

Proposal for advocacy strategy to protect the vulnerable children, women and youth in the Pacific

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Synopsis

UNICEF Pacific embarked on the high level cross-sectoral advocacy during the time of crisis-food, fuel crisis in 2007, whose impacts on the vulnerable had been exacerbated during the time of Global Economic Crisis (GEC) in 2009. UNICEF had engaged in the high level ministerial advocacy and dialogue particularly with Health Ministries during the early food and fuel crisis including Vanuatu Food Summit and spearheaded the UN Joint effort to convene High Level Pacific Conference on the Human Face of the GEC inviting Head of States, Minister of Finance, Planning, Education, Health and Internal/Home Affairs as well as Speaker of Parliament together with development partners. UNICEF also led the UN joint support to the PIC governments to install a real-time monitoring system to monitor the social impact of the Global Economic Crisis on the most vulnerable population in the Pacific-particularly children and women.

During 2010, the high level conference was successfully held with substantial leadership by the Pacific Government and PIFS and two rounds of real-time sentinel site monitoring has also been successfully conducted. With these two major streams of capacity building, ownership and advocacy works marking the milestone, it is imperative that UNICEF and development partners such as PIFS, SPC, USP, ADB and Government of Vanuatu, gauge progress against stated plan and objectives promised at the high level advocacy forum. For UNICEF, this is also a prime opportunity to re-assure and re-engage the renewed focus on high level advocacy and our role and strategy to achieve the objective in the regional and national policy forums, at the same time re-thinking the way we can mobilize the society-particularly youth, children and women- to effectively monitor and demand for accountability of action promised by the government.

This proposal describes the significance, objectives, strategy and outcome, evaluation of advocacy, limitations and delimitations, timeframe, ethics, budget and justification, organization structure and resources required for advocacy and communication strategy as a basis of consultation with the governments, development partners and donors during early 2011.

Introduction

Between January 2009 and February 2010, following the high level Singapore Conference held by UNICEF EAPRO, an intensive regional high level support is provided particularly to the Vanuatu government to host the High Level Pacific Conference of the Human Face of the GEC. This included the setting up the structure of GEC Conference Steering Committee chaired by Ministry of Finance and Ministry of Foreign Affairs of the Government of Vanuatu whose members consisted of PIFS, SPC, UN, ADB and USP and regional advocacy through the working paper on “*Protecting Pacific Children and Women during Global Economic Crisis*” jointly authored by UNICEF and UNDP.

In concurrent to this initiative, UNICEF also initiated the second stream of data capacity strengthening and advocacy work namely the Sentinel Site Monitoring to provide the real-time data and voices from the most disadvantaged communities in selected most vulnerable PICs. UN Resident Coordinator Office facilitated the invitation to the government of Kiribati, Fiji Islands, Solomon Islands, Tonga, Tuvalu, and Vanuatu in March 2009 to request UN support to set up real-time monitoring system in the country. This followed with the intensive negotiation and lobbying, which resulted in the government requests for UN support by the end of 2009. Since then, two rounds of data collection have been managed by the National Steering Committee set up under each government.

In February 2010, the High level Pacific Conference on Human Face of the GEC has been successfully held with participation of head of states, policy makers, legislators, Non-state actors, NGOs, youth delegates and development partners. The Conference concluded with highlighting the **six priority areas** where the Pacific leaders reaffirmed their commitments to:

1. Improving efficiency and equity in public expenditure management recognizing the needs of the most vulnerable;
2. Investing in social services, protection and infrastructure to better address the needs of the most vulnerable;
3. Pro-poor income generation and promotion of the private sector and informal economy to empower poor and the women;
4. Real-time early warning monitoring system for evidence-based policy, planning and monitoring to protect the vulnerable;
5. Increased focus in sustainable green growth; and
6. Strategic investments in information and communication technologies especially bridging the divide between the communities across the Pacific Islands.

The government delegates drafted two-year national action agendas (2010-2012) (Summary is shown in Annex 3) and action plans would be finalized by the countries, and **presented at the 41st Forum Leaders meeting** held in August 2010 in Vanuatu. Although Vanuatu Minister reported on the outcomes of the Conference during the meeting, unfortunately, the main advocacy points were not included in the Forum Communiqué, whose emphasis was placed on Cairns Compact implementation, MDG tracking and issues of gender based violence, disability and climate change among other things.

