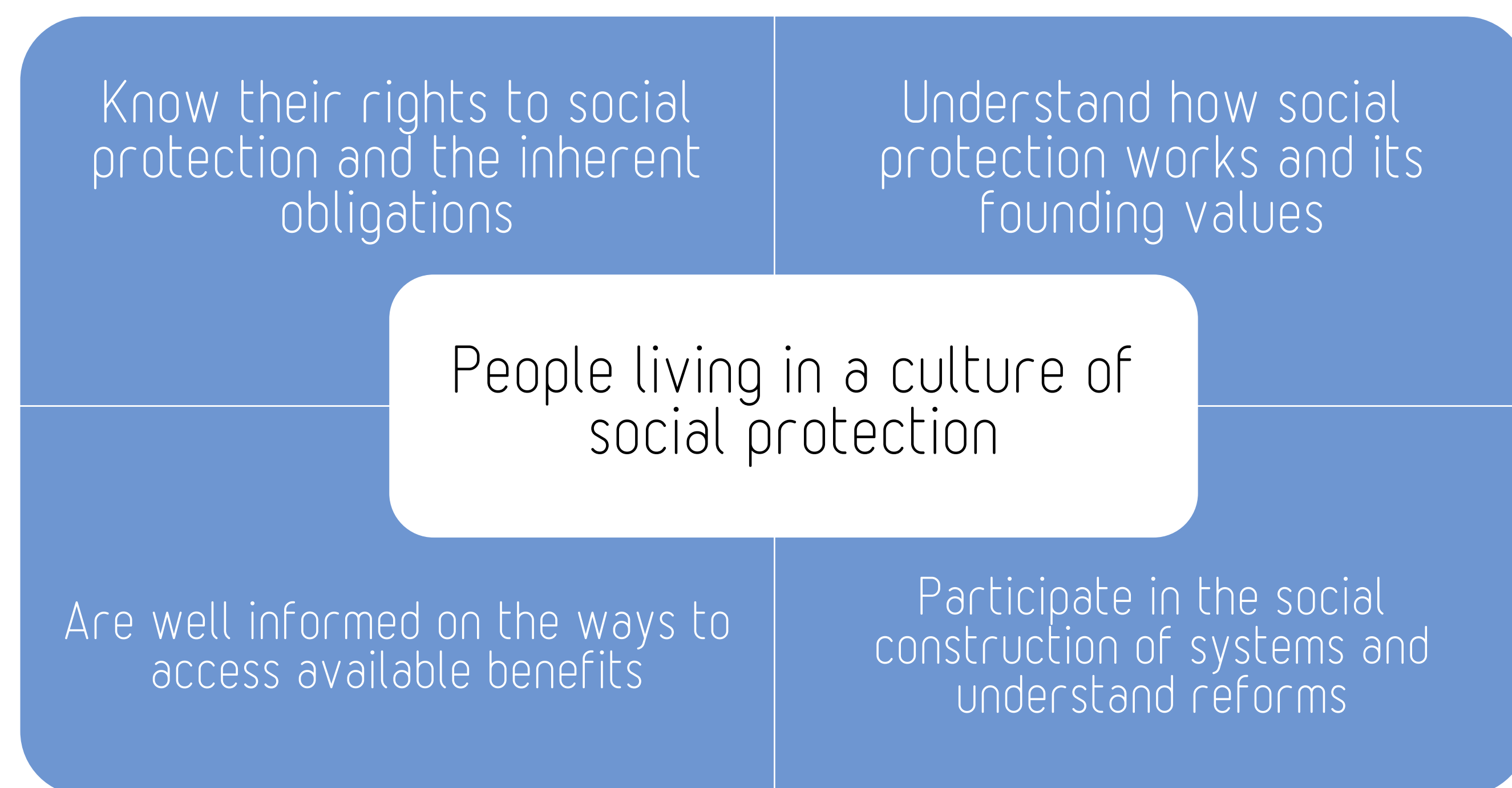


# Building a culture of social protection



Creating a culture of social protection contributes to the extension of coverage and the realization of the human right to social protection. People who are well informed on their rights to social protection are more proactive in exercising their rights to benefits and participating in the design of the social protection system.



## Target groups



Creating a culture of social protection concerns society as a whole since every person has a role to play.

The beneficiaries are an important target group, but many other groups need special attention as they will ensure the design and implementation of policies to extend social protection.

- **Beneficiaries**
- **Policy-makers**
- **Social partners**
- **Donors**
- **Private sector**
- **Development partners**
- **Civil society organizations**
- **Staff of social protection institutions**

Building a culture of social protection is a country-specific process in line with countries' social contract, ideologies and religion.

## Instruments to build a social protection culture

### Education



Countries that have achieved the extension of social protection to the majority of the population have implemented extensive education programmes. In 2007, Uruguay launched the programme, Know Your Rights and Obligations to Social Security. Today, the programme reaches all children, adolescents and adults attending learning institutions starting from the age of 5. The programme is the result of strong political will materialized through institutional agreements between the Social Security Institution and the National Administration of Public Education.

### Communication and awareness raising



Communication is a powerful tool to mobilize populations on the right to social protection. It is also useful for informing beneficiaries of existing programmes and the procedures to register and avail benefits. In 2014, a coalition of Belgian civil society organizations launched the "Social Protection for All" national campaign to promote the human right to social protection. As a result of the Campaign, the Belgian Federal Parliament adopted a resolution that requests the Government to give a clear and central place to social protection in Belgian international policy.

### Capacity building of social protection institution staff and policy-makers



Creating a culture of social protection through education, communication and awareness raising will generate a dynamic where beneficiaries will be more demanding and more participatory in the decision-making processes. The institutions should be well prepared to give precise follow-up to beneficiaries' demands and guide them to access services. Social protection institution staff and relevant policy-makers should have extensive knowledge on social protection and the guarantees available in their country.

## Social protection education and South-South and Triangular Cooperation (SSTC)

Sharing knowledge and experiences on social protection education in the context of SSTC will allow more countries to consider the importance of creating a culture of social protection as part of their extension strategies.

At the international level, SSTC can mobilize development actors to engage in awareness-raising initiatives that support national efforts to extend coverage, thus facilitating the realization of the human right to social protection.

## The ILO Global Flagship Programme on "Building Social Protection Floors for All"

The ILO Global Flagship Programme Building Social Floors for All:

- implements structured communication actions for policy-makers, practitioners, development partners and beneficiaries;
- supports countries to design and implement social protection awareness-raising programmes;
- develops a good practices guide on social protection education based on country and regional experiences; and
- promotes the global adoption of a "Social Protection Week".

## Read ILO country case studies on building a culture of social protection



Learn more at: [www.social-protection.org](http://www.social-protection.org)

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