



2021 VIRTUAL ZAMBIA SOCIAL PROTECTION WEEK REPORT



Republic of Zambia
Ministry of Community Development
and Social Services



Sweden
Sverige



Irish Aid
Rialtas na hÉireann
Government of Ireland



UNITED NATIONS
ZAMBIA

TABLE OF CONTENTS

INTRODUCTION	1
EXECUTIVE SUMMARY - ZAMBIA SOCIAL PROTECTION WEEK	2
Objectives of the 2021 Social Protection Week	3
Overview of the Social Protection Week 2021	3
IMPACT OF THE ZSPW DISCUSSION	4
RECOMMENDATIONS AND CONCLUSION	6
ANNEX 1: KEY POINTS THAT EMERGED DURING THE ZSPW	8
RECOMMENDATIONS:	12
ANNEX 2: EVENT MANAGEMENT OVERVIEW	13
1. Pre-event activities as follows;	13
2. During ZSPW Event activities as follows;	13
3. Post- Event activities as follows;	13
ANNEX 3: EVENT VISIBILITY CAMPAIGN & SOCIAL MEDIA AWARENESS DRIVE	14
ANNEX 4: BUDGET	16



INTRODUCTION

The poverty reduction agenda and pro-poor programming have been some of the key aspirations of the Government of the Republic of Zambia (GRZ). To this effect, strides have been made in creating a conducive environment for the implementation of programmes aimed at reducing poverty and vulnerabilities through an elaborate policy and legal framework. In 2014, the overarching National Social Protection Policy was formulated crafted around four pillars namely; Social Assistance, Social Security/Social Insurance, Livelihood and Empowerment, Protection and Disability which established government's dedicated efforts towards social protection.

Social protection reduces insecurity, vulnerability and negative effects on poverty and growth. Well-designed and well-implemented social protection practices have the potential to help the poor expand their assets, increase productivity and enable them adopt activities which would generate higher returns. In light of the foregoing, the Government of the Republic of Zambia continues to engage in various social protection practices such as provision of support in cash and in kind through health, education and skills development among others. The support rendered is integral for sustainable protection of the poor from poverty, deprivation and risks.

The Government through the Ministry of

Community Development and Social Services, and its peer line ministries, in collaboration with cooperating partners and stakeholders have been implementing several social protection interventions in the form of contributory and non-contributory transfers. Programmes such as the Public Welfare Assistance Scheme (PWAS), the Social Cash Transfer (SCT), Emergency Cash Transfers, the Home-Grown School Meals Programme (HGSM), Women/Youth Empowerment programme), and the resettlement and rehabilitation of Persons with Disabilities (PWDs), Orphans and Vulnerable Children (OVCs) among others have been key in alleviating poverty in the country.

Zambia has created an enabling environment to enhance the efficient and effective implementation of Social Protection Programmes, facilitated by a strong culture of social dialogue and stakeholder engagement. An important component to stimulate this culture has been the hosting of the National Social Protection Week, which was initiated as an annual event from 2016. The National Social Protection Week is a platform for sharing information, practices and experiences as well as learning among practitioners of social protection.



Permanent Secretary of Ministry of Community Development and Social Services, Ms Pamela Chibonga Kabamba sharing during the Launch of the ZSPW

EXECUTIVE SUMMARY - ZAMBIA SOCIAL PROTECTION WEEK

The Social Protection Week (SPW) is an open week for GRZ, Social Partners, Cooperating Partners, UN Agencies, Civil Society Organisations, Social security institutions, Academia, Faith Based Organisations, Parliamentarians, Media and most importantly the general public, as well as those at the frontline of social protection service delivery to be part of a broad and inclusive discussion on opportunities and challenges for an effective and sustainable social protection response to poverty and vulnerability in Zambia. Since its inception, the SPW has proven to be a useful platform for sharing information, best practices and experiences as well as learning among practitioners of Social Protection and with the general public.

