

Trade Unions & **Child Labour**

Booklet 4

**Campaigning against
Child Labour**

Developing National and International Trade Union Strategies to Combat Child Labour
Project INT/96/M06/NOR

Bureau for Workers' Activities
INTERNATIONAL LABOUR OFFICE

This booklet is one of seven booklets in the series “Trade Unions and Child Labour”. The booklets were produced in the year 2000 as part of the ILO/ACTRAV project, Developing National and International Trade Union Strategies to Combat Child Labour (INT/96/M06/NOR), sponsored by the Government of Norway.

The series of booklets comprises:

- 1** Guide to the Booklets
- 2** Union Policies and Action Plans to Combat Child Labour
- 3** Fact Finding and Information about Child Labour
- 4** Campaigning Against Child Labour
- 5** Collective Bargaining to Combat Child Labour
- 6** Using ILO Standards to Combat Child Labour
- 7** The Tripartite Structure to Combat Child Labour

Publication does not constitute an endorsement by the ILO. You are invited to copy, excerpts, adapt and translate the material for non-commercial purposes, and to make it appropriate for your education and training activities. The ILO, however, does not accept responsibility for such republication.

Please acknowledge the source and send a copy of the reprint to the Bureau for Workers' Activities, ILO.

While every effort has been made to contact the copyright holders for materials reproduced herein, we would be happy to hear from any unacknowledged source.

Reference to names of firms and commercial products and processes does not imply their endorsement by the International Labour Office.

For more information about the project, please contact:

Bureau for Workers' Activities
International Labour Office
4, route des Morillons
CH-1211, GENEVA 22
Switzerland

E-mail: actrav@ilo.org

<http://www.ilo.org> (ACTRAV/General Activities/Child Labour)

Preface

The ILO Bureau for Workers' Activities (ACTRAV), has been involved in issues concerning environmentally sustainable development and child labour for many years - through supporting trade unionists to develop and to implement their own policies and action plans.

Child labour is a vast and complex area, and many different groups are engaged in the elimination of child labour and therefore a large number of publications have been produced on this subject.

So, why do we need more?

Just as with the question of environmentally sustainable development, trade unions have asked for materials dealing with the issue of child labour from the specific point of view of workers and their organizations.

This series of booklets is designed as an introductory "one stop" guide for trade union activists who have decided that they want to get involved in child labour and want information to get them on the track.

You, the reader, may be involved in trade union work at many levels: at a national centre; in a national trade union; in the regional or local structure of a national centre or national union; or as an activist in an enterprise or a public service such as a school or hospital.

It does not matter which level you work at, or what position you hold, whether you are a full time paid staff member of a trade union or a voluntary activist like a shop steward or a branch secretary. At any level, in any trade union position, you can make a contribution to the fight against child labour. The struggle is worthwhile. It is a struggle for basic human rights - the rights of the child to education and childhood. It is a trade union issue because it is a question of adult employment.

You can use the materials as working papers. Often, you will think of things that you need to do. Record these points and then take the appropriate action.

Above all, the materials are tools to be used.

There are checklists, action points, quotations, case studies, and different references throughout the booklets.

The booklets were produced through a collective process by trade unionists themselves. Draft booklets were prepared and were then sent out for comments to many trade union organizations and tested in several workshops in Africa and Asia. They were then revised in the light of feedback from previous activities, at a workshop in Geneva. Further revision and editing took place before it was finally printed for publishing.

Geneva, 2000



Else-Marie Osmundsen
Chief Technical Adviser
Bureau for Workers' Activities, ILO

Photo ILO/ACTRAV/Child Labour Project



Table of Contents

Introduction 1

1

For what are we Campaigning 3

2

Levels of Campaigning and Action 6

3

◆ Local level 6

◆ National level 6

◆ International level 6

◆ Two examples of grassroots campaigning 8

Organizing a Campaign 9

4

◆ Setting up a campaign committee or task force 10

Publicizing the Campaign 12

5

◆ Using the mass media 17

◆ Writing a press release 18

◆ Campaign materials 20

Discussion Points 29

Introduction

1

Trade unions have been campaigning on social problems since their formation. Laws for safer workplaces and for maternity rights have been some of the milestones reached. In many countries, trade unions have had to campaign for the very right to exist, when governments have tried to outlaw them, or employers have sought by different methods to suppress them.

Trade unions have also used campaign methods to achieve wider goals. Good examples of achievement include:

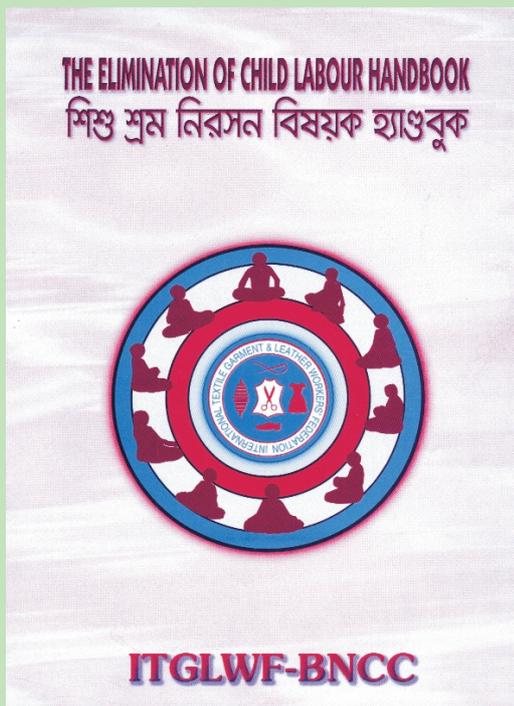
- ◆ participation of trade unions in the struggle against apartheid in South Africa, and
- ◆ the empowerment of women.



In the fight against child labour, campaigning is a strategy which the trade union movement can use effectively to raise awareness, and to improve and implement international standards. Trade unions have campaigned against child labour for more than 150 years.

- 1833** British unions campaigned for the first Factory Act.
- 1836** The National Trades Union Convention called for a minimum age for factory workers (USA).
- 1866** The International Workers' Congress called for an international campaign to stop child labour and demanded legislation.
- 1973** The trade union movement was the driving force behind the drafting of the ILO Convention No. 138 on the Minimum Age for Entry to Employment.
- 1999** Unions worked hard for the adoption of Convention No. 182 on the Worst Forms of Child Labour.

TRADE UNIONS AND CHILD LABOUR



In 1997, the ITGLWF Newsletter produced a special edition on child labour. Hard hitting articles blamed employers for the continuing problem of child labour. An extract...

Forget the excuses about poverty, culture and tradition being the cause of child labour. Child labour is based on the greed of employers who see the opportunity of getting cheaper and cheaper labour which is docile and obedient. It is based on the connivance of governments who turn a blind eye to what is happening....

Trade unionists cannot allow governments to claim that they do not know child labour exists. Nor can trade unionists allow employers to continue to exploit child labour, nor should we allow adult workers to accept the exploitation of children as the solution.