Early sentinel site monitoring results from Tuvalu and Tonga and voices of vulnerable were covered in press release, regional and local media, provoking national discussion on the state of poverty in the country. During 2010, UNDP Pacific Center also released series of poverty analysis report from HIES, which complemented and reinforced the two streams of advocacies on poverty and vulnerabilities that UNICEF/UN has led together with development partners.

Significance of proposed advocacy

2010 marked the year of leveling the ground for the stronger sustainable advocacy for the 2011 and beyond. UNICEF and UN agencies together with development partners brought together Pacific Governments to discuss and gain the high level political commitment to the importance of protecting the most disadvantaged in country. This important focus in agenda has been sustained by the PIFS and the Vanuatu leadership to report and monitor the progress of promised commitment and 2 year action plan under the auspices of Cairns Compact of Aid Effectiveness.

Yet, changes in the political leadership in PIF countries and organizational memory that moved this initiative is rapidly fading and the clearer accountability and reporting mechanism to the Pacific Conference commitment must be followed up with close collaboration with PIFS, SPC, USP, ADB and AusAID among other partners.

Since the Conference, AusAID and ADB had also completed their scoping studies on social protection in the Pacific and UNICEF together with other UN agencies must re-engage in the dialogue to take the social protection dialogue to the next level. UNICEF has initiated the piloting project on targeted cash transfer to the vulnerable adolescents in Kiribati to enhance the equity focus for the prevention of HIV and AIDS. Closer alignment of the development partners support to Education through SWAp also brought to the attention of heightened needs to find a balanced formula to enhance the equitable resource distribution to implement the Fee Free Primary (Basic) Education across Vanuatu. Advocacy through NZ NetCom remains particular importance while the Government of New Zealand hosts the 2011 Forum in September 2011.

Throughout 2010, Sentinel site monitoring invested in the country ownership of the initiative to ensure long-term sustainability and institutionalization of the real-time monitoring system in country. It strengthened the government in-country capacity, particularly of National Statistics Office, to coordinate with sector ministries, bearing the overarching role of collecting and disseminating the data particularly relevant for the children and the vulnerable, and also enhanced their understanding in the needs of users of statistics to improve the linkage of the relevance and utility of data collected for the evidenced based policy making process. Sentinel site monitoring National Steering Committee (NSC) mechanism has served as the instrument to ensure ownership of government. To date, two rounds of data have been collected from three sentinel sites selected by the Committee from the areas considered to be most vulnerable. USP has been commissioned to formulate the regional synthesis reports with profile and changes of vulnerabilities in six countries surveyed. SPC together with regional development partners also set up during late 2010 the Statistics Steering Committee (SSC) at regional level, which will facilitate the coordinated capacity building efforts around statistics for evidence based policy making process in the region.

Now that the first-ever-in-the-Pacific child poverty analysis from Vanuatu nearly completed with East-Asia and Pacific cross-country analysis of child poverty also being finalized, and the two rounds of sentinel site data also started to flow early 2011, and some insights and recommendations on social protection measures for Pacific Islands countries have scoped, it is prime time to engage in the high level advocacy translating the key findings and communicate the main messages to the decision makers to highlight the priority issues needed to be addressed. This will complement government and partners' effort to accelerate the MDG achievement with equity by ensuring the development policies, programmes and resources are targeted to the most vulnerable population.

2011 presents another opportunity to revisit the initiatives being initiated between 2008 and 2010 to make necessary adjustments responding to the emerging issues faced by the Pacific Island Countries. This includes discussion on how to reflect the new evidence and good practices around the compounding impact of climate change and disaster and increasing urbanization and monetization have on the most marginalized people in the Pacific.