The event is hosted by the Ministry of Community Development and Social Services, and Ministry of Labour and Social Security in collaboration with the United Nations in Zambia. Since its inception in 2016, the event has been held under the various themes, namely, “Achieving Prosperity for all”, in 2016; the following year (2017), the Week was commemorated under the theme, “Inclusive Sustainable Social Protection: Leaving No One Behind” whilst in 2018, the theme was ‘Decentralisation and Innovation.’ There was a



Panelists wearing Social Protection Week Tshirts

break in the SPW over the 2019 and 2020 cycle, due to amongst others the COVID 19 pandemic. This program was resuscitated in 2021 under the theme “**Responsive Social Protection in a Changing World.**”

The SPW 2021 program was particularly powerful in articulating the resilience and adaptability of the Zambia social protection system in the face of increased uncertainty and vulnerability. Worth celebrating was the successful collaboration of Government, UN Zambia, Cooperating Partners, and non-governmental organisation to roll-out a unified COVID 19 Emergency Cash Transfer programme, which to date has extended support to over 225,000 households. The programme targeted high risk population groups to receive temporal support to enhance their food security, as well as to negate the socio-economic impact.

Innovation was a key driver for the delivery of the 2021 SPW, which took place against a backdrop of increased COVID 19 health and movement restrictions. The event was timely to highlight the key role of shock responsive social protection in alleviating hardships experienced by the poor and vulnerable against the health and socio-economic impacts of the COVID 19 pandemic. It was also utilized as an important advocacy tool to call for increased social protection investments. Due to COVID 19 restrictions, the SPW was for the first time hosted virtually, taking advantage of multiple platforms held virtually, using various platforms such as Radio, Television, Facebook, Twitter, Zoom as well as print media.

The successful delivery of this event is indeed a testament to the resilience of the Zambia social protection communication cluster, as the program

was delivered against a backdrop of the third wave of the COVID 19 pandemic, which directly afflicted officials and their family members.

Objectives of the 2021 Social Protection Week

The Social Protection Week aimed at achieving the following objectives:

- Facilitate an engagement of social protection policy makers with the general public;
- Promote a coordinated program to deliver public sensitization and awareness on the importance of social protection in addressing poverty and vulnerability challenges;
- Share information with the general public on Government's ongoing social protection programmes and reforms;
- Facilitate exchanges of information on alternative practices regarding effective social protection programming to promote innovations against a volatile environment;
- Strengthen the participation of civil society in setting the social protection agenda, as well as their role in the governance thereof; as well as to
- Raise media knowledge and awareness of social protection.

Overview of the Social Protection Week 2021

Social Protection Week 2021 took place from 28th June to 2nd July 2021. The week was characterized by multiple thematic discussions centered around the theme, "Responsive Social Protection in a Changing World". The event which took place against the backdrop of the national period of mourning in honour of Dr. Kenneth Kaunda, First Republican President of Zambia. In this respect, SPW 2021 sought to honor the Dr.

Kaunda as a social protection champion, having introduced multiple social welfare initiatives such as school feeding and food subsidy programs, free universal access to education and health care, as well as public works schemes, which have laid the foundation for today's framework.

The program comprised of various discussions across multiple radio shows with the highest national listenership, namely Hot FM, Phoenix FM, ZNBC Radio 4 and Millennium Radio. Against these radio stations, their most popular and interactive programs were targeted to host SPW discussions, as well as to accommodate caller interventions to facilitate interactive discussions.

Television stations, both public and private (ZNBC TV 1, Muvi TV and Millennium TV) were also utilized to host additional SPW events. Numerous articles relevant to social protection and SPW event flyers were also published in the national newspapers, namely the Daily Mail and Daily Nation.

A dedicated ZSPW Facebook page was created to serve as the primary event host, as well as amplifying the various national radio and television feeds to related institutional social media feeds, as well as international participants and stakeholders. Over the week, the ZSPW 2021 Facebook page registered traffic of 78 563, with 15 812 evidencing active in the program sessions.

