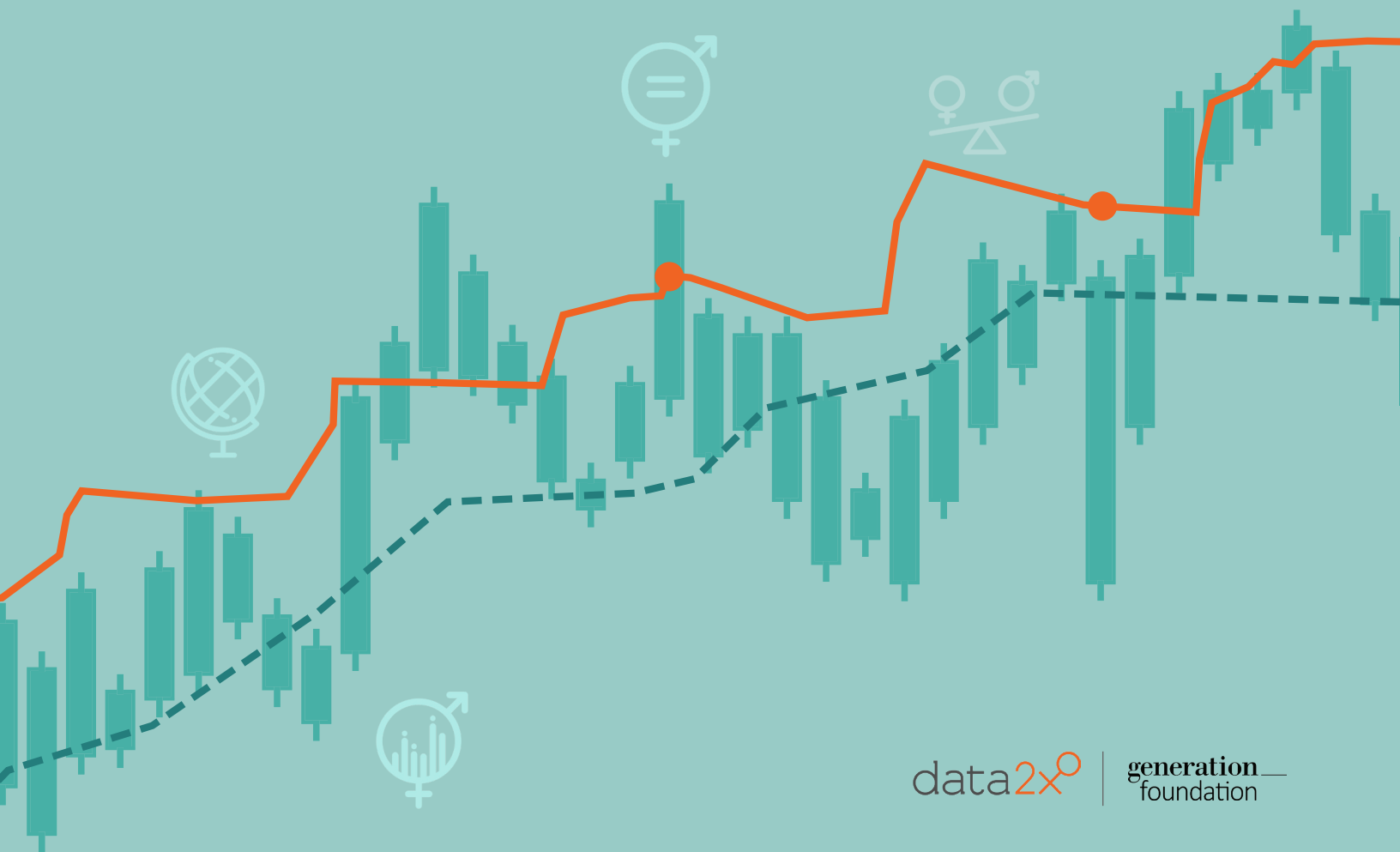


# Valuing Women's Time: A Practical Advocacy Toolkit for Data-Driven Policy Change

Harnessing Time Use Data to Drive Policy  
Reforms and Advance Gender Equality through  
the Lens of Sub-Saharan Africa



# Quick Orientation for Users

Time is a critical determinant of opportunity and well-being, yet evidence across the globe demonstrates that women and girls spend a disproportionate amount of their lives performing unpaid labor—and far less engaged in education, civic activity, health care, or rest than men. Data on how individuals spend their time, otherwise known as time use data, is key to revealing these gendered inequalities, but is just a first step toward crafting evidence-based economic and social policy solutions. Recent research demonstrates that advocates across sectors serve as a critical link in translating time use data to policy, and—when equipped with the tools and resources to effectively engage decisionmakers—can be powerful champions for evidence-based gender policy change.

## **This toolkit aims to provide advocates with:**

- A step-by-step guide for turning time use data into effective gender policy advocacy.
- Sample templates to support planning, messaging, and stakeholder engagement.
- Message frameworks tailored to sectors like care, labor, agriculture, transport, and social protection.
- Case examples from Sub-Saharan Africa to ground advocates' work in local realities.
- Practical advice for adapting advocacy to urban, rural, and sub-national contexts.