Photo Julia Dean/JD&A

For what are we Campaigning

Photo Julia Dean/D&A



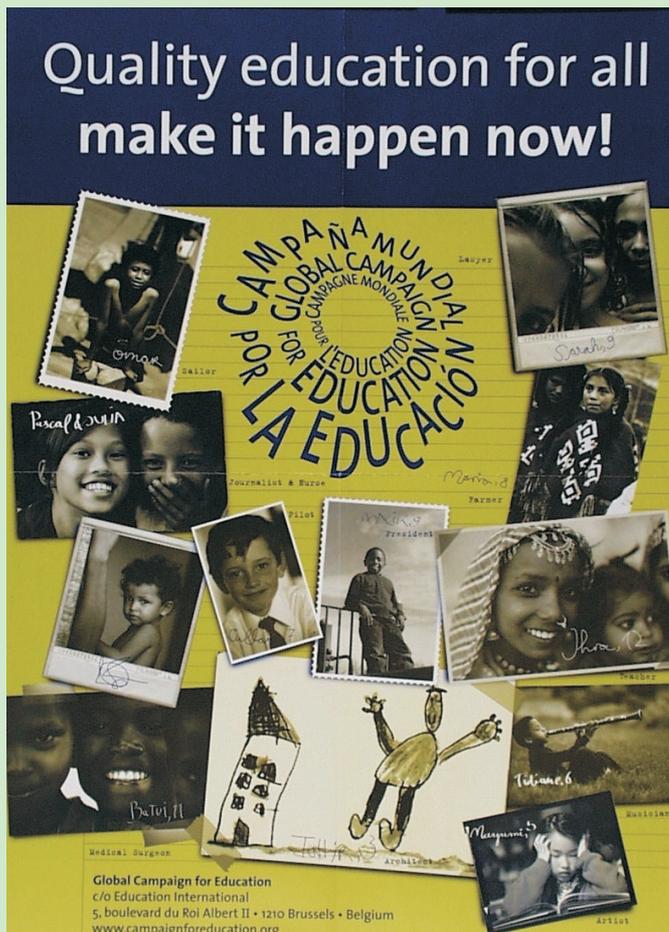
Trade unions are aware that the first, most important step towards protecting children from exploitation and abuse in the workplace is to make their situation known. By exposing cases of abuse and explaining the issue, the trade union movement can pressure government into action, influence employers and mobilize public opinion to create a society which will not tolerate child labour.

Trade unions can organize several kinds of campaigns. Campaigns can target:

- ✓ Information and awareness raising of workers and the public on child labour issues.
- ✓ Implementation of trade union policies.
- ✓ Ratification and implementation of conventions.
- ✓ Review of national policies and legislation on child labour, and enforcement.
- ✓ Improvement of education policies and access to education, as well as support for non-formal education and vocational training programmes.
- ✓ Economic reform and poverty alleviation.
- ✓ Elimination of child labour in a wide range of industries.

Photo Julia Dean/D&A





Quality education for all
make it happen now!



Education International
Internationale de l'Éducation
Internacional de la Educación

Below, you will find a mission statement from **Education International** about this Campaign.

Mission Statement

The Global Campaign for Education mobilizes public pressure on governments to fulfil their promises to provide free, quality education for all people, in particular for our children and for women.

Statement of Common Purpose

Ten years ago at Jomtien in Thailand 155 governments promised education for all. That promise remains unfulfilled. Most recently governments committed to meet this target by 2015. Yet for 125 million children the right to education is violated every day, leaving them trapped in poverty. For millions more children, lack of teachers, classrooms, or books means their education is cut short and little is learned. Girls account for two thirds of the children out of school. One in four adults in the developing world - 870 million people - is illiterate.

Education is in crisis. Without urgent action the new targets will just be empty words.

The Global Campaign for Education works to hold governments accountable for their promises through mobilising public opinion. This campaign is driven by the conviction that education for all can be achieved, and by a concern about the immense human costs of failure. In an increasingly knowledge-based economy, exclusion from education will translate into growing poverty and inequality.

In October 1999, a Global Campaign for Education was launched in order to pressure governments to deliver education for all. The Global Campaign for Education was a coalition of 400 development NGOs and teachers unions in 180 countries, including ActionAid, Education International, the Global March Against Child Labour and Oxfam International, in partnership with civil society networks throughout the South.

There is a growing conviction that basic education is one of the key factors in the eradication of poverty, and that it is the cornerstone of freedom, democracy and sustainable human development. It also plays a vital role in the elimination of the worst forms of child labour.



2

Photo G. Palazzo

We believe education is

- ◆ a universal human right;
- ◆ the key to sustainable human development;
- ◆ a core responsibility of the state;
- ◆ achievable if governments mobilize the political will and available resources.

We call for

- ◆ Free and compulsory, quality education for all children, for at least eight years, and a second chance for adults who missed out.
- ◆ Increased provision of quality early childhood education and care.
- ◆ Increased public expenditure on education to at least 6% of GNP, and new resources through aid and debt relief for the poorest countries.
- ◆ An end to child labour.
- ◆ Democratic participation of, and accountability to civil society, including teachers and their unions, in education decision making at all levels.
- ◆ Reform of International Monetary Fund and World Bank structural adjustment policies to ensure they support rather than undermine free, quality education.
- ◆ Fair and regular salaries for teachers, properly equipped classrooms and a supply of quality textbooks.
- ◆ Inclusive and non-discriminatory provision of services for all.
- ◆ A Global Action Plan for basic education to mobilize political will and new resources in support of national education plans to realize the 2015 targets.

EI/ActionAid/Oxfam International Campaign

Levels of Campaigning and Action

The trade union movement as a whole has three principal levels at which campaigns can be carried out: the local, national and international levels. Let us look then at what can be done at the different levels of campaigning:

Local level

- ◆ mobilizing members;
- ◆ mobilizing the unorganized and marginal workforce;
- ◆ lobbying local authorities over enforcement and educational reforms;

National level

- ◆ mobilizing members to eliminate child labour abuses;
- ◆ pressing for action on education, training and apprenticeship;
- ◆ pressing for economic reform and poverty alleviation;
- ◆ lobbying for legislative and enforcement measures;
- ◆ supporting implementation of international standards.

International level

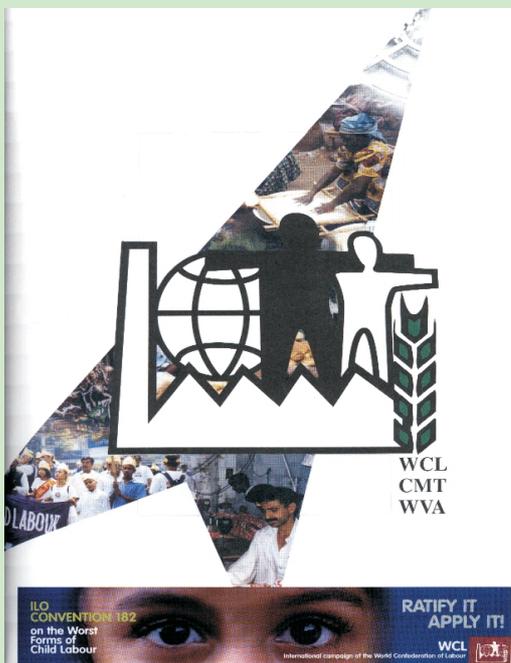
- ◆ organizing industry and sector campaigns;
- ◆ undertaking global campaigns in support of ILO conventions;
- ◆ lobbying for negotiated codes of conduct and for links between trade and labour standards.



The World Confederation of Labour (WCL) has launched an international campaign for the ratification and application of Convention No. 182. The campaign pack includes:

- ◆ a signature booklet, which will be collected and presented to governments and forwarded to the ILO at the 2001 ILO Conference;
- ◆ a list of suggested actions by unions;
- ◆ a feedback form to be sent to the WCL Secretariat by affiliates to report on actions;
- ◆ copies of the texts of Conventions No. 138 and No. 182;
- ◆ stickers;
- ◆ posters; and
- ◆ a handbook.

