

354.453	372.687	391.296	410.113	428.975	447.841	470.934	493.784	516.549	539.46	562.756	586.399
7182.464	7339.309	7499.502	7660.898	7821.816	7981.097	8127.768	8271.925	8412.962	8550.63	8685.318	8812.967
410.118	425.057	439.506	452.791	464.894	476.212	492.215	506.615	519.872	532.243	543.721	557.038
3635.549	3718.094	3800.521	3877.637	3950.145	4021.319	4086.53	4145.489	4203.134	4262.913	4325.378	4369.542
440.823	451.777	461.2	470.75	478.6	486.86	495.843	504.668	512.78	520.925	529.546	541.353
3250.159	3274.451	3304.5	3337.1	3226.3	3271.01	3292.141	3168.966	3144.745	3121.824	3101.618	3079.156
788.834	818.257	847.777	876.145	903.691	931.207	969.193	1006.185	1043.284	1081.797	1122.474	1176.555
17373.05	17899.59	18479.5	19071.63	19663.9	20256.12	20766.64	21285.63	21822.22	22386.36	22983.71	23580.63
57.553	60.79	60.77	61.73	62.5	63.2	63.9	67.048	68.696	70.136	71.354	73.83
1379.716	1408	1411.11	1417.36	1422.1	1427.4	1432.4	1560.368	1600.615	1637.755	1677.446	1719.082
128.526	133.26	138.01	142.713	147.375	152.038	158.72	165.287	171.804	178.206	184.438	191.734
2209.053	2241.846	2278.953	2318.086	2357.994	2398.342	2435.235	2473.163	2513.014	2554.919	2598.444	2635.85
11934.96	12077	12074	12076	12073	12075	12076	12372.38	12623.54	12807.98	12855.62	12742.88
212684.1	21272	21272	21272	21272	21272	21272	222205.1	224924.3	228413.9	231770.9	23446.8
203.269	206.754	209.667	212.103	214.269	216.312	223.854	231.371	238.852	246.298	253.754	264.577
3786.003	3871.526	3958.946	4047.817	4139.376	4234.162	4321.292	4414.169	4510.192	4606.937	4703.399	4801.196
23.197	24.044	24.866	25.65	26.41	27.151	28.107	29.066	30.027	30.987	31.949	33.237
338.854	344.129	350.137	356.637	363.617	370.986	376.946	383.839	391.385	399.261	407.325	415.709
162.687	165.912	169.793	173.147	175.601	177.328	182.308	185.937	188.876	191.804	195.055	199.861
1695.458	1710.37	1735.222	1758.027	1775.57	1789.489	1810.358	1821.51	1828.346	1835.357	1844.064	1846.76
2940.953	2978.247	3026.912	3068.552	3097.704	3116.706	3172.286	3210.339	3240.887	3273.952	3314.819	3379.897
18635.83	18656.43	18783.93	18903.06	18989.54	19060.79	19201.22	19289.82	19366.7	19462.55	19587.06	19671.53
4043.416	4159.497	4272.006	4383.365	4493.113	4599.43	4710.043	4821.643	4931.562	5039.751	5148.898	5298.06
31988.7	32030	32068.76	32121.66	32191.96	32264.91	32220.83	32213.84	32215.14	32218.74	32238.06	32374.27
442.509	451.5	466.505	475.6	483.9	491.336	503.338	515.073	526.502	538.084	550.504	568.297
4200.959	4209.9	4208.8	4344.3	4382.2	4416.7	4477.24	4443.737	4457.87	4466.311	4469.791	4481.285
5810.205	5931.244	6047.38	6152.222	6217.949	6222.875	6360.006	6460.696	6529.482	6581.687	6628.478	6875.885
132686	13274.8	135608.1	137320.1	139451.4	141903	143547.3	145793.4	148317	15143.9	153542.3	156139.9
1458.493	1467.57	15018	151538	156947	15727	15751	15789	1615.6	1631	1630.548	1659.713
24466.35	24859.45	25312.67	25856.82	26477.67	27148.84	27692.02	28211.58	29011.12	29745.43	30517.5	31201.53
2297.087	2362.54	2432.06	2495.906	2551.866	2601.799	2674.738	2736.145	2791.812	2847.188	2905.21	2969.217
19591.5	19727	19721.12	19872	19914.39	1992	1995	21451.68	21598.01	21742.67	21896.06	22034.72
26.441	27.603	28.65	29.644	30.607	31.492	32.746	33.737	34.467	35.029	35.541	37.682
522.332	534.423	544.401	552.134	557.66	561.104	559.928	557.03	552.902	547.92	542.456	542.146
2455.585	2551.144	2644.986	2726.898	2796.18	2857.277	2947.444	3023.054	3091.881	3161.083	3234.206	3329.742
29131.74	29832.76	30620	31372.84	32077.45	32768.5	33617.98	34400.01	35168.25	35952.57	36752.7	37515.61
117.076	120.269	123.263	125.94	128.289	130.325	134.17	137.753	141.06	144.114	146.95	151.844