## **Who is it for?**

- Gender and care advocates
- Government gender officers & policy planners
- Civil society organizations & women's movements
- Statisticians & researchers
- Disabled advocates and organizations supporting people with disabilities
- Private sector actors supporting workplace equity

## **How to navigate**

This toolkit is designed for flexible use, allowing you to explore its content in two ways. If you prefer a structured approach, please follow the sections sequentially, as each builds upon the previous one to provide a comprehensive understanding. Alternatively, if you're looking for specific insights, you can jump directly to the section most relevant to your needs.

# Table of Contents

1. Introduction and Purpose .....	3
2. Understanding Time Use Data .....	6
3. The Power of Time Use Data for Policy Change .....	8
4. From Data to Policy Action—The Advocacy Pathway.....	12
5. Lessons on Enabling Data Uptake for Policy Influencing.....	24
6. References.....	25



# Section 1:

## Introduction and Purpose

### 1.1. Why Time Use Matters for Gender Equality and Development

Time is a critical, yet often invisible, determinant of opportunity and well-being. How individuals allocate their time across paid work, unpaid care, education, and rest shapes their economic agency, social participation, and life outcomes. Across the globe—and particularly in Sub-Saharan Africa—gendered patterns of time use reflect and reinforce structural inequalities.

Women and girls spend disproportionately more time on unpaid care and domestic responsibilities than men. Globally, they perform more than three-quarters of total unpaid care work, a burden that limits their ability to engage in paid labor, attend school, participate in civic life, or access health services (Ferrant, Pesando, & Nowacka, 2014; ILO, 2018). In rural parts of Kenya, Uganda, and Senegal, for instance, women's days are consumed by caregiving, subsistence farming, water collection, and informal labor, leaving them time-poor and economically constrained (Data2X, 2018; UN Women, 2020). Recent research further highlights that when time use data informs policy—such as Kenya's investments in rural water infrastructure—women's time poverty can be reduced by up to 30%, demonstrating the transformative potential of data-driven interventions (Data2X, 2025).

Time use data allows us to make this invisible labor visible. By capturing how different populations allocate their time over 24 hours—and disaggregating that by gender, age, geography, and other features that may exclude marginalized groups—time use data becomes a powerful tool for understanding and addressing inequality. It offers policymakers critical insights to inform gender policy. It offers policymakers critical insights to inform gender policy by:

#### 1. Optimizing Service Delivery

TU data helps schedule agricultural extension and health services when rural women are most available—in fields during work hours or at home during less busy times. This builds on historical uses dating back to 1920s radio programming and US agricultural services.

#### 2. Improving Infrastructure Access

By revealing gender differences in mobility patterns, TU data informs better transportation routes and water access points that meet women's specific needs.

#### 3. Designing Effective Training Programs

Successful vocational and financial literacy programs require convenient timing and locations. TU data identifies women's availability and mobility constraints, especially important for adolescent girls' employment programs.

#### 4. Addressing Labor Market Barriers

Comparing time allocation between genders shows why women often choose part-time or informal work—their disproportionate unpaid care burden leaves less time for paid employment.

#### 5. Shaping Care Policies

TU data quantifies unpaid care work, helping governments assess demand for childcare/ eldercare services and calculate their economic value.

#### 6. Expanding Economic Measurement

By capturing unpaid labor, TU data provides a more complete picture of economic output than GDP, challenging traditional undervaluation of women's work.

Since national TU surveys are typically disaggregated by sex, age and geography, these insights can inform both national and local policymaking.

**“Time use data gave us the language to describe what women were already living through—overwork, underpayment, and invisibility.”**

— *Women's rights advocate, Kenya*

## 1.2 Purpose and Scope of the Toolkit

This toolkit is designed to empower gender advocates, policymakers, researchers, and development partners with practical guidance and tools for using time use data to shape inclusive policy. While unpaid care and domestic work remain a central concern, this toolkit intentionally goes further, and its templates and tools can also be adapted for advocacy beyond time use data alone, highlighting how time use data informs interventions across a wide spectrum of development priorities, including:

- Labor market participation and decent work
- Education and training access and outcomes
- Health and social protection
- Transport and infrastructure planning
- Agricultural productivity and rural development
- Fiscal policy and evaluation of public policies

Drawing on lessons from Kenya, Senegal, and other African contexts, the toolkit provides a step-by-step framework for using time use data in policy advocacy. It includes messaging templates, stakeholder mapping tools, campaign planning checklists, and case-based examples that are adaptable across contexts. It is grounded in the idea that data is not enough—it must be mobilized strategically to influence change.



### Kenya: Care centers as economic catalysts

In Nairobi, a coalition led by the WEE Community of Practice used time use data to show that women in informal settlements were losing up to five hours daily on caregiving and commuting. Armed with this evidence, they successfully lobbied the county government to allocate funds for community childcare hubs. “This wasn’t just about women—it was about growing the informal economy,” said one advocate involved.

## 1.3. Why Now? Global Momentum and Opportunity in Sub-Saharan Africa (SSA)

There is growing global recognition that time poverty is not just a gender issue but a development issue. The COVID-19 pandemic laid bare the essential role of care work and the vulnerabilities of systems that rely heavily on women’s unpaid labor (UN Women, 2020). At the same time, momentum is building around frameworks that prioritize the time people spend on unpaid work and care as critical to sustainable development.

