

REPORT ON CAPACITY-BUILDING AND SENSITIZATION FOR MEDIA ON SOCIAL PROTECTION



2014

A Learning Event for Selected Media on the Theme: *The Emergence of Social Protection on the Development Agenda: the Role of the MEDIA* at the SSNIT Guest House on 19th June 2014, Accra.

Organized by the Centre for Development Education (CEDE) – the research and training unit of the African Development Program.

ACTIVITY REPORT

- a. Activity** – Learning Event for Selected Media on Social Protection.
- b. Period** – Thursday, 19th June, 2014 at SSNIT Guest House, Accra
- c. Introduction** – the event was the maiden training organized by the ADP through its Centre for Development Education (CEDE). As a capacity-building and sensitization event, a target of 25 media personnel from the print and electronic media was invited to send **one** representation. The theme was *The Emergence of Social Protection on the Development Agenda: The Role of the Media*. The resource persons were the ADP Executive Director and Senior Fellow (Charles Abbey / Dr. William Ahadzie), while a Senior Nutrition Officer of FAO (Mohammed Ag Bendeche) and Director of Social Protection at the Ministry of Gender, Children and Social Protection (Mawutor Ablor) served as Chairman and Special Guest respectively.

d. Persons Involved

- Mohammed Ag Bendeche, Senior Nutrition Officer - FAO
- Mawutor Ablor, Dir. of Social Protection – MoGCSP
- Charles Abbey, Executive Director
- Dr. William Ahadzie, Senior Fellow
- Charles Othniel Abbey, Head of Programs;
- Elsie E. Odonkor, Programs Assistant
- Akua Asantewaa, Accounts and Admin Assistant
- David Young, FAO Communications Officer
- 45 Media Personnel from the print and electronic (TV, radio and online) media

e. Main Issues:

- The program started off at 9:30am with a presentation by the Head of Programs on the Work of ADP, especially in the area of Social Protection. Highlights included the support for the formulation of Ghana's School Feeding Policy, ongoing research on

beneficiary assessment of Ghana's Cash Transfer (LEAP) in selected districts, and future tailor-made training activities for targeted participants on social development.

- The Chairperson, in his remarks, underscored FAO's support to social protection as demonstrated in their new programmatic approach to work, especially the Strategic Objective 3 that explores the linkages between agriculture and social protection. He mentioned that an impact assessment of the LEAP (using FAO's PtoP methodology) showed a positive correlation between agriculture and social protection.
- The Executive Director presented on "*The Emergence of Social Protection on the Development Agenda*". He took participants through the definitions of social protection (especially by the development partners such as World Bank, UNICEF, ILO, etc); key concepts in social protection; functions of social protection; and the relevance of social protection to human development. Participants were particularly taken through the concept of the *Social Protection Floor* as contained in the ILO Recommendation 202 and endorsed by the UN Chief Executives Board.
- The Director of Social Protection at the Ministry of Gender, Children and Social Protection took his turn by focusing on current happenings in Ghana's Social Protection System. Speaking on behalf of the sector Minister on the topic *Prioritizing and Mainstreaming Social Protection in National Development through a Ministry for Gender, Children and Social Protection*, participants were informed on the steps towards the creation of departments at the ministry, realigning of previous departments and human resource strengthening to enable the Ministry deliver on its mandate. Participants were further educated on the various social protection instruments being used by the Government in its poverty reduction and human development efforts.
- A Senior Fellow of ADP and Executive Director of Morbu Policy Institute did a presentation on "*Ghana's Social Protection: Overview, Issues and Prospects for Development Cooperation*". The session highlighted the successes of some of the social protection instruments in helping achieve development outcomes. However, issues of

institutional and implementation challenges were raised with the view of requiring further interrogations to minimize the many shortcomings of these well intentioned programmes.

- Participants had the opportunity to ask questions that bothered on how the Government was dealing with the challenges confronting some of the social interventions; regular and reliable funding of social interventions; commitment of development partners to supporting Government of Ghana's social protection spending; institutional spaces for dialogue and discussions on social protection; among others. The Resource Persons took turns to respond to the questions by the participants.

f. Ancillary Matters

Five (5) media houses (Oman, Pink, Goodnews, and others) provided live reportage of deliberations at the learning event during their mid-day news. **Net 2 TV and TV3** also covered the proceedings for news broadcast. A Daily Graphic publication of 25th June 2014 (pg.13) gave half-page coverage on this learning event.

A Network of Media Personnel for Social Protection is to be built from the database on participants at the workshop.

Follow-up activities such as using the network as an opening in influencing public discourse on social protection cum development; sharing organizational researches and press releases would be pursued.

g. Conclusion

On the whole, the learning event was useful in positioning ADP within the social development and policy space especially in the area of capacity-building, knowledge-strengthening and information-sharing activities.

Participants were thankful of the knowledge acquired from the capacity-building and sensitization event.

- **PHOTO GALLERY**



L-R (Dr. William Ahadzie – ADP Senior Fellow, Mohammed Ag Bendech - FAO Senior Nutrition Office and Charles Abbey – ADP Executive Director)



Cross-section of Media Participants at the learning event.

Programs Department

30 June 2014