

## Advocacy Plan on Post-Pandemic Era (Day 3)

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### 1. Establish measurable objectives.

Schools should have a larger role to play in the stability and development of families. They should provide social and psychological support to their students and their families. Therefore, funds to provide and improve services schools can offer to support families should be created. Furthermore, the creation and support of community centers that can provide family services as well as offer space for recreation should be stimulated. These centers should be provided with technological assistance. The strengthening of the family will also improve the quality of healthcare, since informal care is still a large provider of care, especially for the elderly.

### 2. Define key messages.

- Family support services improve the quality of life for all members of societies.
- Family should be used as a criterion of measurement when talking about the impact of the pandemic on society.
- State and public services matter greatly to support family welfare.
- The family is the basis of society and was a strong institution during the pandemic, if it is not supported in times of crisis (and not only) society itself enters into crisis.
- Companies should operate in ways that enhance society.
- Policies in companies should promote and facilitate the family environment.

### 3. Determine the communication activities to deliver key messages.

Stakeholders should stimulate policymakers effectively to improve their rules regarding paid family care leave, maternity leave, and other legislative devices to support families. Furthermore, local activists should elaborate campaigns emphasizing the value of care – both paid and unpaid – in the Post-pandemic Era. These campaigns should also reinforce the importance of empathy, inclusion, diversity, solidarity, and safety for humankind's advancement. On another side, to transmit our insights to business and education spheres, changemakers should produce guidelines for schools and companies about Post-Pandemic Era opportunities and challenges. It will assist in safeguarding the welfare of students

and workers. With these actions in mind, we need to specify the resources to implement them.

#### **4. Decide what resources are necessary to complete each activity.**

During the COVID-19 pandemic the world encountered many difficulties and it is still struggling to recover. Families were affected in particular. So, based on the need to tackle increasing poverty among families, improve the quality of schooling services and provide psychological help for vulnerable people, more jobs should be created in areas such as social care, schools and psychology centers. What is more, institutions supporting families might seek cash transfers from the government or financial assistance from private entities. It could also be useful to call on philanthropists and other donors to engage additional resources in support of NGOs developing family programs.

#### **5. Establish a timeline and responsible party for each activity.**

Begin by mapping the areas of activity and characteristics of the target audience so as to render service to communities according to their specificities and identifying vulnerable sectors in society.

The data collection should be conducted by the state economic and social development agencies. They should work jointly with other government departments. The government should provide bigger support and pay for the state services in addition to providing small and local support services and social care. Civil Society groups are to propagate the productivity benefits of Family Friendly policies among the entrepreneurs. Their efforts should be supported by donor agencies and philanthropists. Finally, the several groups of this IAW should provide support to those sectors through our advocacy plan and promote legislative actions to preserve these rights

#### **6. Fix how to evaluate whether you have reached your objectives.**

Check whether the pre-established objectives have been achieved or if there has been progress, it might be useful to conduct surveys to view the progress of families, schools and social care workers (also the informal social work) after the introduction of measures.

Measure whether the various proposals are welcomed by families in order to constantly improve or adapt them to their needs.

Monitor the various policies implemented and evaluate their efficiency. It will be necessary to identify suitable indicators that will convey the situation before and after their entry into force.

Create certification programs which certify the fulfillment of family inclusion, work-life family balance, social care and good work conditions.