**Talking with  
policymakers  
about NTA**

**Sidney B. Westley**  
**Communications Specialist**  
**East-West Center**

# Key elements of a successful policy communication strategy

- Establish and maintain continuous dialogue with your key audiences
- Show the human benefits and risks
- Use a variety of channels and formats
- Pay attention to timing
- Provide clear, simple messages with memorable indicators and compelling images

# Who are your key audiences?

- National government: Key departments, elected representatives
- National (and occasionally international) media
- Implementing partners
- Affected communities
- Donors
- Others?

# Know your audience

- What is their level of knowledge?  
Generally, the higher the position, the less specialist knowledge
- What are their core concerns?
- What about their demographics?  
Male/female? young/old? General education? Language skills?  
Political/social/economic roots?

# Do you have an “Advisory Board”?

- Better at doing relevant work
- Better at understanding of results
- Give a more active role in meetings
  - Presenting results
  - Developing the policy

**Most people prefer the sound of their own voice**

# Show the social and economic **benefits** and risks

- We're tired of problems with no solutions
- Along with benefits, give us a realistic estimate of political and financial costs
- Show us a human face
- Or better yet, let the human face do some of the talking
  - Local coalition partners
  - Policy champions, such as PLWHIV



# A variety of channels and formats

- **Informal meetings, briefings**
- **Mass media: Interviews, opinion pieces by experts, news articles**
- **Policy briefs**
- **Formal presentations at meetings**
- **Technical reports with related nontechnical summaries, policy recommendations, news release**
- **Electronic formats**
- **Be creative: Field visits, “training”**





# Tips on timing

- New leaders want new ideas
- If it costs money, it must be presented at the right point in the budget cycle
- The media like **focusing events**: Use them or help create your own
- Be ready (“lurking”) when the time is right
  - Good communication links established:  
**Your name in their address book**
  - Clear, compelling messages formulated

# Create clear, compelling messages

- Give your message a human face
- Select a very few key numbers (3?)
- Create compelling graphics
- Make comparisons
- Show trends over time: Help policymakers predict the future

# A human face: Reuters news release



# Quote from a “real” person

At 78, Eiko Sugiyama should be enjoying her retirement, but instead she works 12 hours a day to make ends meet.

“I worked hard all my life and I live simply, but my pension doesn’t cover my expenses, and I have no children to take care of me.”

# Some compelling numbers: EWC add-on

- By 2060, 40 percent of Japan's population will be age 65 and above.
- As of 2010, 11 percent of Japanese women and 20 percent of Japanese men age 50 had never married and never had children. And the trend is rising.

# ...and a quote from an expert

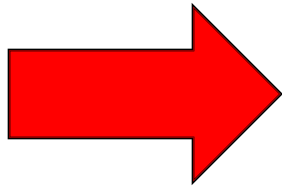
“The proliferation of single, childless elderly people will pose serious challenges for Japan’s social systems.”

