

Advocacy and Campaigning

1 Introduction to advocacy and campaigning

Keywords: Theory of Change, advocacy, campaign, Global Initiatives, EVERY ONE, essential standards, rights-based approach, be the voice, definitions, indicators

Duration: 1.5 hours



Introduction

Advocacy and campaigns are central to securing lasting change in children's lives and a key aspect of our Theory of Change: be the voice – build partnerships – innovate – achieve results at scale.

Advocacy is a key element of 'be the voice' but can also be the central element of an innovative programme delivering the full Theory of Change.

We will...



This session includes an introduction to Save the Children's approach to advocacy and campaigns, gives examples of best practice and contains exercises to help you explore the issues further. This session should be the first session you work on as part of the module.

Learning Outcomes for this session

Knowledge and understanding

When you have studied this session, you should be able to:

1. Understand what advocacy and campaigning is.
2. Appreciate how Save the Children approaches advocacy and campaigning.
3. Understand how Save the Children defines and does advocacy and campaigning.

Practical and professional skills

When you have studied this session, you should be able to:

4. Explain Save the Children's approach to advocacy and campaigning.
5. Understand what issues Save the Children advocates and campaigns for.
6. Understand more about how Save the Children advocacy and campaigns functions are structured.

1 Save the Children's approach to advocacy and campaigns

Save the Children's Theory of Change

Advocacy and campaigns are central to securing lasting change in children's lives, by fulfilling their rights. They are integral to our Theory of Change: be the voice – build partnerships – innovate – achieve results at scale.

Advocacy and campaigns are a key element of 'be the voice' but can also be the central element of an innovative programme delivering the full Theory of Change.

What is advocacy?

Save the Children defines advocacy as **a set of organised activities to influence government and other institutional policies and practices to achieve lasting changes for children's lives based on the experience and knowledge of working directly with children, their families and their communities.**

The terms advocacy and campaigns are close in meaning. Both refer to a set of organised activities designed to influence policies and practices to achieve lasting change for children. However, campaigning always goes beyond just influencing policies and practices and always seeks to engage the public in taking action and creating a broader movement for change.

Campaigning is a set of advocacy, communications and mobilisation activities - informed by our knowledge and based on our values – that influence norms, policies and practices to achieve lasting change for children.

A global campaign is a collective influencing effort to achieve change, which we can only do by working together at all levels, from the international to the local, through coordinated strategies and activities

For Save the Children, we use the experience, results and evidence from our programmes and wider knowledge to inform and advocate for local, national and global policies and practices that impact on children, and their families where appropriate.

A Changing World

How we advocate, and the role of advocacy in our work is changing as the world changes. Extreme poverty has reduced dramatically in the last twenty years, and most people in poverty now live in Middle Income Countries. Inequality, and the situation of children left behind, are increasingly urgent challenges. Decisions taken in developing countries will largely decide how these challenges are met. Technological changes and increasing prosperity are increasing people's voice and mobility.

In many cases states have increasing capacity to respond to basic needs; national civil society is maturing and expanding; aid dependency is rapidly reducing and domestic political and budgetary choices will increasingly drive the realisation of children's rights.

To achieve impact for children we need to implement our full theory of change, and doing this requires Save the Children to strengthen its emphasis on advocacy and campaigns.

There are different types of advocacy undertaken by Save the Children all of which are important to helping us deliver for children.

Our advocacy model

		GOAL	EXAMPLE	TARGETS
A D V O C A C Y	M A C R O	Policy commitments and political attention at state, national and international level	<ul style="list-style-type: none"> • Humanitarian Access • Free health care • Double the education budget • Children at the centre of budget allocation 	e.g. National Governments (President, Finance Minister) and legislatures, G8, donors, UN, EU
	M E S O	technical policy formulation and implementation	<ul style="list-style-type: none"> • Education curriculum • Community Health Workers distribution of antibiotics • Health worker training and regulation 	e.g. Line ministries; thematic stakeholder forums
	M I C R O	Enablers of programme implementation	<ul style="list-style-type: none"> • Exclusive breastfeeding promotion • Activate child protection networks and refer vulnerable children 	e.g. Local, national, government
		Community mobilisation and voice	<ul style="list-style-type: none"> • Empower children, communities and civil society to hold duty-bearers to account • Track local budgets • Public hearings e.g. with community leaders and media 	e.g. Service deliverers



Save the Children

Examples of good advocacy and campaigns

India

Outcome: In the five-year plan the government of India agreed to increase its spending on health to over 2.5% of GDP.

