focus, it is recognized that within households’ children have important roles as change agents and channels for communicating new ideas, and as future parents who will have to make decisions on household child care either as mothers or husbands/partners. Children 10-17years and young adults 18-24 years will be reached as a special audience category during the celebrations with innovative communication actions.

Children in school will carry the events messages home to parents, siblings and other family members. The primary goal of this initiative is to affect a shift in the young generation as a proactive means to eliminate child labor by advancing social integration. This is because children are still forming habits, are more open to new ideas and practices and often impact household practices with what they learn in school.

Tertiary level audience for Advocacy

These will include national policy makers needed to influence national policies and programmes as well as key development partners and agencies working in children rights protection and promotion, key personnel of relevant inter-sectoral ministries, identified private sector partners and key civil society organizations.

Also the “**Media**” especially programme and or production journalists and presenters of community radio stations who help set the community dialogue and engagement agenda by airing/bringing current, emerging or topical issues to the attention of households and communities are in this group category and targeted to facilitate in community education, sensitization and mobilization.

The targeted audiences have different backgrounds, education, interests, and levels of compliance; therefore, all have different needs, and different approaches.

4. 23rd DAC, World Day against child labor and International Families Day celebrations format

The celebration will run for one week, with dialogues and parallel (simultaneous) communications allotted for one week plus a number of other social activities (see **activities on appendix 1**). The dialogue sessions with partners are expected to develop concrete outputs, including good practices (policies and programs), areas of cooperation, knowledge and implementation gaps, and recommended courses for action or initiatives. However, the event will start with launching in the District as the roll out of the celebrations.

The celebration truly provides an opportunity for forging gainful partnerships, breaking elimination barriers and seizing new mechanisms or approach.

5. Proposed areas to celebrate the event at the National and Local levels.

For those who normally take part in such celebrations like this, probably have a strong sense that this occasion is important and has an impact on the community. Accordingly, the official launch of this event will take place in Rubavu District whereas the closure is proposed to take place in Gasabo District at Petit stade.

Awareness enhancement

- **Having the event celebrated at both national and local level** will enhance awareness from top down hence establishing and strengthening collaboration in advancing family social integration, eliminating domestic child labor and family conflicts that violate children right to proper growth and development.

Socio-cultural

- Social interaction between locals and partners in children rights protection and promotion will improve hence hasten social cohesion.
- Ownership of the event hence changes these behaviors: it will be a suitable time to educate/sensitize the Rwandan community especially parents/guardians about the complications and dangers associated to child labor and conflicts within the family.

Psychological

- Will enhance sense of community excitement and pride in eliminating child labor as a means of preserving their dignity if they choose to protecting and promoting children rights in the family welfare.

Partners and alliance Development

- Enhance voluntary compliancy and support for advancing social integration, elimination domestic child labour thus development of national-grassroots partnerships and alliances.

6. Proposed Activities

The launching event will set the tone of all other activities planned to mark the celebration. That is why we tried to develop a plan full of proposed activities that should be executed in a manner that sends a message to the community and the world that protecting and promoting children rights in Rwanda as whereas advancing social integration is pertinent (*see roadmap on appendix 1*).

7. Main organizers of the event's preparation

- The event's preparation is led by MIGEPROF and MIFOTRA in partnership with NCC and other concerned partners.

8. Request from the Cabinet Ministers

- Approval of the event's theme and date at national level and local levels
- Participation and advocacy of different activities to take place in different places
- Rendering a hand in community education and mobilization of the event.

Appendix 1: Roadmap

N o	Activity	Objective	Proposed Date	Responsible /Entity/Person
1	Partners preparatory Meetings	Awareness and facilitation during the event Technical and financial support	15 th – 30 th May 2013	NCC/ MIFOTRA/MIGE PROF
2	Briefing Districts V/M in charge of social affairs	Organize relevant grassroots events aimed at parents/guardian mobilization and sensitization (for changing mindset about using children as domestic workers.	12 th June District brief sectors	MIGEPROF leading MIFOTRA/NCC
3	Organize a Press Conference	Media orientation to gain free reporting and publicity about the existing domestic child labour and advancing social integration within families and the entire Rwandan community.	13 th June Venue: PM offices	MIGEPROF leading NCC/MIFOTRA/ MIGEPROF
4	Launching of the National Policy on the Elimination	Publicizing the policy to all partners on national for ownership and	11 th June	MIFOTRA leading