—Professor Noriko Tsuya  
Economics Department  
Keio University

# NTA is seldom the whole story

Other groups all have their own story

- Policymakers
- Media
- Nongovernmental organizations
- Community groups



All know you and call on you  
to add to **their** story



# NTA provides...

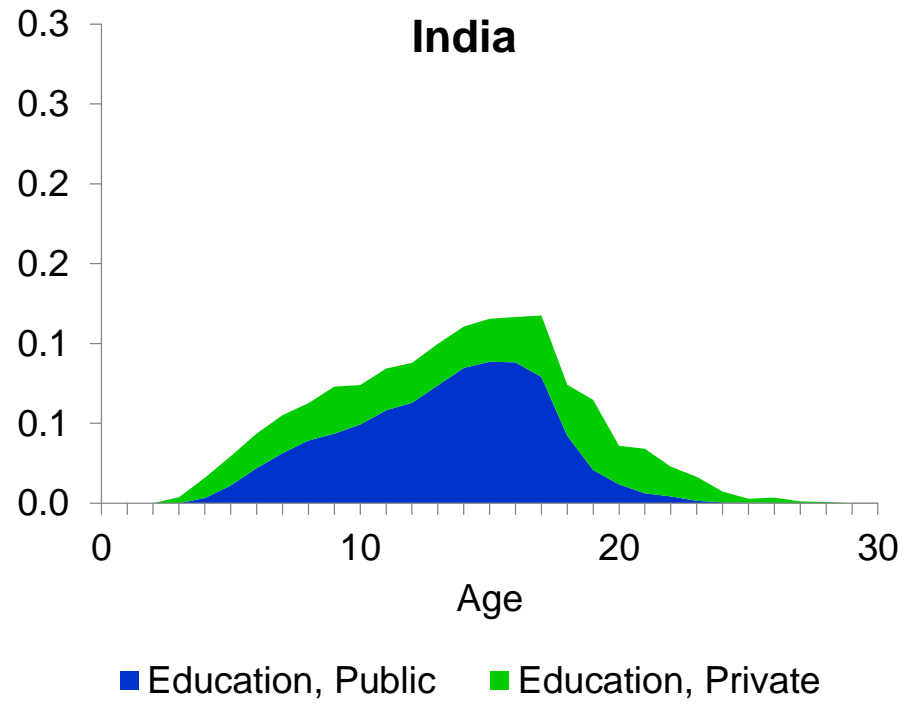
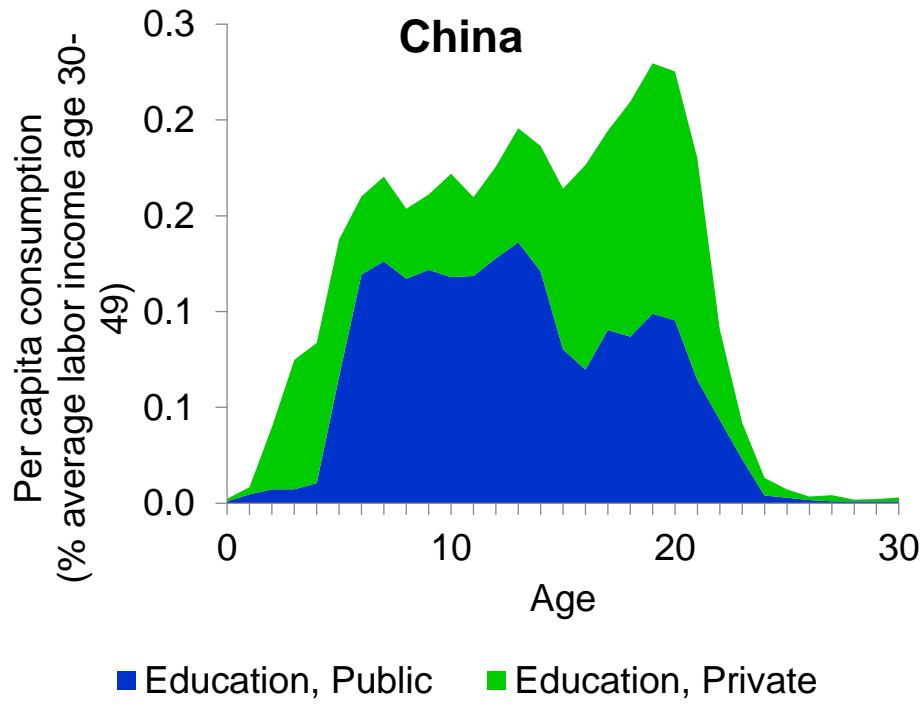
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- Simple numbers
- Striking comparisons
- Compelling graphics

