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**TOOLKIT FOR INTEGRATING
UNPAID CARE WORK
INTO DEVELOPMENT PLANS**

OCTOBER 2020

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Acknowledgements

The development of this tool kit was funded by the Dutch Ministry of Foreign Affairs of the Netherlands under the Funding Leadership Opportunities for Women (FLOW) grant. This was part of the policy and advocacy work of the Promoting Opportunities for Women Empowerment and Rights (POWER) Project in Ghana.

The development of the tool kit for Integrating Unpaid Care Work in development plans was led by Mrs. Mary Mpereh of the National Development Planning Commission (NDPC) and Azumi Mesuna of ActionAid Ghana. Inputs were received from the following people; George Dery, Upper West Regional Program Manager of ActionAid Ghana, Shameem Sheik Dastagir, International Women Rights Program, and Christina Kwangwari, POWER Project International Manager.

The inputs from the following staff in NDPC were also well appreciated; Kwame Awuah, Charles Konglo, Daniel Amofa, Lila-Karen Amponsah, Daniel Amofa and Lovia Afoakwa. The approval for this tool kit was granted by the Director-General of NDPC, Dr. Kodjo Essam Mensah Abrampa and Sumaila Abdul-Rahman, Country Director of ActionAid Ghana. ActionAid Ghana (AAG) would remiss if we failed to thank you for your guidance and support during the development of this tool kit.

AAG also appreciates the feedback received from Dr. Bernice S. Ofosu-Baadu, Dr Hamida Harrison, Bashiratu Kamal Muslim and all other participants who took part in the validation workshop in August 2020.

On behalf of ActionAid Ghana
Azumi Mesuna
POWER Project Manager

List of Acronyms

AAP	Annual Action Plan
CEDAW	Convention on the Elimination of all Forms of Discrimination Against Women
CHPS	Community-Based Health Planning and Services
CRSA	Climate Resilient Sustainable Agriculture
CRC	Convention on the Rights of the Child
CSOs	Civil Society Organizations
DA	District Assembly
ECE	Early Childhood Education
GALS	Gender Action Learning System
GBV	Gender-Based Violence
GDO	Gender Desk Officer
GDP	Gross Domestic Product
HCS	Household Care Survey
HRBA	Human Rights-Based Approach
ILO	International Labour Organisation
LEAP	Livelihood Empowerment Against Poverty Programme
M/E	Monitoring and Evaluation
NDPC	National Development Planning Commission
OECD	Organisation for Economic Co-operation and Development
OECD-DAC	OECD's Development Assistance Committee
PLWHA	People living with HIV/AIDS
POA	Programme of Action
POWER	Promoting Opportunities for Women's Empowerment and Rights
RCA	Rapid Care Analysis
SDGs	Sustainable Development Goals
TUVI	Time-Use Visualisation Instrument
UCW	Unpaid Care Work
WEAI	Women's Empowerment in Agriculture Index

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1.0 Introduction:

Women’s Labour Force Participation and Contribution to Economic Development

Economic Development is the total production of a country’s population spanning several sectors – including social, agriculture, industry, and services. Harnessing the productive capacities of the whole population is critical for the economic development of any country. The labour market in Ghana is highly segmented with a large informal and small formal sector. Women’s labour force participation is constrained by a number of factors such as: - low educational attainment resulting in under-representation in both public and private formal employment, disparities in asset ownership and control, including productive resources, information, and time poverty due to socially constructed division of labour.

Female labour force participation rate is lower (69.7%) than males (72.3%); 35.1% of women are employed in agriculture and 43.8% in the services sector. About 42.8% and 20.7% of women work in the urban retail trade and manufacturing sectors respectively; About 26.1% compared to 13.2% of men never went to school and women trail behind men in educational attainment at all levels except in primary education and teacher training. A larger proportion of females (63.3%) are without jobs compared to men (66.9%); More women (77.8%) than men (53.8%) are also involved in vulnerable employment, that is, as own account workers without employers or contributing as family workers.

2.0 Social Roles and Unpaid Care Work

Women perform productive, reproductive and community roles (cf. fig 1) which shape their participation in remunerative activities. Most women and girls spend a significant proportion

of their time on household chores such as cooking, cleaning, washing, fetching of water etc., and care of children, adults, the aged and infirm within the household.



Fig. 1: Women's Multiple Roles

2.1 Defining Unpaid Care Work

Care work involves direct care of persons, paid or unpaid. Unpaid care work takes place within and across households and families and includes a diverse range of unremunerated activities such as: (i) unpaid work on the household plot or in the family business; (ii) activities such as the collection of water and

firewood for self-consumption; and (iii) unpaid care of one's child, elderly parent or friend affected by a chronic illness. Paid caregivers include nannies, childminders, nurses and care workers in homes for the elderly and other institutional settings, who work in a variety of institutions, public, market or not-for-profit.

2.2 The Burden of Unpaid Care Work

Unpaid care work is critical to social reproduction, which is how societies reproduce themselves, nurture and prepare the labour force as a critical input for economic development. Although it is a critical social investment which contributes to human capital development, it is not sufficiently emphasised like other aspects of human capital development such as education and health. It is generally unrecognised and under-valued by policy-makers and legislators and not factored into the computation of national accounts.

The burden of providing care is unequally borne by women and girls. Heavy and unequal care responsibilities are a major barrier to gender equality and to women's equal enjoyment of human rights such as the right to education, work, social security, participation, rest and leisure. Unpaid care work contributes to women's poverty and inequality through time restriction – leading to curtailed of productive activities, and in most cases, condemning women to poverty, poor work-life balance, stress and mental health issues.

2.3 Normative Frameworks for Addressing Unpaid Care Work

Unpaid care work has been the subject of attention in global development discourses such as the International Conference on Population and Development (1994), Fourth World Conference on Women (1995), World Summit for Social Development (1995), the Twenty-third Special Session of the General Assembly (2000), Outcomes of sessions of the Commission on the Status of Women since 1996, and International Human Rights Treaties, notable among them, the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) and the Convention on the Rights of the Child (CRC).

