Identify the most vulnerable territories in municipalities for the implementation of an awareness-raising campaign
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Name:
Adapting Target 8.7 to the 2030 Agenda SDG in Salta, generating indicators for follow-up and monitoring.

Description:
We formed part of the "Strategy for Early Childhood 2020-2022", in which we proposed the construction of baselines and indicators, with a Child Labour Risk Identification Model to identify the most vulnerable territories in the municipalities that are part of the Strategy, inviting specific actors to provide specific, effective proposals for the implementation of a month-long Awareness Campaign on radio, television and social networks, with printing of brochures, training workshops, awareness-raising events in schools, and billboards in strategic locations provided by each participating municipality.

Implementation plan:
May 2021: Design an awareness-raising strategy. Target audiences and dissemination channels. Quote for the awareness-raising campaign with an advertising agency. Implementation of the Child Labour Risk Identification Model (MIRTI) and Child Labour Vulnerability Index (IVTI) tool to achieve a baseline, and identify the determinants of child labour, such as social characteristics, including educational, safety, health, and economic factors.
June 2021: Implementation of the Awareness campaign for the Prevention and eradication of Child Labour in all its forms (lasting one month) with spots on radio, television and social networks, and printing of leaflets, training workshops, awareness-raising events in schools and street posters in strategic locations in each locality involved.
May to December 2021:
- Formalization of agreements with stakeholders. Definition of units of measurement, typology of child labour in all its forms, what do they do, where children are located, how many children there are, etc.
- Elaboration of a diagnosis on child labour in Salta, achieving a quantitative and qualitative baseline in cooperation with universities and non-governmental organizations (NGOs) to guide public policies for the prevention and eradication of child labour.
- Strengthening institutional capacities and the current regulatory framework with the development of comprehensive intervention protocols (linked to the areas of health, labour, education, social development, and general activities).
Impact:

A new communication strategy should be designed, taking into account the target audience (e.g. if the target audience is indigenous communities, the campaign should be in the language most widely spoken in the community), available or most commonly used dissemination channels, how they are informed (by mass media or digital media, platforms or new technologies, or by alternative means such as leaflets and information in public spaces). It should be investigated whether the community has connectivity, access to cable TV, or only via airwaves, whether they have electronic devices, radio, TV, mobile phones, telephone antennas nearby, etc. This is the way in which the strategy should be structured.

Website, Facebook, Twitter, Instagram