- The SDG Agenda calls on governments to recognize and value unpaid care work through public investment, infrastructure, and shared responsibility (United Nations, 2015).
- The ILO’s 5R Framework urges states to recognize, reduce, redistribute unpaid care work, and to reward and represent caregivers in policy and labor systems (ILO, 2018). Recent updates by UN Women (2022) propose adding *resilience* to the 5R framework to strengthen crisis responsiveness in care systems (Grantham & Somji, 2022).
- The UN Secretary-General’s Common Agenda emphasizes care systems as foundational to social cohesion and human development (UN Women, 2021).
- Data2X and partners have piloted methodologies and synthesized policy lessons across several country case studies, demonstrating how time use data can be integrated into national planning (Data2X, 2018a, 2018b).
- Data2X, with support from the Generation Foundation, has commissioned case studies in Kenya, Mongolia, Senegal, and South Korea to examine how time use data shapes policymaking. These studies reveal successes, challenges, and the transformative potential of time use data for equitable policy design, with a focus on care work (Data2X, 2025).

In Sub-Saharan Africa, countries are showing readiness to embrace data-informed, gender-responsive policy. Kenya’s National Care Policy process, Uganda’s social protection reforms, and Senegal’s gender budgeting efforts have all drawn on time use insights to frame and implement inclusive programs.

This toolkit builds on that momentum. It offers a practical bridge between data and action, supporting actors at all levels to leverage time use evidence for equitable, effective, and gender-just policy reforms.

### **Uganda: Private sector utilizes data to inform maternity leave policies**

In Uganda, Nile Breweries internally assessed the relation between productivity and social norms, using data to consider the performance and retention of women workers with children. As a result, the company developed an institutional maternity leave policy expanding benefits to six months.

## Section 2: Understanding Time Use Data

### 2.1 What Is Time Use Data?

Time use data is statistical information that captures how individuals allocate their time across various daily activities over a 24-hour period. It offers a comprehensive picture of both market and non-market activities, from paid employment to unpaid domestic tasks such as cooking, caregiving, water collection, and community labor.

This type of data is central to understanding gendered divisions of labor and the opportunity costs faced by different groups. It reveals patterns in how time is distributed between productive, reproductive, and leisure activities and highlights inequalities that often remain hidden in traditional labor and economic statistics (Charmes, 2019; ILO, 2018).

Because time is a finite resource, how it is spent determines who can access services, pursue economic activities, engage in education, and participate in governance. By illuminating how unpaid work disproportionately limits women and girls, especially in Sub-Saharan Africa, time use data becomes a powerful evidence base for gender-transformative policies.

### 2.2 How Is Time Use Data Collected?

Time use data can be gathered through several methods, each with its strengths and trade-offs. These include:

#### **A. Time Diaries**

Time diaries are detailed, real-time, or retrospective records of daily activity. Individuals log their primary and secondary tasks, locations, and with whom they spent time, typically in 10–30-minute intervals. This method captures multitasking and contextual nuances that are especially relevant for unpaid care work, which often occurs alongside other activities.

## B. Stylized questions

Rather than detailing all the activities undertaken within a specified time period, stylized questions ask the individual to recall the amount of time spent in specific activities over a specific time range, most often either the prior day or the prior week.

Both time diaries and stylized questions are survey methods routinely collected by National Statistical Offices (NSOs). Surveys using stylized questions typically use recall-based questions such as, “How many hours did you spend yesterday on caregiving or cooking?” These are less detailed than diaries but easier and more cost-effective to scale across large populations.

Time use surveys using time diaries or stylized questions may be conducted as:

- Standalone surveys that can be national, regional, or city based.
- Modules (often called “light” time-use modules) within larger labor force or household surveys. The ILO’s standardized “light” module exemplifies this approach, using short recall questions (e.g., time spent on caregiving or cooking “yesterday”) to capture unpaid work in labor surveys. Designed for cost-effectiveness and policy relevance, it balances detail with feasibility, though it excludes multitasking data (ILO, 2018).

### **Senegal: Time use data drives redesign of urban transit to be more impact-oriented**

In Dakar, time diaries collected among women market vendors revealed they were spending up to three hours daily in transit. This data was presented in a compelling infographic to the city council, leading to the redesign of a bus route and improved evening service. “We made invisible hours visible,” said the lead data analyst.

## C. Participatory and Community Methods

In low-resource or qualitative contexts, participatory methods (e.g., seasonal time calendars, focus group time mapping) can supplement formal data collection. These are especially useful for:

- Capturing seasonal patterns in agriculture-based economies.
- Understanding intergenerational time burdens, such as how girls’ education is affected by domestic responsibilities.
- Elevating local narratives and lived experiences.

Together, these methods create a flexible and adaptable toolkit for generating evidence in diverse environments—from urban to rural settings.



## Section 3:

# The Power of Time Use Data for Policy Change

Time use data transforms invisible burdens into actionable policy insights. Across Sub-Saharan Africa, it exposes how women's disproportionate unpaid labor—measured in hours of caregiving, water collection, and missed opportunities—constrains education, health, and economic growth. This section demonstrates how policymakers are leveraging this data to redesign childcare systems, labor markets, and infrastructure, turning gender disparities into measurable targets for change.

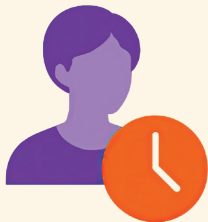
### 3.1 Time as a Policy Variable: Access, Opportunity, and Inequality

Time is a structural variable that influences how individuals can access opportunities, exercise rights, and benefit from development. Across Sub-Saharan Africa, time poverty disproportionately affects women and girls due to deeply rooted social norms and unequal distribution of labor.