The International Conference on Population and Development (1994) noted that the full participation and partnership of both women and men is required in productive and reproductive life, including shared responsibilities for the care and nurturing of children and maintenance of the household. The Beijing Declaration (1995) emphasised that the equal sharing of responsibilities and harmonious partnerships between women and men was critical to their well-being and that of their families, as well as to the consolidation of democracy.

The World Summit for Social Development (1994) called for the promotion of equal partnership between women and men in family and community life and society, the shared responsibility of men and women in the care of children and support for older family members; and men's shared responsibility and active involvement in responsible parenthood and sexual and reproductive behaviour. The twenty-third Special Session of the General Assembly (2000) noted that as long as there is insufficient sharing of tasks and responsibilities with men, the combination of remunerated work and caregiving will lead to the continued disproportionate burden for women in comparison to men.

The Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) emphasises that "a change in the traditional role of men as well as the role of women in society and in the family is needed to achieve full equality of men and women." CEDAW/CRC - State parties have to promote the equal sharing of responsibility between women and men. Article 5 (a) of CEDAW, in particular, notes the need for appropriate measures to modify the social and cultural patterns of conduct of

men and women, with a view to eliminating prejudices and practices which are based on the inferiority or superiority of either of the sexes or on stereotyped roles for men and women.

The UN Secretary-General's High-Level Panel on Women's Economic Empowerment noted that the recognition, reduction and redistribution of unpaid care work is one of the seven drivers of women's economic empowerment, with the highest burden of

unpaid care work being borne by women living in poverty in rural and urban areas, those working in agriculture and in the informal sector. Article 13 of the African Charter on the Rights of Women and Article 2 of the African Charter on the Rights of the Child both stress the importance of addressing unpaid care work. Target 5.4 of the Sustainable Development Goals addresses unpaid care work, which is critical for the achievement of the educational, poverty and employment goals.

3.0 Policy Responses to Unpaid Care Work: Care Policy Regimes

The cost of care policies is either borne by families and households, the state (including local governments), employers or the private not for profit sector. Care Policies also vary according to the political and economic systems they emanate from - whether liberal, corporatist/conservative or social democratic. They are also classified according to who bears the burden of care; who pays for it or where care is provided. Care provisions broadly range from:

- a) Monetary and social security benefits (for example, cash payments, social security and pension credits, tax allowances);
- b) Employment-related measures (for example, paid and unpaid leave, career breaks, severance pay, flexi-time, reduction of working time)
- c) Services or benefits provided in kind (for example, home help and other community-based support services, childcare places, residential places for adults and children) and
- d) Incentives toward employment creation or toward provision in the market (for example, vouchers for domestic employment, exemptions from social security contributions for people employed as caregivers, tax reductions for the costs of employing a domestic helper, subsidies for private care).

It is important to focus on why unpaid care work matters for development (recognition), what development interventions can be prioritized to lessen its disproportionate burden on women and girls (reduction), and how it can be more equitably shared between men, and women at the household level, through the private sector and state actors (redistribution), and ensure participation of caregivers in decision-making processes (representation)

3.1 National Policy Responses

Although Ghana does not have a stand-alone care policy, there are several references to caregiving in past Medium-Term National Development Policy Frameworks including the current "Agenda for Jobs: Creating Prosperity and Equal Opportunity for All" (2018-2021). A number of social policies have also made reference to the sharing of the burden of care between government, private sector, communities and parents.

The National Gender Policy "emphasises the inclusion of women's unpaid work in national and regional budgets and national accounts,

and the need to facilitate sector gender policies to transform gender norms, stereotypes, socialisation issues and unequal power relations, focusing especially on educational systems, media, the labour market and leadership leading to sharing of responsibilities". The Livelihood Empowerment Against Poverty Programme (*LEAP*) supports caregivers of persons living with HIV and AIDS (PLWHAs) and severely disabled persons in extreme poor households with cash transfers. The Child and Family Welfare Policy also recognises, reinforces and supports the roles

and responsibilities of families (parents), and communities as caregivers in child protection.

Ghana conducted its first time-use survey in 2009 and integrated time-use component into the Ghana Living Standard Survey in 2013 but stopped short of developing a satellite account to ascertain the contribution of unpaid care

work to the economy of Ghana. A recent time-use survey and valuation of unpaid care work in Ghana by Action Aid (Ghana) shows that women spend on average 90 minutes than men 19 minutes on unpaid care work (such as cooking puts unpaid care work at contributing 3 percent disaggregating women contribution through unpaid carework as 2.5 per cent and 0.5 per cent.

4.0 The Case for a Care-Sensitive Women's Economic Empowerment Model

Women's economic empowerment refers to women's increased capacity (e.g. increased access to assets, time, information, mobility or opportunities) and agency (individual and collective) to bring about economic change for themselves, involving income and return on labour (Markel and Joes 2014). The UN High Level Panel on Women's Economic Empowerment recommends seven critical drivers on women's economic empowerment, targeting women in the informal sector, agriculture, women-owned enterprises and formal sector employees in the areas of:

1. Tackling adverse norms and promoting positive role models
2. Ensuring legal protection and reforming discriminatory laws
3. Recognising, reducing and redistributing unpaid work and care
4. Building assets – digital, financial and property
5. Changing business culture and practice
6. Improving public sector practices in employment and procurement
7. Strengthening visibility, collective voice and representation.

Recognising, reducing and redistributing unpaid work and care is a critical strategy for

women's empowerment. Most women's economic empowerment initiatives have targeted micro-financing/financial inclusion, entrepreneurship development, promulgation of laws protecting the economic and property rights of women. These initiatives have, however, been undertaken without integrating the recognition, reduction and redistribution of unpaid care work, resulting in overburdening of target groups, and project attrition among others.

Proven and promising actions for dealing with unpaid care work, especially in developing countries have included:

1. Better technology and infrastructure to reduce unpaid care work
2. Financial incentives through tax provisions
3. Adequate maternity and paternity leave benefits and work arrangements
4. Public financing and/or provision of childcare and pre-primary child services
5. Equitably shared responsibility for care of the elderly and infirm, and
6. Opening and changing the dialogue on gender roles.

