



Knowledge Sharing

about Unpaid Care in Malawi

ON AIR
DIALOGUES

LES DIALOGUES
À L'ANTENNE



@farmradio | farmradio.org

FARM RADIO INTERNATIONAL  RADIOS RURALES INTERNATIONALES



On Air Dialogues

Why On Air Dialogues

Communication for development **puts communication at the centre of development processes**, leveraging the power of media to increase knowledge and facilitate change at scale.

On Air Dialogues highlight the **importance of listening** to the primary stakeholders of our development work: people.



On Air Dialogues

Each episode in the On Air Dialogues **poses a series of questions** to listeners after a discussion hosted on air.



Listeners could use any mobile phone to **leave a missed call** (or “beep”) to a phone number



Uliza Interactive, Farm Radio’s polling tool, **returns the call**, free of charge.



Uliza presents the caller with **a series of multiple-choice questions**. Callers respond by pressing numbers on the keypad.



Uliza also presents the caller with **an open-ended question**. Callers record a voice message in response.



Responses to multiple-choice questions are **analyzed and disaggregated** to shed light on key themes by country, age, and gender. Voice messages are similarly analyzed and documented.



Overview

Overview



3 STATIONS



4 EPISODES

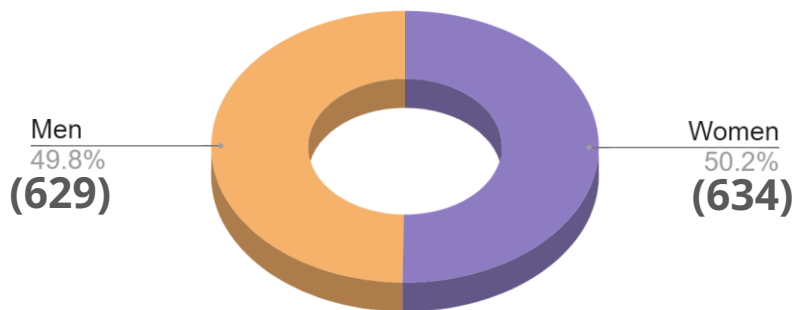
- Introducing unpaid care work
- Social norms related to unpaid care work
- Making change
- Wrap-up



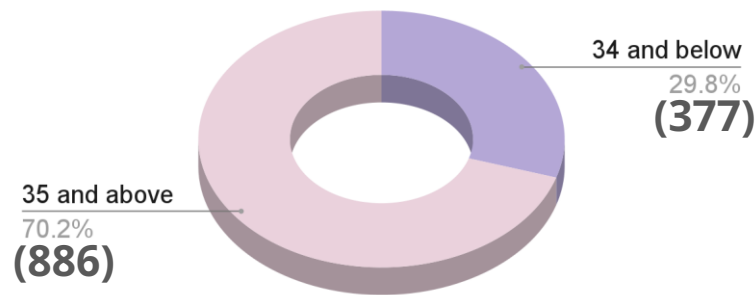
3 REGIONS

Demographics

GENDER



AGE



Amplifying women's voices is vital. Through strategic partnerships with women's rights groups and key stakeholders, the On Air Dialogues significantly boosted women's participation, resulting in a remarkable increase in engagement compared to previous and self-initiated surveys.

Responses



1263

CALLERS

Number of calls received during the poll



6247

RESPONSES

The number of answers people left to close-ended questions



985

AUDIO MESSAGES

The number of audio messages left on the Uliza Interactive platform.