Time use data shines a light on these disparities. It reveals not only how individuals spend their time but, also, when combined with other information, **who is excluded**, **which needs are unmet**, and **where investments are required**. It provides concrete evidence that supports the design of **gender-responsive, equitable, and inclusive policies** across multiple sectors. Time use data translates gender inequality into measurable differences, making invisible labor visible, and unpaid time costs countable.

#### Visual Insight: Gendered Time Use Patterns in Sub-Saharan Africa

**Gender disparities in time use are striking across Sub-Saharan Africa. On average:**



Women spend **3 to 6 times** more hours on unpaid care and domestic work than men (ILO, 2018; UN Women, 2020)



Girls **aged 10-17** are more likely than boys to miss school due to time spent on chores or caregiving (UNESCO, 2021)



In Kenya and Uganda, women contribute over **80%** of all unpaid household labor (Data2x, 2018b)



*Gendered Time Use Patterns in Sub-Saharan Africa*

## 3.2 Key Sectors Where Time Use Data Drives Change

### 3.2.1 Unpaid Care and Domestic Work

In Sub-Saharan Africa (SSA), women spend between three to six times more hours than men on unpaid care work (ILO, 2018; UN Women, 2020). In Kenya and Uganda, women contribute over 80% of all unpaid household labor (Data2X, 2018b).

#### **Kenya—National Care Policy Development**

In Kenya, time use data from a 2021 survey informed national dialogue on the care economy. It helped frame caregiving not as a private burden, but as a development issue. The data revealed that women in rural and Arid and Semi-Arid Lands (ASAL) regions spent upwards of 10 hours daily on unpaid tasks, limiting their ability to work, rest, or participate in civic life. This evidence laid the foundation for Kenya's draft National Care Policy, proposing investments in childcare infrastructure, labor-saving technologies, and integrated social protection systems. The national survey also spurred county-level innovations: Kisumu County piloted community childcare hubs, reducing women's unpaid work hours by 30% (Data2X, 2025).

#### **Senegal—Gender Budgeting for Early Childhood Services and Transport Reforms**

In Senegal, UN Women and the national statistical agency used time use data to demonstrate women's double burden. This helped secure budget allocations for early childhood development centers, with arguments grounded in evidence that caregiving demands prevented women from engaging in paid labor. The use of time use data made care a fiscal and labor productivity issue, influencing national budget debates (Data2X, 2018b).

The 2025 case study highlights how time use data continues driving systemic change in Senegal. In Dakar, time diaries revealed market women were losing three hours daily to lengthy commutes—a finding that fueled data-driven advocacy for transport reforms. The resulting extended bus routes now save 12,000 women an average of 1.5 hours per day (Data2X, 2025). At the national level, this evidence has informed gender-responsive budgeting, with Senegal now allocating 15% of municipal budgets to care infrastructure—a direct policy response to time-use disparities.

### 3.2.2 Labor Market and Employment

Time constraints are a major barrier to women's labor force participation. Without affordable childcare or elder care, flexible working conditions, or accessible transport, many women never enter the workforce—or if they do, exit the workforce when time burdens become too onerous or remain trapped in flexible but low-wage informal employment.

#### **Ethiopia—Productive Safety Net Programme (PSNP)**

In Ethiopia, the government's PSNP began integrating gender-responsive public works after realizing that women were unable to meet work obligations due to caregiving burdens. Time use data was used to redesign tasks, introduce part-time shifts, and create childcare support within work sites (ILO, 2018).

### **Uganda—Informal Sector Advocacy**

In Uganda, women's rights groups used qualitative time diaries and survey data to advocate for flexible work schedules and recognition of unpaid work in economic statistics. This fed into broader demands for social security schemes that include informal sector caregivers, many of whom balance market vending with child and elder care responsibilities (Data2X, 2018).

### **3.2.3 Education**

Girls across SSA are more likely than boys to drop out of school due to household and caregiving responsibilities, particularly in rural and low-income households (UNESCO, 2021). Women throughout SSA and elsewhere do not attend or drop out when training programs are conceived without taking into account their time constraints. This is a major reason for the failure of many training programs that seek to increase women's income generation options (Buvinic and O'Donnell, 2019).

### **Kenya—Girls' Education in Rural Counties**

Time use studies in counties such as Vihiga and Turkana show that girls as young as 10 spend several hours daily collecting water, cooking, or looking after younger siblings. When schools reopen after holidays or pandemics, many girls do not return, having taken on permanent care duties. These findings informed county-level programs providing school meals, water infrastructure, and caregiver stipends to keep girls in school.

### **3.2.4 Health and Social Protection**

Women's time burdens directly affect their ability to seek healthcare for themselves or their children, and to access social services.

### **Senegal—Mobile Clinics and Health Access**

In peri-urban Senegal, time use mapping showed that women delayed antenatal visits due to long waiting times and domestic responsibilities. As a response, the Ministry of Health piloted mobile clinics and weekend hours to improve access for time-poor caregivers. These reforms were framed as a response to time poverty, not just service coverage.

### **Ethiopia—Social Protection Design**

Time use evidence informed Ethiopia's social protection dialogue by showing that caregiver responsibilities often prevent women from participating in cash-for-work or training programs. The government began integrating direct cash transfers and flexible participation options into rural women's empowerment programs (UNDP, 2021).