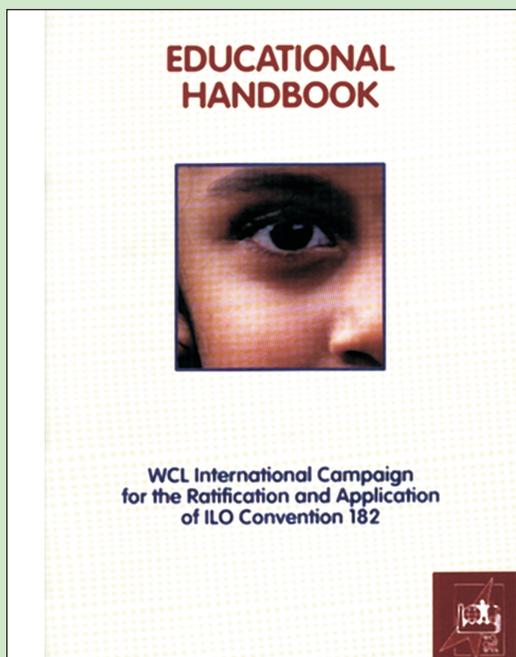
From the WCL Campaign Pack



Incite your country to ratify the new Worst Forms of Child Labour Convention:

- ◆ Meet personally the members of Parliament to ask them to vote in favour of ratifying the new Convention.
- ◆ Apply for a meeting with your President or Prime Minister to ask for a gesture in favour of ratifying the new Convention.
- ◆ Meet the Minister of Labour to ask what will be done to ratify the new Convention.
- ◆ Write to the delegates (from your country) present at the ILO Conference in June 1999 to remind them of the urgent necessity of ratifying and implementing the new Convention.
- ◆ Exert a constant pressure on the governments so that they enforce the long-term observance of the rights of children and the aims of the Convention.

3



some of them are physically, psychologically and sexually maltreated.

2- Any hazardous work that is likely to harm the health, safety or morals of children. Any work, in other words, that involves heavy loads or exposes children to hazardous chemicals, work in mines and quarries, work with explosive materials, dangerous agricultural work, ...

3- Sexual exploitation, prostitution and pornography

Sexual exploitation of children of children is on the increase, more and more children are being sold or land in organised prostitution networks. They are also used in pornography and "sex tourism". Children are suffering physical, psychological and in some cases mortal ill-treatment.

4- Use of children for illicit activities. Such as the use, procuring or offering of children for illicit activities, in particular for the production and trafficking of drugs.

The worst forms of child labour

- slavery, forced labour and similar practices
- any hazardous work likely to harm the safety and the moral and physical health of children
- sexual exploitation, prostitution and pornography
- use of children for illicit activities



A few examples of child labour in hazardous activities

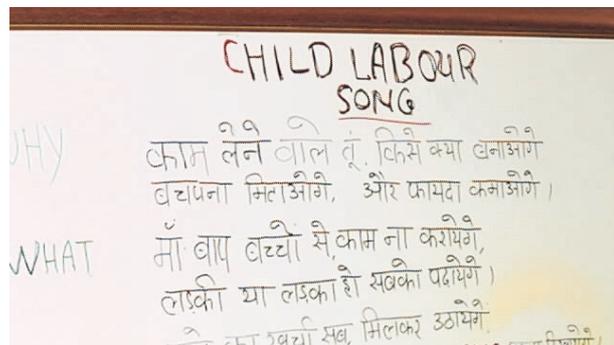
Activity/Industry	Task	Hazards	Possible consequences
Brick manufacturing	Clay processing	Being exposed to silicotic, lead and carbon monoxide, transport of excessive weights, ...	Muscular or bone deformations, injuries, ...
Carpet-making	Working on a loom	Inhalation of wool dust contaminated with mite/worm spores, bad lightning, hazardous chemicals, ...	Respiratory diseases, eye conditions, poisoning by chemicals, ...
Agriculture	Working with machinery and chemical fertilisers	Obsolete machinery, dangerous substances, ...	Poisoning by chemicals, injuries, ...
Match and fireworks manufacturing	Making of hot chemicals, manufacturing of matches and filling powder into firecrackers and fireworks	Being exposed to hazardous chemicals, fires, explosions, ...	Chemical intoxications, burns, respiratory diseases, ...
Fishery under water	Plunging to depths of more than 60m to attach nets to coral reefs	Being exposed to a high atmospheric pressure, work in confined and unhealthy spaces	Decompression problem, gastro-intestinal diseases, ...
Toy manufacturing	Manufacturing of toys in factories	Being exposed to hazardous chemicals, outdated machinery and power installations, non-existent fire protection	Chemical intoxication, burns, respiratory diseases, ...

Two examples of grassroots campaigning

Campaigning at the grassroots level may require different methods from those used at the national and international levels. Below are two examples of campaigning at the local level which do not rely on the written word for their impact.

In some African countries, the agricultural union is not allowed to call meetings of plantation workers, who are not their members. In order to mobilize these workers, the union has resorted to putting on cultural activities — songs, dance and drama about child labour — and in this way the union can transmit its message and mobilize the workforce.

Photo ILO/ACTRAV/Child Labour Project

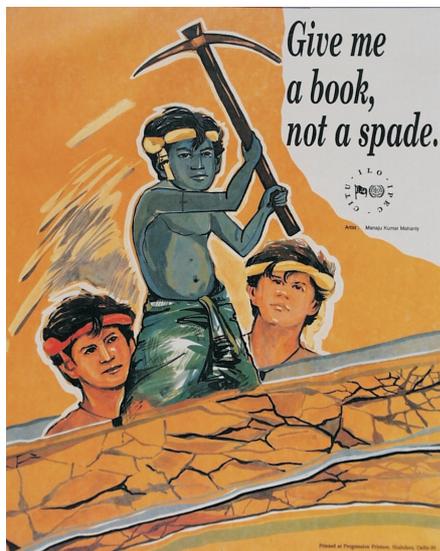


IFBWW affiliates in three states in India have begun to organize brick kiln workers by providing schools for their children. The union organizers build awareness among the parents and children about the evils of child labour. The children who are removed from the workplace and go to school become excellent ambassadors for the stop child labour campaign. They and their parents have regular demonstrations in the community, and some of these marches have led to the presentation of petitions to government officials for more schools.

Photo IFBWW

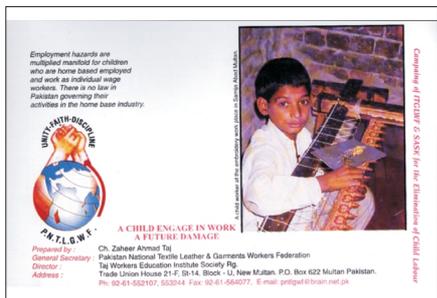
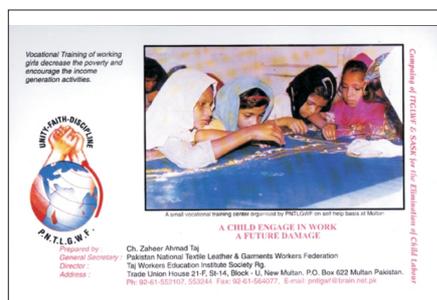


Organizing a Campaign



As you can see from the list provided there are many types of campaigns which the trade union movement can carry out. It is important to remember that a campaign is not one single event or activity. It is composed of several activities and tasks. Should you decide to run a campaign, you will have to consider how best to organize the campaign. The form the campaign takes will depend on your objectives and the resources available to you and the team responsible for the campaign. Therefore, you will need to take certain decisions and make a plan concerning the areas:

- ◆ Determine what are the objectives of the campaign.
- ◆ Determine who the campaign will target (you may have more than one target group).
- ◆ Determine how best to spread the message. Explore what means, materials and methods would be most appropriate to achieve this.
- ◆ Decide who will be responsible for the coordination.
- ◆ Decide how many persons will be needed for implementation of the campaign activities (human resources).
- ◆ Make a budget and ensure that the money is available (financial resources).
- ◆ Decide how best to use the mass media (radio, TV, newspapers) to publicize the campaign and to achieve your objective.
- ◆ As you find solutions for each of the above areas, also ask yourself: is this approach sustainable over the long term? In other words, can the union afford to use the people and resources in this way over a long period. A sustainable campaign is one of the keys to success.
- ◆ Draw up a work plan of what has to be done, by whom and in what sequence and the timing of each activity.