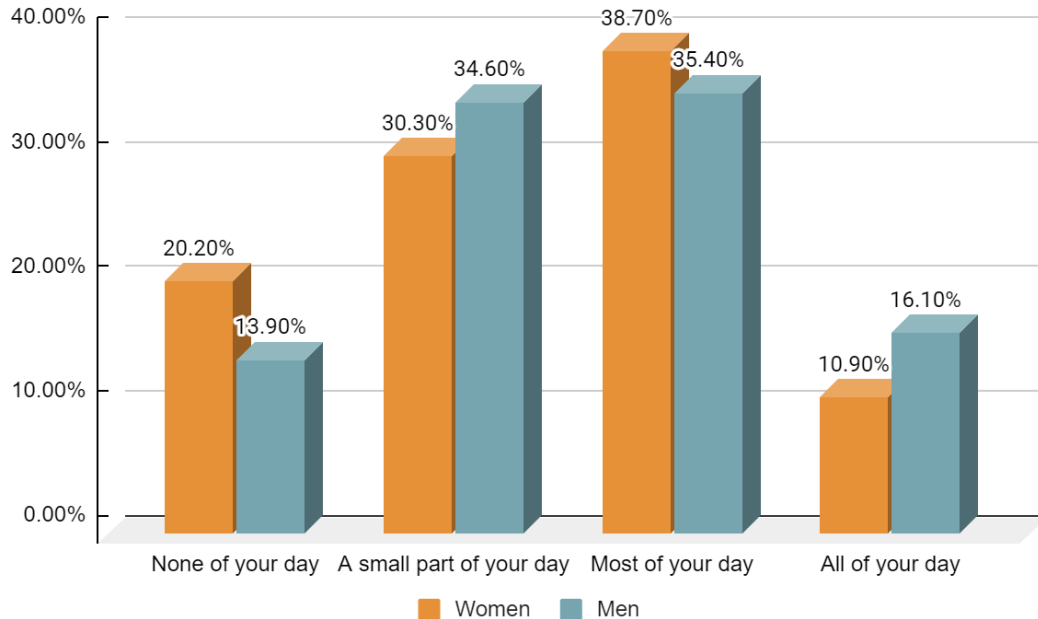


Episodes

Episode 1

Introduction to unpaid care work

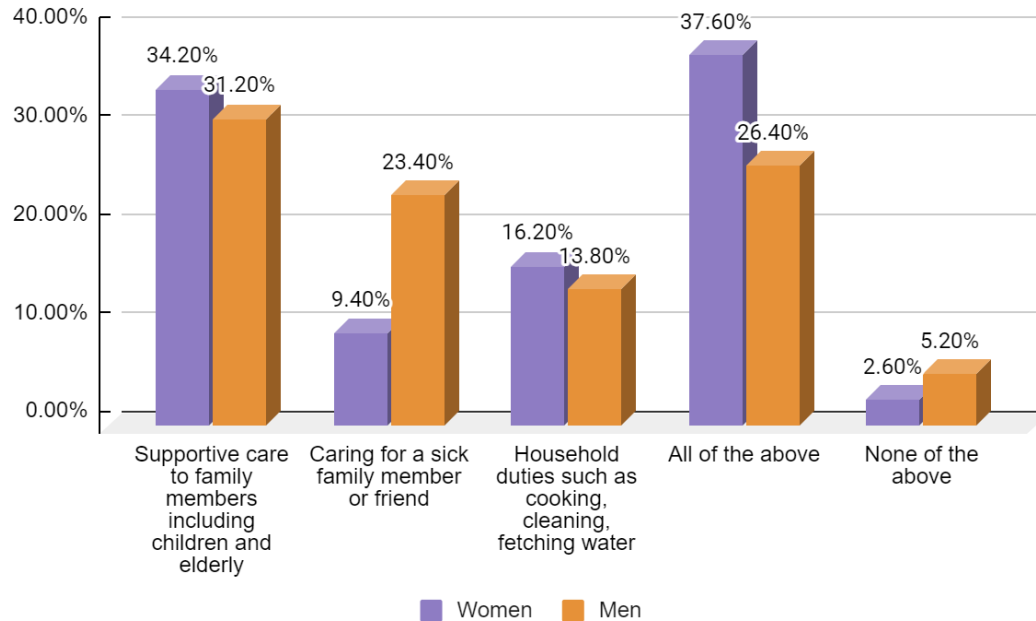
Q1: How much of your day goes toward doing unpaid activities to ensure the care and safety of your family?



The data indicates that while men are more likely to engage in unpaid caregiving overall, there are significant contributions from women as well.

These numbers suggest a nuanced picture where both genders play important roles in ensuring the care and safety of their families, albeit with some differences in the extent of involvement.

Q2: Which of these do you think is categorized as unpaid care work?

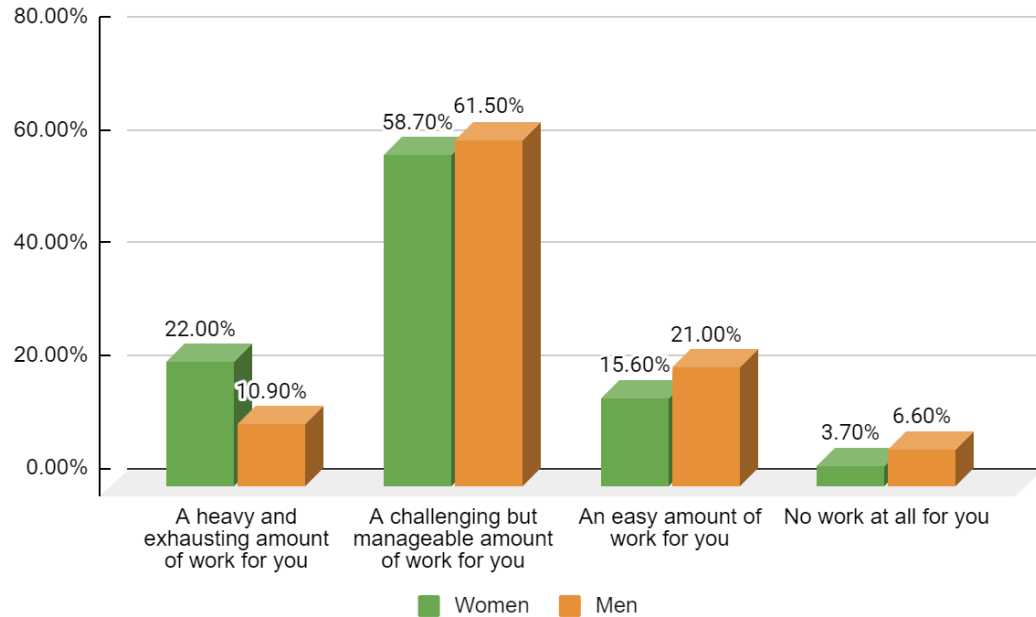


Both women and men generally agree that providing supportive care to family members, including children and the elderly, is categorized as unpaid care work.

There's a significant gender gap in perceptions regarding caring for a sick family member or friend as unpaid care work. Men are much more likely to consider this as unpaid care work compared to women.

A substantial portion of respondents from both genders believes that all the mentioned activities (supportive care, caring for the sick, household duties) are categorized as unpaid care work.