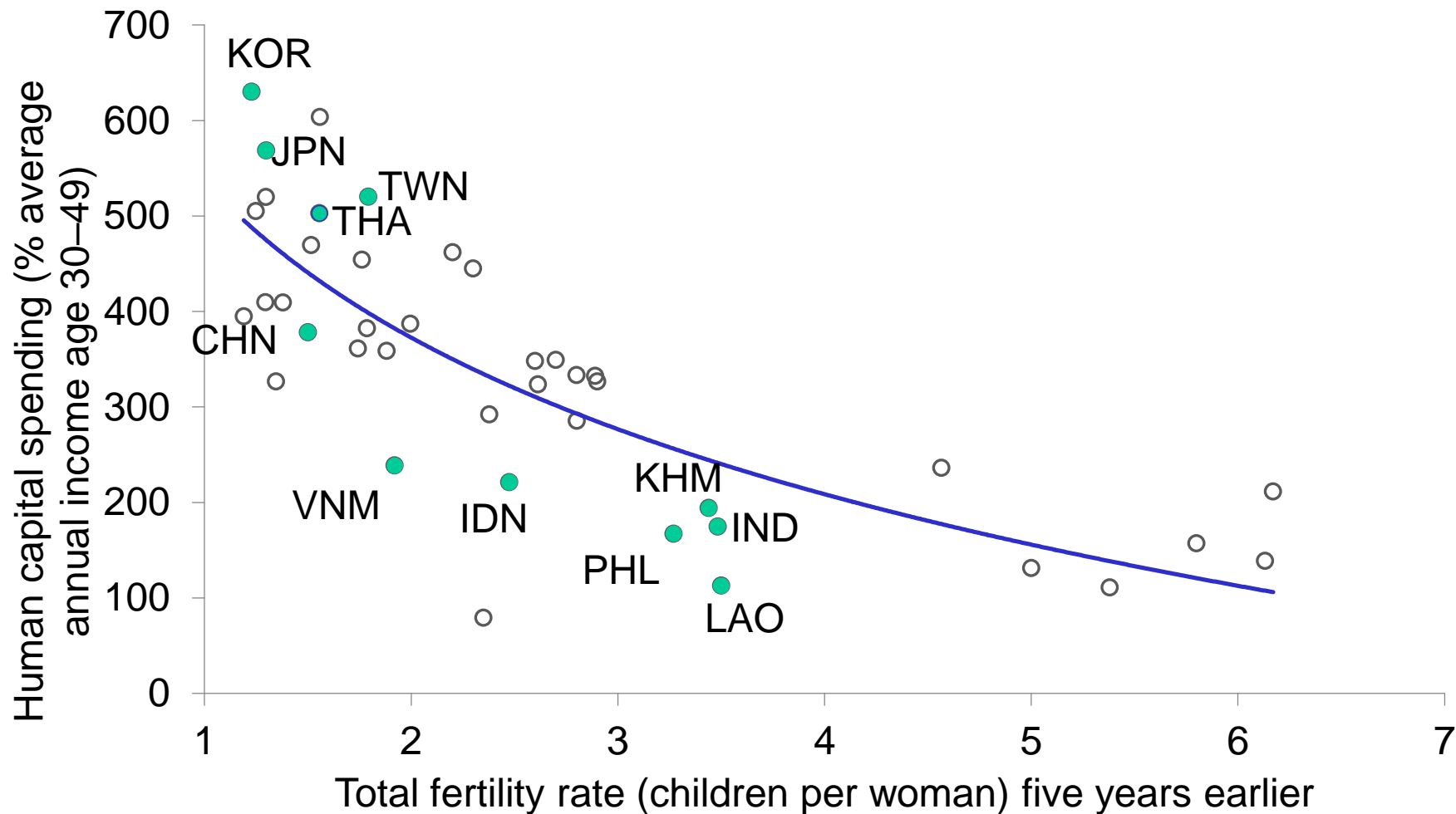
# ...in six (and many more) policy areas

- Collect good data and make them available
- Invest in child health and education
- Provide young adults with job training, smooth transition into workforce
- Support the full economic contribution of women: Wage equality, flexible work schedules, maternity and childcare leave, daycare
- Plan for population aging: Raise/remove mandatory retirement age, support saving and investment, offer basic but sustainable pensions and healthcare
- Reduce (or sustain/raise) fertility (and consider immigration)