Advocacy Objectives, Strategy & Expected Outcome

Objectives

During 2011, Governments, with support from UNICEF and other partners, will promote following advocacy objectives;

1. **Awareness of Child Poverty:** Promote among decision makers the **recognition and understanding of the multi-dimensionality of poverty and characteristics of deprivation and disparity** experienced by the most marginalized children in the country and the Pacific region; (potentially with policy institution, USP, UNSW, UNDP)
2. **Advocacy for holistic poverty alleviation strategy for children:** Advocate regionally and nationally at high level for the inclusion of **the poverty alleviation, with particular focus on alleviating child poverty**, into the National Sustainable Development Plans and Strategy, taking advantage of the national review of such strategies and plans; (potentially with WB, ADB, ESCAP, UNDP, SPC, PIFS)
3. **Minimum standard & social protection floor:** Compared with other Asian countries, much lower proportion of the population is severely deprived in the Pacific and for the majority of the population the quality of basic services is a more pertinent issue than access. Therefore, PIC government should focus on the extension of basic services to marginalized subgroups, as well as on improving the quality and scope of services provided by investing in better social services and protection system. Advocate for the needs of the Pacific Government to have a **systematic protective mechanism/measures to protect children in severe poverty** (suffering multiple deprivation) and facilitate Social Protection dialogue among PIC to discuss the best way forward with key development partners (potentially with ADB, AusAID, WB, ILO, SPC, PIFS)
4. **Enhanced participation and public accountability for investment in children & the vulnerable:** Enhance engagement of media, opinion makers, NGOs, particularly of youth, children and vulnerable group (c.f. disability, rural women), to **empower and improve their capacity to communicate the issues relevant to them to influence the policy priorities and demand accountability for equitable distribution of resources to alleviate poverty, deprivation and argue greater investments in child protection measures.**; (potentially with national/regional media, NYC, PYC, PINA, USP journalists, opinion leaders)
5. **Improved Child Poverty research methodology:** Establish the **Pacific definition of child poverty and revise methodology to improve relevance (and gain acceptance of existence and extent) of child poverty in the Pacific** to roll out the Child Poverty and Disparity Study in other priority Pacific Island countries. (potentially with USP, UNSW, SPC, PIFS, UNDP, ESCAP)

Vanuatu -Disparity due to wealth:
4 in 10 (40%) children from poorest household suffer at least one severe deprivation while less than 1 in 10 children (10%) from richest household suffers such deprivation.

Proposed **central action messages** derived from the Child Poverty Report in Vanuatu and two rounds of Six Country Sentinel Site Monitoring are;

1. **Children experience poverty differently from adults** and “poverty” is not just lack of money. Non-monetary deprivation in dimensions such as access to adequate nutrition, clean water, sanitation, education and shelter, health, and information is equally, if not more, revealing.

2. **Children in particular are bearing the brunt of poverty and hardship:** In Vanuatu, **one in four children experiences deprivations that could impact their development and well-being.** Although the prevalence of child poverty in other countries has to be analyzed specifically, given that Vanuatu economic situation is relatively better than many of the PICs, the children in the other Pacific countries anticipated to experience similar or even worse deprivation.
3. There is **difference in experience of poverty across children within county.** The most important differences are **wealth (measured by both income/expenditure and assets) and location.** In Vanuatu, 42% of children in the lowest wealth quintile experienced severe deprivation, compared to only 7.4 % of the wealthiest quintiles. The most disadvantaged families are also found in the most remote outer islands, isolated rural areas, and the urban squatter settlements.
4. The **most important poverty issues faced by the children in rural and urban areas are different.** While adequate nutrition is a concern for urban families with increased price of food and basic goods and lack of access to land, communities in rural areas face greater challenges ensuring education, health, shelter and clean water for their children.
5. **The urban squatters or informal settlers** in six countries surveyed lived in the very small and crowded lot of land, and faced the disproportionately higher cost of living and are severely dependent on imports and impacted by the increased price and volatile supply of imported food. They engage in casual labour and have access to limited soil for cultivation to supplement nutritional needs, particularly in atoll countries (Tonga, Tuvalu, Kiribati). In those countries, their lands are also very vulnerable to effect of natural disaster and climate change. (sea rise due to heavy rain, salination). More households in urban areas are eating less than 3-meals a day and they are increasing consumption of cheaper and less nutritious food to minimize food expenditure. Children also turns up at schools without any uniform, or sent by parents to go fishing during school hours, *[Example to be adjusted to specific country context]* and in worst cases they, particularly among secondary level children, dropped out of school and entered the workforce to earn an income for their families.
6. **The rural poor in remote island and isolated rural areas** divided by ocean or long unpaved road to the peri-urban center experience lack of economic opportunity and access to quality social services, manifested by the frequent stock-out of necessary drugs, long waiting hours (exacerbated by the limited transportation means and high transportation cost), long walk to school and health centers and struggle to meet cash expenditure. They resort to cultivating illegal drugs and kava to earn cash or sell traditional land to earn some money. Those pressures are felt not only by the rural poor but its impact is also spreading even to the working people in the rural area who are engaged in the industry susceptible to external economic downturn (e.g. tourism, copra, sugar cane) and resource exploitation (e.g logging).
7. **The deprived and marginalized employed harmful coping strategy** (e.g. switching to low quality food, cheaper canned food) to cope with the increasing price of food and basic goods and increasing financial obligations related to schooling. In some better-off areas, people showed resilience in coping mechanism. (e.g. resorting subsistence vegetables). Without focused attention, these impact on the most vulnerable and at risk children and household, disparity between rich and poor, urban and rural, will grow wider.
8. **Poverty reduction begins with children.** We need the government and development partners to ensure that poverty alleviation, particularly for children and families is prioritized in their National Sustainable Development Plan and Strategy (NSDP/S). Children will benefit from the fruit of development equitably and sustainably only when issues of child poverty is adequately addressed. Children account almost half of population in the Pacific. (e.g. 48%, 200,000 are under 20 years of age in Vanuatu). Children constitute the most important resource country have this century. To face the increasing complex challenges of development and globalization, the young people of the region must be equipped, nurtured, protected, educated and empowered to lead their country out of poverty.