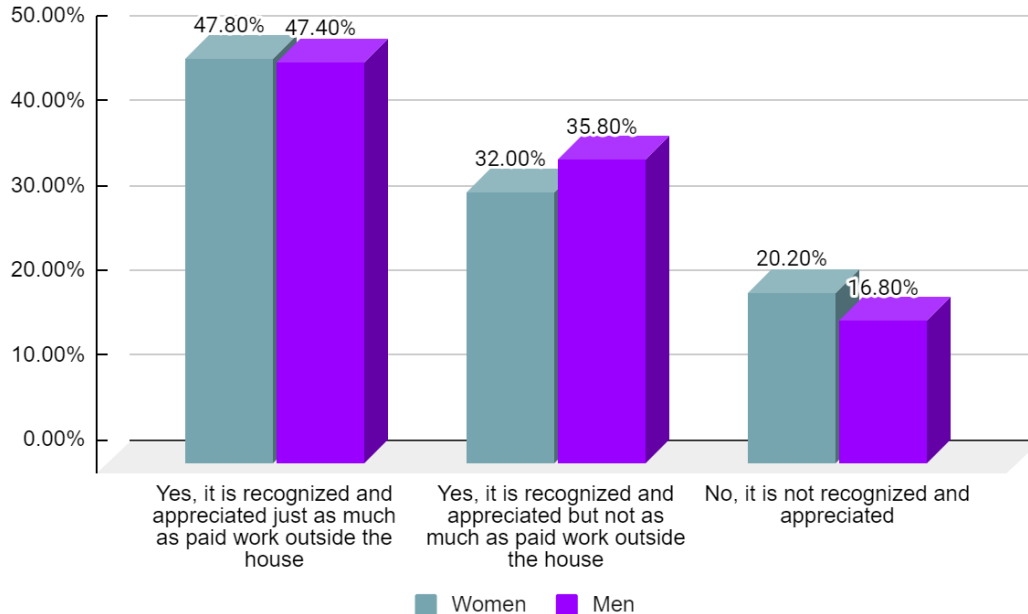
Q3: Think about the amount of work that is involved for you in caring for the needs of your family at home, it is



The majority of both women and men view caring for their family's needs as challenging but manageable. This suggests that while there is a recognition of the effort involved, they feel capable of handling these responsibilities

A higher percentage of women than men perceive caring for their family's needs at home as a heavy and exhausting amount of work.

Q4: Does your society recognize and appreciate unpaid domestic and caring work?



Nearly equal percentages of women and men believe that society recognizes and appreciates unpaid domestic and caring work just as much as paid work outside the house.

A significant portion of both women and men feel that while society recognizes and appreciates unpaid domestic and caring work, it is not on par with the recognition given to paid work outside the house.

Open-ended question: If you could take one task away from the work of women at home to make their lives easier, what would it be?