### **3.2.5 Transport and Mobility**

Time spent walking to fetch water, reach markets, or commute to work significantly affects women's productivity and wellbeing, especially in rural SSA.

### **Uganda—Time and Transport Mapping in Rural Areas**

Transport-focused studies using time use data in Uganda highlighted that women spend up to 4 hours daily walking to water points or marketplaces limiting their participation in income-generating activities. The findings informed sub-county planning that prioritized rural road rehabilitation and safe water access as economic empowerment interventions, not just infrastructure upgrades.

### 3.2.6 Agriculture and Rural Economies

Time use in agricultural households is shaped by seasonality, gendered roles, and subsistence needs. Women farmers often perform both production and reproduction roles, facing peak-time labor constraints.

#### **Kenya—Seasonal Time Poverty in Agriculture**

In parts of western Kenya, women's peak-time labor load during planting and harvesting exceeds 15 hours per day. Time use diaries from Data2X's synthesis study showed that these constraints reduce crop yields and limit market engagement. As a result, women's groups in Kisumu used the findings to lobby for extension services at more convenient times, and to introduce community-based childcare during peak farming seasons (Data2X, 2018).

Time use data is a lever for transformation. Across Sub-Saharan Africa, has the potential to:

- Diagnose hidden barriers to inclusion and opportunity;
- Drive policy and budget shifts across sectors;
- Support advocacy that is rooted in lived experience and hard data;
- Frame care and time poverty as national development priorities.



# Section 4:

## From Data to Policy Action— The Advocacy Pathway

### 4.1 Data-to-Policy Impact Chain

Collecting time use data is only the starting point. To drive transformative change, the data must travel through a policy impact chain, a series of interconnected steps that move insights from data generation to decision-making and reform. Building on the data value chain, this chain involves not only researchers and statisticians but also civil society, government allies, and champions who interpret, communicate, and act on the data.

1. Data Collection—Generating time use evidence using surveys, diaries, or participatory tools.
2. Analysis—Disaggregating by gender, age, income, and geography to reveal inequality patterns.
3. Translation—Converting technical data into accessible insights, messages, and visuals.
4. Strategic Advocacy—Building coalitions, identifying policy windows, and engaging decision-makers.
5. Policy and Budget Action—Influencing programs, legal frameworks, and public investments.
6. Monitoring and Learning—Tracking changes over time and adjusting tactics based on feedback.

Time use data becomes a policy lever only when paired with other information and strategic messaging, political will, and tactical stakeholder engagement. This section outlines a six-step cycle to help advocates do just that.

**“How do we work with the water sector to demonstrate how families that don’t have access to water are time- and resource-constrained, and thereby influence investments in the rural water programme?”**

*– UWONET representative, Kampala, Uganda*

## 4.2 Overview of the Six-Step Advocacy Cycle

This toolkit centers around a six-step advocacy process, designed to help you apply time use data to policy reform. Each step includes actionable tools, real-world examples, and practical guidance.

Step	Purpose	Key Planning Templates
<b>1. Set Your Advocacy Goal</b>	Define a clear and data-informed policy objective aligned with gender policy priorities.	<ul style="list-style-type: none"> <li>Advocacy goal worksheet (<a href="#">Template A</a>)</li> </ul>
<b>2. Analyze the Policy Context</b>	<p>Map existing laws, budgets, stakeholders, and political climate, and assess constraints to identify leverage points.</p> <p>Adjust goals given the policy context. The policy gap analysis can be used for goal adjustment in the policy context.</p>	<ul style="list-style-type: none"> <li>Theory of Change (<a href="#">Template B</a>)</li> <li>Stakeholder mapping (<a href="#">Template C</a>)</li> </ul>
<b>3. Develop Your Strategy and Tactics</b>	Choose the most effective mix of advocacy approaches, tailored to urban/rural dynamics.	<ul style="list-style-type: none"> <li>Strategic plan (<a href="#">Template D</a>)</li> </ul>
<b>4. Engage Stakeholders and Allies</b>	Build coalitions, lobby policymakers, and activate community voices for legitimacy.	<ul style="list-style-type: none"> <li>Engagement calendar (<a href="#">Template E</a>)</li> <li>Alliance tracker (<a href="#">Template F</a>)</li> </ul>
<b>5. Use and Communicate the Data</b>	Translate raw data into compelling messages, narratives, and visuals tailored to audiences.	<ul style="list-style-type: none"> <li>Data Framing and Storytelling Guide (<a href="#">Template G</a>)</li> </ul>
<b>6. Monitor, Learn, and Adapt</b>	Track progress, evaluate impact, and adjust based on evidence and changing context.	<ul style="list-style-type: none"> <li>Monitoring &amp; evaluation plan and adaptation tracker (<a href="#">Template H</a>)</li> </ul>

## 4.3 Strategy Development Considerations

Effective advocacy does not follow a fixed script, it must be adaptive. It requires continuous assessment of context, timing, and readiness. Before launching your campaign, consider the following:

### Timing: Are there key windows of opportunity?

- National or sub-national budget planning cycles
- Electoral seasons or leadership transitions
- International observances (e.g., International Women's Day, African Statistics Day)
- Policy review periods (e.g., mid-term evaluations, national development plan reviews)

### Political and Institutional Readiness: Who's listening?

- Are there champions in government who understand care, gender, or time poverty?
- Are there reform-minded ministers, parliamentary committees, or taskforces in place?
- Do statistical agencies or ministries have an interest in time use and gender data and the capacity to collect, analyze, distribute and use it?