# Who is investing in children's education?



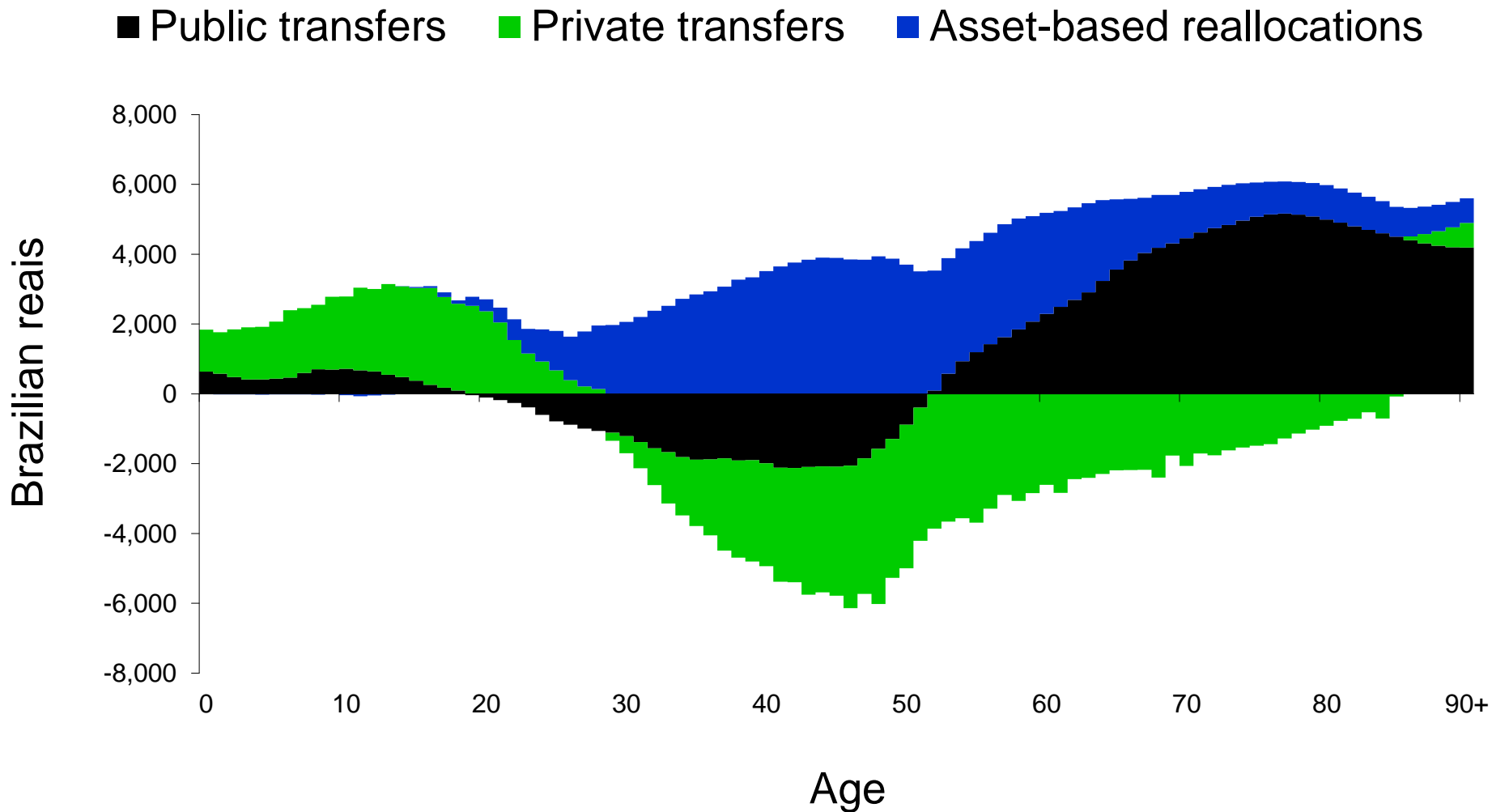
# How do all of our countries rank?



