



International Advocacy

HYBRID 10th ANNIVERSARY WORKSHOP

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ADVOCACY PLAN

2. Families and Demographic Shifts

Coordinator: Jose Ricardo Araujo (Brazil)

The progression of the 21st century has been marked by environmental red flags, changes in youth transitions, and technological developments. These elements are contributors to a central mega-trend: the demographic shifts.

About this phenomenon, we need to set goals. They are primarily: guaranteeing the holistic well-being of individuals and families; and seeking the equity of infrastructure and services across countries and regions, particularly filling the gaps between urban-rural. Additionally, changemakers should spur the participation of groups constantly excluded from decision-making, such as women and low-income communities. In this line, they also should strengthen human rights in their regions through, for instance, inciting their governments to ratify (inter)national documents that have this mission. Other fundamental objectives are the safeguarding of a healthy, natural diet; the stimulation of intergenerational solidarity; combating sex selection; the support and consideration of multigenerational households; advocating for productive aging, and the families' assistance for a proper balance between school-to-work and work-to-family. Adequate housing should be provided for young professionals close to work, increasing the time they can spend with their families.

However, these objectives must align with the correct messages. In this regard, changemakers should underscore the implications of demographic shifts in families, highlighting the diversity in family arrangements. They also should emphasize that the regionality of family trends makes universal policies utopian and detrimental. Towards policy-making, using the learnings of the pandemic is essential. Another important message is age structure transformation impacts since the workforce may decrease and programs for elders may saddle. Last, changemakers should highlight the themes: intergenerational solidarity, equality of all human beings, the relevance of demographic dividend, youth training, housing issues, quality of life in informal settlements, children's education, and (inter)national migration.

Focusing on communication activities, they should act at four forefronts: individuals, NGOs, companies, and governments. Actions for individuals should help families to cope with demographic shifts. Social media posts, webinars, and in-person events are options. NGOs should be invited to roundtable discussions and advocacy workshops. In the meantime, companies should be attracted to digital events about the benefits of eco-family-friendly practices for their growth. Governmentally, municipalities should be called to attend workshops, training, and lectures about demographic shifts and how they can help.

Regarding the resources, the principal feedstock to complete these activities rely on interested and committed members. Beyond that, precise stakeholder mapping and efficient outreach work are necessary to invite stakeholders. Making these events possible requires access to virtual platforms and an alliance with municipalities to organize in-person actions. Funding from private entities and intergovernmental organizations is also desirable. Moreover, NGOs, CBOs, and other actors in all places should participate and develop research on the various areas regarding demographic shifts. Lastly, partnerships with training platformers may be fruitful to fulfill the objectives quickly.

Another critical point of this Advocacy Plan is the activity timeline. Firstly, changemakers should start impacting individuals and forward actions to municipalities. In each step, they should collect data, allowing changemakers to bring demands from different sectors to the State. After this, NGOs, companies, and States should work to put the messages into practice through lectures, training programs, assistance initiatives, and partnerships. During this time, NGOs should also be responsible for monitoring other stakeholders.

Evaluation methods should vary according to the regional targets. Municipalities, assisted by stakeholders, should generally elaborate quarter reports to monitor the indicators: unemployment, youth NEETs, violence against women, and refugees in aid programs. Furthermore, these reports may track experiences of combating inequalities, youth training, and intergenerational solidarity. Moreover, annually, surveys must be conducted analyzing indexes such as the Gini coefficient, Social Progress Index (SPI), and fertility rate. Through this evaluation, stakeholders should make evidence-based reshapes on activities to enhance their efficiency till the completion of the objectives.

This Advocacy Plan is an alternative to engineering a more responsible, resilient, and empathic community to face the challenges of demographic shifts.