In our child survival campaign in India in 2009–10, we knew that the Indian government was spending just 1% of its GDP on health. India had the highest numbers of children dying in the world but investment in health was very low compared with other countries and with what is recommended by the World health Organisation (WHO).



Health worker interacts with 16 month-old child suffering from malnourishment at her home in Jahangir Puri, New Delhi, India, Photo: Prashanth Vishwanathan/Save the Children

We conducted a public opinion survey on health and realised that the majority of people didn't know that India had higher levels of mortality than neighbouring countries, or that the government was spending less on health per person than other countries. We also knew that the government had just started drafting its next five-year plan, which would set the future health budget. With this five-year plan as our target, Save the Children and our partners actively campaigned for the budget to be increased. We conducted a budget analysis and mapping exercise to understand in detail what was currently being committed and spent and where. We wrote a briefing paper for MPs and journalists, and organised field visits for them to see the situation of children first hand, enabling them to become stronger advocates for children.

We launched a petition to demonstrate public support for further investment in health. The petition ran online and via postcards in local languages which was to be circulated in communities without internet access – often the communities with the highest levels of mortality. Over 300,000 people signed and bags of postcards were then handed in to the Minister of Finance, in front of the media. We knew the campaign was being noticed when the local post office in the State of Bihar complained about the amount of postcards arriving for them to sort and send to the Minister of Finance. Our staff had to help the post office manage the number of postcards – we felt that this was a good sign that the campaign was building momentum and the media liked the story too!

Save the Children also brought together influential individuals (including economists, activists, sports stars and Bollywood stars) to sign a public letter to the Minister of Finance calling for an increase in the health budget. This letter was placed in the financial media and caused lots of public debate among opinion formers and decision makers in the capital, Delhi.

Mozambique

Outcome: The national government implements Early Childhood Development (ECD) Programs based on Save the Children's model.

In 2007, Save the Children began advocating for the development of a national ECD strategy based on our own experience and model. At that time, 4.5 million children were under the age of five but only 4% were enrolled in ECD programs.

Save the Children developed a comprehensive advocacy strategy to guide our efforts. It consisted of:

- Implementation of Save the Children's ECD model in pilot pre-schools;
- Dissemination of findings from Save the Children's model – along with the benefits of ECD – at conferences, through the media, and publicity events;
- Partnership with the World Bank to conduct an impact evaluation of the outcomes of the project;
- Creation of a National ECD Working Group to facilitate dialogue on policy and practice.

To strengthen the evidence base to better advocate for ECD in Mozambique and globally, Save the Children partnered with the World Bank to conduct an impact evaluation of the outcomes of the project. The research was pioneering; it evaluated the cost-effectiveness of Save the Children's ECD model and documented the impact on children and communities. The evaluation findings supported Save the Children's ECD programming and in 2011, the Ministry of Education, in collaboration with the Ministry of Women and Social Action (MMAS) and Ministry of Health, began piloting a pre-school program based on our model.

Beyond the implementation of our ECD model, Save the Children led a dialogue on policy and practice uniting key ECD stakeholders into a National ECD Working Group – creating a voice for children in their struggle for a quality education. The Ministry of Education called on the Working Group's support to help create a national pre-school strategy. Save the Children contributed to the revision of the existing pre-school curriculum used by community-based child care centers (*crèches*), ensuring that it included elements of ECD. The process of developing a national ECD strategy is an extraordinary victory for the children of Mozambique – and the entire country.



Photo by Per-Anders Pettersson/
Reportage by Getty Images for Save The Children USA

The history and scope of Save the Children's advocacy approach

Save the Children began as an advocacy and campaigning organisation, before it even had programmes. In 1919, **Eglantyne Jebb, the founder of Save the Children**, mobilised the British public and put pressure on the government in London to end the Allied blockade on Germany and Austria after the First World War, which was causing terrible suffering among children in those countries. She went on to establish the Declaration of the Rights of the Child, the precursor of the 1989 UN Convention of the Rights of the Child. Today Save the Children has the ambition to become a global campaigning force for and with children.