### Context Sensitivity: What's feasible and acceptable?

- Is the environment open to civil society advocacy?
- Are you operating in a rural, urban, or conflict-affected context?
- Do you need to engage through relational diplomacy, technical evidence, or public mobilization?

By aligning your advocacy with the policy calendar, political climate, and local realities, your efforts are more likely to succeed.

## 4.4 Bridging Data and Influence

Time use data has limited impact when confined to reports or technical briefs. To unlock its full advocacy potential, it must be strategically framed, targeted, and deployed. Use the advocacy cycle not as a linear checklist but as a flexible, iterative process, allowing you to refine your goals, messaging, and approach as political dynamics evolve.

The following section provides a deep dive into each step of the advocacy process, featuring practical tools, real-world examples, and adaptations from across Sub-Saharan Africa.

While this toolkit is designed with a focus on time use data, the included templates and tools—such as those for goal setting, stakeholder mapping, messaging, and monitoring—are adaptable for a wide range of gender-responsive policy advocacy initiatives. Users are encouraged to tailor the tools to fit their specific context, data sources, and advocacy objectives.

Below are the templates included in the Six-Step Advocacy Cycle for customization.

## A. Advocacy Goal Worksheet

Use this worksheet to develop a clear, measurable, and achievable advocacy goal that is informed by time use data. The goal should be specific to your context and aligned with gender equality and social policy priorities.

### 1. Define the Problem

What issue are you addressing? What does your country's time use data reveal about it? Consider bringing in relevant data, such as time use or disaggregated data, to better illustrate the problem.

---

### 2. Identify the Affected Group

Who is most impacted by the problem? (e.g., women in informal employment, rural caregivers, etc.)

---

### 3. State Your Advocacy Goal

What specific change do you aim to achieve? This can include new policy adoption, increased funding allocation, improved service provision, or another tangible outcome.

---

### 4. Make it SMART

Specific: \_\_\_\_\_

Measurable: \_\_\_\_\_

Achievable: \_\_\_\_\_

Relevant: \_\_\_\_\_

Time-bound: \_\_\_\_\_

### 5. Alignment with Broader Agendas

Which national or global priorities does this goal support? (e.g., SDGs, Agenda 2063, national care policy.)

---

### 6. Immediate Next Steps

What are the next three concrete actions you can take in the short term to advance your advocacy goal?

---

---

---



## B. Theory of Change Template

Use this template to map out your theory of change. It will help you define how your advocacy activities are expected to lead to short-term outcomes and longer-term policy impact on time use data.

### 1. Long-Term Goal

What is the ultimate policy change you aim to achieve (e.g., gender-responsive time use policies adopted and implemented)?

---

### 2. Problem Statement

What problem are you trying to solve? How does time use data help solve it?

---

### 3. Key Assumptions

What conditions must hold true for your theory to succeed (e.g., political will, data availability, etc.)?

---

### 4. Inputs

What resources, data, or partnerships will you leverage or use? Templates C, D, and F may be useful here.

---

### 5. Activities

What specific actions will you take (e.g., organize briefings, stakeholder meetings, campaigns, etc.)? See template D for more detail.

---

### 6. Outcomes

What short- and medium-term changes in behavior, practice, or awareness do you expect?

---

### 7. Impact

What long-term systemic or policy changes will occur if your outcomes are achieved?

---

## C. Stakeholder Mapping

Use this template to identify key stakeholders relevant to your advocacy goal. Categorize them by level of influence, interest, and strategize how to engage or manage them effectively.

### 1. Identify Stakeholders

List all relevant individuals, groups, institutions, and agencies involved in or affected by your issue. Note: Consider government bodies, civil society organizations, community leaders, funders, and service users.

### 2. Categorize Stakeholders by Power and Interest

Use the table below to classify each stakeholder based on their level of influence (power) and level of interest in the issue. When brainstorming relevant stakeholders, consider:

- Who controls budget appropriations and allocations?
- Who already champions this issue inside government? Is there any opposition?

Stakeholder Name	Level of Influence (High/Medium/Low)	Level of Interest (High/Medium/Low)

### 3. Engagement Strategy

Describe how you will engage with each stakeholder group:

- ☐ Collaborate (High Power, High Interest) - Actively partner and co-create solutions.
- ☐ Consult (High Power, Low Interest) - Seek input and keep informed to maintain support; create technical partnerships.
- ☐ Involve (Low Power, High Interest) - Engage regularly; include planning and decision-making; coalition building; and shared campaigns.
- ☐ Inform (Low Power, Low Interest) - Provide updates to raise awareness and build future interest; provide storytelling platforms.

Notes on strategy for specific stakeholders:

## D. Strategic Plan

This strategy plan helps you design and organize your advocacy approach. It will help you clarify your objectives, audiences, tactics, resources, and indicators of success.

**“You must know your audience. Some respond to economics, some to human rights, and others only act when they see a local example.”**

*— Care economy researcher, Nairobi, Kenya*

### 1. Advocacy Objective

What specific policy or funding change are you aiming to achieve?

---

### 2. Target Audience

Who must be influenced for this change to happen? Note: Consider decision-makers, gatekeepers, and influencers.

---

### 3. Key Messages

What are the top 1–3 persuasive messages that will resonate with your audience?

