

## Advocacy and Campaigning

# 2 Our advocacy issues

**Keywords:** Global Campaign, Breakthroughs, EVERY ONE, Global Initiatives, Humanitarian Advocacy, priorities, objectives, links across Global Initiatives, alignment of plans and strategies

**Duration:** 1.5 hours



## Introduction

In this session we explain Save the Children's advocacy priorities, and introduce our Global Campaign, Global Initiatives and Humanitarian influencing. We will look at the importance of advocacy which cuts across our themes. Finally, you will find some guidance on how to ensure alignment of advocacy at national, regional and international levels with Save the Children's strategies.

## Learning Outcomes for this session

### **Knowledge and understanding**

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

1. Describe Save the Children's priorities regarding advocacy and campaigning.
2. Understand Save the Children's different advocacy objectives and how they relate to each other.

### **Practical and professional skills**

Develop and implement an advocacy strategy in a humanitarian situation.

3. Align your advocacy and campaigning within the agreed Save the Children's strategies.

**Duration: 1.5 hours**

# 1 What does Save the Children advocate and campaign on?



*Figure 1 Save the Children's areas of campaigning and advocacy*

In each of our thematic areas - health and nutrition, education, child protection, child rights governance and child poverty - we have agreed a cross-organisational breakthrough – a longer-term ambitious change in how the world treats children. Each of these breakthroughs is supported by strategies and indicators of success.

Save the Children's breakthroughs drive the majority of our advocacy and campaigns at national, regional and international levels. As well as our thematic advocacy, we are also using our influence to shape cross-cutting opportunities, such as our work to influence the post-2015 international development framework.

Our advocacy and campaigns are currently organised in three areas: our priority Global Campaign (currently EVERY ONE), which all members and country offices are expected to support; our four Global Initiatives, which are led by individual members; and our Humanitarian Advocacy – which contributes to all of our breakthroughs but also involves some stand alone advocacy on issues such as humanitarian access and funding.

## Our advocacy and campaign objectives

### Global Campaign and Global Initiative on Health and Nutrition

NB. These have the same advocacy and campaign objectives

The breakthrough	That no child under the age of five dies from preventable causes, and that public attitudes will not tolerate high levels of child deaths
The campaign goal	That Millennium Development Goal 4 – a two-thirds reduction in child mortality rates by 2015 – is achieved <i>(The campaign goal is a stepping stone towards the breakthrough)</i>
Our global strategic objectives	By 2015 we will have influenced changes in policy and its implementation that expand coverage of services and practices which dramatically accelerate sustainable and equitable progress towards MDG 4

### Child Protection

The breakthrough	All children thrive in a safe family environment and no child is placed in harmful institutions
Our global objectives	By 2015 eight additional states ban physical and humiliating punishment against children in all settings
	By 2015 at least 10 states adopt and implement laws and policies that promote family and community-based care in line with the international guidelines for the alternative care of children
	By 2015 in emergency situations states commit to provide coordinated assistance and support to unaccompanied and separated children, where relevant
	The post-2015 framework integrates goals and targets that include an explicit focus on improved protection for children, ideally with a specific child protection goal

### Child Rights Governance

The breakthrough	All children, especially the poorest, benefit from greater public investment and better use of society's resources in realising their rights
Our global objectives	Improved accountability of states and other key actors for their commitments and obligations to child rights as a result of child and human rights monitoring
	All states create and adequately resource the institutions, mechanisms and other

	measures necessary to implement the UNCRC in line with its General Measures of Implementation (GMI)
	Civil society and other non-governmental actors are mobilised to promote and defend children's rights
	All children, especially the poorest, benefit from greater public investment and better use of society's resources in realising their rights

## Education

The breakthrough	All children can read by the time they leave primary school; and children caught up in humanitarian crises have access to quality education
Our global objectives	Save the Children shapes the future of education goals in post-2015 global frameworks with a focus on learning and equity
	Save the Children champions the right to education in emergency situations, particularly ensuring that by 2015 education is part of both donor and government emergency strategy and response, that education obtains necessary funding and that education is protected from attack
	Save the Children promotes the right to learn globally and highlights the importance of improving children's literacy and learning outcomes nationally
	Save the Children is a leading voice in international and national discussions on the financing of education, in particular focusing on the Global Partnership for Education and key multilateral institutions, bilateral donors and the efficient use of national resources in developing countries.
	Save the Children strengthens the advocacy links between early childhood development and children's right to survival and development.

## Humanitarian Advocacy

Our global objectives	To effect systemic change so national governments and the international community deliver earlier and smarter interventions to prevent food crises in the future
	Children are better protected from violence in armed conflict
	Reactive advocacy to rapid-onset or evolving crises



## Advocacy case studies

In the two case studies below you can read examples of Save the Children advocacy at country level.