5.0 Rationale, Process and Structure of the Toolkit on Unpaid Care Work

Paying attention to unpaid care work will enable women and girls to exercise their right to health, education, leisure, economic opportunities, political participation and increase economic productivity, which is critical for the achievement of the SDGs, Agenda 2063 and local economic development.

Thus, the toolkit is aimed at building the capacity of development planners and other

duty bearers at all levels to understand unpaid care work and its consequences, and to integrate its recognition, reduction, redistribution and representation into development plans in the quest for women's economic empowerment. More importantly, it seeks to promote a shift in the way women's economic empowerment is conceptualised from a "care-less" paradigm to a "care-sensitive" approach which leads to real economic empowerment for women.

5.1 Process of Preparation of the Toolkit

The development of the toolkit is based on processes that involved extensive literature review on the care economy and women's empowerment, recommendations from the National Dialogue on Unpaid Care Work and broad and wide-ranging engagement with the

National Development Planning Commission (NDPC). The first draft output was subsequently subjected to stakeholder validation and peer review, and then the draft toolkit was piloted by several districts to establish its user-friendliness.

5.2 Structure and Organisation of the Toolkit

The Toolkit is organised broadly around six themes, with an introduction on the institutional context and ends with a discussion on Communication, and the different stages of the planning process in between, namely:

1. Institutional Framework and Women's Representation
2. Situational analysis
3. Planning
4. Programming, and
5. Monitoring and evaluation
6. Social Mobilisation, Advocacy and Communication.

ActionAid's POWER Project in Ghana is used to illustrate what needs to be done at each phase of the planning cycle. Lastly, the toolkit is not designed as a stand-alone guide, but to complement the planning guidelines of the National Development Planning Commission, to which it will be appended.

Background to ActionAid Ghana's POWER Project in Ghana

Women in Ghana do approximately ten times the amount of care work than men do and have significantly longer workdays overall. Women perform the vast majority of Unpaid Care Work (UCW), that is, everything from laundry to cooking, shopping, cleaning, and caring for children and the elderly, while also participating in agriculture and non-farm economic activities. Ghanaian men enjoy much more leisure time than women, who consequently

have little time and opportunity to participate in public life, pursue education, participate in political activities or engage in activities for self-betterment.

1. In an effort to address the denial of women's civil rights caused by the unequal distribution of work, ActionAid implemented the Promoting Opportunities for Women's Empowerment and Rights (POWER) Project in eight

districts in Ghana from 2016 to 2020. The districts were Nanumba South in the Northern Region; Talensi and Nabdam in the Upper East Region; Jirapa in the Upper West Region; Asutifi South and Tain in the Brong-Ahafo Region and Adaklu in the Volta region. Women in communities of these districts reported considerably low decision-making power than men over social and economic assets, access to labour-saving equipment, or access to basic facilities and utilities.

A key premise of the project was that women will only have the time to practice Climate Resilient Sustainable Agriculture (CRSA), if the

burden of Unpaid Care Work was recognised, reduced and/or redistributed, and if they had the means to insist on and enforce their own civil rights. CRSA is a practice that ActionAid developed to increase people living in poverty's incomes and food security, while equipping them to deal with the consequences of the climate change. Reducing Unpaid Care Work frees up time that women may use to learn and practice CRSA, which has the potential to boost yields and create surpluses to sell, a rarity in Ghanaian POWER communities. CRSA would thereby facilitate women's economic empowerment, which can in turn build political empowerment and ultimately lead to greater gender equality.

6.0 Integrating Unpaid Care Work into Development Plans

6.1 Institutional Framework for Planning and Women's Representation

The planning process starts with the formation of plan preparation team. The gender desk officer (GDO) or the Director of the Social Welfare Department and Community Development Department (in the absence of a GDO), must necessarily be part of the team to ensure that gender issues, including unpaid work and unpaid care work issues are featured on the development agenda.

The planning team needs to understand and recognise the importance and impacts of unpaid care work to ensure that women's economic empowerment, which is critical for both local and national economic development are prioritised in the plan.

The participation of women in the planning process, clear understanding and commitment of key decision-makers are critical in rolling out appropriate programmes to deal with issues of unpaid care work.

6.2 Analysis of Unpaid Care Work

Conduct a situational analysis of unpaid care work. This must include among others, women and men's participation in the labour force by sector, type of employment, income, wealth/poverty status; including the impacts of unpaid care work on women and girls' welfare. In addition, the analysis must look at the existing economic opportunities and status, and their implication for local and national economic development.

Additionally, it is important to undertake a Rapid Care Analysis (RCA) of the district to assess constraints to women's economic empowerment, supplemented by any of the methodologies outlined in Appendix 1 to complement the results of the desk research. It is important to share and validate the results of the RCA with stakeholders, including relevant sub-committees of the district assembly such as the Social Services, Works, and any committees dealing with local economic development issues.

Case Study 2: Setting Goals, Objectives and Strategies for Unpaid Care Work

GOAL: Reduce women's workload and increase their incomes		
Issues	Objective	Strategies
<ul style="list-style-type: none"> • Persistence of traditional gender roles regarding work. • Men unaware of the quantity of UCW women do and overestimate the amount of care work men do. • The threat of violence towards women who contradict the gender-based expectations. • Women live too far from services such as child and health care facilities. • Severe lack of access to water, fuel, and sanitary facilities • Women's lack of awareness and participation in social and economic groups. 	Reduce women's workload	<ul style="list-style-type: none"> • Change traditional perceptions of work. • Bring men's perception of UCW more in line with reality. • Ensure the protection of women who advocate for redistribution or reduction of UCW in their homes and/or communities. • Improve access to childcare and other services that would reduce women's UCW burden. • Improve access to utilities. • Raise women's awareness and participation in community organisations.
<ul style="list-style-type: none"> • Lack of women's involvement in decisions about sale, rental or disposal of assets, credit, what to grow. • Difficulty in obtaining credit by households, especially among women. • Inadequate access to extension services by women. • Women earn only about 22% of men's earning from market sales. 	Increase women's income	<ul style="list-style-type: none"> • Improve women's ownership of assets, particularly farm equipment. • Help women to be more involved in decision making about economic activities, particularly cash crop production. • Encourage open conversations about the fair distribution of work, including UCW, paid work and unpaid GDP work (agriculture). • Help households to access credit • Increase women's access to extension services. • Address unequal earnings in the markets.