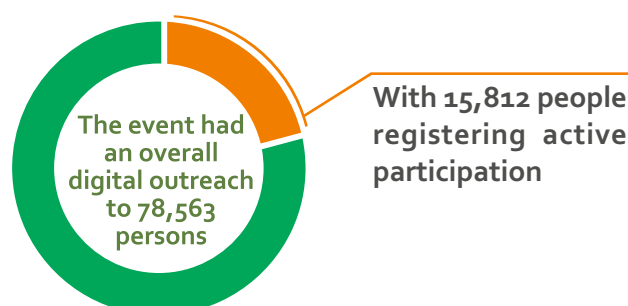
The ZSPW benefitted from high-level support from the Zambia Government. The program was officially launched on primetime national television (ZNBC TV) by the Permanent Secretary for the Ministry of Community Development and Social Services, Mrs. Pamela Chibonga Kabamba, on Sunday 27th June 2021.

On Monday 28th June, a virtual media briefing presenting an overview of the ZSPW event was

jointly hosted by the Permanent Secretaries for Ministry of Labour and Social Security, Mr. Chanda Kaziya; as well as the Ministry of Community Development and Social Services, Mrs. Pamela Chibonga Kabamba in partnership with the UN Zambia heads of agency Director ILO Country office for Zambia, Malawi & Mozambique, Mr George Okutho Director ILO;and World Food Program Country Director Ms. Jennifer Bitonde. Multiple themes were discussed during the week, with the participation of technical officers from GRZ, UN Zambia, academia, and social protection practioners (both local and international), encompassing the outlined topics, and the registered digital outreach via the ZSPW Facebook page.

IMPACT OF THE ZSPW DISCUSSION

The event had an overall digital outreach to 78,563 persons, with 15,812 people registering active participation. This outreach is severely underestimated as it does take into account the audience engaged via radio and television feeds, across the 6 radio stations and 2 television stations, (please see table 2 for the additional reach).



In this context the ZSPW can conservatively be estimated to have reached at least 1 million people.

Table 1: Social Media reach for each discussion

DAY	TOPIC	DIGITAL AUDIENCE REACH
Monday, 28 th June	Media Launch Speeches by WFP, ILO, MLSS & MCDSS – Facebook Live	2,681
	The Rights of Domestic Workers In Zambia – Millennium Radio	640
	Better systems for social protection service delivery in Zambia–HotFM	1,500
Tuesday, 29 th June	Impact of Covid-19 among learners with Disabilities–Radio Phoenix	1700
	Using Data for Decision-making in Social Protection Programs – ZOOM LIVE	149
Wednesday, 30 th June	Extension of Coverage To The Informal Economy–Christian Voice	387
	Coordination for Sound and Responsive Social Protection Systems: A Case of the Single Windows Approach –ZNBC Radio 4	2500
Thursday 1 st July	Vulnerable groups are protected from the worst impacts of risks and shocks as a result of climate change Skills Training, Livelihood Empowerment Support Scheme, Food Security Pack–Millennium Radio	448
	Responsive Social Protection in a climate change Environment–Hot FM	1500
	Disability inclusion in the times of COVID-19–MuviTV	1500
	Climate and Sustainability/digital tools for social protection programming / adapting to climate change practices–ZNBC Radio 4	2500
Friday 2 nd July	Social Accountability for Responsive Social Protection–Radio Phoenix	1600
Monday 5 th July	A Review of Policy Responses and Potential Alternatives for Responsive and Sustainable Social Protection Systems in the Context of	564
	COVID-19– Facebook Live	
TOTAL		17,669



Facebook LIVE discussion on A Review of Policy Responses and Potential Alternatives for Responsive and Sustainable Social Protection Systems in the Context of COVID 19

Table 2: Geographical and audience reach for each media channel used for the above discussions

