




PHILIPPINE PROGRAM AGAINST CHILD LABOR COMMUNICATION PLAN 2024–2028

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TABLE OF CONTENTS

Introduction	1
User Guide	4
The Advocacy Vision	5
Statement of the Problem	5
Background of the Problem	5
Analysis of the Problem	6
Theory of Change	7
Communication Objectives	10
Communication Outputs	11
Target Audience	12
Key Messages	13
Tone	14
Channels	14
Strategies	14
Monitoring and Evaluation	16
Annexes	16

INTRODUCTION

Child labor refers to any work or economic activity performed by a child that subjects him/her to any form of exploitation or is harmful to his/her health and safety, physical, mental, or psychosocial development.

Republic Act (R.A.) No. 7610 otherwise known as the “*Special Protection of Children Against Abuse, Exploitation and Discrimination Act*” as amended by R.A. No. 9231 declares it a policy of the State to provide special protection to children from all forms of abuse, neglect, cruelty, exploitation, discrimination, and other conditions prejudicial to their development, which includes child labor in its worst forms.

A Memorandum of Agreement dated 14 December 2011 saw the institutionalization of the National Child Labor Committee (NCLC), whose members consist of various government agencies and instrumentalities. The NCLC oversaw the coordination of policies and inter-agency arrangements for the implementation of the government established Philippine Program Against Child Labor (PPACL), the nationwide program for the prevention and elimination of child labor in the Philippines.

As there is an urgent need to amplify government efforts for the protection of the rights of vulnerable sectors especially the children, and in line with the objectives under the Philippine Development Plan 2017-2022 realizing a vision of a “child labor-free Philippines”, the NCLC was reorganized and institutionalized as the National Council Against Child Labor (NCACL) on 17 September 2019.

One of the functions of the NCACL is the formulation of a framework, national action plan, and such other policies, guidelines, and programs for the effective enforcement of R.A. No. 7610, as amended. Taking off from the PPACL Strategic Framework 2020-2022, the NCACL spearheaded the development of the PPACL Strategic Framework 2023-2028 and its Action Plan through various consultation and meetings between and among NCACL members and partners, regional implementers including the Bangsamoro Autonomous Region in Muslim Mindanao, and other stakeholders.

The PPACL Strategic Framework 2023-2028 was approved by the NCACL through Council Resolution No. 1, Series of 2023 in March 2023 and the PPACL Action Plan 2023-2028 through Council Resolution No. 2, Series of 2023 in August 2023. The Strategic Framework and Action Plan spell out the programs, projects, activities, and initiatives of NCACL members and partners in the fight against child labor as well as steer the direction of the national program for the elimination of child labor in the country in the succeeding years.

The program goal is still a child labor-free Philippines with a program impact of “a resilient, transformed, and empowered life of child laborers, children at risk of child labor, their families and communities, towards a sense of self-worth and holistic and sustainable development.” This Strategic Framework and Action Plan took into consideration the Philippine Development Plan 2023–2028 as well as the Durban Call to Action on the Elimination of Child Labour and the Sustainable Development Goal Target 8.7 (no child labor in any forms by 2025).

The PPACL Action Plan 2023-2028 is structured around six distinct but mutually reinforcing components designed to achieve the end of program outcomes: (1) social and behavioral change campaign against child labor; (2) NCACL strengthening, expansion, localization, and harmonization of efforts; (3) enforcement of anti-child labor laws and other relevant laws and policies; (4) access to social protection; (5) knowledge management on child labor; and (6) monitoring and evaluation.

One of the identified priority activities under component 1, social and behavioral change campaign against child labor, is the development of a communication plan. The PPACL Strategic Framework and Action Plan served as the main policy references for the program design and its set of activities, combined with proven and tested approaches in communication and advocacy campaigns. Further, the methodology to develop the new plan incorporated a strong focus on monitoring and evaluation to ensure that the communication plan aligns with the end outcomes, components, and activities set in the larger programmatic goals of the PPACL. The creation of the PPACL Communication Plan 2024-2028 also updated the previous PPACL Communication Plan 2021-2022 to reflect the goals and aspirations stated in the PPACL Strategic Framework 2023-2028.

The PPACL Communication Plan 2024-2028 is the result of several group and plenary workshops, learning sessions, and refinement in the first quarter of 2024. The process and methodology to develop the plan involved member agencies of the NCACL Advocacy and Communication Technical Working Group (TWG), civil society organizations (CSOs), and other relevant stakeholders – all sharing the common vision of eradicating child labor in the Philippines.

