



EVALUATION FINDINGS SUMMARY

A norms and behaviour change campaign targeting employers of child domestic workers in Ethiopia

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Photo credit

All images in this report are from eight TV spots released between June and July 2022 as a part of Freedom Fund's Norms and Behaviour Change Campaign 'Chora' which means dawning in Amharic. The aim of the campaign is to improve the treatment of child domestic workers by encouraging employers to reduce working hours and enable access to education. The ads were developed by the Freedom Fund and Girl Effect, and photography by Urban Production. All those pictured are actors.



Child domestic work in Addis Ababa

Child domestic work is common in Addis Ababa, often serving as an entry point into the labour market for girls migrating from rural to urban areas. The prevalence of domestic work among girls aged 12-17 in Addis Ababa is estimated to be 37 percent in some neighbourhoods.¹ This form of work is normalised in many communities, viewed as a means through which children can support their families, and seen as beneficial for both the employer and the child. Although domestic work is not necessarily a harmful form of child labour, child domestic workers (CDWs) in Ethiopia frequently face mistreatment and abuse from their employers. This ranges from excessively long work hours without a break, to physical, psychological, and even sexual abuse in the course of their work.² CDWs may also struggle to access education if they cannot fit their school hours or homework around their work responsibilities.³

Implementing a norms and behaviour change campaign to promote CDWs' rights

To protect the rights of CDWs and reduce exploitation, the Freedom Fund implemented a norms and behavioural change campaign (NBCC) in Addis Ababa in 2022. The NBCC was delivered by Girl Effect Ethiopia and funded by the United States Department of State's Office to Monitor and Combat Trafficking in Persons.⁴ It targeted employers of CDWs and aimed at changing the perception and treatment of CDWs to reduce abuse and exploitation. The campaign's primary target group were employers of CDWs, with the wider community as secondary targets.

The campaign focused on two themes: reducing working hours and increasing access to education. The choice of these themes was informed by a prevalence study⁵ conducted by Population Council Ethiopia in 2022, plus insight gathering with CDWs, employers, and the Freedom Fund's program implementation partners. The campaign utilised a multimedia approach centred on narrative-based TV adverts and social media stories. Three rounds of on-the-ground activation workshops were held with employers of CDWs in each of the three sub-cities that formed the focus of NBCC program activities.

1 Erulkar, A., Negeri, L. and Hailu, E. 2022. The prevalence of domestic servitude among child domestic workers in Addis Ababa, Ethiopia. Addis Ababa: The Freedom Fund and Population Council.

2 Erulkar et al, 2022.

3 Erulkar et al, 2022.

4 The NBCC was funded as part of the Program to End Modern Slavery, an initiative of the United States Department of State's Office to Monitor and Combat Trafficking in Persons, as part of the Freedom Fund's broader 'Reducing the Prevalence of Child Domestic Servitude in Ethiopia' programme.

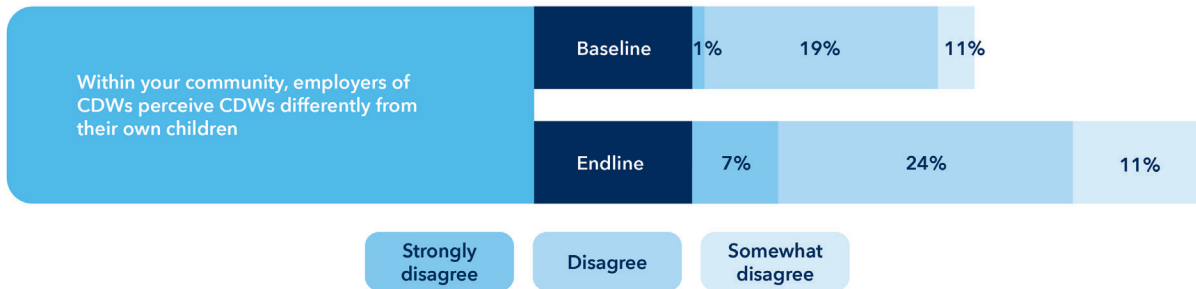
5 Erulkar et al, 2022.