### **The promotion of national standards of care for children's home in Sri Lanka**

*Alongside Sri Lanka's Department of Probation and Child Care Services, Save the Children has created a monitoring programme that ensures that children's institutions/homes meet the required minimum standards. The Voluntary Home Monitoring Teams seek to identify and eradicate all forms of abuse occurring at children's homes. A checklist document with the minimum standards of care is used as a tool to assess the quality of care within the homes. The monitoring visits ensure that documentation records, health and safety, cleanliness standards and children's views about the home are taken into account in the final assessment of the home. Following a successful pilot programme, this initiative has been expanded to nearly every district in Sri Lanka. In 2012, Save the Children continued to expand these efforts by reviewing existing standards, developing alternative family-based care and community-based social work services, and expanding research efforts. Save the Children has been advocating for the government of Sri Lanka to adopt these standards across the country. Currently these standards are being adopted by the National Child Protection Authority.*

### **The inclusion of non-formal education teachers in the national teaching service in Uganda**

*In Uganda, Save the Children is advocating for the inclusion of teachers of non-formal education in the national teaching service. This would include salaries and training of such teachers to be under government responsibility. In 2011, the Ministry of Education passed a policy recognising non-formal education within Uganda's education system, and is now addressing quality concerns within the new education sub-sector. Additionally, in 2012, the government of Uganda began taking over the administration of Save the Children-supported Non-Formal Education Centres. In 2014 the government had recognised 220 of the 270 centres, and is now providing funding to them. By transferring these centres into government hands, Save the Children has been able to ensure the long-term continuation of these services to children in local communities throughout the country.*

### Activity 1 Check your knowledge

Imagine that you have a **five**-minute meeting with the adviser to the Minister of Finance in your country. You have the opportunity to share Save the Children's top priorities for the next national budget.

List one advocacy call for each of our Global Initiatives that would help us reach our objectives (one for education, one for health and nutrition, one for child protection and one for child rights governance). You should be able to write four calls no longer than two sentences for each.

### *Comment*

I hope you found the exercise helpful. It is important that we can explain clearly our advocacy calls to people in governments and other influencing targets and allies.

I had direct experience of presenting Save the Children's priorities on advocacy to government missions at the United Nations in Geneva. I found myself in a situation where I was talking to a diplomat from Portugal's mission on the need to add education in emergencies to a resolution from the Human Rights Council.

Then, because of a phone call that the official had to take, she asked for Save the Children's inputs for a meeting on violence against children that the Ambassador of Portugal wanted to organize the following week. I had to switch quickly from talking about education to focusing on child protection – and introduce the official to Save the Children's objectives on violence against children. I think I did OK, given that I had not prepared for that discussion. I'm passionate about child protection so that helped me too. My advice to you, whether or not you are expecting to advocate on Save the Children's priorities, is to have familiarised yourself with them. Even if they were just top-level messages, they would help you keeping in mind the broad advocacy focus of Save the Children.

## 2 How advocacy links across the different issues we work on

Children and their families don't experience poverty and vulnerability in themes. In reality, the causes and effects of poverty are interrelated. So too are the solutions, which is why children's rights are universal and absolute. But large and complex organisations like Save the Children can often project internal organizational structures onto the external world. Where we plan thematic work in isolation from other themes, we can miss important opportunities to achieve impact for children which cut across or sit outside our thematic priorities. Our funding model can also sometimes lead us to take a project-by-project approach to achieving change for children, where we can miss the bigger picture of what's causing the problem we're looking to resolve. Doing a better job of responding to these opportunities will require us to build on each other's experience and strengths and collaborate more effectively across thematic, geographical and functional boundaries.

These are two examples of cross-sectoral advocacy in Save the Children:

### **Budget influencing at the local government level in Tanzania**

By enacting the Law of the Child in 2009 and developing regulations for its enforcement, Tanzania has moved closer to making the United Nations Convention on the Rights of the Child a reality. Nevertheless, it takes money to deliver rights.

To address this, Save the Children in Tanzania is now working with seven district councils to enhance local government's budgeting capacity, in close collaboration with the leadership of the district councils.

**Results/impact** - Children's Councils have advocated for better planning and budgeting for children at both district and national levels. They have met with district officials to present their priorities, which have been integrated into district council plans and budgets.

As a result, six of the seven district councils planned for increased resource allocation to activities related directly to children in their 2011/12 budgets. These allocations enabled 455,000 pupils in Arusha and Same districts to benefit from school feeding programmes and contributed to increased school attendance.