9. Policies and programs for child poverty reduction must go beyond the sectoral approach and promote an integrated strategic vision. Child-sensitive budgeting, monitoring, and analysis can be used to promote child equity. This must be supported by the **systematic mechanism** (e.g. NACC, NSC, Child Rights Observatory) to ensure **holistic approach to achieve best outcomes for Pacific children**, building on the strength of each sectors-health, education, finance, local government, private corporate and NGOs.
10. Pacific Islands Government needs to have **special protective measures to protect children suffering from severe deprivation. Further discussion on its strategy to address this issue is urgent matter** as it affects national productivity in the long term. The cost of non action to protect the most vulnerable children will exceed the cost of introducing such country specific appropriate measures. (e.g. cost of child abuse vs cost of investing in child protection measures - formal and informal).

Sectoral key messages such as below (more will be drawn from SSM) should also be developed based on evidence presented by child poverty research and Sentinel site monitoring which will re-enforce the above central messages. These will be disseminated through policy brief, press release to influence the in-country and regional relevant sectoral events.

Proposed **policy and programmatic outcomes** desired are;

1. High level commitment to prioritize and incorporate poverty alleviation strategy focusing on child poverty into the NSDP, particularly in Vanuatu (Solomon Islands and Kiribati) as expressed in the national (e.g. PAA, National Children's Policy 2007-2011) and regional review process and policy documents (e.g. Parliament paper, Forum communiqué).
2. Sector specific policy priorities revised taking into account the equitable distribution of resources based on the evidence arise from the child poverty and sentinel site monitoring initiatives. (e.g. revision of National Nutrition Policy (updated in 2005), Health Sector Policy-particularly food, nutrition and EPI policy, VESS)
3. Sector Programmes are adjusted taking into account the equitable distribution of resources based on the evidence arise from the child poverty and sentinel site monitoring initiatives, and cross-sectoral coordination in implementing intervention is improved to be maximized.
 - **Health & Nutrition:** More intensive investment and awareness on nutrition and immunization interventions capital and urban centers (eg. Port Vila) particularly in squatter settlement as well as low performing province (e.g. Tafea)
 - **Communication:** Addressing information divide in accessing information on health, food, water and protection related interventions critical for children's development particularly in remote islands (e.g Torba, Tafea) by investing on digital communication instrument (e.g. mobile phone use, digital doorway)
 - **Education:** Vanuatu has high drop-out rate and highest proportion of children who have never been to school when compared to the East Asia countries under study. Accelerate support to fee free basic/primary education and support government devise specific formula for distribution of resources to school in different locations based on the disparity outcome of children (e.g Tafea and Torba). Specific concerns also to the secondary education. Investment in girl education as multiplier effect on

Vanuatu- Impact of Education on child poverty:
"Almost 1 in every 2 children with parents with no education will suffer severe deprivation and if mother has no education, the chances of severe deprivation is even higher. But if parents completed education at least at primary level, the chances of children who suffers will be reduced by almost half (44%). If mother is secondary educated, reduction is even larger-by more than half (54%)"

alleviating child poverty is critical. Community outreach to young adolescents and mothers to educate healthy lifestyle and desirable feeding and caring of young children. (At school & community level integration of health and protection) should be accelerated. Differentiated focused intervention based on Life cycle should be considered. (link to health)