Setting up a campaign committee or task force

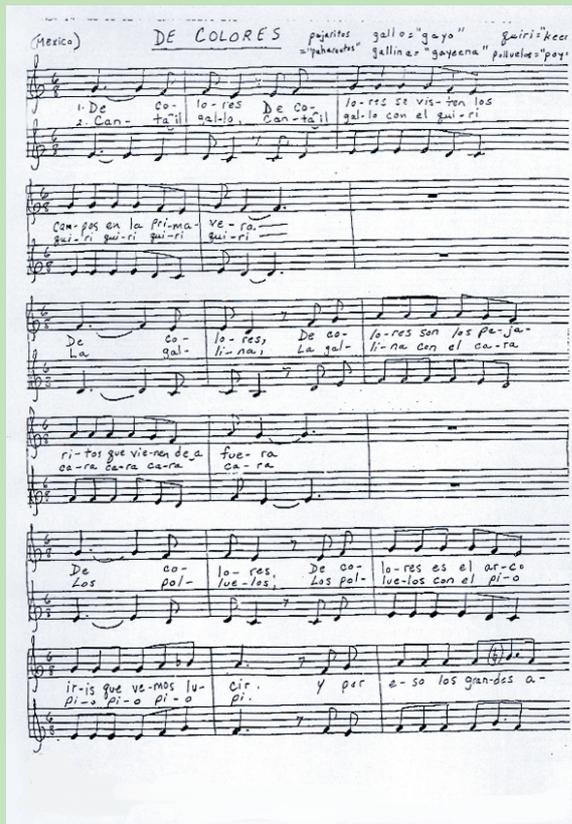
It is important to establish a dedicated team to work on the child labour issues. This team could be called a campaign committee or task force. In asking for union members to become involved and active, we need to think about how we go about recruiting and asking them to volunteer their efforts. Here are some tips:

- ◆ Ask people in person. A face-to-face encounter gives you the chance of answering any questions on the child labour issue.
- ◆ Involve the members in setting the goals.
- ◆ Discuss with the members on how to seek cooperation with other workers.
- ◆ Encourage people to ask questions.
- ◆ Keep people accountable.
- ◆ Make sure Task Force members are recognized for their work.

Once the task force is established, one of the first tasks is to ensure that all its members have a good understanding of the issues, objectives, plans and activities of the campaign. It is important that the task force members can answer questions on the campaign. Run a training session for the task force members.



Photo IFBWW



“De Colores”

“De Colores” is a traditional Mexican folk song, which became a favorite of the United Farmworkers.

“De Colores” was sung during the CSD meeting in New York, April 2000, for the “International Day for Mourning and Celebration” for dead and injured workers.

It was also used as an opening song to the ICFTU/OSHE meeting in Brussels, November 2000.

We are grateful to Ms. Sharon Perez-Abreu and Mr. Michael Hurwicz, who performed the song in Brussels, and who gave us the lyrics and the music for use in this booklet.

The ICFTU Task Force on Child Labour

The International Confederation of Free Trade Unions (ICFTU) Child Labour Task Force, set up as a result of the ACTRAV/ICFTU/ITS Seminar for International Trade Secretariats on Developing National and International Strategies to Combat Child Labour in April 1997, is a good example of what can be achieved through a campaign committee or task force.

The Task Force is made up of representatives from major International Trade Secretariats, national trade unions affiliated to ICFTU and the ILO.

Its initial aim was to advocate preliminary work for adoption of Convention No. 182 on the Worst Forms of Child Labour. The Task Force members also played an important role during the International Labour Conferences in 1998 and 1999 providing inputs to the ratification of the Convention. Since then, the Task Force has become a forum where ITSs and national affiliated trade unions and the ILO may liaise in order to decide, promote and coordinate their campaigning activities regarding the fight against child labour.

The Task Force meets once a year and keeps regular contact between meetings with ITSs, national affiliated trade unions and the ILO for reviewing, planning and implementing actions against child labour.

Publicizing the Campaign

Racism, the Right and Immigrant Workers: An Organizing Challenge

"In a global economy, in which employers pit workers against each other, the fate of both native-born workers and immigrant workers are linked. Employers that try to exploit immigrant workers are the same ones that fight all workers' rights."

AFL-CIO, "Recognizing Our Common Bonds"

The massive trade union presence at the WTO demonstrations in Seattle last year announced the emergence of a revitalized and combative US labour movement, increasingly conscious of its global responsibilities and eager to build new alliances. Less visible in the media than the Seattle events, but equally important as an indicator of the depth of the changes now sweeping the US labour movement, was the mass rally in Los Angeles organized by the AFL-CIO on June 10. Over 20,000 immigrant workers, union members and community activists packed the Los Angeles Sports Arena for the last of a series of nationwide public meetings on the rights of immigrant workers. At the meeting, union leaders denounced the collusion of union-busting employers and the US immigration authorities, called for an end to the harassment of undocumented immigrant workers and the legalization of their presence in the United States, and committed their organizations to a policy of aggressively organizing and reaching out to all workers.

The AFL-CIO in February publicly acknowledged the need to reverse its previous support for the 1986 Immigration Reform and Control Law, which makes it illegal for undocumented workers to hold a job. US unions are now actively campaigning to reform immigration law in ways that make it easier for immigrants to stand up for their rights at the workplace. They are also putting vastly greater resources into organizing new members. The result has been major organizing successes and a reversal of the historic

decline in US union membership. Many of the 600,000 new union members organized by US unions last year are immigrants, and many of them are now members of the IUF.

The AFL-CIO's shift on immigration is one of a series of policy and organizing initiatives which have enabled the unions to reassert their political presence and leadership role as a dynamic force for democratic change in the US. It opens the path to a redefinition of the often thorny relationship between US labour and unions in Latin America. And it is good news for trade unions in all countries in which immigration has become a significant

continued on page 2

In this issue

- 2 From the Secretariat**
Global brewery conference sets guidelines for coordinated union action
EC emphasizes organizing for international union recognition, raises implications of G8/G9
IUF Moscow round table launches debate on Russian food policy
New IUF publication on unions and sustainable agriculture
- 7 International**
First round victory at ILO for convention on safety and health in agriculture
- 8 From the Affiliates**
Coca-Cola Colombian union wins first collective agreement in United Kingdom mobilizes for job security at German anchor port
Denmark: RDB negotiates gains for temporary, seasonal, fast food workers
El Salvador: new foodworkers federation
McDonald's national collective agreement back in New Zealand
PepsiCo/Canada: contract gains for speedworkers at Frito-Lay Spain: CC-OO food, agriculture unions merge/new action program for FITASUI
Sweden: temp workers close to full pay guarantee
United Kingdom: new initiative for All India Union/ Council
United Kingdom: Settlers at LSS Shuchis
United States: UFCW breakthrough at Wal-Mart
- 14 Health, Safety and the Environment**
IUF/ICMA joint pesticide initiative
- 15 Labour World**
International support for Fiji Unions in coup crisis
- 16 Personalia, Obituaries**

You will want everyone to know about your campaign, its objectives and the various activities planned. Information about the campaign could be included in circulars to district/branch offices and articles in the union magazine or newsletter.

You will also want to give union officials information which they can use when they go out to speak to workers or other groups. This is to ensure that no matter what other activity the union is involved in, the opportunity is used to link the child labour campaign with that activity. By integrating the campaign into union activities, you will also ensure its sustained support by members and the union's structures.