Source: Compiled from the Ghana POWER Baseline Study

Case Study 1: Situational Analysis Ghana POWER Baseline Study

Objective: The purpose of the Baseline Study was to collect, analyse, and report information related to Unpaid Care Work and the introduction of CRSA techniques into the work practices of rural women in Ghana, to be used to design project interventions, measure the impact of the project, advocate for improvements in women's rights and inform future strategy.

Scope: Data collection focused on women's and men's attitudes, knowledge and behaviours related to women's empowerment; women's and men's access to assets; women's Unpaid Care Work burden; and agricultural practices in general.

Data Collection Tools: The Women's Empowerment in Agriculture Index (WEAI) was used for quantitative data collection. The WEAI measures the extent of women's empowerment (based on 5 domains of empowerment (5DE): Production, Resources, Income, Leadership, and Time Use), agency, and inclusion in agriculture. It was modified to include POWER specific indicators. Qualitative data was collected through key informant interviews and focus groups. Focus group participants were potential project beneficiaries. Key Informant Interviews focused on POWER indicators such as people's attitudes towards Unpaid Care Work, the reasons behind obstacles to resource control and what could be done to change or overcome them.

Findings: The WEAI score showed that women in target communities were significantly less empowered than their male counterparts. 63% of women surveyed had not achieved empowerment across all 5DE. Among that population, lack of access to decision-making power on credit, workload, and minimal control of assets were the chief factors preventing women's empowerment.

Recommendations: Recommended priority areas for action were to reduce women's workload and increase women's income.

6.3 Identification and Prioritisation of Key Unpaid Care Work Issues

Identify key unpaid care work issues emanating from the situational analysis above and problem tree analysis to clarify cause and effect relationships - (see planning toolkit in district planning guidelines on how to conduct problem tree analysis). Given that there will be many issues raised for the attention of the planning team, a list of priority issues in unpaid care work using clear prioritisation criteria may be necessary. The prioritisation criteria may include the potential for reducing the time spent on unpaid care work, to reduce the drudgery, with greater multiplier effect on the target population among others.

6.4 Setting Goals, Objectives and Strategies

Based on identified issues and priorities, develop a desired or expected outcome after intervening in the situation over the medium term, (to be expressed as goal), and develop objectives and strategies for achieving them. Strategies should target the recognition, reduction, redistribution and representation of women and girls in the decision-making process. (cf. appendix 2 for examples of strategies to be adopted).

Summary of Key Issues from POWER Baseline Study

1. Persistence of traditional gender roles regarding work.
2. Men unaware of the quantity of UCW women do and overestimate the amount of care work men do.
3. Threat of violence towards women who contradict the gender-based expectations.
4. Women live too far from services such as child and health care facilities.
5. Severe lack of access to water, fuel, and sanitary facilities.
6. Women's lack of awareness and participation in social and economic groups.
7. Lack of women's involvement in decisions about sale, rental or disposal of assets, credit, what to grow.
8. Difficulty in obtaining credit by households, especially among women.
9. Inadequate access to extension services by women.
10. Women earn only about 22% of men's earning from market sales.

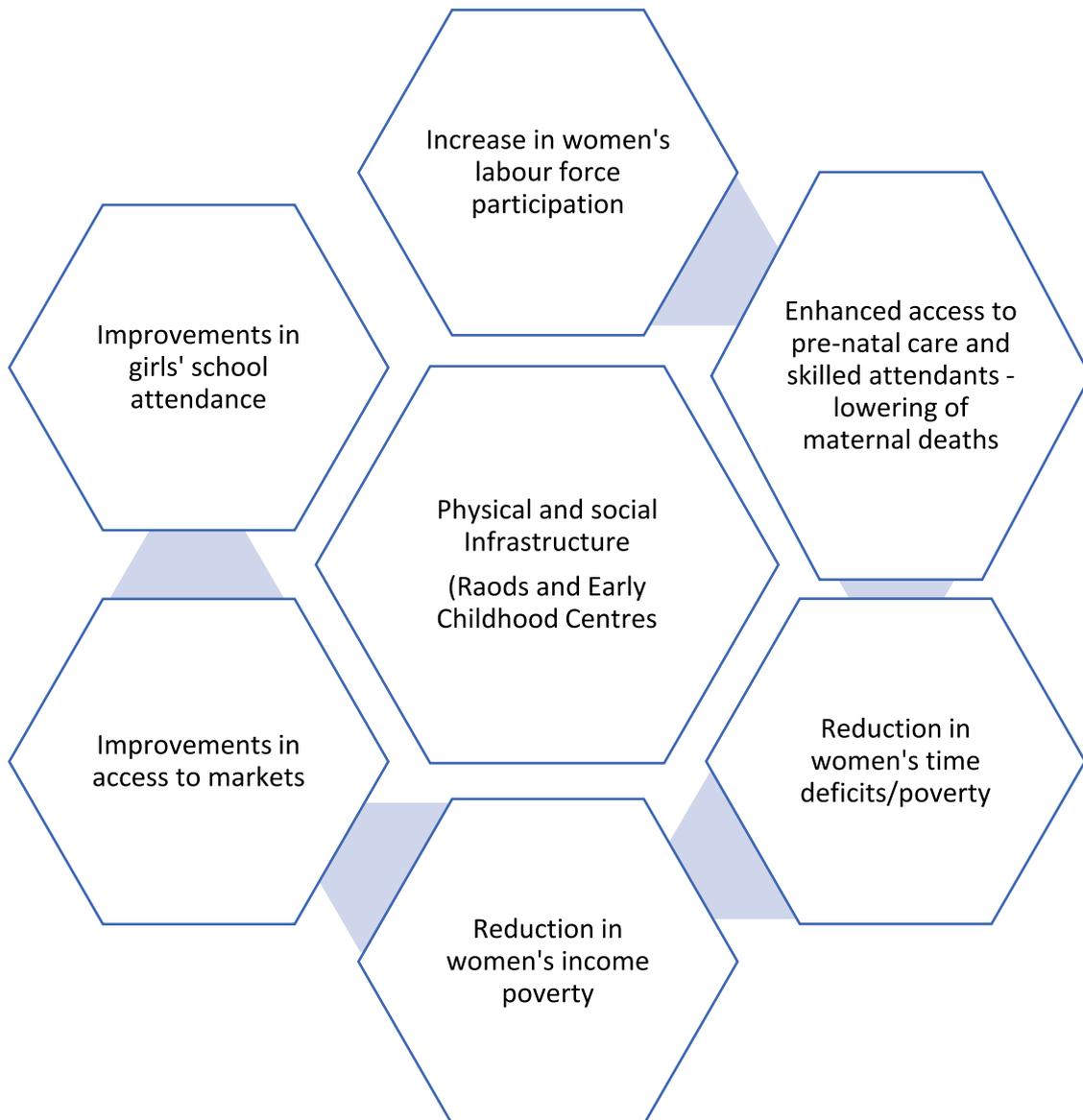
6.5 Formulation of Programme of Action (PoA)