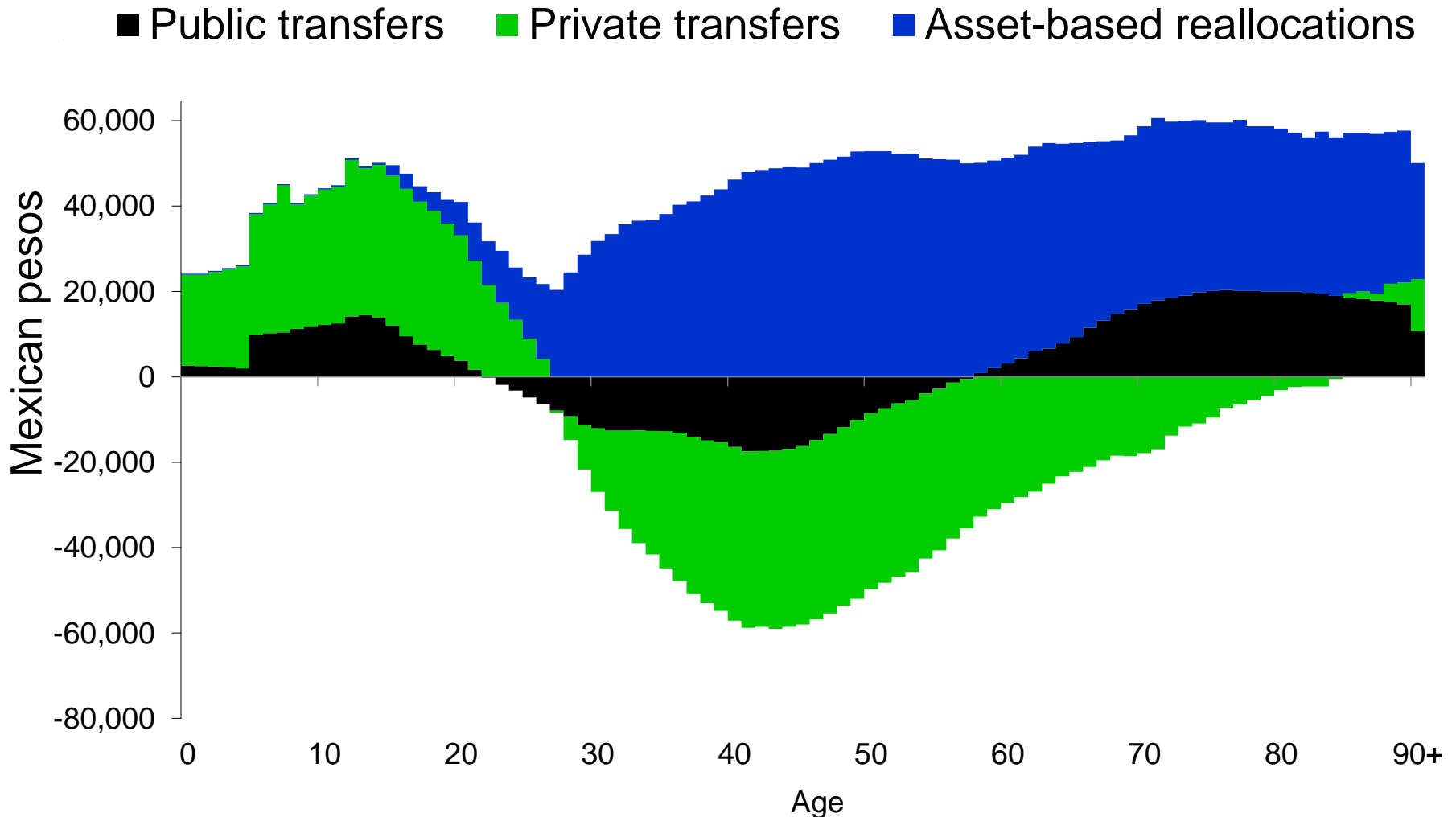
# Are young adults making a good income?

Country	Per capita labor income (% average annual labor income of a prime-age (30–49) adult)	
	Age 20–24	Age 25–29
Japan	27.6	54.9
Korea, Rep.	30.3	68.5
Thailand	37.6	72.4
India	39.1	68.8
Lao PDR	42.0	77.1
Indonesia	46.6	69.9
Vietnam	65.6	114.2
China	60.3	105.4
Philippines	61.1	92.0
Cambodia	91.1	111.2