---

### 4. Tactics and Channels

How will you deliver your messages? (e.g., media, meetings, briefs, social media)

---

### 5. Partners and Allies

Who can support your advocacy? What role will they play (e.g., co-lead, amplify, provide data, etc.)?

---

### 6. Timeline

List your key advocacy activities and milestones and include approximate dates.

---

### 7. Resources Needed

What funding, people, materials, or skills do you need to implement this toolkit??

---

### 8. Success Indicators

What evidence will show your progress and success? Include quantitative and qualitative indicators.

---

## E. Engagement Calendar Template

Use this template to plan, organize, and track stakeholder engagement activities over time. Align your outreach with key advocacy moments, policy windows, and campaign milestones.

### 1. Engagement Goals

What do you aim to achieve through stakeholder engagement over the next quarter or year?

---

### 2. Key Dates and Opportunities

List critical policy milestones, national events, or other moments relevant for advocacy (e.g., budget cycle, elections, key UN moments):

---

### 3. Monthly Engagement Plan

Use this calendar to map your stakeholder engagement activities.

Month	Stakeholder(s)	Activity	Method (e.g., meeting, email, workshop)	Lead person	Notes

### 4. Follow-Up and Feedback

How will you capture feedback and follow-up action from each engagement?

---

## F. Alliance Tracker Template

Use this tracker to document and manage your alliances and partnerships. This helps ensure regular engagement, role clarity, and coordinated efforts across different partners and sectors.

### 1. Partner Organizations

List the key organizations or individuals involved in your advocacy alliance:

### 2. Roles and Contributions

What is each partner's role? What are they contributing (e.g., technical expertise, political connections, funding, grassroots networks, etc.)?

Partner	Role (e.g., lead, advisor, amplifier)	Contribution

### 3. Coordination and Communication

How will you communicate and coordinate with your partners? (e.g., email lists, regular calls, shared drive)

### 4. Engagement Status

How actively involved is each partner right now? Are any follow-up actions needed to strengthen their involvement?

### 5. Shared Actions or Campaigns

What joint advocacy actions or campaigns are planned? List upcoming activities, events, or campaign milestones, and which partners are involved.

## **Kenya: Data-driven advocacy influencing the energy sector**

In Kitui county, grassroots women were able to lobby for clean cooking to be included in the energy strategy. The county was able to allocate money to increase the number of improved cook stoves that they were providing to communities, which had a huge impact on their health and on their time, as they spent a lot of their time collecting firewood.

## **G. Data Framing and Storytelling Guide**

This guide helps advocates transform time use data into powerful stories that engage and resonate with policymakers, communities, and the media. Strong narratives can transform statistics into action by connecting data to people's lived experiences to policy relevance—like framing women's transit time as lost productivity for policymakers or showing girls' missed education for communities.

### **1. Know Your Audience**

What motivates them—economic growth, improved service delivery, community well-being? Consider what language they use and what formats they prefer, especially in multilingual or low-literacy settings.

---

### **2. Choose Your Core Message**

What is the most important insight your data reveals? Frame it as a clear and persuasive statement.

---

### **3. Link Data to Real Life**

Translate abstract numbers into human stories. Use real examples, personal testimonies, case studies, or visual comparisons.

Example: Instead of 'women spend four hours daily on care work,' say 'Grace, a mother of four in rural Uganda, spends nearly half her day fetching water and cooking.'

---

### **4. Select the Right Format**

What's the best way to share your story with your target audience? Options include:

- ☐ Policy briefs
- ☐ Infographics
- ☐ Short videos or animations
- ☐ Social media campaign
- ☐ Community dialogues or role plays

## 5. End with a Strong Call to Action

What do you want the audience to do next? (e.g., fund a service, pass a bill, attend a meeting)

### Effective Advocacy Messaging Tips

- **Leverage positive values.** Frame gender equality as a shared aspiration, not a confrontation.
- **Contextualize your message.** Adapt stories to urban and local contexts so it better resonates with your audience.
- **Combine data and stories.** Blend statistics with emotional or human examples.
- **Use clear language.** Avoid jargon and test messages with communities.
- **Use visuals.** Pair numbers with infographics or photos.
- **End with a clear call to action.** Should they contact decision-makers? Push for policy change or budget allocation? Join your campaign or coalition? Spell it out clearly to turn awareness into action.
- **Consider intersectionality.** Time use burdens vary by age, disability, location, and socioeconomic status. Disaggregate data wherever possible by age, disability, geography, income, and SOGI. Include diverse lived experiences in examples and visuals.

**“Without framing it as a care issue, we couldn’t gain traction. But when we said ‘women are losing income because they have no one to care for their children,’ it clicked.”**

— *Policy campaigner, Nairobi, Kenya*

### Data needs compelling framing to drive policy change. Three key approaches work best in Sub-Saharan Africa:

1. **Economic Frame** (Use for: Finance ministries, employers)  
Message: “Time poverty costs Kenya 12.9% of GDP (UN Women 2021). Invest in care infrastructure to boost growth.”
2. **Social Frame** (Use for: Education/health ministries, donors)  
Message: “Girls miss school for 3–5 hours daily fetching water (UNESCO 2021). Shared care improves education.”
3. **Rights Frame** (Use for: Human rights bodies, legislators)  
Message: “Unpaid care violates CEDAW rights. Redistribution is a legal obligation.”