MEDIA HOUSE	LOCATION REACH	AUDIENCE EACH-WEEKLY
ZNBC RADIO 4 & ZNBC TV1	Lusaka, Copperbelt, Central, Western, North-western, Luapula, Southern, Northern, Eastern and Muchinga	9.3 Million
Phoenix FM	Lusaka, Southern, Central, Copperbelt, North western and parts of Muchinga, National transmission enabled via DSTV and GoTV.	3 Million
HOT FM	Lusaka, Kapiri & Copperbelt. National transmission enabled via DSTV and GoTV.	2.8 Million
Millennium Radio	Lusaka, Kabwe, Kapiri Mposhi and Ndola	2 Million
Christian Voice	Copperbelt, Kapiri Mposhi, Livingstone, Ndola, Solwezi and Lusaka.	3 Million

RECOMMENDATIONS AND CONCLUSION

Below are a number of key recommendations for future Social Protection Week:

1. The multifaceted discussion and impactful engagements is fully attributed to the collaborative planning and implementation of ZSPW through the Poverty and Vulnerability Communication Cluster (PVCC) which includes the membership of 11 ministries and UN partners. There it is recommended that the following ZSPW should use PVCC for a coordinated approach to advocacy and communication of social protection programmes.

2. Technology challenges during virtual discussions resulted in delays for some sessions; therefore, there is need for risk assessments to be undertaken two (2) days prior to the event, to evaluate the reliability of the connectivity.

3. Use of virtual platforms and main media were not inclusive of certain sections of society that did not have access to the radio, television and internet especially in the rural areas. The additional use of community radio stations will be considered against future programming.

4. The use of virtual platforms such as Facebook, radio and TV resulted in increased participation from the public especially the youth and students, compared to past SPW that were held at central locations.

5. The event spurred a demand from the media to seek additional information on various social protection programmes, as such there is need for continued partnerships with the media which is currently being pursued through a media capacity building program in partnership with Zambia Media Institute of Southern Africa.

6. An earlier inclusion of the media to the

planning and the implementation of the ZSPW is necessary to ensure their effective participation and ability to amplify the advocacy messaging to influence policy action and decisions.

7. Against a total budget cost of USD 30,000 and a cumulative outreach estimate of 1 million people, the hosting of the ZSPW delivered remarkable value for money, and will therefore be adopted as a standing feature on which to deliver future programming.

In review of event execution a few areas for improvement in planning for future events are listed below;

1. Most callers made a lot of inquiries on social cash transfer, therefore there is need for further sensitization on the SCT programme, as well as other programmes to ensure the public are well informed.

2. Presenters/interviewers lacked in-depth knowledge on social protection, there is need to ensure a training is conducted prior to the week to ensure all moderators, radio/TV presenters and interviewers are well informed on the various social protection programmes.

3. Technology risk assessments to be undertaken 2 days prior to the event, to evaluate the reliability of the connectivity.

4. Need for support towards strengthening capacity of journalist for quality reporting on social protection programmes is still on-going. MISA trainings are of essence and there is need to enhance such partnerships;

5. Program, Discussion Topics and Panellists must be finalized 3-4 weeks prior to the



Radio Talk Show on Phoenix FM and streamed LIVE discussing Social Accountability for Responsive Social Protection

event date. Need for technical experts to listen through public discussion to inform programming and delivery on social protection

6. Ensure inclusive communication to ensure no one is left behind by the use of sign language interpreters, braille and local languages during the discussions, as well as community radio stations in various provinces.

Overall the 2021 Virtual Zambia Social Protection Week noted great success despite being the first time event was being held virtually. According to the social media analysis, the event had an overall

virtual reach of 78,563 and an attendance of 17,669 people. Outreach was further enhanced through the listenership base of 6 national radio stations (see table 2). Following the ZSPW, there was an increase on social media reporting, with an average of 10 articles were written in print media (see annex). Therefore, the virtual and multimedia interphase would be a good platform for the poverty reduction and vulnerability cluster to take advantage of to continue with ongoing stakeholder engagement. Below is an analysis of ZSPW attendance since 2016.