While advocacy and campaigns are part of our organisational fabric, different parts of Save the Children have often approached advocacy in different ways. For example, a lot of our advocacy has a strong **programmatic** focus, where we innovate and develop evidence directly from our programming activities, and then persuade others to adopt what we have proven and/or fund us to take it to scale. Our influence is based mainly on our technical expertise and our engagement is largely with technical interlocutors in line ministries such as health or education. In other cases our **advocacy has focused more on community mobilisation and civil society partnership**, often as part of an explicit rights-based strategy to achieve change and we have also invested in **public policy advocacy**, focused on national-level budgetary, policy and legislative change, sometimes reinforced by global-level advocacy done in collaboration with other countries and members. These advocacy approaches are often legitimised by our programme experience, but also draws on a wider body of evidence and knowledge. Much of our public policy advocacy can also involve mobilization of the public and partnerships with civil society.

This diversity can be a strength, and in reality our work in each country will involve a mix of approaches, drawing on different skillsets. Save the Children staff in-country need to be able to manage these different approaches and ensure that we have a coherent and consistent advocacy strategy at the national level. Our advocacy work in countries needs to be aligned with, and contribute to, our globally agreed priorities, while recognising that to be effective it needs to be properly contextualised. This requires staff with the skills and experience to co-create and co-own our advocacy work, and not simply deliver it on behalf of others.

Advocacy for this module refers to activities designed to influence policy change, or build political support for an issue that affects children. Advocacy and campaigns can encompass research and analysis, lobbying, public mobilisation and media and communications activities.

What is 'Great advocacy by Save the Children?'

In 2011, the **Save the Children Chief Executive Officer (CEO) group** agreed on what they call '**Great advocacy by Save the Children**'. This is a list of principles and practices that should guide Save the Children's advocacy work:

- Rooted in our values and principles with child rights at the core
- Grounded in our expertise in – and experience of – what works for children – based on our programmes, our trusted partners and empirical evidence
- Aligned with our overall strategy – picking the few key things we want to change globally for children through the breakthroughs we want to inspire
- Aimed at helping us achieve impact at scale, addressing both symptoms and underlying systematic causes
- Carried out through a combination of proactive, planned work and entrepreneurial capitalisation on opportunities as they arise
- Grounded in a sound power analysis and targeted at decision-makers and influencers who will listen to us and take the action for children we are calling for
- Advanced through meaningful and ethical participation of children
- Delivered in different ways depending on the most credible tactic for getting our message across to the particular audience – sometimes noisy and sometimes quiet, sometimes as Save the Children and sometimes through coalitions
- Joined up between the global, regional and national levels and reaches decision makers with the power to act.
- Synchronised with reinforcing media and communications strategies
- Backed by sufficient advocacy resources at the national, regional and global levels
- Able to build a global moments where we focus all our efforts on a specific change at a particular time
- Backed by widespread public support that creates an enabling environment for changes and compels decision makers to act
- Supported by great research and policy products such as a SC-wide annual flagship report.

Activity 1: Identifying key elements

- 1 Read the following case studies and identify the elements of advocacy and campaigns.
- 2 List three advocacy and campaign activities we might have undertaken to influence the government in the first case below. Achievement of breastfeeding legislation in Pakistan