The process and methodology of developing this communication plan for the next five years consist of two parts: (1) online session with workshops held on 20-22 March 2024, via the video conferencing app Zoom and (2) an in-person communication planning workshop held on 03-05 April 2024 in Quezon City.

Prior to the online session, members and partners of the NCACL were requested to accomplish a SWOT Analysis matrix intended to assess the strengths, weaknesses, opportunities, and threats focusing on advocacy/communication-related aspects on child

labor in the country in the areas of human resource, technology and infrastructure, budget and financial resources, policies, governance, information, education, and communication (IEC) materials development, and stakeholder engagement. Results of the SWOT Analysis is provided in Annex A.

The online session focused on building contexts and providing initial lectures on communication and advocacy, including an overview of monitoring and evaluation (M&E), cross-cutting themes, and the communication process (objectives, outputs, audiences, and key messages). To provide context, the session started with an orientation on the PPACL and its recently approved Strategic Framework, followed by a review of the content and learnings from the communication plan's precursor. In line with the cross-cutting themes under the PPACL Strategic Framework 2023-2028, a technical expert on inclusion was invited to provide orientation on developing communication and advocacy materials that are gender-sensitive and disability inclusive.

During the follow-up in-person activity, participants were able to review, assess, and consolidate all suggestions and inputs to formulate the draft communication plan for 2024-2028. The three-day event featured learning sessions and workshops that covered the development of the plan's advocacy vision, problem statement, tone, objectives, strategies, and M&E tool. Interactive sessions were incorporated to explore strategies on various communication and advocacy gaps and challenges (e.g., identification of a celebrity champion, the use of out-of-home media, etc.).

The PPACL Communication Plan 2024-2028 will serve as a blueprint for the NCACL as well as its regional and local implementers in the development and implementation of its information, education, and communication activities to achieve the vision of a child-labor free Philippines.

USER GUIDE

This Communication Plan is presented in two formats: narrative and table form. The table format (Annex B), structured with rows and columns, offers the same content as the narrative version. The table format provides a quick reading and enables users to visualize and understand the entire communication process from objectives to specific implementing agencies. The narrative format offers supplementary contexts (e.g., background of the problem, analysis of the problem, theory of change, etc.) by presenting in-depth the problem being addressed and resolved by the Communication Plan. It provides current contexts and relevant information that the users may need to fully understand the Communication Plan and its set of strategies.

THE ADVOCACY VISION

Karapatan ng bawat batang Pilipino ang maging isang Batang Malaya – malayang maglaro, makapag-aral, maging ligtas at malusog, malaya mula sa mapang-abusong trabaho, at malayang maging bata.

STATEMENT OF THE PROBLEM

There are communication and advocacy gaps, challenges, and opportunities present in key areas of policy and legislation, capacity-building, IEC development, and networking related to the eradication of child labor in the Philippines. Therefore, the NCACL and other relevant stakeholders need to develop and implement a comprehensive communication and advocacy plan that addresses and provides solutions to these gaps, challenges, and opportunities.

BACKGROUND OF THE PROBLEM

Results of the Special Release on Working Children Situation conducted by the Philippine Statistics Authority (PSA) published in July 2023 showed that in 2022, out of 31.71 million children 5 to 17 years old in the country, there were 1.48 million or 4.7% working children, of which 56% or 828,000 children were engaged in child labor. More than half of these child laborers were boys at 66.2%. Around 61.6% of the total number of children engaged in child labor were between the ages 15 to 17 years old. Further, by broad industry group, more than half of child laborers can be found in the agriculture sector (including crop and animal production, hunting and related service activities, forestry and logging, and fishing and aquaculture) at 68.8%, those in the services sector (including wholesale and retail trade, transportation and storage, accommodation and food service activities, and information and communication) were at 25.9%, and those in the industry sector (including mining and quarrying, manufacturing and construction) were at 5.3%.

Child labor is multi-causal, complex, and multi-dimensional in nature. It is a labor problem, a health issue, and human rights concern, among others. To address the child labor problem, there is a PPACL which is the national program for the prevention and elimination

of child labor in the country with a vision of a child labor-free Philippines. In 2023, the NCACL approved the PPACL Strategic Framework and its Action Plan for 2023-2028.