The PoA is a snapshot of planned programmes and projects detailing the objectives, cost, time frame, lead and collaborative implementers. It is useful at this stage to have a clear theory of change about what activities, inputs, outputs will lead to the intended outcomes.

Case Study 3: Examples of interventions that could help reduce the disproportionate time spent on unpaid care work by women and girls through investments in physical and social infrastructure such as roads and markets and

early childhood care facilities. These interventions resulted in the reduction of women's time poverty/deficits and increased labour force participation, improvements in access to markets, and reduction in income poverty for women, and improvement in girls' school attendance among others.

Case Study 4: ActionAid Ghana's POWER Project demonstrates a programme aimed at reducing unpaid care work among rural women and increasing their incomes.



Case Study 4: Programming

Power Project Components and Expected Outputs

Programme (Output in POWER project)	Sub-Programme	Projects/Broad Activities	Timeframe Year					Cost		Implementing Agencies	
			2016	2017	2018	2019	2020	New	On-going	Lead	Collaborating
200 women's groups in Ghana are set up and/or strengthened in their community by December 2016	Women Empowerment	Set up and/or strengthen 200 women's groups in communities by December 2016							√	ActionAid Ghana	Community Chiefs, Global Action for Women Empowerment
200 women's groups are represented in local level government meetings on budgetary allocation and in-kind support to address unpaid care work by 2020	Women Empowerment	Organise 100 sensitisation/ advocacy meetings where women present UCW data to duty-bearers and the need for budgetary / in-kind support by the end of the project							√	ActionAid Ghana	Community Chiefs, District Assembly
Interventions aimed at reducing unpaid care work (childcare initiatives, water harvesting technologies, energy saving cooking stoves, solar cookers, fodder trees, cutters and woodlots) are tested and scaled up in communities and evidence documented by 2020	Social Service Delivery	Test and scale up interventions aimed at reducing unpaid care work (most significantly, water harvesting technologies) in communities and document evidence by 2020							√	ActionAid Ghana	District Assembly

Source: Compiled from the POWER Project Mid-Term Evaluation Ghana Report

6.6 Programme Financing

There is the need to analyse available resources for the implementation of unpaid care work programmes and projects, ascertain financing gaps and map out potential

additional sources and strategies to access them. These may include private for-profit and non-profit, as well as donor sources.

Indicative Financial Strategy

Programmes	Budgeted/ Total Cost	Expected Revenue/ Funding			Source of Gap	Mechanisms to fill Gap
		IGF	DACF	DDF		
200 women's groups in Ghana are set up and/or strengthened in their community by December 2016	\$397,975					Donor and state funding
200 women's groups are represented in local level government meetings on budgetary allocation and in-kind support to address unpaid care work by 2020	\$141,157					Donor and state funding
Interventions aimed at reducing unpaid care work (childcare initiatives, water harvesting technologies, energy saving cooking stoves, solar cookers, fodder trees, cutters and woodlots) are tested and scaled up in communities and evidence documented by 2020	\$146,947	√	√	√		Donor and state funding

Source: Compiled from Ghana POWER Project Mid-Term Evaluation Report and Women Farmers Engagement with District Assemblies.

6.7 Monitoring and Evaluation of Progress

In order to track the progress of implementation of the unpaid care work programmes outlined in the Programme of Action and AAP, clear indicators with baselines and targets are needed. Clear indicators will be selected to track progress in the achievement of the recognition, reduction, and redistribution, (3Rs) of unpaid care work. The situational analysis

undertaken at the beginning of the planning process should be invaluable in providing some indicators and baseline data. A monitoring and evaluation matrix detailing all critical indicators of success and targets should be a visible part of the monitoring and evaluation plan incorporating unpaid care work issues

Case Study 5: Monitoring and Evaluation

Monitoring Matrix

Indicators	Indicator Definition	Indicator Type	Baseline	Targets					Disaggregation	Monitoring Frequency	Responsibility
				2016	2017	2018	2019	2020			
Programme 1: 200 women's groups in Ghana are set up and/or strengthened in their community by December 2016											
1. 200 groups meeting at least once per month		Output	Women are less aware than men of groups that exist in their community.						Location	2	
2. 250 facilitators and staff trained on the Human Rights-Based Approach (HRBA) and Reflect methodologies by the end of 2016		Output		250						2	
3. 90% of partner staff, community mobilisers and REFLECT facilitators with improved knowledge of HRBA and Reflect methodologies by the end of 2016		Outcome		90%						2	
Programme 3: Interventions aimed at reducing unpaid care work (childcare initiatives, water harvesting technologies, energy saving cooking stoves, solar cookers, fodder trees, cutters and woodlots) are tested and scaled up in communities and evidence documented by 2020											
1. 70% of women trained on implementing and managing time saving household or community interventions have the skills and confidence to share their training with others, by the end of each training round		Output	37% of women spoke publicly.					70%	Location	2	
2. 75% of female users report satisfaction and time savings with		Outcome						75%	Location	2	

interventions that they use											
3. 7 types of time saving interventions for which evidence of their success is documented by the end of the project		Output							Type	2	

Evaluation

Purpose and Objectives

A mid-term evaluation was conducted. The purpose was to produce a utilisation-focused evaluation of the POWER project's contributions to women's economic empowerment in Ghana. The evaluation assessed the results and unintended effects of ActionAid's integrated approach at mid-term and documented lessons across geographical areas to help reinforce the project's Theory of Change and provide recommendations for the final years of the project's implementation.