- **Water, Sanitation:** TBC
 - **Shelter:** Housing for the urban squatter settlers are prime concerns as they are faced with worse or nothing options which could potentially put them in more marginalized position. Urban/peri-urban children living in informal settlement also suffer from the lack of access to basic utility such as electricity and crowding-which has negative impact on education, protection and health.
 - **Child protection:** Improved inter-agency collaboration in child abuse reporting, treatment and re-integration and its link with the more equitable outcome for children,
4. Intensive area focused (e.g. squatter settlement, Torba, Tafea) coordinated cross-sectoral interventions on the children experiencing multiple deprivations are introduced or strengthened.

Strategy

In order to achieve the above objectives and communicate three key pillar messages & achieve policy outcomes, five main strategies will be proposed;

1. Research and Evidence:

- Sentinel site monitoring results from 1st and 2nd round findings will be presented during the in-country workshops and policy, programme and budget implications will be discussed. (across six countries)
- Plan out the advocacy and communication strategy (What, When, How and Who) in country to communicate the country specific key messages. Youth, child and women rights representatives and youth leaders are also engaged in formulation of the key messages during this communication workshop.
- Discuss the way forward on how the SSM can respond to the emerging vulnerabilities posed by the climate change and urbanization and how its institutionalization can be accelerated. Discuss also on improvement of methodology such as inclusion of MSC particularly with related to CP.

2. Launch Event:

- Vanuatu national launch for “*Child Poverty and Disparity Study in Vanuatu*”, timing with the PAA review, parliament session or other national policy event. “*Child poverty in East Asia and the Pacific: Shared vision, different strategies*” will be joined launched, if feasible.
- Regional launch of “*Pacific Children’s Atlas*” (8 PICs); “*Voices of Vulnerable in the Pacific*” and Sentinel Site Monitoring Regional Synthesis Report.
- Press releases highlighting key messages to national and regional media before and after the launch
- Develop human interest story from Sentinel Site around key messages and release with the national and regional media before and after launch.

3. Policy Brief series:

- Coordinate with UNSW, Policy Institution and USP to produce the series of policy briefs covering key thematic areas of awareness raising and policy actions. Creation of Regional Reference Group for provision of advisory and peer-review services to contracted agency. (UNDAF SPWG also to provide peer review, where applicable)

- Create specific space on UNICEF Pacific, policy institution, UNSW, USP and NZ UNICEF/UN websites and upload policy briefs and circulate via regional and national academic contacts and development partners. (e.g. Oxfam)

**Regional Reference Group is proposed to be composed of regional academia, media, regional entity such as PIFS and SPC, donors and UNICEF/UN, UNICEF NatCom for regional advocacy.*

4. Recovery with Human Face- Social Protection Policy workshop to address Child Poverty and Vulnerabilities in the Pacific (to consult with social protection working group)(potentially with AusAID, ADB and PIFS/SPC etc?)

- Three day regional workshop (in Vanuatu) will provide opportunity to highlight the findings from Child Poverty and Disparity Study, Sentinel Site Monitoring. Social Protection studies and other vulnerability studies undertaken by regional academia and NGOs and discuss its implication to the Pacific definition of poverty and to specific social protection measures. (potential partnership with AusAID, ADB, Oxfam)
- Policy Makers from selected PICs will discuss the policy implication of the key findings and build consensus on the definition of the child poverty and vulnerability in the Pacific and the criteria for Pacific specific social protection measures and priority programmatic action areas to better protect the vulnerable, particularly children.
- Workshop results on the Pacific definition of poverty and vulnerability and priority social protection measures may be reported to regional leaders meeting (under Cairns compact reporting or via SPC/PIFS)

5. Regional academic and Technical Forum/Worshop for Child Poverty and Vulnerabilities in the Pacific (potentially with USP/UNSW/Bristol/SPC)

- UNICEF together with UNSW and USP will invite an authority in child poverty measurement (e.g. Bristol University) to obtain insight and discuss the methodology on child deprivation and explore the way to make it more relevant to the Pacific. The forum will also discuss the issue of data availability and cohesive framework to facilitate meaningful analysis.
- Forum concludes with specific technical recommendations on how to improve/adjust the Bristol method to the Pacific context as well as to improve the data availability. It will formulate proposal for the Pacific definition of child poverty and vulnerability and recommended action to improve data availability.