	of Child Labour at the National Level	implementing		/MIGEPROF/NC C/PARTNERS
5	Exhibition opening (Closing ceremony)	Showcase existing child care Services, information and partners Education and information dissemination platform concerning domestic child labour	23 th June Closing	NCC Leading MIFOTRA/MIGE PROF/ PARTNERS
Planned Media Activities				
6	Airing Radio & TV spot on the theme and relevant messages	Enhance government- community partnership in eliminating child domestic labour and advancing integration within families.	10 th – 23 th June	NCC & MIFOTRA /MIGEPROF
7	Produce Radio and TV programs on relevant themes	Facilitate advocacy and exchange of ideas with community members to understand the dangers associated to domestic child labour.	Recorded programs 10 th and 23 rd June Appearance	NCC leading MIFOTRA/NCC/ MIGEPROF

			in the news 10 th 23 rd June Radio Salus (Umutumirwa)	
9	Organize Children “Umuganda” in schools	To carry messages home to parents, siblings and other family members. To affect a shift in the young generation as a proactive means to eliminate domestic child labour and advance social practices within families and the community at large	21 st June (afternoon)	NCC leading /MIFOTRA/MIN EDUC/RGB /all partners
10	Strengthen the “Umugoroba w’Ababyeyi” Program	Create and strengthen this homegrown solution to prevent, eliminate child domestic labour and advance social integration within families and communities.	21 st June (Evening)	MIGEPROF leading NCC/MIFOTRA/ National Women Council/all partners
11	Organise a meeting with	To disseminate law fighting against	14 th June	MIGEPROF

	Partners	child labour and child protection law to gain commitment from these partners and civil society organization to support the law and implement it accordingly.		leading /NCC/MIFOTRA/ PARTNER
12	Community Social Mobilization	Carrying messages to families, children and the general community to enhance the event	17 th – 23 th in all districts	Itorero Ry'Igihugu leading/MINALOC
13	Sensitization of the community about the dangers associated to children's involvement in domestic labour towards a child's growth and development. Respecting the law that prohibits children's involvement in any kind of labour.	Promoting protection of child rights to proper growth and development by avoiding any kind of child labour.	17 th - 23 rd June (continuous)	MIFOTRA leading /MINALOC (DISTRICTS/SECTORS/CELLS).

14	Identification of families in conflicts at local level and through Umugoroba w'ababyeyi, plan to solve such conflicts and promote family communication between parents and their children on the Family performance plan.	Promoting family integration through solving conflicts in families amicably (fighting malnutrition and GBV)	17 th - 23 rd June (continuous)	MIGEPROF leading /DISTRICTS/SECTORS/CELLS
15	Developing, designing and production of leaflet with the event's messages	To give awareness on the problem in matters.	In process	NCC leading MIGEPROF/MIF OTRA
16	Official Launch	Rubavu District	16th /06/2013	MIGEPROF leading /MIGEPROF/RUBAVU DIST-AUTHORITIES/PARTNERS
17	Official closure of celebrations	Gasabo Ditsrict/Petit Stade	23/06/2013	MIFOTRA leading/NCC /PARTNERS

18	Report compilation	District Level	23th – 28th June	MIFOTRA/MIG EPROF/NCC
19	Report compilation	National Level	1st -5th July	MIFOTRA/MIG EPROF/NCC
20	Report dissemination	AU	9th July, 2013	MIFOTRA/MIG EPROF/NCC

Detailed Budget for DAC

BUDGET FOR DAC CELEBRATION

Launching and Closing Ceremonies

ITEM	Qty	Unit Cost	Total Cost in Frcs	Available Budget
1. Design and Production of Street Banners	10	80,000	450,000	
2. Production of T- shirts	200	5,000	1,000,000	
3. Design and production of a simplified leaflet about child labour and advancing social integration	2,000	500	1,000,000	
4. Production of TV spot and airing it out	1	312700 plus airtime	1,711,000	
5. Production and Broadcasting of spot on radio 10 Radios selected according to listenership	1	17,700 plus airtime	1,770,000	
6. Production of banners (pull-up)	6	80,000	800,000	
7. Organise advocacy meeting with relevant partners to disseminate the law fighting against child labour in particular and child protection law in general	1	750,000	750,000	
8. Hiring of Venue (Petit Stade)	1	3,000,000	3,000,000	
Subtotal			10,076,000	
Other Items				
ITEM	Qty	Unit Cost	Total Cost in	Available Budget

			Fres	
9. Itorero(Rubavu200,000,Gasabo 500,000)	1	700,000	700,000	
10. Transport for organisers on launching	15	100,000	1,500,000	
11. Entertainment on launching and closing day(Francois,2 others)	2	1,000,000	1,000,000	
12. Hiring stand materials tables & Chairs& 4 tents	15	1,000+ (40,000*4 for tents)	1500,000	
13. Hiring photo + video coverage	2	800,000	800,000	
14. Sound system (speakers, microphones, mixer, ...)	1	150,000	150,000	
15. Stand decoration	3	60,000	180,000	
16. MC	MIGEPROF/NCC			
Subtotal			5830,000	
Grand Total			15,906,000	