The specific objectives of the mid-term review included:

1. To evaluate the POWER project against selected OECD-DAC criteria (especially efficiency, effectiveness, sustainability and any likely impact that project has created so far).
2. To triangulate project monitoring data on progress against indicators with detailed qualitative information to measure and understand the progress against the Theory of Change and project outcomes.
3. To assess how and in what ways the project is contributing to immediate changes in policies, practices, ideas and attitudes, and if there have been any negative or unexpected effects.
4. To make recommendations for improvements for the final two years of implementation based on the insights gained through addressing the other objectives.

Methodology

The evaluation primarily took a qualitative approach, including ongoing document review, focus group discussions, observations, and key informant interviews. In addition, quantitative data from the baseline survey and time diaries were used. Data collection took place from 20 October to 4 November 2018.

Source: Compiled from the POWER Project Mid-term Evaluation Ghana Report

6.8 Social Mobilisation, Advocacy and Communication

Communication plays a critical role in facilitating the participation of various stakeholders in decision-making at each stage of the development planning process. It entails soliciting citizens' views for decision-making,

mobilising people for action and behavior change and advocacy with duty bearers and community leaders to lead the change process. It is also a critical tool for generating feedback from the citizenry on planned programmes and projects. Communication should be integrated into the plan with clear objectives, target audiences, key messages, delivery channels and indicators for monitoring progress.

Case Study 6: Social Mobilisation, Advocacy and Communication

Communication Strategy

Objective	Target Audience	Key Messages	Delivery Channels	Indicators
Advocate for the recognition of women's UCW	District Chief Executive, members of the District Assembly (DA), relevant departments, Chiefs, opinion leaders and others	<ul style="list-style-type: none"> Recognise and support integration of unpaid care work into DA plans and Support/commitment to foster societal transformations 	Sensitisation and Policy dialogue on the implications of unpaid care work	Integration of unpaid care work into DA plans
Ensure participation of women and girls in decision-making	Women and Girls	<ul style="list-style-type: none"> Women trained on women's leadership. Women's groups trained in participatory budget monitoring and tracking. Linking women's groups with alliances, networks and coalitions at local, regional and national levels to demand their rights with regard to violence against women, UCW, market access and access to sustainable agriculture resources. 	<p>Communication channels between womens' groups and local authorities established</p> <p>Education and advocacy campaigns to gain duty bearer recognition and support for reducing and redistributing women's UCW</p>	<p>Women and girls are present at community and local government meetings</p> <p>Concerns of women and girls are being addressed in local and district plans</p>
Change Behaviors	Duty bearers, men, boys, women and girls	<ul style="list-style-type: none"> Local awareness raising on women's UCW. Sensitisation to improve communication between men and women at the community level. Sensitization on gender-based violence. 	Women and men complete time diaries and discuss comparisons between men's and women's work	Women, girls, men and boys have improved awareness of the time women spend on UCW

Generate feedback	All stakeholders	<ul style="list-style-type: none"> Information dissemination on progress of agreed programmes 	Community meetings and town hall engagements	<p>Stakeholders are aware of the project.</p> <p>Stakeholders' inputs into the project.</p>
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Source: Compiled from the POWER Project Mid-Term Evaluation Ghana Report and the Report on Local Government engagement in the power project

7.0 Conclusion

This toolkit for integrating unpaid care work into development plans was developed to complement planning guidelines issued by the National Development Planning Commission. It will be attached to the planning guidelines as an addendum of the official guidelines. This toolkit focuses on helping planners to understand the subject matter of unpaid care work, while offering a minimal description of planning processes to non-planners.

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Glossary of Terms

1. **Unpaid Care Work:** Care work involves direct care of persons, paid or unpaid. Unpaid care work takes place within and across households and families and includes a diverse range of unremunerated activities such as: (i) unpaid work on the household plot or in the family business; (ii) activities such as the collection of water and firewood for self-consumption; and (iii) unpaid care of one's child, elderly parent or friend affected by a chronic illness
2. **Vulnerable Employment** is defined as the sum of the employment status groups of own-account workers and contributing family workers. They are less likely to have formal work arrangements, and are therefore more likely to lack decent working conditions, adequate social security, voice, make insufficient earnings and undertake work in difficult conditions that erodes fundamental rights
3. **Women's Economic Empowerment:** Women's economic empowerment refers to the ability for women to enjoy their right to control and benefit from the resources, assets, income and their own time, as well as the ability to manage risk and improve their economic status and well-being. Women's empowerment has five components: women's sense of self-worth; their right to have and to determine choices; their right to have access to opportunities and resources; their right to have power to control their own lives, both within and outside the home; and their ability to influence the direction of social change to create a more just social and economic order, nationally and internationally
4. **Informal Economy:** 'All activities that are, in law or practice, not covered or insufficiently covered by formal arrangements'. It includes the following categories of work: i. Own-account workers (self-employed with no employees) in their own informal sector enterprises; ii. Employers (self-employed with employees) in their own informal sector enterprises; iii. Contributing family workers, irrespective of type of enterprise; iv. Members of informal producers' cooperatives (not established as legal entities); v. Employees holding informal jobs as defined according to the employment relationship (in law or in practice, jobs not subject to national labour legislation, income taxation, social protection or entitlement to certain employment benefits (paid annual or sick leave, etc.); vi. Own-account workers engaged in production of goods exclusively for own final use by their household" (ILO, 2003)
5. **The 3Rs Approach:** refers to strategies for the recognition, reduction, redistribution of unpaid care work.