Breastfeeding in Pakistan

The government of Pakistan promulgated the Protection of Breastfeeding and Young Child Nutrition Ordinance in 2002. However, the implementation of the law was poor. Following the 18th Constitutional Amendment, provinces are required to adopt and/or enact their own breastfeeding laws. Save the Children's EVERY ONE campaign initiated a focused campaign to ensure that steps were taken for the effective implementation of the 2002 ordinance, and the enactment and implementation of laws for the protection and promotion of breastfeeding in the four provinces. According to the Pakistan Demographic and Health Survey (PDHS) 2012–13, the rate of exclusive breastfeeding for six months is only 83% in Pakistan and there is no progress in reducing newborn deaths, so implementation of the breastfeeding legislation is important to promote breastfeeding and discourage promotion of breast milk substitutes. As a result of Save the Children's sustained campaign, Sindh and Balochistan provinces enacted laws for the protection and promotion of breastfeeding. In Khyber Pakhtunkhwa province the Protection and Promotion of Breastfeeding Bill is in its final stages of enactment at the time of writing. Punjab province, where the law was enacted in 2012, notified the Infant Feeding Board to monitor the implementation of the Punjab Protection of Breastfeeding and Nutrition (Amendment) Act 2012. Similarly, the Federal Government also notified the Infant Feeding Board to start implementing the legislation after almost a decade.

Floods in Cambodia:

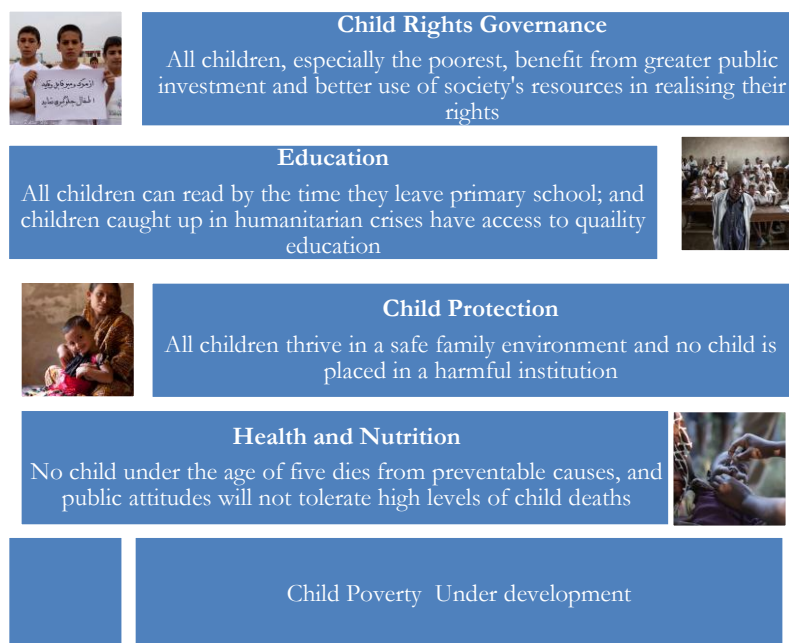
In September and October 2011, massive floods affected Cambodia. Having taken fast, innovative and cost-effective steps during the floods to set up temporary learning spaces, Save the Children built on this experience to advocate in 2012 with the Ministry of Education, Youth and Sport to apply this approach across the country. In October 2012, the Ministry approved the 'Guideline on Education in Emergency', focusing on the establishment of safe learning spaces during the flood season. This means that in any future floods, the government should be able to effectively respond to children's educational needs at scale.

2 What does Save the Children advocate and campaign on?

Save the Children has thematic areas that it focuses on in its programmes and advocacy. In each of these thematic areas Save the Children is focused on achieving a specific breakthrough in the way the world treats children and we can only achieve these breakthroughs by implementing our full Theory of Change and catalysing action by others. Advocacy and campaigns is central to us achieving these organisational objectives.

Each breakthrough has an advocacy strategy to help drive progress on the breakthroughs. With Health and Nutrition the main vehicle for advocacy and campaigns in our priority global campaign, EVER ONE.

Figure 3: Save the Children's breakthroughs



EVERY ONE: Save the Children's global campaign

In 2009 Save the Children launched its biggest ever global campaign to save children's lives. Since launching we have developed innovative new partnerships, mobilised millions of people and inspired real action and impact around the world against the injustice of child mortality. The EVERY ONE campaign is our main way of driving progress on the breakthrough on Health and Nutrition *More information on the EVERY ONE Campaign can be found in Session 2 of this module.*

What is a global campaign?

A **global campaign** is a collective influencing effort to achieve change, which we can only do by working together at all levels, from the international to the local, through coordinated strategies and activities

What is the campaign goal?