Under the PPACL Strategic Framework, the first end-of-program outcome is “*Adopted positive attitude, behavior, and proactive approaches towards prevention and progressive elimination of child labor as well as reintegration of withdrawn child laborers and their families in mainstream society*” wherein among the priority strategies the Council has identified is the formulation of a PPACL Communication Plan. This PPACL Communication Plan for 2024 to 2028 will identify the core messages, target audiences, communication channels, and activities, among others, to raise awareness and generate support on the campaign against child labor in the country to contribute to the goal of a child labor-free Philippines.

ANALYSIS OF THE PROBLEM

Examining the critical role of communication and advocacy campaigns in realizing and achieving the overarching goal of a child labor-free Philippines begins with a systematic breakdown and categorization of issues into four key areas:

- a. policy and legislation
- b. capacity-building
- c. IEC development
- d. networking and stakeholder engagement

Organizing issues and concerns within these defined categories ensures that interventions are tailored to corresponding issues and concerns. Within each area of concern, there are inherent gaps, challenges, and opportunities; however, there are also overarching gaps, challenges, and opportunities that intersect or permeate across all the areas. Specifically, these communication and advocacy gaps, challenges, and opportunities are as follows:

Legislation and Policy: *There is a need to formulate, review, and amend legislation and policies on child labor.*

- Inadequate awareness of Section 12 titled Employment of Children of R.A. No. 7610, as amended by R.A. No. 9231, among duty-bearers, especially at the barangay, municipality/city, and provincial levels

Capacity-Building: *There is a need to capacitate human resources, including members of the NCACL, its partners, and relevant stakeholders of knowledge, skills, and abilities (KSAs) related to communication and advocacy campaigns.*

- Lack of awareness among the increasing number of children engaged in child labor of duty bearers and their community
- Lack of participation of private/business sector at the local level
- Lack of competency/skill of duty bearers when it comes to communicating issues and concerns on child labor and the ways to address them
- Need to engage business sector, extension workers, provincial and municipal mining board
- Varied perspectives and cultural differences/traditions among families (e.g., the way a family handles their farm)

IEC Development: *There is a need to review, enhance, develop, and disseminate IEC materials on child labor in all areas of communication medium.*

- Budget allocated for the development of IECs related to child labor ranges from zero to minimal
- Access to social protection and welfare services faces challenges

Networking and Stakeholders Engagement: *There is a need to establish, expand, and strengthen the network in terms of communication and advocacy campaigns. Outside the NCACL, there is a need to initiate, sustain, and strengthen engagement with different stakeholders.*

- Lack of awareness about child labor persists among communities and duty bearers
- Parents lack understanding of the distinction between child labor and child work

THEORY OF CHANGE

AREAS	MAIN PROBLEM	PROBLEMS	ACTIVITIES	OUTPUTS	INTERMEDIATE OUTCOMES	LONG-TERM SOCIAL CHANGE	IMPACT
Legislation and Policy	Child labor remains a serious problem in many parts of the Philippines. Many children in the country are subjected to exploitative work conditions making children vulnerable.	There is a need to formulate, review, and amend legislation and policies on child labor.	List of Strategies under PPACL Communication Plan 2024-2028	List of Outputs under PPACL Communication Plan 2024-2028	Relevant policies on child labor are formulated, reviewed, and amended through different communication and advocacy campaigns.	Public policies addressed social issues and concerns by establishing stronger legislation, stricter regulations, and effective mechanisms at different levels.	The PPACL Communication Plan 2024–2028 contributed to the eradication of child labor in the Philippines.
Capacity-Building	Oftentimes, they are deprived of better education and other services which hinder their development and overall well-being.	There is a need to capacitate human resources including the members of the NCACL, its partners, and relevant stakeholders of knowledge, skills, and abilities (KSAs) related to communication and advocacy campaigns.	List of Strategies under PPACL Communication Plan 2024-2028	List of Outputs under PPACL Communication Plan 2024-2028	The KSAs relevant and necessary for communication and advocacy campaigns on child labor are set. The member agencies participated in assessment and periodic capacity-building interventions.	Member agencies are equipped with necessary KSAs and capacitated to design, implement, and evaluate communication and advocacy campaigns for child labor.	