Table 3. ZSPW Annual Trends in Attendance

YEAR	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5 & 6	OVERALL PARTICIPANTS PLUS MEDIA
2016					-	545
2017	163	157	152	99	-	616
2018	330	284	190		-	911
2021	4,821	1,849	2,887	5,948	2,164	17,669

ANNEX 1: KEY POINTS THAT EMERGED DURING THE ZSPW

The Social Protection Week has been a platform for sensitising the public on Social Protection programmes implemented in Zambia. The Week has been gaining momentum and generating increased awareness. The creation of awareness has enabled government and stakeholders to share information, best practices and experiences in the delivery of social protection services. This section outlines key highlights of the discussions emanating from the different sessions covered.

1. The Rights of Domestic Workers in Zambia

For several decades, the government and domestic worker organizations have been advocating for the formalization of domestic workers. The domestic work sector in Zambia is largely informal but important. It has greatly contributed to employment in the labour market. Furthermore domestic workers face abuse and discrimination. Their work is not treated like any other work. The session on the Rights of Domestic Workers in Zambia aimed at discussing on the legislation of domestic work and its effectiveness to preventing abuse of Domestic workers, international Labour standards, benefits of Ratification of Convention 189 in Zambia and the role of Unions in preventing abuse of domestic workers.

2. Better Systems for Social Protection Service Delivery in Zambia

Government has continued scaling up the social protection sector as evidenced by increased funding through annual budgetary allocations over the years, and expanded coverage of beneficiary households. This has been augmented by the burgeoning support and collaboration, both financially and technically of the Development Cooperating Partners (Cps).

The Seventh National Development Plan (7NDP) introduced a cluster approach, which shifted government planning and implementation from sectoral approach towards stronger integration of development programmers. One of the approaches being used by government to enhance coordination of Social Protection programs is the operationalization of the Single-window service delivery initiative. The single windows initiative links various Social Protection interventions for improved outreach, service delivery and accountability of social protection programmes at district level. The Single windows initiative piloted in six champion districts has been scaled up to additional districts ranging from the replication districts, districts implementing the scaling up nutrition as well as selected districts targeted for the COVID – 19 Emergency Cash Transfer programmes. This session focused on increases the awareness on the single windows initiative and discuss progress on the single windows approach contribution to enhanced coordination of social protection programmes. This is supporting responsive social protection programming as a way to enhance delivery and impact of social protection interventions.

3. Impact of Covid-19 among learners with disabilities

Since March 18, 2020, when Zambia recorded the first case of COVID-19, education for more than 4.4 million children and adolescents got disrupted, potentially regressing progress made in attaining Sustainable Development Goal number 4, including the attainment of high quality primary and secondary education. Children's routine is also not the same, resulting in unprecedented stress among many. The most vulnerable, including those living with disabilities

and migrant children are most affected by the impacts of COVID-19 because they face additional vulnerabilities, as access to education is entirely in jeopardy during this period when gatherings and school access is limited. So far, the Government of the Republic of Zambia has developed an Education Contingency Plan to respond and mitigate the impacts of COVID-19 on learners. This session discussed on some of the measures devised include adopting distance learning mechanisms, to mitigate short-term and longer-term effects of school closures on learners. This session focused on the main barriers that learners generally are experiencing during this time of COVID 19 and discussion on the main barriers to learning especially for learners with disabilities.

4. [Using Data for Decision-making in Social Protection Programs](#)

The use of data and evidence in decision-making processes offers policymakers and implementers the opportunity to simultaneously assess program effectiveness and provide continuous guidance for improvements. Data systems are increasingly playing a central role in national social protection strategy formulation throughout the world. Using data in social Protection; 1) provides evidence for program scale-up 2) increases program accountability and transparency 3) helps us understand why and how our interventions work 4) provides insight on how to strengthen the value-for money. High quality data in social protection is therefore crucial for program effectiveness from targeting, beneficiary enrollment, and even determining graduation potential for the poor and ultra-poor. This session facilitated discussions on how policymakers are using data in social protection programs. It will allow policymakers to share their approach on data usage and their strategies to

improve the data culture within their Ministries. During this session, ID insight will also share lessons on how to leverage data for decision-making in social protection programs.