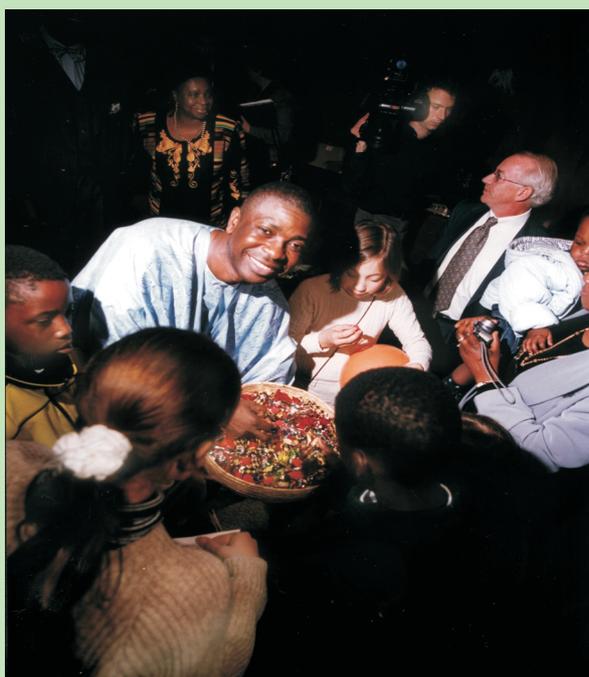


Photo Crozet/ILO

On Wednesday 8 November 2000, Mr. Youssou Ndour - the internationally acclaimed musician, singer and songwriter - was named Honorary Ambassador of the ILO Global Campaign Against Child Labour. Mr. Ndour, of Senegal, received the award in appreciation of his commitment towards raising public awareness in the worldwide struggle against child labour....

... Mr. Ndour's music video, "My Hope is in You", has already become an integral part of the ILO's campaign for ratification of a new international convention to ban exploitative child labour....

Campaigning Against Child Labour



Photo ILO/ACTRAV/Child Labour Project

Moreover, you will want to ensure that you also build support from the community and the public in general. To do this you may want to use the broadcasting media, radio and television. You may also want to consider if you can find a national celebrity (e.g. a cultural artist, a footballer, a well known community leader) who could endorse the campaign.

You may even consider getting a number of well known persons to endorse the campaign against child labour since representatives from different sectors of the society would ensure that you reach different audiences. This will also send a message that child labour is everybody's business.

You may also consider launching campaigns on special days, such as Labour Day, dates of conventions coming into force, UN Day/24 October, and other national and local celebration days.

...He has long been considered one of the strongest social activists among major international entertainers, and has been involved for more than 10 years to a variety of humanitarian causes, especially children's rights.

Born in 1959 in Dakar, Senegal, Mr. Ndour has been performing since age 12. He gained international recognition accompanying Peter Gabriel on his 1986 hit single, "In Your Eyes". Besides Peter Gabriel, Mr. Ndour has performed with a number of other music superstars, including Sting, Lou Reed and Paul Simon, and in support

of such organizations as Amnesty International, UNICEF and UNAIDS...

From ILO Press release (ILO/00/41),
Wednesday 8 November 2000

The ILO launched different activities through its network around the world 19 November 2000, when Convention No. 182 on the Worst Forms of Child Labour entered into force. ACTRAV mobilized its partners in the field by distributing a list of suggestions for activities, mentioned below, to be carried out on this day:

19 NOVEMBER 2000 ENTRY INTO FORCE OF CONVENTION No. 182

Press release/approach other mass media

Trade unions should use the opportunity to write a story about an event or a particular problem concerning child labour.

Setting up stands

Trade unions should produce local messages/slogans on flip charts, banners, etc. Be aware of the leaflets and bookmarks/stickers produced by the ACTRAV Child Labour project which can be used and/or adjusted locally.

Petitions

Some trade unions have prepared a petition stating that the signatories had no children working in their households. Actions like this may also be carried out at exhibitions/fairs, but also in markets, in the streets, “door to door” visits, ...

Exhibitions

Some trade unions have developed different materials in their awareness raising campaigns, which could be used for an exhibition this day. Other trade unions might also have materials that can be used for this purpose, for instance, photos, drawings, articles, etc. It is important to reach as many as possible, and exhibitions can be set up in the streets, in supermarkets, in railway stations, etc.

IPEC

Campaign/exhibition materials and handouts can be obtained from IPEC Headquarter on request (where IPEC is not yet present in the country). Where IPEC is operational, trade unions should take the opportunity to be involved in activities arranged by IPEC this day.

The activities will have to be carried out in different ways, first of all depending on the situation in the country. In some places the arrangements will have to concentrate on the ratification of the Convention. Where the ratification has already taken place, the trade unions will have to deal with the ways of implementing it.

In Bangkok the social partners celebrated the day carrying out different activities:



International Programme on the Elimination of Child Labor

Thailand's Celebration on ILO Convention No.182
Sunday November 19, 2000

Pictorial



Warm greetings by Deputy Permanent Secretary of Thailand's Labour and Social Welfare Ministry, Kirasak Chancharaswat



International Programme on the Elimination of Child Labor



Members from the Women's Group of the National Congress of Thai Labour helped distribute C182 campaign brochure in THAI language
COME and JOIN US



NCTL Booth
FUN and FAIR
for all children

Schedule of Activities

Sunday 19 November 2000

8.30 - 9.00	Children Parade from The Imperial World to FCD's Santikham Center
9.45 - 10.00	Greetings by ILO, MoLSW, Employer's Confederation of Thailand, and National Congress of Thai Labour
10.30 - 12.00	Children's Wishes Stage Plays by children Children's Activities
12.00 - 13.00	Lunch
13.00 - 16.00	More Time to Play

THANK YOU

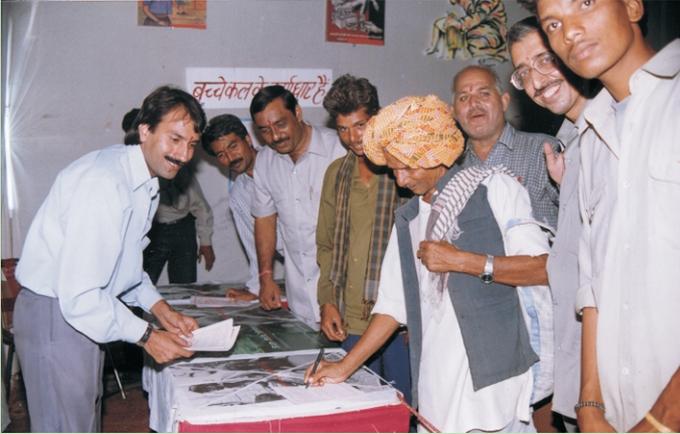
for your contribution and participation

Celebration of C182 Coming into Force
Sunday, 19 November 2000



ILO-IPEC – International Programme on the Elimination of Child Labor

Hind Mazdoor Sabha



To publicize its child labour work, the Youth Committee of Hind Mazdoor Sabha (HMS), a national trade union centre in India, organized an exhibition at the Dassera Mela festival held in the town of Kota in the state of Rajasthan. This 15-day fair is an annual event in which most of the public and private sector establishments from Kota display their activities.



The union exhibit comprised posters, pictures, banners, placards and pamphlets. Video cassettes on child labour obtained from the ILO Office were shown. To attract people, especially parents and their children, a model engine plied between one end of the exhibit to the other. Visitors were also asked to sign a “pledge letter” not to use child labour, or to support anti-child labour activities.



It is estimated that the exhibit was visited by 150,000 people.



Using the mass media

Using the mass media to inform about the union's campaign means that not only the general public will be reached, but the union's own members will know that the union is actively campaigning. To achieve media coverage, unions must build a relationship with the media. Before starting your media campaign, think about the following:

- ◆ Be clear about what you want from the media.
- ◆ Research and prepare your article or press release.
- ◆ Ensure that the press release is sent out so it meets the deadline for the radio or TV programme you are targeting.
- ◆ Ensure that you have enough copies of your article or press release for distribution.

DAILY TIMES WEDNESDAY MAY 10, 2000 3

Malawi among top in child labour abuse



Mhango—attributes the bad picture to poverty
BY JOSEPH LANGA, A CORRESPONDENT

MALAWI Congress of Trade Unions (MCTU) has said though government last year ratified International Labour Organisation (ILO) Convention number 182 on the worst form of child labour, the country still experiences one of the worst forms of child labour in Africa particularly because of poverty.