**Pro Tip: Blend frames. Example: “Childcare grows GDP (economic), helps children thrive (social), and fulfills women’s rights (rights).”**



## H. Monitoring & Evaluation Plan and Adaptation Tracker

This template supports planning and documentation of how advocacy progress will be monitored, evaluated, and adapted. Use it to track indicators, lessons, and responsive changes throughout your advocacy campaign.

### 1. M&E Objectives

What do you want to learn or assess from your advocacy work?

---

### 2. Key Indicators

List the key indicators you'll track (previously defined in your strategy canvas) and how they will be measured.

Success indicator	Target output/ outcome	How will it be measured?	Responsible person

### 3. Learning Reflections

What lessons have emerged? Note any unexpected outcomes, stakeholder feedback, or new opportunities. If using these templates widely, consider tracking how they are applied, what impact they produce, and where they need adaptation.

---



## Section 5:

# Lessons on Enabling Data Uptake for Policy Influencing

- ✓ **Policy traction begins with local champions.** Identify bureaucrats, CSOs, or budget officers who understand the implications of time use and are willing to push internally.
- ✓ **Numbers need stories.** While policymakers often demand statistics, stories personalize the impact of time poverty and evoke urgency.
- ✓ **Iterate and contextualize.** Teams must revise their advocacy materials to align with political cycles, budget hearings, or cultural sensitivities.
- ✓ **Embed advocacy in existing processes.** Success is greater when time use advocacy is aligned with SDG reporting, gender budgeting, or social protection reform cycles.
- ✓ **Visibility matters.** High-quality visuals—maps, infographics, and time wheels—can help decision-makers grasp complex time dynamics quickly.
- ✓ **Policy influence should happen at all levels.** This should include data-driven advocacy within and outside of governments and across the national and grassroots levels.
- ✓ **Champion local ownership.** Ensuring the participation of grassroots women in governance processes and encouraging community-level dialogue can ensure local ownership—and uptake—of policy solutions.

# References

- Buvinic, M., & O'Donnell, M. (2019). Gender matters in economic development interventions: A research review. *The World Bank Research Observer*, 34(2), 207–236.
- Charmes, J. (2019). Unpaid care work and the labour market: An analysis of time-use data based on the latest World Compilation of Time-use Surveys. International Labour Organization. [https://www.ilo.org/global/publications/books/WCMS\\_732791/lang--en/index.htm](https://www.ilo.org/global/publications/books/WCMS_732791/lang--en/index.htm)
- Data2X. (2018a). Invisible No More? A Methodology and Policy Review of How Time Use Surveys Measure Unpaid Work (Volume 1). United Nations Foundation. <https://data2x.org/resource-center/invisible-no-more-a-methodology-and-policy-review-of-how-time-use-surveys-measure-unpaid-work-volume-1/>
- Data2X. (2018b). Invisible No More? Country Case Studies (Volume 2). United Nations Foundation. <https://data2x.org/resource-center/invisible-no-more-country-case-studies-volume-2/>
- Data2X. (2025). Valuing women's time and care work: Case studies on time use data for policymaking. <https://data2x.org/wp-content/uploads/2025/02/Valuing-Womens-Time-and-Care-Work-One-Pager2.pdf>
- Ferrant, G., Pesando, L., & Nowacka, K. (2014). Unpaid Care Work: The Missing Link in the Analysis of Gender Gaps in Labour Outcomes. OECD Development Centre. [https://www.oecd.org/dev/development-gender/Unpaid\\_care\\_work.pdf](https://www.oecd.org/dev/development-gender/Unpaid_care_work.pdf)
- Grantham, K., & Somji, A. (2022). A Toolkit on Paid and Unpaid Care Work: From 3Rs to 5Rs. UN Women. <https://www.unwomen.org/sites/default/files/2022-07/A-toolkit-on-paid-and-unpaid-care-work-en.pdf>
- International Labour Organization (ILO). (2018). Care Work and Care Jobs for the Future of Decent Work. Geneva: ILO. [https://www.ilo.org/global/publications/books/WCMS\\_633135/lang--en/index.htm](https://www.ilo.org/global/publications/books/WCMS_633135/lang--en/index.htm)
- UNDP. (2021). Designing Inclusive Social Protection Systems to Recognize and Support Unpaid Care Work. <https://www.undp.org/publications/social-protection-care>
- UNESCO. (2021). When schools shut: Gendered impacts of COVID-19 school closures. <https://unesdoc.unesco.org/ark:/48223/pf0000379270>
- United Nations. (2015). Transforming Our World: The 2030 Agenda for Sustainable Development. <https://sdgs.un.org/2030agenda>
- UN Women. (2020). The Impact of COVID-19 on Women. <https://www.unwomen.org/en/digital-library/publications/2020/04/policy-brief-the-impact-of-covid-19-on-women>
- UN Women. (2021). Progress on the Sustainable Development Goals: The Gender Snapshot 2021. <https://www.unwomen.org/en/digital-library/publications/2021/09/progress-on-the-sustainable-development-goals-the-gender-snapshot-2021>
- UN Women. (2022). A toolkit on paid and unpaid care work: Conceptual, methodological and measurement issues. <https://www.unwomen.org/sites/default/files/2022-07/A-toolkit-on-paid-and-unpaid-care-work-en.pdf>



data2x<sup>o</sup>

1750 Pennsylvania Avenue NW #300  
Washington, DC 20006  
[www.data2x.org](http://www.data2x.org)