

Thirty Successful Experiences of Redistribution, Reduction,  
Recognition, Remuneration and Representation in Care Work

---

# Caring in Equality (Cuidar en Igualdad) Nationwide Campaign. Necessity, Right, Work

---



---

## Caring in Equality (Cuidar en Igualdad) Nationwide Campaign. Necessity, Right, Work

---

**Country and/or location of implementation:** Argentina

**Instances responsible for its implementation:** National Directorate of Care Policies, Subdepartment of Equality, National Directorate of Cultural Policies, Subdepartment of Training, National Directorate of Press and Communications, and Ministry of Women, Genders and Diversity in Argentina..

### Specific issue covered and beneficiaries of the action or policy

From a comprehensive, federal approach with a focus on rights, gender and diversity, the Caring in Equality (Cuidar en Igualdad) campaign travels the country to reframe pre-existing conceptualizations, knowledge, know-how, and organizational dynamics related to care; to promote greater awareness and a collective co-responsibility for the right to care and to receive care; and to identify the needs and priorities that will nurture the formulation of public policies. It is proposed that the path towards a fairer reorganization of care in the country will be a collective construction with the National Government, the provinces and municipalities, social organizations and civil society, families, trade unions, companies, cooperatives, and those who run community care spaces. The campaign is a valuable tool to construct a federal, collective, territorial and multi-stakeholder diagnosis on this issue, as well as to promote the transformation of those stereotypes that perpetuate the feminization of care work (Government of Argentina, n.d.-a).

The campaign is deployed through the following modalities:

- National Awareness Rounds on Equal Care: meetings with the heads of ministries and agencies of the National Government; councilors and university representatives; and unions and organizations, with the purpose of committing to participating in and defining the processes of each province.
- Presentation rounds/organizational meeting with provincial leaders: creation of a provincial multisectoral team.
- Internal Rounds of Exchange and Reflection: Together with the multisectoral provincial team, the sectors and actors involved in the local organization of care were convened in an effort to reconstruct the local organization of care, to identify who provides care and the conditions in which they do so, to exchange experiences and strategies, to survey local needs and demands, to raise awareness of the distribution of care prac-

tices and underlying problems, and to outline proposals, prioritize actions, and develop joint lines of work.

These three instances are preparatory to participation in the Territorial Care Parliament, where each sector shares the conclusions of its debates in a dialogue with national stakeholders.

The Territorial Care Parliaments are designed as spaces in the territories for the actors and sectors involved in the local organization of care to converge and dialogue. It is the heart of the campaign and the founding motion that expresses the multisectoral commitment to social transformation and the construction of other fairer and more egalitarian realities for caregivers. The result of this exchange will be the generation of collective consensuses that will nurture the public agenda of care. (Government of Argentina, n.d.-b)

### **Results expected from and obtained with the action or policy**

This federal campaign is expected to include and involve a whole network of actors to serve as a starting point for the design of new care policies in the country. Lucía Cirimi Obón, National Director of Care Policies, explains:

A fairer organization of care is not possible without the active participation of society as a whole. [...] [It is necessary to promote] the visibility and awareness of the cultural framework—which symbolically and materially reinforces and reproduces roles and functions—and all the actors who work, discuss, and transform care on a daily basis: social organizations, civil society, trade unions, companies, and co-operatives that provide community care spaces. It is equally important to include in this collective process those who design and manage care policies in the provinces and municipalities. All this knowledge must be evaluated in the territories in order to achieve true cultural changes, built from the collective and oriented to the needs of each corner [of the country]. (G. and D. Ministry of Women, 2020, p. 5).

The goal of this campaign is to take a current picture of how care is organized in the country and reorient it, not only to make it visible and recognize it as work, but to reconfigure it, that is, to redistribute it on an egalitarian basis (G. and D. Ministry of Women, 2020).

During the months of September and October 2020, 12 National Care Awareness Rounds were held, which constitute prior and internal instances that prepare ministries, national agencies, unions and political organizations for their [subsequent]

participation in the Territorial Care Parliaments that are [...] [held] in all provinces. (G. and D. Ministry of Women, 2020, p. 7).

In these 12 rounds, 1129 participants were counted, plus the livestreaming of the rounds on YouTube and Facebook.<sup>7</sup> Regarding the Territorial Care Parliaments, these have been held in the following provinces: Santa Cruz, Neuquén, Tierra del Fuego, Antarctica and South Atlantic Islands, Río Negro (G. and D. Ministry of Women, 2021), Catamarca, Santiago del Estero, Tucumán, and La Rioja (Télam, 2021).

### Obstacles and challenges in the implementation of these policies and actions

The campaign presentation document established that the campaign would be adapted operationally to the healthcare possibilities of each location, respecting regulations and protocols within the framework of the COVID-19 sanitary crisis. Plans had been made for the first actions to be framed virtually in the hope that, as the months went by, the campaign could progressively and gradually move to mixed modalities and then to in-person activities. However, up to now, all implemented instances have been virtual (rounds and parliaments).

### Justification of compliance with the inclusion criteria

The Caring in Equality campaign has a positive impact on the recognition of caregiving work while constituting a policy that seeks to represent all the actors and sectors involved in the organization of caregiving at the local and federal level. The main objective of all planned territorial deployment is precisely to ensure caregivers in all sectors participate, in an articulated manner, in the construction and design of a public policy on caregiving in Argentina.

**For more information, visit** [www.argentina.gob.ar/sites/default/files/campananacionalcuidarenigualdad.pdf](http://www.argentina.gob.ar/sites/default/files/campananacionalcuidarenigualdad.pdf)

---

<sup>7</sup> For a summary of each round, visit [https://www.argentina.gob.ar/sites/default/files/informe\\_rondas\\_de\\_presentacion\\_con\\_organismos\\_y\\_organizaciones\\_nacionales.pdf](https://www.argentina.gob.ar/sites/default/files/informe_rondas_de_presentacion_con_organismos_y_organizaciones_nacionales.pdf)