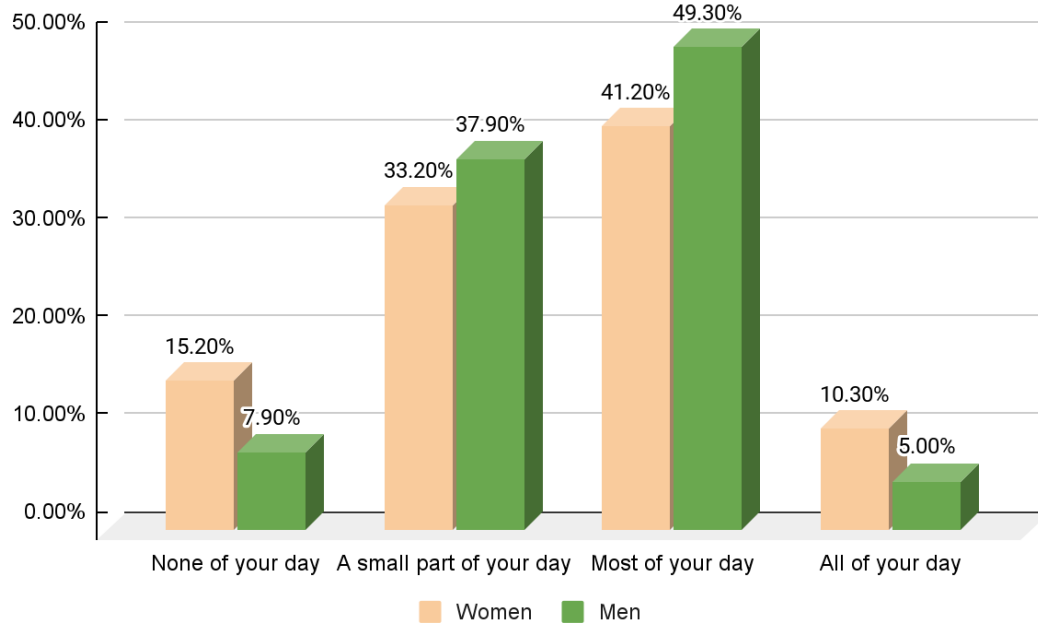
-WOMAN, -REGION

-WOMAN, REGION

Episode 2

Social norms related to unpaid care work

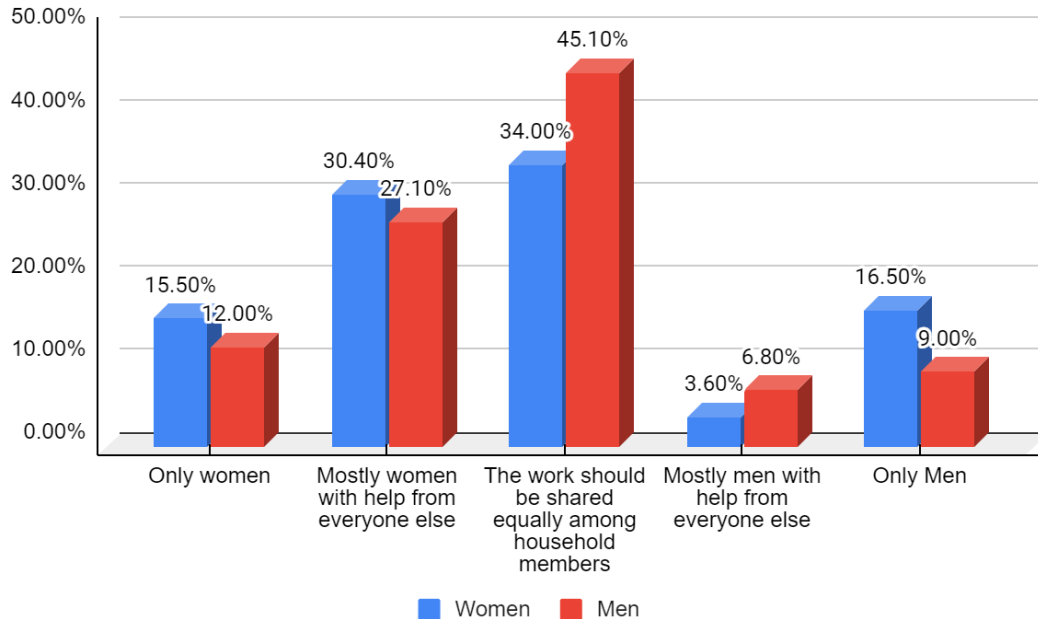
Q1: How much of your day goes toward doing unpaid activities to ensure the care and safety of your family?



A higher percentage of women than men indicate that none of their day goes towards unpaid activities for family care and safety. This could suggest variations in caregiving responsibilities or external support systems. A notable difference is observed in the percentage of men and women who dedicate most of their day to unpaid caregiving tasks. Men are more likely than women to spend the majority of their day on such activities.

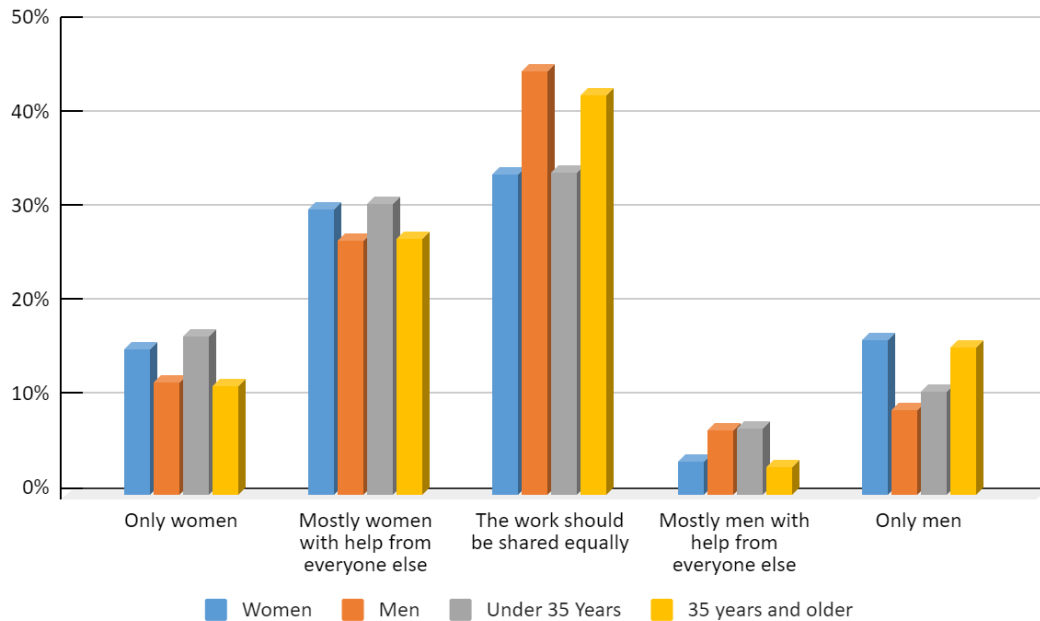
The data highlights variations in how men and women allocate their time to unpaid caregiving responsibilities, with men slightly more likely to spend a small part of their day but less likely to spend most or all of their day on such activities compared to women.

Q2: Who, in your view, should be responsible for doing unpaid care tasks and domestic work at home?