# Can Brazil really pay this much for pensions?



# Mexico's high saving rate can support the elderly and boost productive investment



# Policies designed to raise fertility in Singapore (pp. 18–24)

Policy area	Pro-natalist policies as of about 1987 "Have three or more if you can afford it"	Policy revisions 2000	Policy revisions 2004 "Singapore: A great place for families"	Policy revisions 2008	Policy revisions 2013
<b>A Monetary incentives</b>					
A.1 Income tax relief	Income Tax Relief: Introduced in 1988; S\$750 per child for first two children, S\$500 (later increased to S\$750) for third child. From 1989, amount was changed to S\$1,500 for the first four children	Unchanged	Unchanged	Qualifying Child Relief (QCR) and Handicapped Child Relief (HCR) replace Income Tax Relief: Working parents can claim S\$4,000 per child for all children under QCR or S\$5,500 per child under HCR	Unchanged
	Enhanced Child Relief: Working mothers could claim 5% of earned income for first child, 10% for second, 15% each for third and fourth child. The maximum amount was S\$10,000 per child, and the eligibility criterion was 5 GCE O-Level passes	Unchanged	Working Mother's Child Relief replaces Enhanced Child Relief: Working mothers could claim 5% of earned income for first child, 15% for second, 20% for third, 25% for fourth. The maximum amount was raised to S\$25,000 per child	Working Mother's Child Relief: Working mothers could claim 15% of earned income for first child, 20% for second, 25% for third and subsequent children. Maximum amount raised to S\$50,000 per child	Unchanged
	In 1989, the tax relief amount was raised to 15% of earned income for second child, 20% for third, 25% for fourth. The maximum amount was raised to S\$15,000 per child	Unchanged	Unchanged	Unchanged	Unchanged
A.2 Tax rebates	Tax rebate of S\$20,000 for third child in 1987, extended to fourth child in 1989	Second-Child Tax Rebate: Offered for second child on a sliding scale from S\$20,000 if child born before mother turned 28 to S\$5,000 if born before mother turned 31	Parenthood Tax Rebate: S\$10,000 for second child and S\$20,000 for third and fourth child. The age requirement for second birth was removed	New Parenthood Tax Rebate: S\$5,000 for first child, S\$10,000 for second, and S\$20,000 per child for all subsequent children	Unchanged
	Delivery and hospitalization expenses for fourth child offset against parents' earned income. Maximum amount capped at S\$3,000	Unchanged	Unchanged	Unchanged	Unchanged
A.3 Child- and infant-care subsidies	Childcare Subsidy: For children of working mothers: A monthly subsidy was offered of S\$100 for each of first three children under age 7 who attended full-day childcare. The subsidy was paid directly to childcare center rather than to parents	Childcare Subsidy for Non-Working Mothers: A monthly subsidy of S\$75 was introduced for children of non-working mothers enrolled in childcare centers	Unchanged	Increased Childcare Subsidy (age 19 months–7 years): For working mothers, the subsidy offered was increased to a maximum of S\$300/month. For non-working mothers, the amount was increased to S\$150/month	Families with monthly household incomes of S\$7,500 or below are eligible for an Additional Subsidy, and lower-income families could receive more. Larger families with many dependents can choose to have their Additional Subsidy computed on a per capita income (PCI) basis
	n.a.	Infant Care Subsidy: Given to working mothers with infants age 2–18 months enrolled in childcare centers. Subsidy ranged from S\$150/month for full day to S\$75/month for half day	Increased Infant Care Subsidy: Subsidy increased to S\$400/month for full-day care	Increased Infant Care Subsidy: Subsidy increased to S\$600/month for all children	Unchanged
A.4 Use of Medisave Accounts (medical savings accounts within Central Provident Fund (CPF))	Medisave for delivery and hospitalization charges: Payment of delivery and hospital charges for third child can be made from Medisave account; maximum is S\$3,000	Unchanged	Use of Medisave for maternity extended to fourth child: Can be used for pre-delivery and delivery medical expenses for fifth child onwards, provided parents have combined Medisave balance of at least S\$15,000 at the time of delivery	Medisave Maternity Package: Parents may withdraw up to S\$450 from Medisave for pre-delivery medical expenses for the first four children	Introduction of Medisave Grant for Newborns: CPF Medisave account opened for each citizen newborn, with a Medisave grant of S\$3,000; first S\$1,500 deposited after birth registration, second S\$1,500 deposited in the following year, provided the child remains enrolled in MediShield or a Medisave-approved Integrated Shield Plan
	Accouchement fees for post-partum sterilization in government hospital: Waived after third or higher-order birth	Unchanged	Medisave can be used for expenses associated with assisted conception procedures. Withdrawal limit raised from S\$4,000 to S\$6,000 for first three cycles	Unchanged	Introduction of MediShield Coverage for Congenital and Neonatal Conditions: Newborns covered under MediShield from birth with no underwriting, including for congenital and neonatal conditions, so long as their parents do not opt them out