Our goal is that Millennium Development Goal 4 – a two-thirds reduction in child mortality rates by 2015 – is achieved. This is a key stepping stone towards the breakthrough of ending preventable child deaths.



Race for Survival Vietnam 2013 Photo

What is Save the Children's approach to campaigning?

- Reflect the full theory of change – build partnerships; be the innovator; be the voice; achieve sustainable results at scale.
- Define change objectives to deliver against organisational breakthroughs.
- Create an enabling environment for change by engaging publics and campaign champions.
- Use decision-making moments, at global and national level, to drive commitments.
- Work with others in partnership to drive implementation.
- Build momentum through stories of impact and robust evaluation that captures and applies campaign learning.
- Apply children's rights as a conceptual framework focusing on universality, agency and accountability in realizing our campaign objectives.



Vigil to mark two years since conflict began in Syria, Jordan, 14th March
Photo Credit: Chris de Bode/Save the Children

Humanitarian advocacy

The term 'humanitarian advocacy' encompasses not only advocacy in emergencies but also advocacy conducted before and after crises and in situations of protracted vulnerability, suffering or conflict. *More information on Humanitarian Advocacy can be found in Session 15 of this module.* This includes working to ensure that emergency responses are appropriate to children's needs and rights, and that they respect humanitarian principles.

Humanitarian advocacy is one of the pillars of our overall humanitarian effort and a critical element in our ambition to be the leading humanitarian response agency for children.

We deliver advocacy and campaigns in conflict and humanitarian contexts through the humanitarian Advocacy Working Group (HAWG) with the aim of progressing our breakthroughs in these contexts.

3 How does Save the Children deliver advocacy and campaigns?

Most of our advocacy and campaigning work is designed and delivered at the national level, in line with our breakthroughs and agreed positions.

At the global level, Save the Children organises its advocacy and campaigns through a networked leadership model, in which different parts of Save the Children are empowered to lead on behalf of the whole organisation. In each case, the networked lead is expected to manage a cross-organisational governance and delivery structure, and be held accountable to the rest of Save the Children.



There are nine networked leadership project groups in Save the Children, eight of which contribute directly to our advocacy and campaigns: the Global Advocacy Group; the Global Campaign Team; the Global Media Unit; the four Global Initiatives; and our Humanitarian Team. Save the Children International leads on the global campaign and our humanitarian work; the other project areas are led by different Save the Children members.

Save the Children's advocacy and campaigns are delivered around the world by Save Children member organisations, and by Save the Children International Country Offices in about 60 countries. Save the Children International also manages four Advocacy Offices (New York, Geneva, Brussels and Addis Ababa) on behalf of the wider organisation, and has seven Regional Offices with Advocacy Directors.

Who guides our advocacy and campaigns?

Each year the Global Advocacy Group proposes advocacy priorities to the CEO steering group and this provides a steer for our advocacy work around the world. This is delivered through different teams including the advocacy offices, Global Initiatives and the Humanitarian Advocacy Working Group (HAWG) in humanitarian settings. The Global Campaign Team coordinates the Global Campaign.

Save the Children's advocacy policy positions

Save the Children has agreed organisational positions on key issues essential to our advocacy. Each of these policies have gone through a global sign off procedure detailed below and can be accessed on OneNet: <http://bit.ly/1p7xR99>

Sign-off within Save the Children

Save the Children has a global sign off procedure in order to ensure we speak with one voice on issues affecting children. The sign-off procedure applies to policy positions that have international implications.

The Chair of the Global Advocacy Group leads the sign-off procedure. Sign-off should not be confused with consultation, which is the inclusive process of gathering inputs prior to sign off. <http://bit.ly/1p7xR99>

4 How advocacy and campaigns are central to programming

Advocacy and campaigns are at the heart of what Save the Children does. Our commitment to this vision, and our long history and experience of working with children and their communities, give us the legitimacy to carry out advocacy. We use this evidence base and knowledge of the issues affecting children to generate the political will and mobilise the resources needed for policies and programmes that will help bring about long-lasting positive change for children.