Appendices

Appendix 1: Gender-Specific Tools for Assessing Unpaid Care Work

Tool	Description	Methodology	Value/Uses	Limitations
Rapid Care Analysis (RCA)	A set of exercises for the rapid assessment of unpaid care work in households and communities	<u>Qualitative</u> Participatory Action Research 1-day focus group discussions with women and men in a community	Assess and show how women's involvement in care work interacts with their participation in programmes, creating context-specific, practical proposals to address care, leading to tangible changes in the short term Generate awareness and recognition in the communities where they take place and build local ownership	Data is only qualitative – time-use estimates are not rigorous evidence for policy advocacy Sample size is small It is a static assessment, not an ongoing intervention for change
Gender Action Learning System (GALS)	Community-led empowerment methodology to inspire women and men to take action	<u>Qualitative</u> Participatory Action Learning Research Visual Methods	Give women as well as men more control over their lives Data based on communities' priorities and visions Address social norms and gendered roles in care	Long-term approach that allows you to work with a small group of people
Care Diamond	Shows categories of actors that can provide care support, infrastructure and services	<u>Qualitative</u> Community map of care services and infrastructure and its service provider	Broaden the scope of the discussion on care beyond the household Discuss available services and infrastructure and identify options to reduce and redistribute care work	Static map Not useful for intra-household dynamics
Household Care Survey (HCS)	Survey to measure and monitor time use by gender and age, access to infrastructure and services, attitudes and norms on care	<u>Quantitative</u> Household questionnaire	Baseline data to monitor changes from interventions Statistical evidence for high-level advocacy on government and business to provide care services Monitor changes in patterns of care provision or unintended negative outcomes from development programmes	Requires a few months to be completed Requires professional consultants It is relatively expensive
Time-Use Surveys (e.g., Action Aid Diary)	Measures the way different categories of people (women and men, rich and poor, rural and urban) use their time	<u>Quantitative</u> Includes different ways of asking questions about time use: participatory and visual, which can be	Measure differences in time spent on paid and unpaid activities, and differences in time spent on non-work and leisure Diagnose the most time-consuming tasks or those that may overlap with productive activities	Time-consuming and complicated to administer Does not usually account for multi-tasking Categories vary

		adapted easily		
Time-Use Visualisation Instrument (TUVI)	A participatory visual instrument to stimulate discussion and capture time use	<u>Quantitative and Qualitative</u> Participatory visual method that can be used with individuals, households or groups	Allow participants to recall recent activities, to record time spent on paid and unpaid work, and visualise simultaneous activities and emotions related to these activities i. Recommended for use as part of an individual interview or plenary discussion, if used in a workshop space	Time-consuming and requires facilitation support Data capture can be limited Discussions that are part of the facilitation of the tool are not recorded on TUVI

Source: Maestre and Thorpe (2016), Understanding Unpaid Care Work to Empower Women in Market Systems Approaches Report

Appendix 2: Menu of Interventions for Addressing Unpaid Care Work

Strategy	Proposed Interventions
Recognition	<ul style="list-style-type: none"> • Measure time use through use of time-budget surveys, embed time-use modules within household consumption surveys, and integrate time budget and consumption surveys into national statistical systems, use satellite accounts to provide greater visibility to unpaid care work, and capture unpaid care work in gender-responsive budget initiatives • Promote research to understand country circumstances by valuing unpaid care work; carryout cost-benefit analysis of infrastructure and other investments by assessing the development costs of spending time on unpaid care work and the time savings made by such investments and impact of policies • Promote visibility of UCW and build the capacity of policy makers and planners to factor it into their work. • prioritise investments aimed at reducing the time burdens of unpaid care work. • Promote work options or working hours for women, to ensure the most effective utilisation of time savings for improved women's labour market participation.
Reduction	<ul style="list-style-type: none"> • Monetary and social security benefits (for example, cash payments, social security and pension credits, tax allowances) • Employment-related measures (for example, paid and unpaid leave, career breaks, severance pay, flexi-time, reduction of working time). The adoption of legislative and policy measures and programmes that are focused on enabling women and men to more effectively balance family and work responsibilities, including flexible working arrangements, provision of maternal, paternal, and parental leave, and the provision of affordable child and elder care services • In-kind benefits (for example, home help and other community- based support services, childcare places, residential places for adults and children) • Incentives toward employment creation or toward provision in the market (for example, vouchers for domestic employment, exemptions from social security contributions for people employed as care-givers, tax reductions for the costs of employing a domestic helper, subsidies for private care). • Community welfare provisioning: e.g. community kitchens, Mothers' Clubs, and "Glass of Milk Committees" • Investment in public infrastructure, such as sanitation, rural water and irrigation systems, domestic energy, and rural transportation infrastructure investments etc. • Technological innovations, such as labour-saving technologies and electrical appliances, that are focused on household level care tasks (e.g., fuel-saving stoves, mills, wells, piped water or alternative fuels) that reduce the arduousness and inefficiency of care tasks. • On-site crèches among other worksite facilities, such as medical aid, drinking water and shade that local implementing agencies have to set up in order ensure the effective implementation of the employment generating programme.

Redistribution	<ul style="list-style-type: none"> • Policy measures that support equitable burden-sharing, not only within households (between women and men), but also between and among key providers of care services, such as governments, the private sector and communities, through legislation, policies and programmes that facilitate burden-sharing • Facilitate long-term transformation of attitudes, and institutional arrangements that promote equal sharing of household and family responsibilities and societal change • Expand access to health care and ensure high quality care: Remove barriers to health care services by, for example, expanding health care centres and reducing transportation and user fees. Quality of care—including opening hours (to meet the needs of families) and the skills level of public care workers—also contributes to families' choices in making use of public care services or compelling women and girls to undertake unpaid care work. For example, if public care services are sub-par, women and girls may be trapped into providing the services themselves • Engage with men on sharing UCW, challenge gender stereotypes that prevent men from contributing to unpaid care work and create an enabling environment for men to share care burdens • Promote the elimination of gender wage gaps: Gender wage gaps (women's lower wages compared to men's) directly impact women's opportunity costs for entering into paid employment. The benefits and costs of women versus men going to work are weighed against the benefits and costs of women versus men staying at home undertaking unpaid care work. Because women's opportunity costs are typically lower than men's, households tend to decide that it is more economically practical for the woman to stay home.
Representation	<ul style="list-style-type: none"> • Participation in planning decisions by care-givers: women mobilising (care-givers) to influence policy Provision of child-care for working parents • Organising home-based care-givers: in many countries, women are bridging gaps to fill unmet care needs in their communities by taking on roles and responsibilities that are normally within the purview of state and public institutions.