## **Influencing the Norwegian Government White Paper on Global Health**

In 2011 Save the Children began working to ensure that the Norwegian government White Paper on Global Health had a focus on children's rights, health systems strengthening and Universal Health Coverage. Working with the Ministry of Foreign Affairs, Save the Children provided input based on the Child Rights Convention, our experience around the world and current policy priorities in the EVERY ONE campaign. At the same time Save the Children advocated for the Norwegian government to raise the case for Universal Health Coverage and equity in Norway's many international engagements in health. In mid-2012, the White Paper on Global Health was presented to the Parliament. Save the Children worked closely with parliamentarians from both parties, to ensure that topics such as the 'continuum of care' for mothers and children, health systems strengthening, universal health coverage and equity remained prominent in the White Paper. We also pushed for newborn health, health workers and nutrition to be further emphasised and supported across the political spectrum. The White Paper on Global Health includes all of these areas and has Women and Children's health as one of three key priorities.

### **Activity 2**

Now take some time to review the case studies above. Imagine the advocacy activities in your country. What would be links between areas of work that you would consider relevant?

### ***Comment***

I hope that the exercise helped you to push the boundaries of the sector you work in and to look at advocacy and campaigns from a broader perspective. Let me share with you one of my experiences in looking at how Save the Children links advocacy across different sectors. I facilitated a workshop on advocacy capacity building in West and Central Africa in 2013. 34 participants came from different countries and sectors including education, child rights governance, health and child protection.

There was a particular session in which colleagues had to indicate if their advocacy plan was intersecting with other areas of work. Two examples linked education and child protection:

- *In Côte d'Ivoire the advocacy objective of the plan was that the government enacts a law to ban physical and humiliating punishment in schools (highlighting a link between protection and education).*
- *In the Democratic Republic of the Congo the advocacy strategy wanted to push for the adoption of an agreement between the Peace Keeping Force of the UN (MONUSCO) and armed forces and groups to guarantee the protection of schools.*

## 3 How Save the Children's advocacy strategies can help you set your strategy

As you have seen in Section 1, the Global Campaign, each Global Initiative and our Humanitarian programming have agreed advocacy strategies. These should be used as the frameworks for you to use to plan and implement your advocacy.

You can download the full strategies using the links at the end of this session.

Often we call these global strategies, because they guide what we do around the world – rather than just the work we do around international institutions and processes. The strategies are the frameworks for advocacy by the entire organisation. When you plan your own advocacy you should of course respond to the advocacy issue that you have identified and that is relevant for the children living in your country. This means that you will have to adapt the strategies and the objectives in them and make them relevant to your context.

The Global Campaign team, Global Initiatives and Humanitarian Advocacy Working Group have produced several tools to help you plan. Some examples include standard advocacy messages, policy briefs, case studies, global calendars with key moments, policy reports and position papers. These can all be found on OneNet.

The details of who to contact for more information, in the Global Campaign Team, Global Initiatives and Humanitarian advocacy, are also on the relevant OneNet pages. However, a country's first contact point should be your Advocacy Director in the Regional Office that supports you.

## Summary of Session 2

In this session, we outlined the advocacy priorities. These thematic breakthroughs need to be linked in much of our advocacy and campaigns if we're to achieve sustainable impact for children. Finally, we gave some indications on how Save the Children ensures that advocacy is coordinated at different levels and aligned to the global strategies.

### Links to strategy documents

Save the Children's Breakthroughs:

<https://onenet.savethechildren.net/strategy/Pages/Breakthroughs.aspx>

Save the Children's advocacy:

<https://onenet.savethechildren.net/whatwedo/advocacy/Pages/default.aspx>

Save the Children's policy advocacy page on child protection:

[https://onenet.savethechildren.net/whatwedo/child\\_protection/Pages/Advocacy.aspx](https://onenet.savethechildren.net/whatwedo/child_protection/Pages/Advocacy.aspx)

Save the Children's policy advocacy page on child rights governance:

<https://onenet.savethechildren.net/whatwedo/crg/Pages/Policy.aspx>

Save the Children's policy and advocacy on education:

<https://onenet.savethechildren.net/whatwedo/education/Pages/advpol.aspx>

Save the Children's advocacy page on EVERY ONE:

[https://onenet.savethechildren.net/whatwedo/global\\_campaigns/everyone/Pages/Advocacy.aspx](https://onenet.savethechildren.net/whatwedo/global_campaigns/everyone/Pages/Advocacy.aspx)

Save the Children's advocacy page on humanitarian work:

<https://onenet.savethechildren.net/whatwedo/humanitarian/Pages/Advocacy.aspx>

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Global Campaigns, Global Initiatives and humanitarian advocacy

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