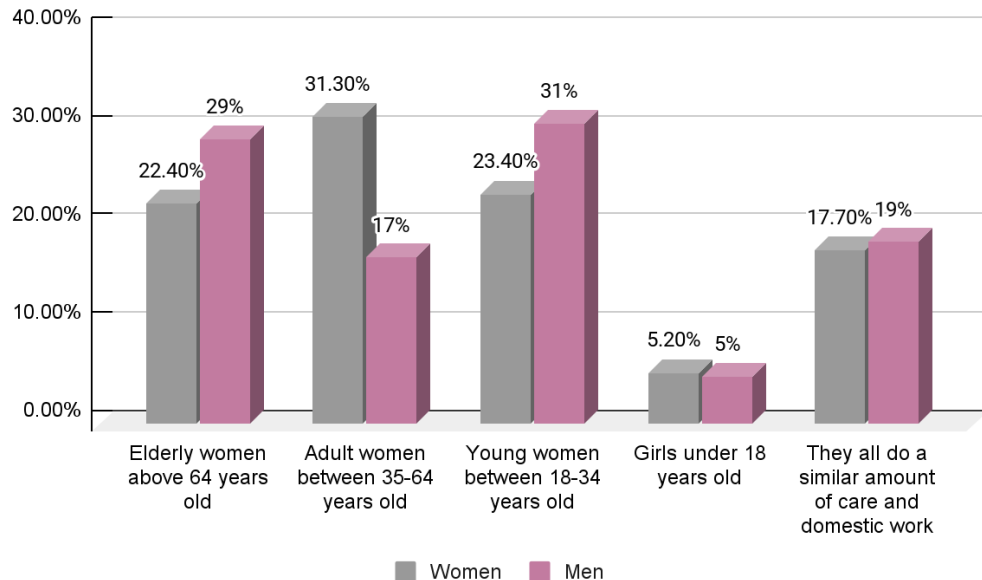
While a significant portion of respondents advocate for shared responsibility, there are still significant numbers who hold onto traditional gender roles or advocate for gender-specific responsibilities.

Q2: Who, in your view, should be responsible for doing unpaid care tasks and domestic work at home?



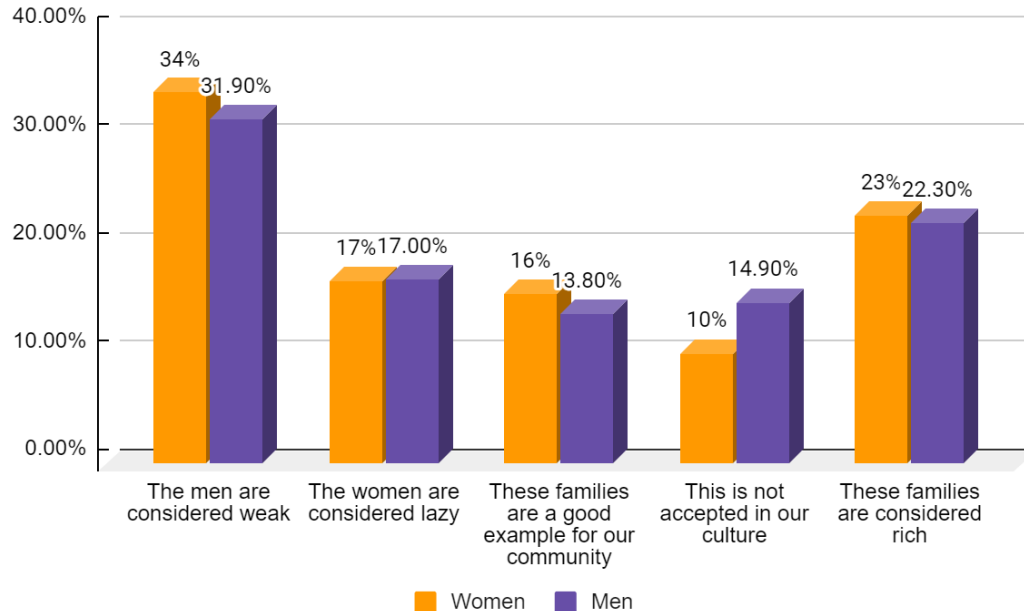
The majority opinion across all categories is in favor of shared responsibility, indicating a shift towards more equitable gender roles within households. However, there are still notable differences based on gender and age, highlighting ongoing discussions and evolving societal norms regarding caregiving and domestic work responsibilities.

Q3: In your community, who among the following is doing most of the unpaid care tasks and domestic work at home?



Women and men's perceptions of who does unpaid care responsibilities differ among the elderly, adult, and young women. While for opinions on girls under 18 and the concept that they both perform the same amount of work, there is some alignment across both genders.

Q4: In your community, how are families perceived when men and women share the unpaid care tasks and domestic work at home?