A.5 Maid Levy relief and reduction	Foreign-Maid Levy Relief for Working Mothers: In 1990, income-tax relief equal to two times annual foreign-maid levy was introduced. This was only for working mothers	Unchanged	Maid Levy Concession: Monthly maid levy reduced from S\$345 to S\$250 per foreign maid for families with children under 12 or elderly persons age 65 and above. This concession was capped at two foreign workers at any one time	Foreign Domestic Worker Levy Concession: Monthly maid levy reduced to S\$170 per foreign maid for families with children under 12 or elderly persons age 65 and above. Then further reduced to S\$95	Rebate given on foreign domestic worker levy increased from S\$95 to S\$145 for households with a child below 12, an elderly family member, or a family member with a disability
A.6 Cash benefits	n.a.	Baby Bonus: S\$3,000 cash given to parents for second child and S\$6,000 for third child. This was paid over 6 years	Baby Bonus: Extended to include first and fourth child. Parents receive S\$3,000 cash for first and second child, S\$6,000 for third and fourth child. Cash given in five instalments within 18 months of child's birth	Baby Bonus: Parents receive S\$4,000 for first and second child	Enhanced Baby Bonus scheme: Parents receive S\$6,000 cash for first and second child and S\$8,000 for third and fourth child; cash given within 12 months of child's birth
	n.a.	Children Development Account (CDA): Co-savings arrangement to be used for childcare or child development; government matches savings up to S\$6,000 for second child, S\$12,000 for third; parents can save into CDA and use CDA funds until end of year when child turns 6. Savings may be used for all children	Children Development Account (CDA): Government matches savings up to S\$12,000 for fourth child	Children Development Account (CDA): Government matches savings up to S\$6,000 for first and second child, up to S\$12,000 for third and fourth child, up to S\$8,000 for fifth child and beyond	Children Development Account (CDA): Parents can save into CDA and use CDA funds until end of year when child turns 12
A.7 Grandparent caregiver relief	n.a.	n.a.	Working mothers can claim S\$3,000 relief if their parents or parents-in-law take care of their children below age 12	Unchanged	Unchanged
B Housing incentives through Housing and Development Board (HDB) and Central Provident Fund (CPF)	Public Housing Upgrades for Three-Child Families: Rules altered to make it easier for families with a third child to sell their three-room or larger apartment and buy a bigger one	Public Housing for Newly-weds: Down payment for the purchase of a four-room apartment can be made in two stages, 10% to be paid when signing the agreement and another 10% when taking possession	CPF Housing Top-Up Grant for Singles Getting Married: When they decide to marry, singles who previously received government housing grant may receive top-up to match amount given to couples	Third Child Priority: 5% of available apartments set aside for families with more than two children; included in HDB first balloting round	Parenthood Priority: Proportion of apartments set aside for married couples with children (including those expecting a child) who have not previously applied or been given priority for HDB apartments
	n.a.	n.a.	n.a.	n.a.	Parenthood Provisional Housing: First-time married couples may rent an apartment from HDB at an affordable rate while awaiting completion of their new apartment
<b>C Education</b>					
	Primary school registration: Previous disincentives against third and higher-order births removed	Unchanged	Unchanged	Unchanged	Unchanged
<b>D Work-family balance</b>					
D.1 Paid maternity leave	n.a.	Working mothers may take 8 weeks paid maternity leave for first three children (previously available for first two children only); paid by government (rather than employer); capped at S\$20,000	Paid maternity leave extended up to fourth child; increased from 8 to 12 weeks for first four births	Paid maternity leave increased from 12 to 16 weeks. For first and second child, first 8 weeks paid by employer, second 8 weeks paid by government, capped at S\$20,000. For third and higher-order births, full 16 weeks paid by government, capped at S\$40,000	Working fathers may take 1 week of their wives' 16 weeks paid maternity leave, subject to agreement of the wife. Also known as Shared Parental Leave
D.2 Paid paternity leave	n.a.	n.a.	n.a.	n.a.	Paternity Leave: Working fathers may take 1 week of paid paternity leave



# A good policy presentation...

- Based on good understanding of your audience
- Half graphics or photos
- A few memorable numbers
- Strong closing: What happens next?
- Your most important goal is to establish a lasting relationship

# Welcome questions with enthusiasm

- Academic (or more)

*Never argue (especially with a journalist)*

- 10-minute presentation
- 10-minute Q&A
- Journalists
  - 5-minute presentation
  - 15-minute Q&A (or more)

# To reach policymakers, you need to work with the media

- Remain friendly but professional
- Assume everything you say is on the record
- Designate your spokespersons
- Give them training

# Key components of a successful policy communication strategy

- Maintain continuous dialogue
- Show human risks and benefits
- Use a variety of channels and formats
- Timing is important—be ready
- Clear, simple messages with memorable indicators and compelling images

# And how do we convey all of this to policymakers?

- Keep it simple
- Keep it human
- Keep it collaborative
- Keep it up