COMMUNICATION OBJECTIVES

The communication objectives for each of the key areas are as follows:

Legislation and Policy

- To increase awareness on Section 12 titled Employment of Children of R.A. No. 7610, as amended by R.A. No. 9231, among duty-bearers, especially at the barangay, municipality/city, and provincial levels
- To promote the incorporation of anti-child labor programs and policies at the barangay and local government unit (LGU) levels

Capacity-Building

- To capacitate duty-bearers and stakeholders related to communication and advocacy campaigns on child labor
- To enhance the competency of NCACL and Regional Council Against Child Labor (RCACL) members for the efficient implementation of R.A. No. 9231 and relevant laws, rules and regulations to empower child laborers and their communities through capacity-building
- To capacitate the academe such as the teachers and university students on child labor
- To increase awareness on the new and current trends of self-employment (Gen Z workers) and entrepreneurship
- To provide safe spaces for child laborers to play and discuss their rights on survival, protection, development, and participation

IEC Development

- To review, streamline, and develop IEC materials on the prevention and elimination of child labor
- To enhance existing IEC materials to create inclusive, relatable, and realistic materials identifying and addressing child labor for dissemination in various channels
- To monitor and map out the reach and impact of existing IEC materials to serve as baseline data for IEC creators'/ communicators' capability development

Networking and Stakeholders Engagement

- To foster collaboration and build networking groups who will champion advocacy to eliminate all forms of child labor
- To conduct capacity-building activities for networking groups to enhance their KSAs in implementing child labor programs and activities
- To identify and work with organizations and individuals to share resources, information, and best practices for addressing child labor
- To empower children and youth advocates to lead initiatives aimed at ending child labor, amplifying their voices and promoting intergenerational solidarity in the fight against exploitation and abuse.

These 14 objectives are divided into 26 specific objectives with corresponding strategies each enumerated in Annex B.

COMMUNICATION OUTPUTS

This Communication Plan strives to attain measurable changes in the behaviors and KSAs of different stakeholders. The Plan also envisions to develop and produce specific materials in different forms. The outputs in this Communication Plan are as follows:

Legislation and Policy	
<ul style="list-style-type: none"> • assessment • documentation of activities including workshops • research data • press release from media fora • social media content on platforms like Facebook, YouTube, and TikTok • audio-visual output featuring case stories 	<ul style="list-style-type: none"> • IEC materials written in different languages • recording of webinars • partnership agreements/memoranda of agreement or understanding (MOA/MOU) • inter-agency coordination platform and networks for policy advocacy • emails and other communication • legislative framework
Capacity-Building	
<ul style="list-style-type: none"> • ad-hoc committee on module development • training modules, needs assessment, and guide • visual training materials • capacity-building activities in online, in-person, and hybrid forms 	<ul style="list-style-type: none"> • learning sessions and materials in collaboration with schools and universities • online survey • workshops • social media content • emails
IEC Development	
<ul style="list-style-type: none"> • email and other correspondence • audio-visual presentations • infographics • training manuals • photo story essay • playbook of key messages, checklists, and communication-related materials 	<ul style="list-style-type: none"> • policy brief • IEC materials written in different languages • billboards • short films • documentation of good practices
Networking and Stakeholders Engagement	
<ul style="list-style-type: none"> • direct communication (letters) to target advocates • design thinking session • brainstorming workshops • partnership agreements/MOA or MOU • advocacy pitch • coffee table books 	<ul style="list-style-type: none"> • focus group discussions, survey, and key informant interviews • social and behavioral change (SBC) materials • training needs assessment (TNA)/ training of trainers tool • donors' fora • network of community organizations

TARGET AUDIENCE

Below is a list of primary audiences identified for the key areas while secondary audiences are listed in Annex B.

Legislation and Policy

- policymakers/legislators (barangay, municipal/city, and provincial councils)
- department heads and other functionaries

Capacity-Building

- NCACL and RCACL member-agencies, particularly advocacy and communication groups
- LGUs (from local chief executives down to their personnel)
- business and private sector
- teachers and educators from schools and universities
- communities with profiled child laborers
- child laborers
- parents/guardians
- service providers

IEC Development

- policymakers/legislators (barangay, municipal/city, and provincial councils)
- children
- academe (research institutions, colleges, and universities)
- media
- LGUs
- community leaders
- parents/guardians

Networking and Stakeholders Engagement

- policymakers/legislators (barangay, municipal/city, and provincial councils)
- leaders from faith-based organizations
- CSOs
- social media influencers
- celebrities
- teachers and guidance counselors
- media
- student councils
- child and youth champions and organizations
- former child laborers
- professional groups/associations
- businesses and private sector

KEY MESSAGES

These general, umbrella statements can be used for all the stakeholders in different settings and situations. It is recommended to use these overarching messages as introductory statements or as supplementary messages to tailored key messages for different audiences for contexts. The statement below is the general message of this Communication Plan:

Overarching Message for 2024 to 2028

“Karapatan ng bawat batang Pilipino ang maging isang Batang Malaya – malayang maglaro, makapag-aral, maging ligtas at malusog, malaya mula sa mapang-abusong trabaho, at malayang maging bata.”

