



INTERNATIONAL YEAR
FOR THE ELIMINATION
OF CHILD LABOUR

GOVERNMENT

Malawi's Ministry of Labour
pledges to

**Adopt and launch the National Child Labour
Advocacy and Communication Strategy
(NCLAS) and build media and stakeholder
capacity for implementation**

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Name:

Adopt and launch the National Child Labour Advocacy and Communication Strategy (NCLAS) and build media and stakeholder capacity for implementation

Description:

Adoption and launch of the National Child Labour Advocacy and Communication Strategy (NCLACS) is in line with the second National Action Plan on Child Labour (NAP-II, 2020 –2025). The action is a response to the findings of the 2015 National Child Labour Survey (NCLS) which found that a substantial proportion of children worked to supplement family income (53%), to help in household enterprises (56%), and to learn skills (70%). This suggests that parents and guardians play a major role in decision-making when it comes to the working life of children. Therefore, families and communities need to be sensitized to understand the harm that child labour inflicts on children. Equipped with the right knowledge, parents and guardians can be expected to better protect their children. The messages to achieve this have to be properly developed and conveyed and, to this end, an advocacy and communication strategy will provide a national framework for so doing. The immediate target beneficiaries of the strategy will be the media, social partners and communities.

Implementation plan:

We will engage communications experts to support finalization of the National Child Labour Advocacy and Communication Strategy (NCLACS). The NCLACS will then be adopted by the national steering committee on child labour and launched. We will then build the capacity of key stakeholders to implement the strategy, including the media (including through media committees) and existing child labour elimination structures, notably Community Child Labour Committees (CCLCs) and District Child Labour Committees (DCLCs) when targeting communities; and the National Technical Working Group on Child Labour (NTWG-CL) when targeting the tripartite constituents.

The Action Pledge will be implemented through the following key steps:

1. Review of the draft NCLACS by communications expert(s) and by the National Technical Working Group On Child Labour (NTWG-CL) [by 31 July]
2. Validate the NCLACS (by the NTWG-CL and other stakeholders) [by 31 August]

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3. Adoption of the NCLACS by the National Steering Committee on Child Labour (NCLACS) print and launch the NCLACS [by 30 September 2021].
4. Launch of the NCLACS and commencement of programme to build capacity of the media for dissemination of child labour key messages [by 31 October 2021].
5. Capacity building for tripartite constituents to build their capacity on how to engage effectively with the media on child labour, at national-level and in five (5) pilot districts (Chitipa, Mulanje, Mzimba, Ntchisi and Thyolo) [by 30 November 2021].
6. Evaluation and reporting [by 30 December 2021].

Impact:

The media and other stakeholders will be engaged and capacitated through a national communication strategy on child labour. This will enable key messages to reach parents, guardians and communities. When parents/guardians and communities are equipped with the right knowledge, they will become more conscious about child labour and they will be able to participate in its elimination. Communities will be encouraged to come up with local by-laws on child labour elimination. Local by-laws can be very effective for the reason that they are tailored to the specific situation of a community. All these can contribute to social mobilisation that will spur more action to accelerate the elimination of child labour in Malawi in all its forms by 2025.