5. [Extension of Coverage to the Informal Economy](#)

The informal workers are exposed to greater job insecurity and vulnerability compared to workers in formal employment and they have little or no access to affordable quality health care and their working conditions are often unsafe and unhealthy. The lack of social protection traps them and their families in a vicious cycle of poverty, vulnerability and social exclusion. Extending social security coverage to the workers in the informal economy is a universally acceptable objective. Social security systems are fundamental to reducing poverty and also in preventing that people fall in poverty across the life cycle. The government through the Ministry of Labour and Social Security working together with National Pension Scheme Authority (NAPSA) and Workers' Compensation Fund Control Board. The aim is to extended coverage to the domestic workers, bus drivers, traders, marketers and those in construction. This session aimed at disseminating information on the extension of coverage to the informal economy and what measures have been put in place to ensure this is achieved.

6. [Climate and Sustainability/digital tools for social protection programming/adapting to climate change practices.](#)

World Food Programme has been working with the Government and other partners to enhance sustainable safety nets and systems that will ensure vulnerable farmers in shock prone areas access appropriate climate advisory and extension messages through digital tools that will help reduce their exposure to climate shocks. An

array of programmes such as facilitating access to climate smart agriculture, enhanced access to climate services, weather index insurance and livestock insurance are some of the interventions WFP is using in strengthening government's capacity to effectively avert food insecurity. This sessions focused on how ICTs have assisted government to promote or facilitate Social protection and social assistance. It was observed that ICT helps smallholders access the market and sell at fair and remunerative prices, these include WFP piloted the Maano – Virtual Farmer's Market (VFM) app. By giving real-time information on crop prices and connecting farmers to buyers first-hand, Maano creates a transparent, sustainable marketplace where farmers have more bargaining power. Through such innovations such as Maano, Smallholder farmers are capacitated to advertise their produce on the app and buyers place bids, allowing them to negotiate fair prices.

7. Vulnerable groups are protected from the worst impacts of risks and shocks

This radio programme intends to discuss this year's Social protection week whose theme is 'Responsive Social Protection in a Changing World' with a topic Vulnerable groups are protected from the worst impacts of risks and shocks as a result of climate change a case of Skills Training, Livelihood Empowerment Support Scheme and Food Security Pack programmes. The discussion focused on the implementation of the three Social protection Programmes as a response to protecting vulnerable groups from the worst impacts of risks and shocks as a result of climate change.

i. **Skills Training:** The programme is aimed at providing lifelong skills that will improve the status of living for the vulnerable community

members and to provide entrepreneurship skills. This is implemented at Eleven (11) Community Development Skills Training Centers based in Eight (8) provinces except for Muchinga and Lusaka Provinces.

ii. **Livelihood Empowerment Support**

Scheme: Government through the Department of Community Development is implementing livelihood Empowerment Support Scheme programmes targeting vulnerable but viable women. The Livelihood and Empowerment Support Scheme is the social protection programme aimed at empowering vulnerable women through the provision of entrepreneurship skills and productivity grants / collateral free loans to enable them venture into productive activities.

iii. **Food Security Pack:** The National Social Protection Policy seeks to provide a transformative framework that champions a more comprehensive and integrated approach to Social Protection as a tool for sustainable poverty reduction. The promotive dimension in the Policy speaks of initiatives that seeks to empower segments of the population that are poor but have productive capacity to propel them out of poverty. Climate change has worsened the poverty burden among the poor by making it extremely difficult to predict the outcome of their investment in agriculture. The Ministry has therefore responded to the times by putting in place measures to ensure that the poor and vulnerable but viable farmer households that the Food Security Pack programme support are protected farming.