Appendix 3: Sample Monitoring Framework for Unpaid Care Work

Programme Goal: Increased Economic Empowerment of Women in Ghana			
ISSUES	OBJECTIVES	INDICATORS	Impact
<ul style="list-style-type: none"> • Entrenched social and gender norms – women as care-givers, men as bread-winners 	<ul style="list-style-type: none"> • Set up, empower and sensitise rural women's groups to seek and claim their rights • Promote equal division of roles and responsibilities (unpaid care work decision-making) among men, women, boys and girls 	<ul style="list-style-type: none"> • Rural women are organised and enabled to demand their rights and have greater influence in their households and communities 	<ul style="list-style-type: none"> • Prevailing social norms and gender inequality challenged
<ul style="list-style-type: none"> • Unequal care work leads to women's time poverty and inability to engage in other activities 	<ul style="list-style-type: none"> • Sensitise women on their rights, challenging AND reporting VAWG. 	<ul style="list-style-type: none"> • Women have increased their level of control of resources within households and command increased influence in their communities 	<ul style="list-style-type: none"> • Increased economic and social empowerment of women in Ghana
<ul style="list-style-type: none"> • Challenge to social norms leads to back-lash and VAWG 	<ul style="list-style-type: none"> • Address constraints to women's productive activities • Train women on market access, processing, packaging and marketing methodologies • and linked to markets for sale of produce 	<ul style="list-style-type: none"> • Women's UCW is more highly valued within households and communities and by government • UCW more evenly distributed within households and time spent by women on UCW is reduced, freeing women to engage in social, 	<ul style="list-style-type: none"> • Women's increased income and ability to control their income, through recognising, reducing and redistributing unpaid care work

	<ul style="list-style-type: none"> Support women to access productive resources 	<p>economic and political activities</p> <ul style="list-style-type: none"> Women have more free time for leisure Rural women have more secure and sustainable access to food and markets leading to increased income Women have control over more secure sustainable income 	
<ul style="list-style-type: none"> Lack of enabling environment and policy framework that recognises and supports women 	<ul style="list-style-type: none"> Develop advocacy plans to address and advocate for women's issues Engage duty-bearers on UCW, VAWG, to build political will to address them Support women to participate in relevant community decisions 	<ul style="list-style-type: none"> Greater visibility of intersections of CRSA, women's UCW and women's economic participation Changes in policy and practice by sub-regional, national, regional and international stakeholders Increased recognition by Sub-national, national and international actors with greater investment in reducing UCW. 	<p>Institutional policy changes provide the enabling environment that supports women's economic empowerment and social advancement</p>

Appendix 4: Checklist for Integration of Unpaid Care Work into District Plans

Institutional Framework and Women's representation		Yes	No
1.	The district plan preparation team includes a Gender Desk Officer (GDO) and/or Social Welfare and Community Development Director or Officer.	<input type="checkbox"/>	<input type="checkbox"/>
2.	The plan preparation team and stakeholders who contribute to the planning process have been sensitised on unpaid care work.	<input type="checkbox"/>	<input type="checkbox"/>
3.	There is external technical assistance in the integration process.	<input type="checkbox"/>	<input type="checkbox"/>
Situational Analysis (Analysis of unpaid care work)		Yes	No
4.	A desk research on the situation of women in the district has been conducted.	<input type="checkbox"/>	<input type="checkbox"/>
5.	A baseline assessment to ascertain the constraints posed by unpaid work and care has been carried out.	<input type="checkbox"/>	<input type="checkbox"/>
6.	Women, girls and caregivers have been engaged.	<input type="checkbox"/>	<input type="checkbox"/>
Identification of Development Issues (Identification and Prioritisation of Key Unpaid Care Work Issues)		Yes	No
7.	Key unpaid care work and women's economic empowerment issues have been identified from the desk research and the rapid care assessment.	<input type="checkbox"/>	<input type="checkbox"/>
8.	A problem tree analysis has been carried out to select key issues.	<input type="checkbox"/>	<input type="checkbox"/>
9.	Priority issues have been selected based on rational criteria.	<input type="checkbox"/>	<input type="checkbox"/>
Formulation of goals, objectives and strategies		Yes	No
10.	Clear goals, objectives and strategies for recognising, reducing and redistributing unpaid care work have been set.	<input type="checkbox"/>	<input type="checkbox"/>
11.	There is logical consistency between the goal, objectives and strategies.	<input type="checkbox"/>	<input type="checkbox"/>
Formulation of the Programme of Action and Annual Action Plans		Yes	No
12.	The Programme of Action includes unpaid care work programme(s), sub-programme(s) and activities.	<input type="checkbox"/>	<input type="checkbox"/>
13.	Unpaid care work activities are reflected in the annual plans and budgets of the district.	<input type="checkbox"/>	<input type="checkbox"/>
Programme Financing		Yes	No
14.	All unpaid care work programmes have been reflected in the Indicative financial plan.	<input type="checkbox"/>	<input type="checkbox"/>
15.	An analysis of available resources for the implementation of unpaid care work programmes and activities, financing gaps, potential sources and strategies to access them has been conducted.	<input type="checkbox"/>	<input type="checkbox"/>
Development of Monitoring and Evaluation		Yes	No
16.	The baseline indicators derived from the situational analysis have been included in the M/E matrix of the district plan.	<input type="checkbox"/>	<input type="checkbox"/>
17.	Provision has been made for participatory monitoring and evaluation targeting women and girls.	<input type="checkbox"/>	<input type="checkbox"/>
Communication Strategy		Yes	No
18.	The communication strategy of the district assembly's plan incorporates social mobilisation, advocacy and communication activities on women's unpaid work?	<input type="checkbox"/>	<input type="checkbox"/>



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