MCTU President Ken Williams Mhango was speaking yesterday during the opening ceremony of the child labour workshop in Blantyre organised by ILO.

Mhango said there is low family income in the country and unemployment is rampant.

"Thousands of Malawian children are spending their lives in a hellish atmosphere, slaving in shops and streets just to help their families. This is child labour at its best," he said.

He contended that the scenario will not change because of economic policies which do not favour a common man.

"There is no social and economic protection and public services are denied to those most in need," he said.

In his response to these remarks, guest of honour during the ceremony, Minister of Labour and Vocational Training Peter Chupa was non-committal.

"I will not comment much on this because I have just been appointed in this ministry. However, we cannot deny the fact that we still have worst forms of child labour in the country," Chupa said.

However, the minister said there was need to protect the children concerned from all such work and to provide for their rehabilitation and social integration while addressing the needs of their families.

"These children should be protected," he said, citing some reported incidents involving Finca. "We don't want any more Finca beneficiaries to take children in debt bondage."

According to an ILO representative, Fred Parry, 250 million children, 41 per cent of whom are from Africa, are exposed to child labour.

In Malawi, 75 per cent of the population—who are said to be below poverty line according to International Monetary Fund—subsists on US\$1 (K47) a day.

24 million SALE OF PLOT NO. 7 KWENENGWE ESTATE.

During the opening ceremony of a child labour workshop in Blantyre organized by ILO/ACTRAV, the Malawi newspaper, Daily Times, had an article on child labour:

"Malawi among top in child labour abuse..."

Malawi Congress of Trade Unions (MCTU) has said though government last year ratified International Labour Organization (ILO) Convention number 182 on the Worst Forms of Child Labour, the country still experiences one of the worst forms of child labour in Africa, particularly because of poverty...."

Joseph Langa, Daily Times, 10 May 2000

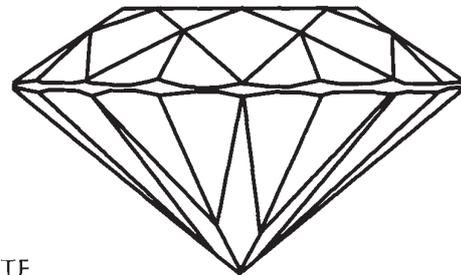
Writing a press release

A news release is a short statement which you send to the media to encourage them to write a story about an event or a particular problem concerning child labour. It should go to newspapers, magazines, television and radio journalists.

A news release should be short and include enough information to interest a busy journalist or editor. When writing your press release, use the following list to assist you:

- ◆ Check that your information is given in clear and precise language. Use short sentences.
- ◆ Ensure that the most important information is in the first paragraph. This is aimed at catching the reader's attention immediately.
- ◆ Check that your article answers the questions: who, what, when, where and why. If you look at the article from the Malawi Daily Times (mentioned above), the first paragraph gets across the point that the Malawi TUC (who) is campaigning (what) on child labour, because although the ILO convention has been ratified, child labour is on the increase (why).

WERELDVERBOND VAN DIAMANTBEWERKERS
WELTBUND DER DIAMANTBEARBEITER
UNIVERSAL ALLIANCE OF DIAMOND WORKERS
הברית העולמית של עובדי היהלומים
ALLIANCE UNIVERSELLE DES OUVRIERS DIAMANTAIRES
ALIANZA UNIVERSAL DE LOS OBREROS DEL DIAMANTE



The Universal Alliance of Diamond Workers (UADW) has cooperated with the ACTRAV Child Labour Project from its very beginning.

During the 29th World Diamond Congress of Diamond Bourses and Diamond Manufacturers' in Antwerp (July 2000), the UADW published a press release asking World Diamond Congress delegates to work with them to develop a positive image of the diamond trade and especially to stop the use of child labour in the industry.

The full text of the press release is written below.

Universal Alliance of Diamond Workers (UADW)

Lange Kievitstraat 57, B-2018 Antwerpen
Tel: +32 3 232 15 57 Fax: +32 3 226 40 09

Press release

Friday July 14 2000

Diamond workers group challenges diamond merchants to come clean on diamonds

As diamond sellers and producers prepare for their 29th World Diamond Congress of Diamond Bourses and Diamond Manufacturers' in Antwerp (July 16-19), the Universal Alliance of Diamond Workers (UADW) is actively challenging diamond bosses to clean up their act in terms of diamond production.

“We are willing to work with the diamond employers in a positive way to develop the image of the diamond trade, and we are giving pamphlets to every delegate who is attending the Congress to ask them to work with us,” says Yamina De Laet, UADW Assistant General Secretary.

“In this Olympic year, we are going for the gold medal for diamond production”, said Ms De Laet.

The UADW has a six point plan for improving the reputation of the diamond trade, and is asking World Diamond Congress delegates to work with them to:

- ◆ stop the use of child labour in the industry;
- ◆ give young people the possibility of attending good professional education and vocational training by developing projects for them;
- ◆ improve working conditions;
- ◆ revise the schedule on working and rest times;
- ◆ ensure a healthy and safe working environment by reducing the use of bad working tools and poor quality rough;
- ◆ co-operate on the boycott of the “conflict diamonds” and illicit trade.

These should be the responsibility of all those who are working or providing work in the diamond sector, from mining to polishing to trade and sales says the UADW, and is calling on the International Diamond Manufacturers and the World Federation of Diamond Bourses to contribute to this work, and to work with them and their affiliates world-wide by reaching good and clear agreements.

Three years ago the UADW and the ICFTU exposed the high number of children involved in India's diamond polishing industry. They called on the diamond polishers and retailers to work with them to set up schools for ex-child labourers.

*For more details, please contact: Yamina De Laet,
Assistant General Secretary of the UADW on: +32 3 232 15 57*

Campaign materials

Campaigning materials can take many forms. You can probably think of many ways that would be appropriate for making your campaign known.

The **ACTRAV project** has developed different campaigning materials which have been distributed to trade union organizations worldwide. Some of it has also been adjusted to be used locally. After the adoption of the Convention No. 182 in June 1999, the following leaflets were developed in order to campaign for the ratification of the Convention.



Campaigning Against Child Labour

Posters, stickers and bookmarks have also been developed in several languages.



TRADE UNIONS AND CHILD LABOUR

A lot of national and international trade union organizations have produced different types of campaigning materials.

Banners



Photo ILO/IPEC



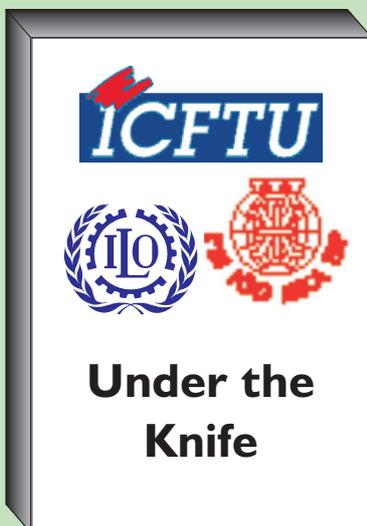
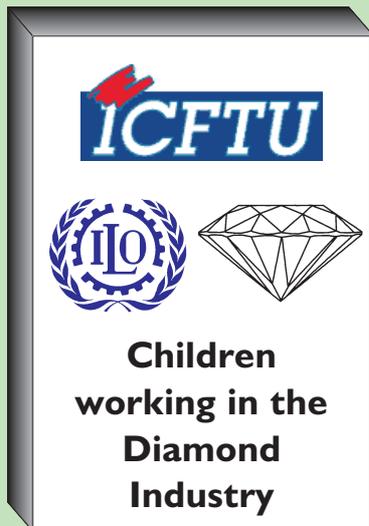
Photo IFBWW

Videos

In July 1997 a research team succeeded in collecting video material in the diamond cutting centres in India, actively assisted by the UADW members in the regions concerned.