Sentinel site monitoring starts with hearing voices of the vulnerable children, youth, and women and community. To reinforce and ensure the participation of children and youth in the high level advocacy process proposed above, youth and child participation through video to raise voices of vulnerable is also proposed.

6. Voices of Vulnerable Video by and for young people (Fiji, Tuvalu, Kiribati, Vanuatu, Tonga, SI)

- Produce a pre-recorded video capturing voices of vulnerable and key informants (school teacher, health workers) in urban and rural sentinel sites on the experience and engagement around changes of hardship/poverty.
- This will be broadcasted around the Pacific and on the web (facebook/YouTube) timing with the launch. (e.g. screening at launch event, workshop etc)
- Involve youth network in country where feasible (e.g Tuvalu, Vanuatu, Tonga, Fiji) and provide training/refresher training to produce video clip and human interest story video. The trained youth may serve as peer-trainer to other PICs youth in the future.

Further collaboration with Pacific Youth Council, National Youth Council and NGOs can be also sought to the extent possible to increase accountability of the committed actions during 2011 and beyond.

Target audience

The primary target audience of this 2011 advocacy effort to better protect the most vulnerable children, women and youth in the Pacific will be the high level decision makers, such as Pacific Islands Form

Leaders and Economic, Health and Education Ministers and Parliamentarians- as well as the policy makers (directors, permanent secretary, undersecretary and government officials). Its purpose is to influence their attitude towards poverty in the Pacific and priority towards poverty alleviation taking into account the child multi-dimensionality of poverty, and adjust priority agenda by re-focusing on the areas that children experiences severe deprivation.

However, 2011 advocacy, following the Youth Pre-Conference and One Minutes Jr Initiative, will also entail the empowerment of youth, children and vulnerable groups by strengthening their capacity to participate and communicate their priority issues through high impact media such as video and Human Interest Story on the national and regional media channels and social media such as facebook and YouTube.

The Strategy #1-5 will target high level policy makers whereas #1&6 will target youth and children to ensure their full participation on this key advocacy effort. #4 primarily targets academia and statistics stakeholders to enhance capacity and localization of the child poverty concept in the region and strengthening the evidence base by ensuring the relevance of the methodology employed in the study to inform the upcoming child poverty studies which will take place in Solomon Islands and Kiribati (2011-2012).

With these three main audiences-from high level policy makers and academia to media, youth and children-, 2011 advocacy is proposed to set a ground for the establishment of the **Pacific Child Rights Observatory** in the long run.

Pacific Child Rights Observatory:

Alliance of the academia, government, media, NGOs and public facilitate by UNICEF/UN that generate credible evidence, policy insights and discussions in the sustainable and interactive manners in order to better support PIC governments better achieve child well-being and address (child poverty and) disparities exists in the Pacific. The similar model has been practiced throughout the world, particularly in Latin America.

Expected outcome

The Expected outcome would be the increased understanding on child poverty, deprivation and vulnerabilities in the Pacific, integration of the child poverty issues to the NDSP and poverty alleviation strategy (where possible) to tackle child deprivation in the Pacific, which will be supported by more child focused equity based policy, plan and programme interventions taking into account the different needs and vulnerabilities of children living in various locations in the country. This will also be supported by the progressively equitable distribution and execution of resources that will be monitored closely by the increasingly empowered public, particularly youth and children. Indicator will be specified in the monitoring framework as part of evaluation of advocacy.

Literature review

The good practices and lessons learnt on the policy advocacy evolved from the child poverty study are collected and disseminated by the UNICEF NYHQ on the Child Poverty Network (<http://sites.google.com/site/whatisthechildpovertynetwork/>) and guidance for better planning for high impact advocacy is also shared through Global Child Poverty Study blog (<http://www.unicefglobalstudy.blogspot.com/>).