Key findings

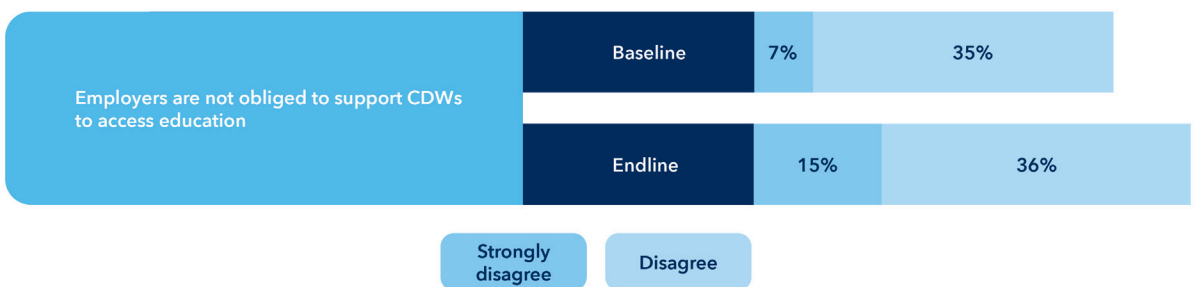
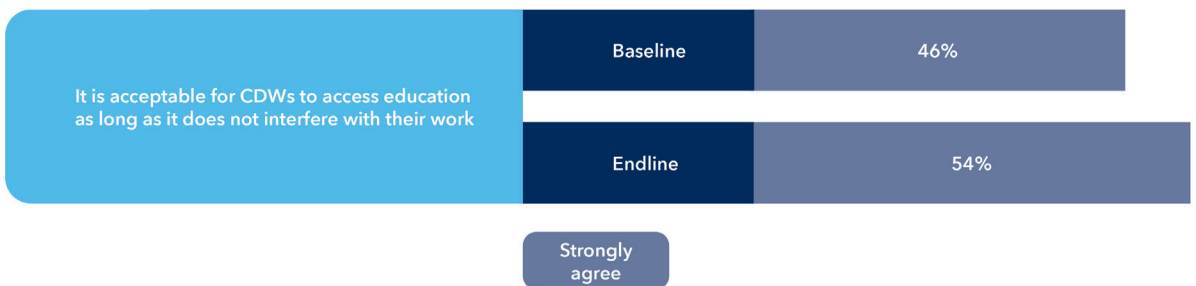
1

Baseline-endline comparisons point to the NBCC having a positive impact in starting to shift the norms and behaviours of employers of CDWs.

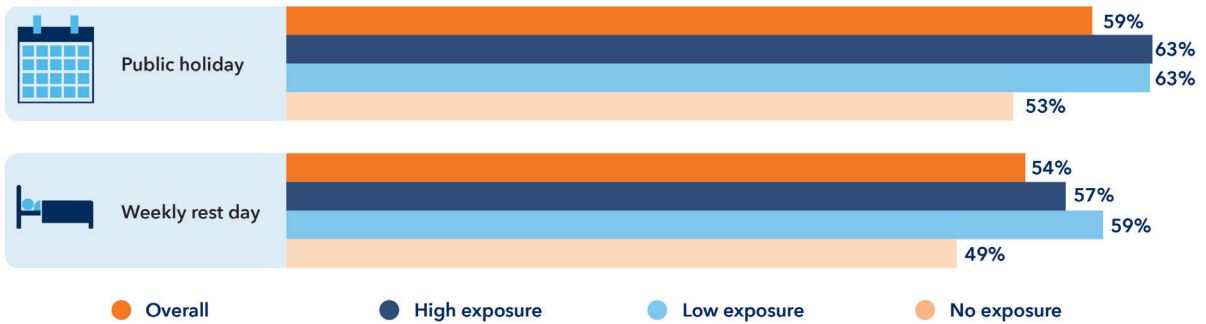
- Compared to the baseline, respondents were more likely to disagree that CDWs are perceived differently from other children in the endline, a possible sign that the campaign reduced the 'othering' of CDWs.



- While school enrolment for CDWs remained constant (53 percent), the endline results revealed a heightened sense of responsibility among employers regarding the education of their CDWs. Notably, 85 percent of respondents exposed to the campaign agreed that the campaign had made employers in their community feel more responsible for their CDWs' education.



- The average workday for CDWs, as reported by employers, decreased from 8.8 hours at the baseline to 7.8 at endline. Although this change was not triangulated with reporting by CDWs, it does signal improved attitude among employers which is a building block for behavioural change. Those employers who had some exposure to the campaign were also more likely to see public holidays and weekly rest days as valid reasons for giving CDWs time off.



2

Analysis of the endline data showed that supportive knowledge and attitudes towards CDWs were often greatest amongst respondents directly reached by the campaign.

- Respondents exposed to the campaign were more likely to be aware of legally mandated restrictions on children's work. For example, the percentage of respondents who were aware of legal limits on children working late was 16 percent higher among employers who had exposure to the campaign.

Level of exposure to campaign % of respondents aware of limits on children working late



- Respondents exposed to the campaign were also more likely to be aware of their CDWs' career aspirations, a possible sign of employers taking on a greater personal interest in the child workers.
- There were few differences in the change observed based on how much exposure an employer had to the campaign materials. This could be an encouraging sign that the threshold for shifting perceptions is low.