8. Responsive Social Protection in a climate change Environment

The primary goal of the National Adaptation Project (NAP) process is to broadly communicate to the international community priority activities

that address Zambia's urgent and immediate needs for adapting to the adverse impacts of climate change. The session discussed the following NAP complements to effort of the Government;

- Contributing to the security of the vulnerable Zambia
- Ensuring that the livelihoods of the most vulnerable households are secured against the adverse effects of climate change and their basic needs assured.
- Vulnerable group are protected from the worst impacts of risks and shocks as a results of climate change; and
- Create public awareness of the adverse effects of climate change
- Building resilience of vulnerable group to impacts of climate change

9. Disability in the Times of COVID 19

Realizing persons with disabilities rights is essential to the attainment 2030 Agenda for Sustainable Development – Leave No One Behind. Prior to COVID 19 pandemic persons with disabilities had little access to social protection measures at their disposal further more they were excluded from participation in their communities a state that has been exacerbated by COVID 19. The COVID 19 pandemic has left a negative impact on all societies which has further lead to inequalities to be more pronounced. The challenges and barriers that persons with disabilities face need commitment and creativity. Therefore the pandemic presents an exclusive chance to design and implement disability inclusive activities. Inclusive social protection

requires engagement of persons with disabilities on an equal basis with others. By taking into account the requirements of the different disabilities. Hence the need for mainstream participation with disability specific activities as this will promote incorporation of disability sensitive actions in planning, execution, monitoring and evaluation of all policies and programmes.

10. Social Accountability for Responsive Social Protection

Informed citizens enable progress in the development of the country. The design, implementation and monitoring processes of National Development Plans and Budgets call for all Zambian citizens to actively participate for ownership, accountability and transparency. Given that Social Protection in Zambia, is mainly about mechanisms implemented to address the poverty levels in the country, it is essential that people are empowered with the knowledge and skills to demand be meaningfully and effectively engage with policy makers and service providers within the social protection systems of Zambia. Such citizen-led and focused accountability initiatives are essential in creating responsive and inclusive social protection systems. Equally, policy makers and service providers. The discussions were therefore centered on the need to embrace Social Accountability as a strategy that ought to be embraced by all to ensure for sustainable Social Protection systems in an ever-changing context. Overall, this sessions explored the following:

- The relevance of social accountability in the Zambian Social Protection System
- Best practices to achieve Social Accountability in the community

- Opportunities for strengthening social accountability in social protection systems in Zambia
- A Review of policy responses and potential alternatives for responsive and sustainable Social Protection Systems in the context of COVID-19.

RECOMMENDATIONS:

The 2021 Social Protection Week had many recommendations of which the following were key:

1. Social security systems are fundamental to reducing poverty and also in preventing that people fall in poverty across the life cycle. Through collaborative communications efforts, there is to extend social security coverage of the domestic workers, bus drivers, traders, marketers and those in construction.
2. Need to enhance visibility toward reporting impacts of social protection programmes as an advocacy tool for increased financing.
3. In order to strengthen social accountability in social protection systems in Zambia, there is need to embrace citizen-led and focused accountability initiatives are essential in creating responsive and inclusive social protection systems.
4. High quality data in social protection is therefore crucial for program effectiveness from targeting, beneficiary enrollment, and even determining graduation potential for the poor and ultra-poor. There is need to improve the data culture for decision-making in social protection programs.

5. Mainstreaming disability while simultaneously undertaking targeted measures is known as the “twin-track approach” to advancing disability-inclusive development. There is need to mainstreaming and targeted efforts is the same, namely to achieve the rights and inclusion of persons with disabilities in all aspects of development

6. Create public awareness of the adverse effects of climate change and building resilience of vulnerable group to impacts of climate change disadvantage persons with disabilities;

7. The Government of the Republic of Zambia has developed an Education Contingency Plan to respond and mitigate the impacts of COVID-19 on learners. Therefore, there is need to ensure that responsive measures devised are inclusive of adopting distance learning mechanisms for PwD, to mitigate short-term and longer-term effects of school closures on learners.