We cannot achieve impact at scale on our own. Advocacy and campaigns increase our impact and make it more sustainable. To do this, they need to be an integral part of programme planning from the concept and planning stage. Our programme planning process should enable country offices to clearly identify goals and objectives, and how they will be achieved. This is likely to be through a combination of direct interventions, advocacy, and strengthening of civil society. *More information on advocacy monitoring and evaluation can be found in Session 4 of this module.*

Many of the principles of developing and implementing campaigns and advocacy strategies are linked to our programme work. To develop good strategies you need to work out what you want to achieve, who will do what and when they will do it and how to follow up on results. You also need to be flexible to respond to changing events. Developing good strategies and plans includes constant learning and the adjustment of plans to increase their impact. *More information on developing advocacy and campaign strategies can be found in Session 3 of this module.*

Advocacy and campaigns is a core element of Save the Children's delivery of quality programmes. Figure 6 shows how Save the Children examines programme quality, including a focus on advocacy and campaigns. The Quality Framework can also be found on OneNet at: <http://bit.ly/1hSsK2Q>

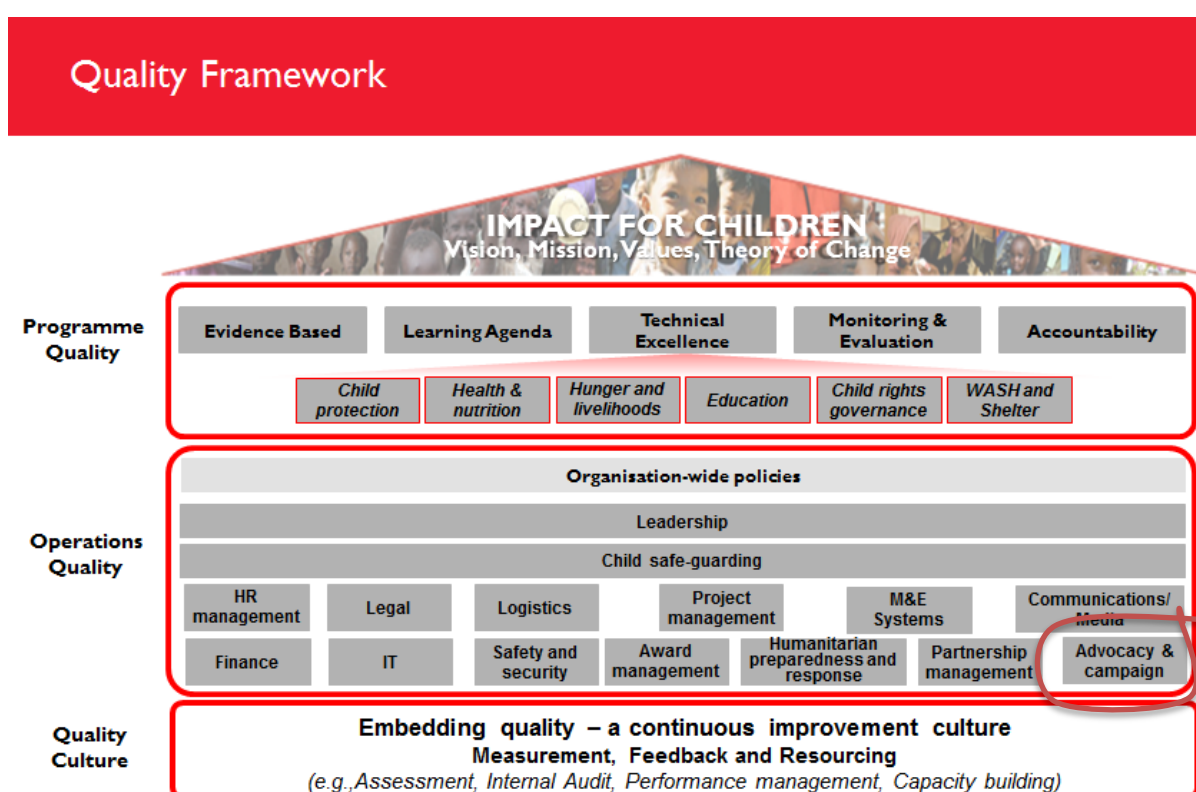


Figure 6 Save the Children's Quality Framework

Essential Standards

Save the Children has identified the essential standards that a country programme must meet in order to deliver on their advocacy and campaign work. These standards form part of the Quality Framework in the Country Annual Planning process.