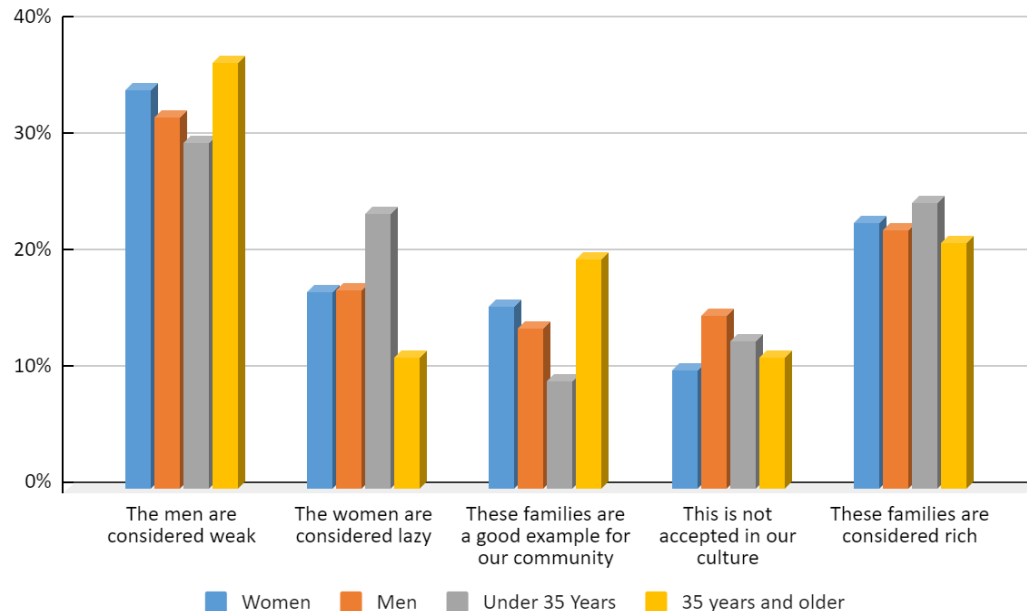


A significant percentage of both women and men believe that when men share unpaid care tasks and domestic work, they are perceived as weak. The perception is slightly higher among women.

A notable portion of respondents from both genders believe that when women share these tasks, they are perceived as lazy. The perception is equal among women and men.

A significant portion of respondents from both genders believe that families sharing these tasks are considered rich. The perception is nearly equal among women and men.

Q4: In your community, how are families perceived when men and women share the unpaid care tasks and domestic work at home?



The perception of men being considered weak is consistent across all groups, with a slightly higher perception among older respondents.

The perception of women being considered lazy is higher among younger respondents compared to older ones.

Older respondents are more likely to view families sharing tasks as a good example or being accepted in their culture.

Younger respondents are more likely to view these families as considered rich.

Open ended question: What changes would you like to make to how unpaid care tasks and domestic work is shared in your household?

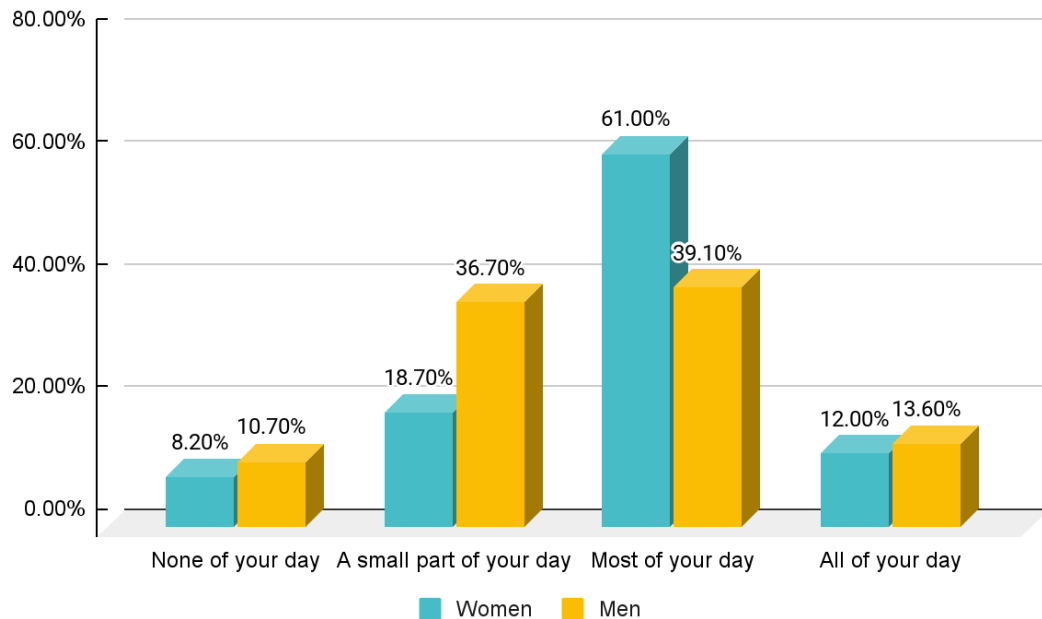
-WOMAN, NORTH
CENTRAL REGION

-WOMAN, SOUTH WEST
REGION

Episode 3

Making change

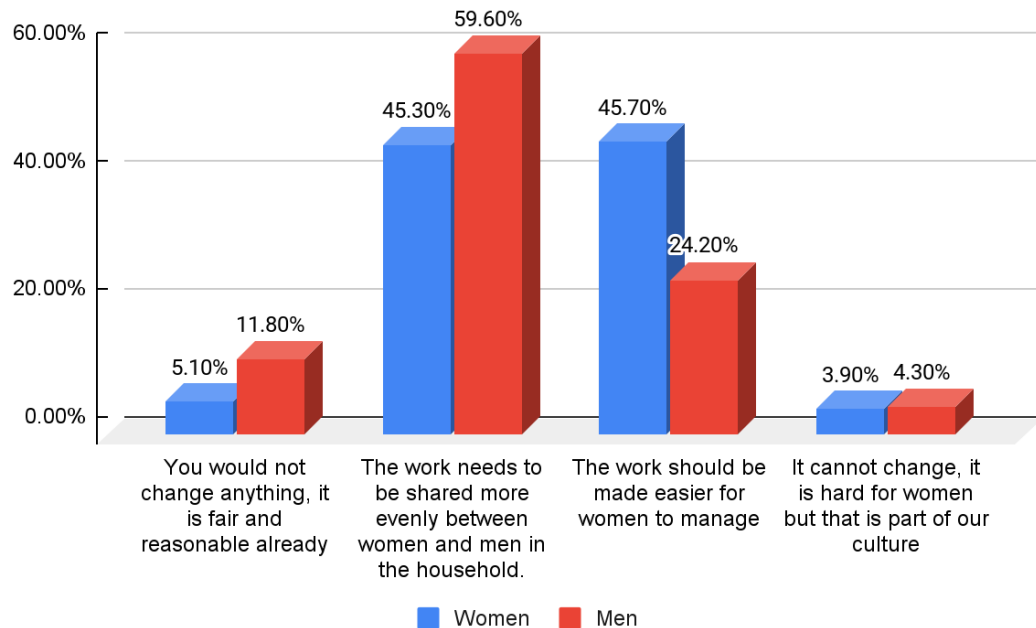
Q1: How much of your day goes toward doing unpaid activities to ensure the care and safety of your family?