8. During the times of COVID 19, there is need to mainstream participation with disability specific activities as this will promote incorporation of disability sensitive actions in planning, execution, monitoring and evaluation of all policies and programmes



ANNEX 2: EVENT MANAGEMENT OVERVIEW

The Ministry of Community Development and Social Services in partnership with United Nations in Zambia in May 2021 engaged Che-Bella Event Management to provide event management support services in delivering a successful event.

1. Pre-event activities as follows;

- Establishment of the Social Protection Planning Committee, through the inter-ministerial PVC cluster with MCDSS as the Chair;
- Engagement of an events coordinator for the SPW;
- Development of a checklist of all services and actions to be done for the SPW;
- Establishment
- Procurement support from vendor identification, quotation requests, engagement and management (see budget in annex)
- Creation of the ZSPW Virtual Event on Facebook;
- Development of the ZSPW Video for increased awareness;
- Engagement of media houses for placement and airing of topic discussions during the week through event advert (jingle).
- Coordination of content development in timely manner and posted on the ZSPW Facebook events page
- Branding guidance of all event material
- Programme and Budget consolidation
- Confirmation of panelists for all discussions
- Pre-event awareness campaign posts on social media and jingle airtime on radio
- delivery of letters of invitation to proposed panelists
- Confirmation of proposed panelists

- Further, in the week leading to the ZSPW week, an awareness campaign was rolled out on Facebook focused on informative graphics on the pillars of social protection. In addition to the pillars on Social Protection in Zambia, an infographic video was published to raise awareness of the ZSPW on 25th June and was viewed by 1.3K people. The ZSPW Event Video can be viewed at <https://fb.watch/6JryU1YVks/>.

2. During ZSPW Event activities as follows; The 2021 Virtual Zambia Social Protection Week took place from 28th June to 5th July using multimedia platforms that include live call in radio, television and Zoom discussion. Ensure management of social media team content posting

- Reconfirmation of panelists
 - Coordination with radio presenters and script run through prior to programming
 - Setup branding in studio
- ### 3. Post- Event activities as follows;
- Conduct post-event survey
 - Compile and submit discussion recordings
 - Submit Event Close-Out Report



ANNEX 3: EVENT VISIBILITY CAMPAIGN & SOCIAL MEDIA AWARENESS DRIVE

As part of the drive to raise awareness the following activities ran through the event week.

Photo Gallery via Print Media—A few excerpts from Daily Nation and Zambia Daily Mail are Highlighted below.



1. **Win-A T-shirt Competition** – To increase event visibility and audience engagement through the week, a competition ran that allowed participants to receive a T-shirt by performing the following actions on the event page;

- Like
- Follow
- Tag Friends to Like and Follow The 2021 Virtual Zambia Social Protection Event Page Below are highlights of the competition through the week



BRANDED EVENT MESSAGING

To ensure that key messaging was visible during discussions held via various media platforms, the following branded items were designed, printed and placed in studios (radio & television) through the event week:

1. Four(4) Branded Pull-Up Banners that focused on various messaging in line with the Social Protection Pillars and Theme for this year's event.



2. Four(4) Branded Pull-Up Banners that focused on the 4 Pillars of Social Protection in Zambia



ANNEX 4: BUDGET

Budget

SERVICE	DESCRIPTION	COST (ZMW)
Media- Radio/TV Programs/ Jingle & Print Media	Airing of a 15 live phone in programs during the SPW, 4 TV live programmes, 10 Newspaper clipping of the SPW in two main print media	521,246
Venue	Zoom virtual set up	5,000
Virtual Connectivity Sercies	Provision of internet and virtual services	32,000
Social Media Management	Content Creation/Management. Jingle Development. Develop Infographical SPW Video for social media	55,000
T-shirt production	Design, production and printing of SPW t-shirts	37,500
ZSPW Branding and Design	Design & Print - Pull Up Banner (QTY 8),Backdrop (QTY 1) and SPW Programme, Poster Design	31,200
TOTAL(ZMW)		682,846