If a country is below a standard in its self-ranking, it is required to create Action Plans to improve its programme quality.

For advocacy and campaigning, country offices are expected to meet the following essential standards with the qualifying statements providing some detail of what the standard is.

Ref.	Type	Statement
1	Standard	A member of the Senior Management Team is responsible for leading and managing Save the Children's campaign and advocacy work, with the Country Director explicitly accountable for overall success
1.1	Qualifying Statements	Advocacy and campaigns targets are included in performance evaluations and management job descriptions of the SMT staff member responsible for advocacy as well as the Country Director and all other relevant staff, including senior technical advisers
1.2		Advocacy and campaigns are included in the induction and orientation of all staff
1.3		If a country is a 'priority country' for the agreed global campaign then the Country Director prioritises two posts: a Director of Advocacy and a Campaign Manager
1.4	Humanitarian adaptation	If a country is a humanitarian 'priority country' advocacy staff will have training in humanitarian advocacy and prioritise a portion of their time to humanitarian advocacy
2	Standard	National advocacy and campaigns strategies (developed with support from members) are in place for the agreed global campaign and for key thematic areas, which includes clear policy change objectives in line with the global campaign strategy and with the thematic Global Initiatives/global advocacy strategies.
2.1	Qualifying Statement	Guidance for developing and implementing the strategy, provided by SCI centre and/or regional office, is followed
2.2		Members can provide support through advocacy technical assistance in support of agreed global strategies
2.3	Humanitarian adaptation / Qualifying Statement	For a categorised humanitarian response, the country office is responsible for providing advocacy messages and a complete advocacy strategy as a component of the response strategy (in line with the deadlines in the categorisation procedure)
3	Standard	A percentage of total grant expenditure for advocacy and campaigns is agreed in order to deliver on our full Theory of Change
3.1	Qualifying Statement	Each Country Director sets a target in agreement with their Regional Director based on a suggested minimum of 5% funding for advocacy and campaigns
3.2		The total expenditure for advocacy and campaigns is measured at the end of the year as a percentage of all funding
4	Standard	Active advocacy, campaigns and external communications are used to influence public opinion and political commitment nationally in support of children's rights
4.1	Qualifying Statement	Alongside key national advocacy moments, the country office takes an active part in global moments (for example, actively launching the State of the World's Mothers Report and taking part in Save the Children's annual global mobilisation events, to ensure reinforcing impact at local, national, regional and global level as one Save the Children)

4.2		The Advocacy Measurement Tool is used annually, capturing Save the Children's contribution to changes in political commitments, policy changes, and shift in public opinion
4.3		Detailed research and a situational analysis are conducted when planning advocacy strategies
4.4	Humanitarian adaptation / Qualifying Statement	Emergencies categorised as a 1 or 2 are considered key opportunities for advocacy and the country office takes an active part in humanitarian advocacy in these situations

5 Child rights methodology¹

What is the place of child rights in our advocacy and campaigns?

Child rights are central to our approach to achieving impact for children, and therefore to our advocacy and campaigns. At the core of a child rights approach is understanding the relationship between **rights holders** and **duty bearers**, in other words between the children who are the subjects of rights, and the people and institutions who have obligations to respect, protect, and fulfil those rights.

A country's ratification of the UN Convention on the Rights of the Child (UNCRC) creates what can be understood as a '**social contract**' between the state and its citizens to establish and implement rights to benefit the children under its jurisdiction. Save the Children makes use of the principles within the UNCRC to advocate for children's issues.

Key Child Rights Principles that inform advocacy:

Non-discrimination and equity

- All children are entitled to the same rights
- We should seek rights for all rather than charity for a few

Accountability

- Duty-bearers should be accountable for fulfilling rights
- States have an obligation to respect, protect and fulfill children's rights
- NGOs and civil society invited to monitor UNCRC and hold duty-bearers to account through UNCRC reporting

Participation

- People, including children, are rights-holders, not passive beneficiaries
- They should be supported to play an active part in achieving their rights, including voicing their opinions

Systems of **accountability** and opportunities for rights holders to be able to **participate** in decision making that affects them is key to the sustained realisation of these rights .