“The National Council Against Child Labor and its partners promote knowledge and awareness on child labor and advocate for the rights and welfare of children towards a child labor-free Philippines as envisioned in the Philippine Program Against Child Labor.”

The statement below is the general message of this Communication Plan in the contexts of communication and advocacy:

The problem in terms of communication and advocacy

“There are communication and advocacy gaps, challenges, and opportunities present in the areas of policy and legislation, capacity-building, IEC development, and networking related to the eradication of child labor in the Philippines. Therefore, the NCACL and other relevant stakeholders need to develop and implement a comprehensive communication and advocacy plan that addresses and provides solutions to these gaps, challenges, and opportunities.”

Our Vision

“Karapatan ng bawat batang Pilipino ang maging isang Batang Malaya – malayang maglaro, makapag-aral, maging ligtas at malusog, malaya mula sa mapang-abusong trabaho, at malayang maging bata.”

Different audiences are identified in this Communication Plan. They have specific and corresponding key messages composed and tailored for them. The users of this Plan are encouraged to be consistent and adhere to these prepared messages to ensure that communication messages are transmitted effectively. If applicable, integrate cross-cutting themes into the messages as prescribed by the PPACL Strategic Framework. The messages should be composed as brief, concise, and straightforward as possible to make them compelling.

TONE

This Communication Plan recognizes that audiences vary from one another and require different approaches and tones of delivery. Thus, each strategy in the Plan may focus heavily and employ different persuasion techniques like *pathos* (appeal to emotions), *ethos* (use of authority or credibility), and *logos* (appeal to logic).

CHANNELS

The communication strategies laid out in this Communication Plan will be delivered through the following media:

- a. print such as newspapers, magazines, brochures, and other content in paper form
- b. electronic/broadcast such as radio and television
- c. internet such as websites, social media, and knowledge management platforms
- d. outdoor and transit such as billboards

STRATEGIES

The following are the strategies identified for the implementation of this Communication Plan, and details of these strategies are provided in Annex B.

Legislation and Policy
<ul style="list-style-type: none">• conduct of assessment for LGUs• conduct of workshops and seminars, training, and conferences• use of data and information based on research• campaign through social media• partnership and collaborations with various stakeholders• consultations and dialogues with stakeholders• community engagement events including community outreach programs• policy advocacy campaigns and networking• development of IEC materials

Capacity-Building

- conduct of TNA
- inventory and review of existing IEC materials
- partnerships and collaborations with various stakeholders
- development of training modules
- workshops and seminars
- development of IEC materials
- utilization of different platforms on capacity-building such as through online and onsite as well as hybrid
- engagement with the private sector
- orientations
- inclusion of child labor in different sectors (e.g., sustainable livelihood, activities of Public Employment Service Offices, etc.)
- capacity-building of NCACL and RCACLs

IEC Development

- mapping and inventory of existing IEC materials
- tapping of champion legislators
- alignment of goals to strengthen advocacy campaigns
- development of audio-visual presentations
- development of training manuals
- conduct of photo story essay contest
- crafting and submission of policy briefs
- development of a playbook
- development of IEC materials in different languages
- dissemination of IEC materials in different platforms
- use of social media to reach wider audiences
- participation in policy-making bodies

Networking and Stakeholders Engagement

- direct communication with target stakeholders
- conduct of exploratory meetings
- conduct of design thinking and brainstorming workshops
- formation of strategic partnerships
- conduct of research using different methodologies
- administration of TNA
- conduct of a series of consultations
- conduct of workshops to develop SBC materials

MONITORING AND EVALUATION

The implementation of this Communication Plan and its strategies will be guided by the Monitoring and Evaluation Tool (Annex C).

ANNEXES

- A. Results of the SWOT Analysis
- B. Implementation Matrix
- C. Monitoring and Evaluation Tool