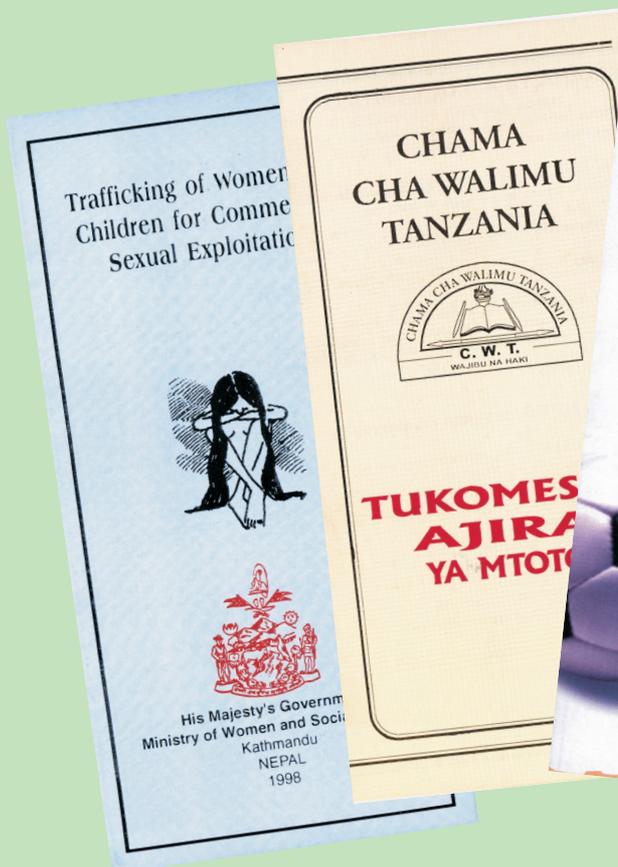
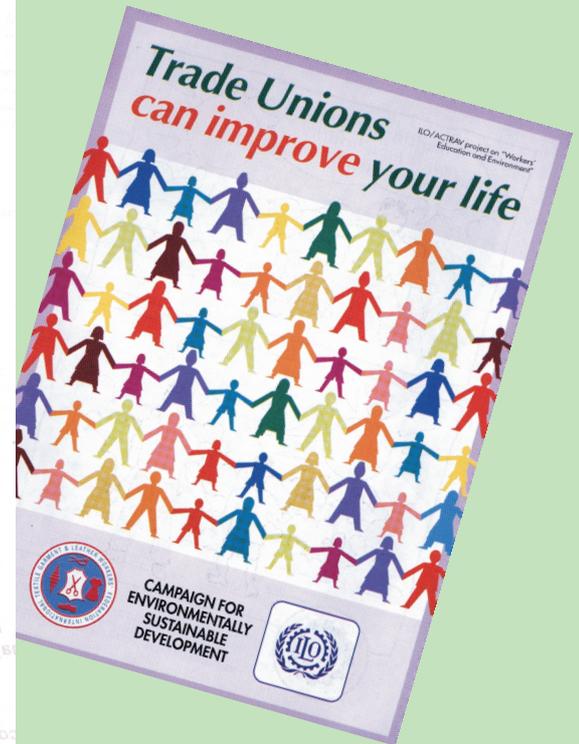
More than five hours of visual material, including interviews with children, show that the diamond and gemstone sector employs children. The video recording also confirms previous studies and reports.

The visual material was condensed into an 8-minute version distributed to the international press and media after the joint ICFTU/UADW press conference in October 1997.

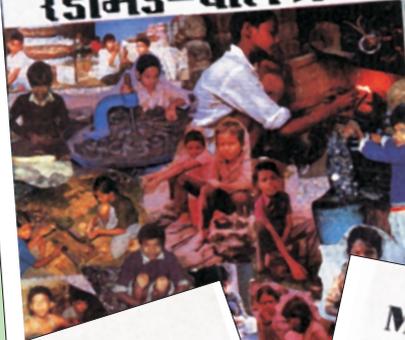


TRADE UNIONS AND CHILD LABOUR

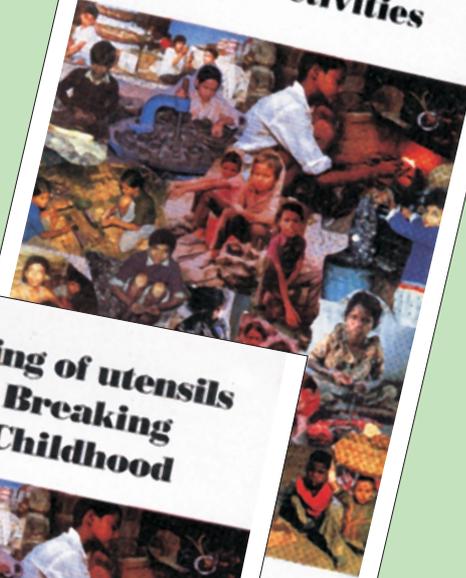
Leaflets and handouts



रेडीमेड-गारमेन्ट्स
के लिए उपलब्ध
रेडीमेड-बालश्रम



The children in
agriculture and
related activities



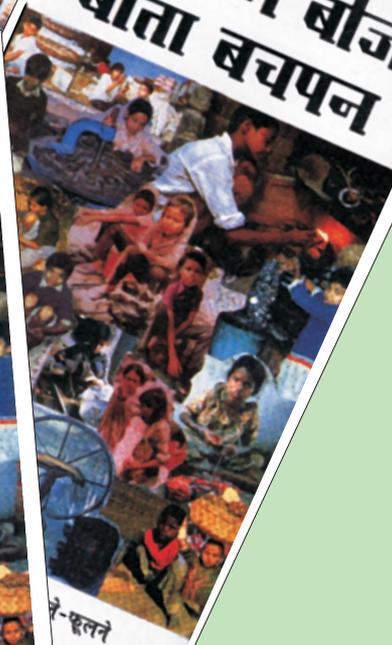
बच्चों के लिए
स्लेट-पैसिल या स्लेट-पैसिल के
निर्माता-बच्चे?



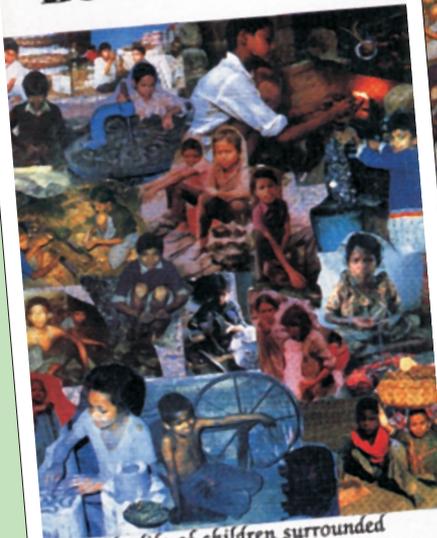
Making of utensils
& Breaking
of Childhood



खेतों में बीज
बोता बचपन



Child Labour
in
Beedi Making



The life of children surrounded
with tendu-leave & tobacco
drenched in Tuberculosis

Postcards and posters



United Nations Environment Programme, World Environment Day 1994, ONE Earth, ONE FAMILY

KOMESHA AJIRA YA MTOTO

Ajira za watoto kwenye uvuvi

Ajira za watoto kwenye migodi

Ajira za watoto kwenye ukahaba

Ajira za watoto majumbani

Ajira za watoto mashambani

Maana ya ajira ya Mtoto

Ajira ya mtoto ni kazi yoyote inayomuathiri mtoto kikabili na kimwili kama vile:

- Kazi zinazomnyima mtoto nafasi ya kusoma, kupumzika na kucheza.
- Kazi zinazofanywa kwa muda mrefu bila kupumzika.
- Kazi zinazoendeleza udhullishaji wa kijinsia.
- Kazi zinazoendeleza unyanyaswaji.