The literature points out that the pre-requisite for bridging the policy and research are; **nuanced understanding of the political context, quality evidence, positioning and credibility of the messenger and Intent to shape policy** to invest in the critical interpretative task of translating academic research findings into specific, context-appropriate and measurable indicator and policy recommendations required by government officials and donors alike. (Source: Young Lives paper "Situating Children in International Development Policy: Challenges Involved in Successful Policy Influencing")

The basic steps for advocacy are; to begin advocacy/outreach planning early in the preparation

process; Identify target audiences; Agree on the studies central action messages and the policy outcomes desired for outreach activities; Designate a focal point for follow-up; Design the strategy to keep the messages alive well beyond launch day; Draw upon the Study team and all partners to shape and implement the strategy ; and Enlist the expertise of communication and advocacy professionals (Source :*Human Development (HDR) toolkit*)

Evaluation of advocacy efforts

Often when we embark on advocacy efforts, we tend to haste in planning the activities and realize in hindsight the lack of investment in demonstrating impact of the advocacy effort. Advocacy is also an significant development intervention UNICEF supports for the progressive realization of the child rights in country and it should be planned and programmed ahead to evaluate the effectiveness of such intervention.

Based on such rationale, UNICEF Pacific proposes the hybrid formative and summative evaluation of the UNICEF Pacific's advocacy to protect children and the most vulnerable in the Pacific in time of Global Economic Crisis (GEC). This initiative is co-managed and co-funded (tbc) by the evaluation team within UNICEF Pacific and consists of two parts ;1) Evaluation of completed advocacy conducted during 2010, such as High Level Pacific Conference on Human Face of the GEC, Youth Pre-Conference, Food Summit, Pacific Health Count-down and their associated media interventions, and 2) **Assessment of pre-2011 advocacy in the area of policy makers understanding and susceptibility to the concept, extent and characteristics of child poverty and deprivation, disparity based on income/wealth quintile, rural/urban areas, geography, gender, ethnicity/tribe, and its relevance, effectiveness and efficiency in addressing these issues in the current policy priorities set by the government.** The pre-assessment will also evaluate **the current state of policy and budget formulation process from the aspect of transparency, accountability and participation structure** which allow participation of and rigorous monitoring by the NGOs, youth, children and the disadvantaged groups such as women and people with disability on the policy priorities and resource allocation and execution.

UNICEF Pacific will also draw technical expertise (e.g. Advocacy M&E experts and M&E advisors) in the regional office (EAPRO) and Headquarter to design this evaluation early 2011 and TOR will be shared with the Governments counterparts and partners.

Limitations and delimitations for advocacy

As primary target audience for the advocacy will be high level officials as stated above, the materials developed throughout the initiative will be targeted at that level. The child friendly materials will not be developed.

However, as discussed above, UNICEF can plan, formulate and disseminate child- and youth-friendly messages through social media and other media during 2011. The views and voices of youth and children will be captured through the video and human interest story and the key messages derived from "*Life in Vanuatu*" young people's edition can be also used as it relates to the advocacy messages in order to enhance the participation of children and youth from general public. UNICEF can also facilitate input from children and youth to the advocacy process by engaging them in the two-way interaction through facebook and twitter as well.

Timeframe

The advocacy will be at both regional and national level across six sentinel site countries where feasible, with focus in Vanuatu and regional forum. The specific timeframe will be influenced by the major national and regional events scheduled during 2011, such as PIFS Leaders' Meeting (September 6-9, New Zealand), Economic Ministers' Meeting (May, [Location](#)), Education Ministers' Meeting (September, [Location](#)), budget consultation, national and sub-national planning workshop etc.

The advocacy will be taken place throughout 2011. More detail timeframe of advocacy timing those events will be developed with the government.

Ethics

Data is analyzed in aggregate format and personal identify will be excluded from the report, unless UNICEF received informed consent in writing and considered to be appropriate given the circumstance. When communicating the findings, particularly from sentinel site monitoring, the due attention will be paid on the wording to adequately describe the situation.

Where youth, children and disadvantaged groups are involved in the media work, the due attention will be paid in particular to safeguard the confidentiality of personal identify involved in the activity. Informed consent to participate in the activity will be received in every critical stage of involvement of the youth, children and community members and the written release form will be obtained for video and photos. Proper disclaimer will be put in place in the public domain to safeguard UNICEF brand. When involving a minor, proper chaperonage will be secured to ensure safety of the child.