A considerable increase in the number of women who spend most of their day or all of their day on unpaid care tasks when compared to men.

When compared to results from the first two episodes, this suggests an increased understanding of the unpaid care concept.

Q2: What would you change in your household, if anything, to make the work of caring for your family easier and more manageable for women?

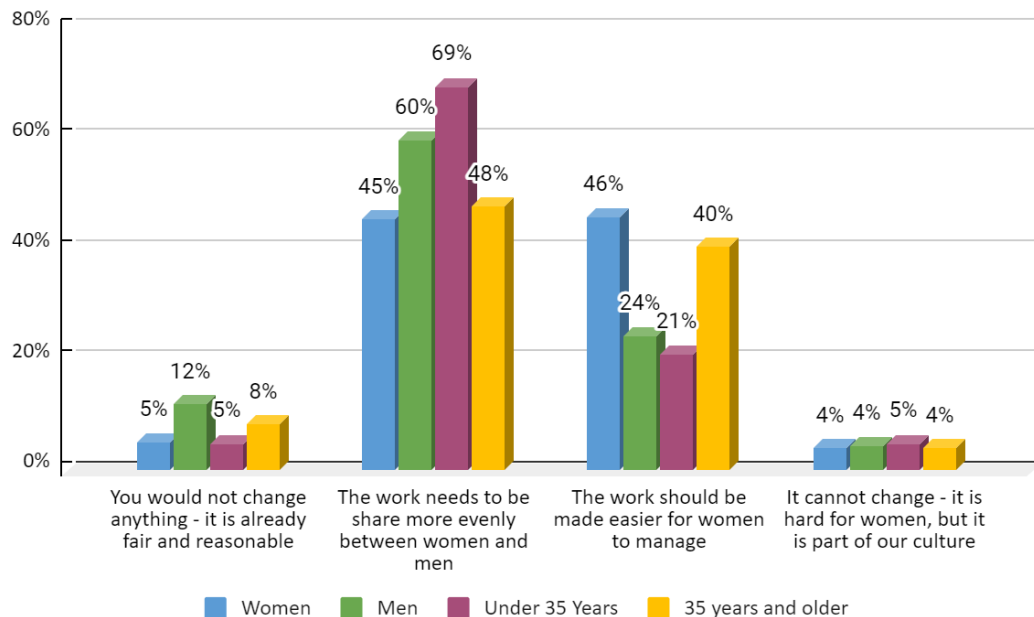


There is a significant consensus among both genders that the workload should be shared more evenly between women and men in the household, although men express slightly higher support for this change.

Women are more likely than men to advocate for making the work easier for women to manage, indicating a desire for measures to reduce the burden of caregiving and domestic tasks specifically on women.

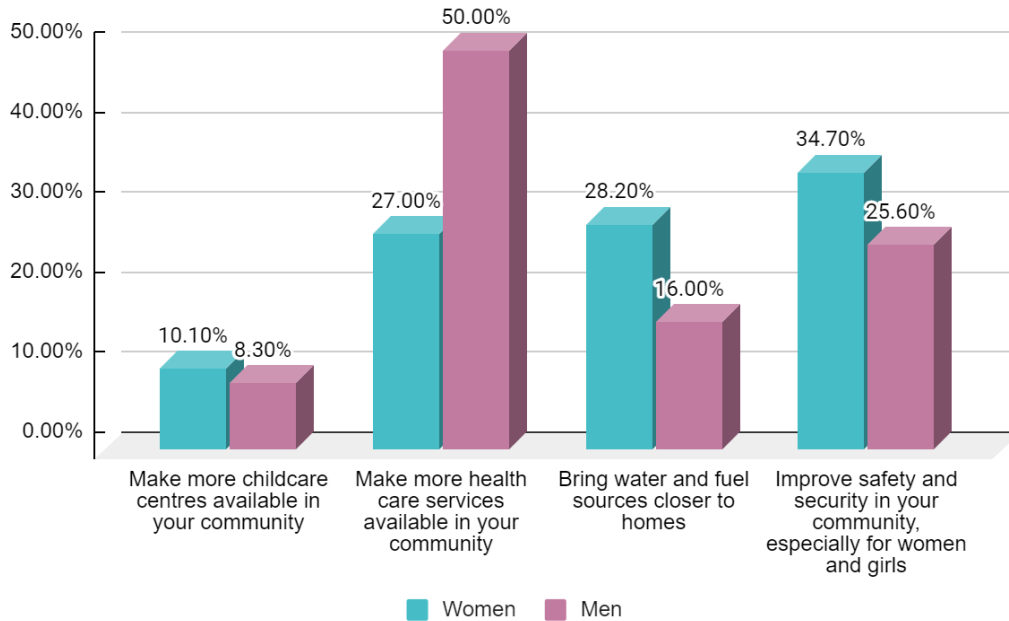
A minority of respondents feel that the current situation, while challenging for women, cannot change due to cultural reasons.