Athari za ajira kwa Mtoto

- Mtoto hukosa elimu na mbinu za kufanya mambo mbalimbali kwa manufaa ya maisha yake ya baadaye.
- Mtoto hukosa uhuru na haki zake za msingi.
- Mtoto huathirika kiafya.
- Mtoto hunyonywa na kunyanyaswa.
- Mtoto hukosa haki ya kufurahi kama mtoto.

Imetolewa na **CHAMA CHA WALIMU TANZANIA**
Kwa Msaada wa **SHIRIKA LA KAZI DUNIAJI (ILO)**

*Their palaces rise higher
My burden goes heavier
Why?*

Artist - Ajaya Kumar Mahapatra
Project of Progressive Program, Chhatrapati, Delhi-95

Cartoons



Songs

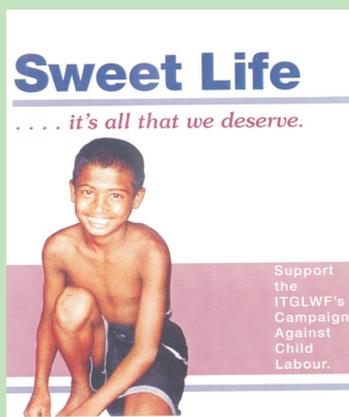
SWEET LIFE (A song for childworkers everywhere)

Sweet life - that's all they've ever known.
 Sweet life -it's all that you deserve.
 Walk, don't run - don't hurry to be grown.
 If this is paradise just make the most of it.
 (You) Don't get a second chance so don't
 blow it.

And on those long summer nights, so hot you
 can't sleep,
 Lean out your window and sail away
 your dreams.
 And when those dark clouds float in
 your head,
 Taste the rain and call them the Blues
 instead.
 And the clock ticks away, and its hands
 tie my feet,
 And all you can say is "Sweet Life".

Sweet life - it's a loaded dice you throw,
 Sweet life – cross to the other side of the
 road,
 Walk, don't run - don't hurry to be grown.
 Because if this is paradise, just take your
 share of it.
 (You) Don't get a second chance - don't
 blow it.

Words & Music :
 Mike Soanes

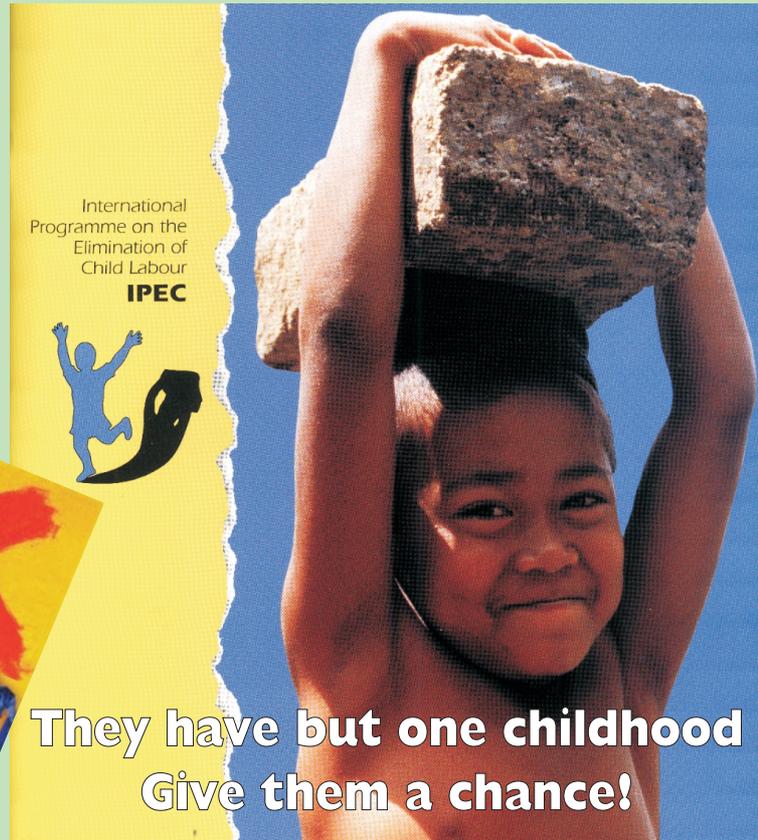


This song was sung during the ITGLWF's 8th World Congress in June 2000. We acknowledge ITGLWF and Mr. Mike Soanes for letting us use the song.

TRADE UNIONS AND CHILD LABOUR

ILO/IPEC has developed different campaign materials, such as videos, posters, stickers, handouts, leaflets, and handbags.

A list of campaign materials can be obtained from IPEC at Headquarters (<http://www.ilo.org/childlabour>, e-mail: childlabour@ilo.org).



“The fight against the worst forms of child labour is a cause around which everyone can rally.”
 Juan Somavia,
 ILO Director-General

• • •

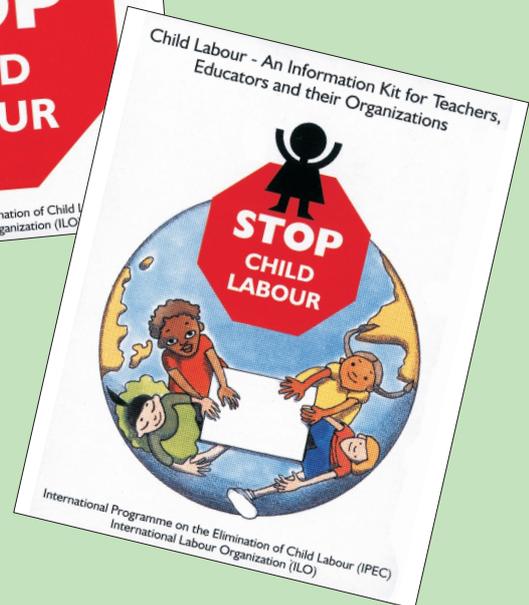
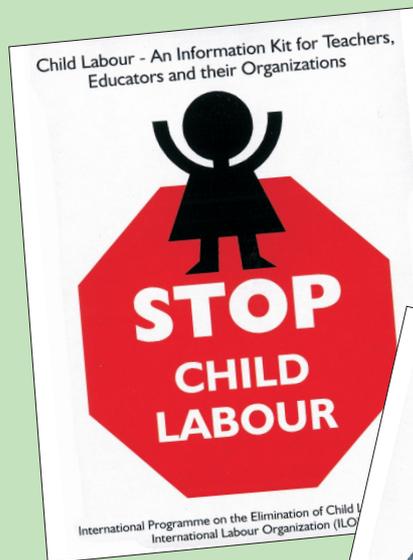
« La lutte contre les pires formes de travail des enfants constitue une cause autour de laquelle chacun peut se mobiliser. »
 Juan Somavia,
 Directeur général du BIT

• • •

“La lucha contra las peores formas del trabajo infantil es una causa capaz de concitar el apoyo de todos.”
 Juan Somavia,
 Director General de la OIT

• • •

Bureau of Public Information
 Bureau de l'information publique
 Oficina de la Información Pública
 International Labour Office
 Bureau International du Travail
 Oficina Internacional del Trabajo
 4, route des Morillons
 1211 Geneva 22 - Switzerland
<http://www.ilo.org>



Campaigning Against Child Labour





- 1** Consider different campaign methods and list those which your union can afford to carry out and sustain over a longer period of time.
- 2** Which campaigns can be carried out or supported by the workplace - where trade unions are stronger?
- 3** List those you think you need external help to carry out and explain exactly what type of external help would be required and what organizations could be approached to get this help.
- 4** If your union intends to do a campaign of marches and rallies, list what important steps you need to follow and give reasons why.
- 5** Consider carrying out a media campaign on your union's actions against child labour, outline a plan of which newspapers, radio and TV programmes you would approach and how you would contact and build a relationship with these media houses.
- 6** Consider what kind of information you would put in a press release on a trade union event or an article on a child labour activity, and explain the reasons for your choice.
- 7** In addition to using the mass media, what other medium could you use to publicize your campaign?

