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## **FACTORS TO CONSIDER IN MOBILIZING SUPPORT FOR HUMAN RIGHTS**

**I-ACT QUICK START GUIDE**

This guide covers some factors to consider as you design your interventions for mobilizing support for human rights and engaging Filipinos in their behavior change journey.





# NEGATIVE NA NGA BA ANG PAGTINGIN NG MGA PILIPINO SA HUMAN RIGHTS?

A study shows that most Filipinos, with a majority of **69%**, view human rights concepts, values, and laws **positively**. Though there are more varied opinions regarding specific issues like same-sex marriage and the death penalty, it still shows that **Filipinos are pro-human rights**.

However, **this does not guarantee that Filipinos will take significant actions to support human rights**. We must consider two things to make them act and be more involved:

1. Focusing on **tangible changes** and
2. Highlighting more **impactful elements that affect them**.





“ Eh, hindi naman kasi  
'yan importante sa akin.”



While there is an overflowing shared sentiment that human rights are not considered vital to their lives, and there's still no guarantee that Filipinos will support human rights causes, there are ways to lead them into action.

## PAANO?

Civil society organizations must design tactics and activities to address their current behaviors—emphasizing the good outcomes of actions supporting human rights and the steps they should take to capacitate themselves and, later on, act.





# Any outliers or opportunities for Filipinos to engage?

*SIYEMPRE, MERON 'YAN!*

As most Filipinos stated that they were not likely to engage in any human rights action, they gave an **exception to donating money** to charities or organizations related to human rights. However, still, **"it was too expensive to do."**

They expressed that they are always **willing to participate in election processes**, but most still need to be registered or of voting age.


But **bringing a friend will always be an opportunity**. It was reported that Filipinos, who are currently engaged with the human rights movement, are successful in **encouraging others to participate** with a rate of more than 60%.

The only challenge for human rights workers is **mapping out** and **identifying newcomers and action-takers** we want to **bring into the movement and involve** further.






# LOCK YOUR TARGET!




Low engagement, high accessibility, and significant influence are the parameters we must consider in selecting specific areas and audiences, along with contextual factors such as the operational presence of coalition partners, population size, and media reach.

It is critical to focus most of our resources on the following areas:  
Central Luzon, CALABARZON, Western and Central Visayas, Northern Mindanao, and CARAGA.



Also, targeting these specific audiences makes it easier for us to efficiently roll out campaigns and programs: internet users, mothers, class C communities, relatives of migrant workers, Gen Z, Millennials and Boomers, and workers.







# PRESENT MAN TAYO SA SOCIAL MEDIA, PAANO NAMAN 'YUNG MGA WALA ONLINE?

Most Filipinos identify as internet users; however, a significant remainder (33%) are offline and source their information from traditional media. Filipinos usually source HR-related information from television, followed by radio and social media where Filipinos mostly go to for social issues and current affairs which is still a win for the whole human rights movement.



# IN FILIPINO COMMUNITIES, EMPATHY MEANS ENGAGEMENT...

Whatever background Filipinos come from, **we must meet our audiences with key messages based on their sentiments, knowledge, and concerns** to capture their attention and boost engagement. We should also highlight positive social norms and desirable behaviors to prove our actions are practical. However, when the default is inaction, shifting focus to community members in need can **trigger the desire to help.**







## **BUT EMPATHY FOR YOUR CO-WORKERS ALSO MEANS BETTER RESULTS!**

*Hindi tayo workers lang*, we are human rights workers, which means we also struggle against personal attacks and burnout, not just against human rights violations and dangerous narratives.

*Hindi nawawala ang trabaho*, especially for HR communications workers, which makes us more vulnerable to mental health concerns.

**We must reexamine internal culture and structures to prioritize community care and fair work arrangements. *Tama? Tama!***





# **MOST IMPORTANTLY, LET US BUILD A CULTURE OF INCLUSIVITY!**

Beyond compliance, **human rights workers must incorporate Gender Equality, Disability, and Social Inclusion**, starting from research, testing, and implementation of projects. We must allow meaningful inclusion to be organic and proactive rather than an item that waits for checking in compliance just for due diligence.