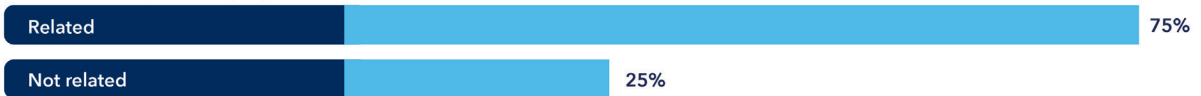


3

Despite improvements in employers' knowledge and attitudes, CDWs continue to face difficult working conditions and limited access to education.

- Respondents estimated that CDWs typically work 7 to 9 hours per day. However, they also indicated that CDWs tend to start work around 7am and finish around 9pm, so are expected to be available to work throughout a 14- to 16-hour daily window. Thus, even if the average working hours per day is reportedly decreasing, CDWs are still expected to be 'on call' for long durations.
- Although there were strong signs that the NBCC shifted employers' perceptions on education for CDWs, this did not necessarily translate into reduced working hours, leaving inadequate time for homework and rest. School enrolment was also much lower for CDWs who were not related to their employer when compared to those related to their employer (25 percent vs 75 percent at endline).

Relationship to employer % of CDWs enrolled in school





Recommendations

Based on the findings of the evaluation and lessons learned from its implementation, the following recommendations can be made for future NBCCs that aim to enhance the rights of CDWs:

1

Keep CDWs' perspectives and priorities at the centre of the campaign. CDWs have first-hand experience of living with and working for an employer while still a child. Their practical experience needs to be harnessed to ensure effective messaging and to formulate practical solutions. Girl Effect Ethiopia consulted CDWs, employers and relevant civil society actors, thus ensuring the campaign messaging used relatable characters, reflected real-life scenarios, and highlighted the struggles faced by a typical household. Most importantly, it accurately portrayed and promoted the priorities of CDWs.

2

Ensure sufficient investment in the NBCC to make it engaging, relatable and at scale. Girl Effect already had an established name, brand (Yegna), and platforms that were accessed and accepted in the target communities, especially by younger employers. Using their platforms for the campaign enabled us to reach more of our target groups, and the campaign's association with Yegna enhanced its visibility and acceptance. Without this, considerably more financial resources would have been required. The NBCC thus demonstrated the need to ensure sufficient investment in building on local expertise and local brand awareness to make the campaign engaging and relatable.

3

Work with a campaign designer that understands the local norms and context. Girl Effect Ethiopia's team was embedded in the context, produced high-quality content, and understood the extent of the norms they were challenging. This enabled an added level of nuance in their design and approach for the NBCC that was imperative to the quality and relatability of the campaign content.

4

Use a wide range of mediums for transmitting campaign information that are reflective of the communities' preferences. Insight gathering conducted as part of the NBCC showed TV to be the single most widespread communication medium for urban households in Ethiopia.⁶ YouTube, and social media platforms were also found to warrant ongoing use.

⁶ This finding is likely influenced by the urban target areas of the campaign in Addis Ababa and its sub-cities.



5

Expand the use of in-person activities as part of a NBCC, thus increasing opportunities to reinforce key messaging with the target populations and address misunderstandings/misconceptions. Partner monitoring of in-person activities attests these provided the best opportunity to increase comprehension of campaign messaging through personalised activity sessions, discussions, and encouragement of positive deviance from hegemonic social norms. Ways of bolstering in-person activities in future campaigns could include organising more sessions targeted at specific sub-groups and increasing efforts to promote in-person activities and incentivise attendance.

6

Increase investment in tailoring messaging to engage different demographic groups and secondary target audiences.

- Digital social media content. The campaign targeted its messaging at employers of CDWs. However, the findings illustrate that employers are not a homogeneous group, with employers who are related to their CDW typically offering different working conditions to those not related to their CDW. The messaging for both groups of employers would therefore benefit from further segmentation and tailoring.
- Utilise existing positive norm structures in messaging to employers of CDWs that position them as allies. Insight gathering found that most respondents saw child domestic work as a positive opportunity that would lead to better life chances later on. Therefore, utilising messaging focused on the employer's sense of self as a good person, their duty to fulfil this 'opportunity' through good treatment, and abiding by existing laws was found to be an effective, achievable first step for the campaign. Using the rule of law against employers who are not compliant or abusive through regulation of workplace protections for CDWs is the long-term goal. However, gradual buy-in from the community is a proven approach to achieving sustainable normative change and limits the risk of community backlash.

7

Build on personal relationships between CDWs and employers to improve treatment. The evaluation found that the campaign's messaging encouraged employers to recognise CDWs as children requiring care and attention, who are at a pivotal stage of physical and social development. However, insights also attest to differences in experience, depending on whether the CDW is related to their employer. It is therefore imperative that NBCCs also emphasise that employers have statutory responsibilities towards CDWs that go beyond being a 'carer' for the child, such as the right to time off and consistent pay.



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free of slavery.

MISSION

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knowledge, capital and will
needed to end slavery.

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