Every country will have its own particular mix of state and non-state involvement in the process of respecting, protecting and fulfilling rights (Figure 8).

¹ Save the Children 2007, Getting it Right for Children: A practitioners' guide to child right programming

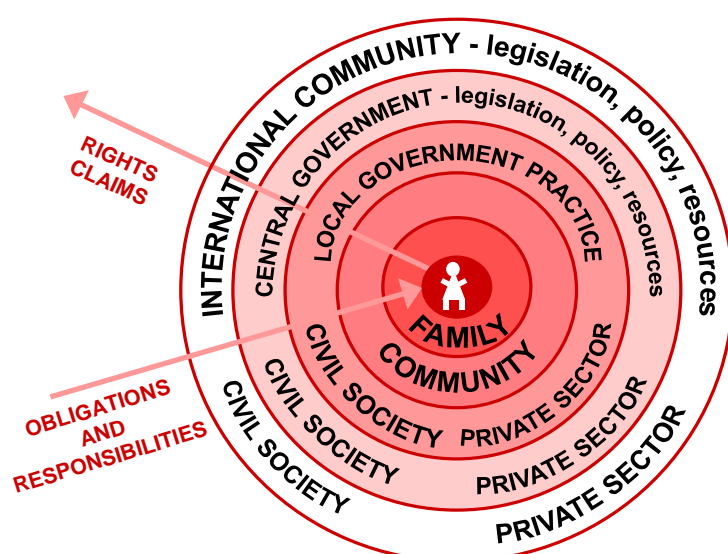


Figure 8 Rights and responsibilities affect all levels of society

Realisation of rights often requires political choices, ideally shaped by well-informed citizens.

The fact that children do not have the same rights as adult citizens and heavily dependent on parents and care givers means the family environment is particularly important in terms of securing their rights. The UNCRC recognizes this fact by giving parents / caregivers a primary responsibility for their children's rights.

A mapping and analysis of these roles and responsibilities and the capacities to fulfil them will be a crucial initial component of any effective advocacy strategy. Relationships between actors can also be analysed as part of the mapping of external factors. *More information on Mapping the External Environment can be found in sessions 5 and 6.*

Activity 2: Who are the duty bearers and rights holders in your context?

For example...

Level	Duty Bearers	Rights Holders
National	<ul style="list-style-type: none"> - President - Members of Parliament - Ombudsman - Ministers 	<ul style="list-style-type: none"> - Constituents - Parents - Adults - Children
Local	<ul style="list-style-type: none"> - Provincial Government - District Representatives - Traditional Leaders 	<ul style="list-style-type: none"> - Constituents - Parents - Adult

		- <i>Children</i>
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Summary of Session 1

Advocacy and campaigning is a key part of how Save the Children delivers change for children and is a central part of our Theory of Change. Our breakthroughs assume that we will leverage lasting change in how the world treats children by using our voice.

There is currently one priority global campaign for Save the Children, known as the EVERY ONE campaign, which runs to the end of 2015. The campaign breakthrough is that no child should die of preventable causes and public attitudes will not tolerate high levels of mortality.

Save the Children also has breakthroughs on education; child protection, and child rights governance. Child poverty is under development. Save the Children advocates and campaigns across a variety of different contexts and on some issues that cut across more than one of our breakthroughs (including our advocacy in humanitarian contexts and in cross-cutting process such as the Post 2015 agenda)

All country offices are required to meet the Advocacy and Campaign Essential Standards as part of the Quality Framework. Advocacy and Campaigns are an integral part of programmes and should be included in the development and implementation of programmes.

After studying this session, you should now be able to:

1. Understand what advocacy and campaigning is.
2. Understand how Save the Children defines and does advocacy and campaigning.
3. Explain Save the Children's approach to advocacy and campaigning.
4. Understand what issues Save the Children advocates and campaigns for.
5. Understand more about how Save the Children advocacy and campaigns functions are structured.

Acknowledgements

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