

# Changing Narratives about Unpaid Care and the Economy

**UN High Level Political Forum**



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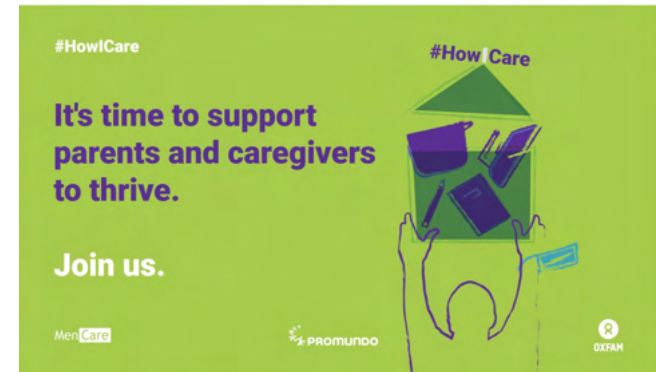
**OXFAM**  
International

# Which Narratives Need to Change?

1. “Care work is women’s work, their natural role and duty to provide”



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Strategies:

- 1) Engaging male care champions modeling new behaviours
- 2) Identifying and working with key influencers
- 3) Framing of care as collective responsibility



# Which Narratives Need to Change?

## 2. Beyond gender norms: narratives about work and the economy

'I don't work, I help in the home' 'Care work is petty work, not skilled or valuable'

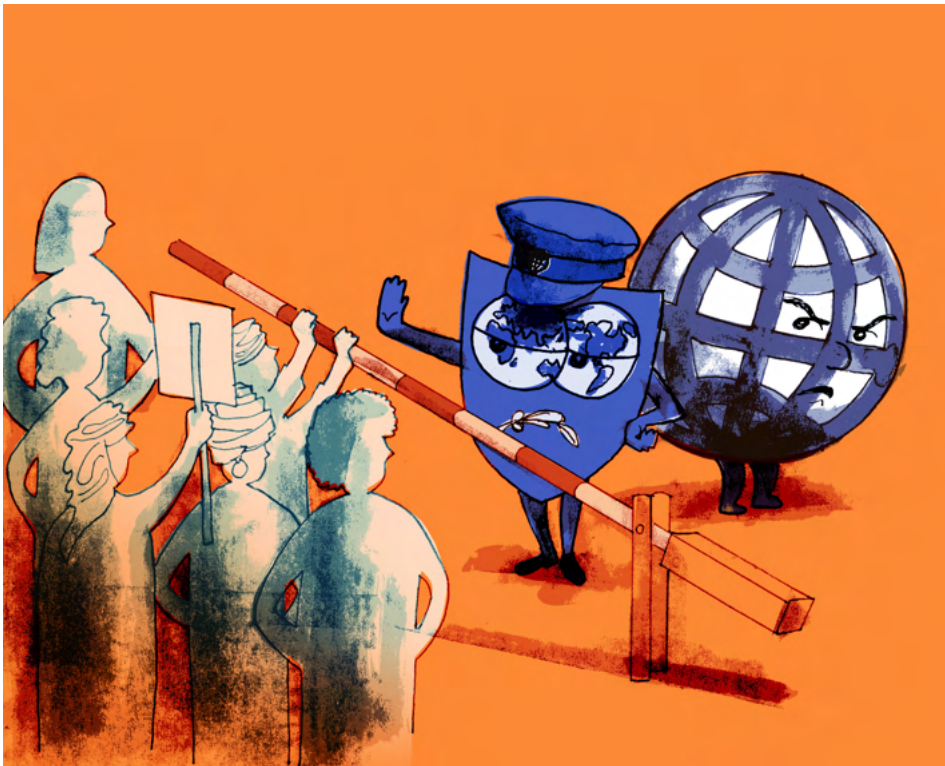
Strategies:

- 1) Participatory research tools (RCA) to visibilise time use patterns and promote recognition of care
- 2) Access to infrastructure can help nudge norms
- 3) New narratives
- 4) Input valuations



# Which Narratives Need to Change?

## 3. "Care is private, family issue, a 'women's issue' (not a public policy concern)



Source: Bretton Woods Project

Strategies:

- 1) Local level evidence
- 2) Communities demanding changes
- 3) Highlighting not only problems but solutions and impact
- 4) Connecting narratives on care, economic inequality, and poverty (income and time)

# Which Narratives Need to Change?

4. “Care work is a burden” → Care as a social good

Strategies:

- 1) Highlighting the impacts of a more equitable distribution on health, relationships, education
- 2) Working with and learning from feminist economists



# Where do we go from here?

- Working with unexpected allies
- Investing in narrative shifts as a strategy, not just a tactic- at the community as well as institutional level
- Connecting with climate, racial, economic justice movements- linking the narratives and recentring care in the conversations around the re-envisioning of an alternative economy
- Where narrative shifts are happening offering practical, context specific solutions e.g. Care policy scorecard and Care Barometer
  - e.g. Care policy scorecard (ICRW, IDWF, Africa Leadership Forum, UK Women's Budget Group, Ciudadania Bolivia, Padare, UWONET, Oxfam and partners) and Care Barometer