Q2: What would you change in your household, if anything, to make the work of caring for your family easier and more manageable for women?



The majority view, especially among men and younger respondents, is that the workload should be shared more evenly between women and men to make care work easier. There is also a significant percentage, particularly among women and older respondents, advocating for making the work easier for women to manage. A small but notable percentage across all groups feel that cultural factors limit the ability to change the situation, even if it is challenging for women.

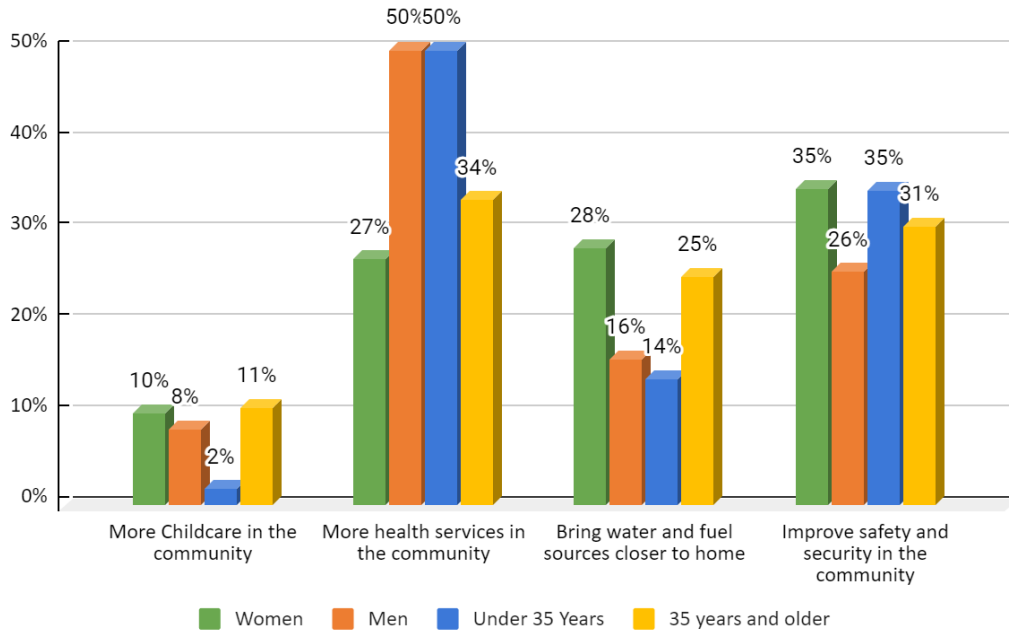
Q3: Which of the following actions should be a top priority for governments to make care work easier, especially for women?



The data highlights differing priorities between women and men regarding actions to make care work easier, with women placing more emphasis on infrastructure-related improvements.

Women prioritize actions such as bringing water and fuel sources closer to homes and improving safety and security, while men prioritize making more health care services available.

Q3: Which of the following actions should be a top priority for governments to make care work easier, especially for women?



More health services in the community are seen as the top priority by a significant margin, especially among younger respondents. Safety and security, as well as infrastructure improvements like water and fuel accessibility, are also considered important, with relatively high percentages across all groups. Childcare in the community is perceived as less of a priority compared to the other actions, although preferences vary slightly based on age groups.

Open ended question: If you could talk to somebody in a position of authority what advice would you give about how to make the work of caring for your family and looking after the household easier?

**-WOMAN, NORTH WEST
REGION**

**-WOMAN, NORTH
CENTRAL REGION**

Insights

Gender Disparities in Unpaid Care Work:

Women consistently spend more time on unpaid care activities than men, indicating a need for more equitable distribution of caregiving responsibilities.

Recognition and Appreciation of Unpaid Work:

There's a general sentiment, especially among women, that unpaid domestic and caring work is not fully recognized and appreciated by society.

Shared Responsibility for Unpaid Work:

A significant percentage of respondents, across genders and age groups, advocate for equal sharing of responsibility for unpaid care tasks.

Perception of Traditional Gender Roles:

Older and adult women are perceived to carry most of the unpaid care tasks, while stereotypes persist regarding men being weak or women being lazy.

Insights

Importance of Support Systems:

Respondents highlight the importance of making care work easier for women, with priorities including improving safety, healthcare services, and infrastructure.

Government Action Priorities:

Both genders prioritize actions such as sharing work evenly between genders and making it easier for women, with considerations for cultural factors.

Age-Based Differences in Perception:

Older respondents lean towards equal sharing of responsibilities, while younger respondents show a mix of gender-specific and shared responsibility views.



Limitations

Limitations

- The **length** of questions are limited
- **Consensus** for themes and questionnaires—managing the interest of many stakeholders
- Some technical words may be difficult to **translate** to local equivalents
- It may not reach **women** as well as it reaches men (less access to / control of phone)
- Having resources to **share the results with respondents** through additional episodes
- **Resources** (time and money) limit the scope of implementation and results



Discussion

Discussion

You can write your question prompts here



Thank you

ON AIR
DIALOGUES

LES DIALOGUES
À L'ANTENNE



@farmradio | farmradio.org

FARM RADIO INTERNATIONAL  RADIOS RURALES INTERNATIONALES