Estimated Budget and justification for national and regional advocacy ¹

Item	Amount
1. Launch (Venue & catering; printing publications)	\$\$ 11,000
1.1. Vanuatu- Catering & printing of child poverty (report, briefs)*	\$\$ 6,000
1.2. Regional launch – catering (cocktail) & printing of briefs only	\$\$ 5,000
2. Policy Brief	\$\$ 11,000
2.1. Contracting (5 briefs)	\$\$ 10,000
2.2. Printing	\$\$ 1,000
3. Social Protection and Child Poverty Workshop (cost tbc)	\$\$ 47,750
3.1. Venue (USP) & catering (3days x 50pax x 30)	\$\$ 4,500
3.2. Participants: DSA (3pax x5 PICs x 5days x usd 250)	\$\$ 18,750
3.3. Participants: Travel (3pax x5 PICs x usd 1500)	\$\$ 22,500
3.4. Resource person contribution	\$\$ 2,000
4. Voices of Vulnerable Video-production	\$\$ 10,000
4.1. Production by professional producer-contract	\$\$ 4,000
4.2. Travel by producer (Tuvalu/Kiribati-climate fund/Vanuatu & Tonga)	\$\$ 5,000
4.3. In-country training involving youth (catering/transport)	\$\$ 1,000
5. Academic forum on child poverty study	\$\$ 9,200
10.1. Venue (USP?) & catering (2 days x 20pax x 30)	\$\$ 1,200
10.2. Resource person (Bristol) : Travel & DSA	\$\$ 8,000
Sub-total	\$\$ 88,950
Contingency (10%)	\$\$ 8,800
Total	\$\$ 97,750

*EAPRO report brief to be shared if applicable.

Organizational structure and resources

One of the most important consideration when embarking on such advocacy effort proposed is to ensure the sustainability and ownership of the advocacy itself, which means sustaining the advocacy message beyond launch date and campaign period as well as choosing the right messenger to deliver each messages. In order to ensure this, UNICEF proposed to build on the existing in-country mechanism as much as possible as well as ensuring the proper level of engagement at both country and regional levels.

¹ Exclude evaluation cost

In Vanuatu, it is proposed to revive the High Level Steering Committee (SC) formed to steer the high level Human Face Conference, building on the good momentum created during the Conference, if appropriate. Alternatively, the government may consider using the existing high level policy decision making body such as Central Agency Committee (CAC) or Development Committee of Officials (DCO) to endorse and steer the process of advocacy. Consideration of revisiting the membership of NSC to incorporate higher level representation may also be considered. The high level decision making body will also draw structural linkage with the National Steering Committee (NSC) set up for the sentinel site monitoring as well as the data coordination mechanism (e.g MIC/DHS task force) . It is important that those streams of cross-sectoral and sectoral data collection coordination mechanism establish clear link with the policy decision making body in order to strengthen government's capacity to plan and formulate policies based on evidence. The advocacy/policy decision making body may further form working committee under the structure to support successful implementation of upstream (advocacy among ministers/parliamentarians/DGs, coordination with PIFS/high level forum), midstream (national government officials, NGOs, development partners) and downstream (media, public awareness, press release) advocacy. It is also effective if the advocacy also link with the awareness and capacity building process of parliamentarians.

In other Pacific countries, the advocacy and communication strategy will be formed under the initial leadership of the National Steering Committee for Sentinel site monitoring (NSC), The in-country workshops to disseminate findings and plan out the advocacy and communication strategy will be supported by UNICEF alongside the continued assistance to accelerate the institutionalization of sentinel site data collection during early 2011. NSC will draw on country specific opportunity presented during 2011 to maximize the impact of communication messages. (e.g. Tonga parliamentary induction workshop, standing committee; Solomon/Kiribati Child poverty research and awareness; Tuvalu-Initial CRC report launch and awareness/NACC toolkit piloting, MTEF review, Fiji-CRC periodic report launch, budget review)

At Regional level, the UN Monitoring Team set up as part of joint UN initiative on sentinel site monitoring (based in Suva) will link with the newly established Regional Reference Group where overall advocacy strategy and communication materials will be reviewed and channelled to the high level regional events and regional communication network.

Due to the regional nature of the advocacy, there is no cost that particular assigned to one country only except the launch of Vanuatu Child Poverty Report. However, country specific activity will be, to the extent possible, contracted and procured in country in order to comply with the agreement under the Cairns Compact of accelerated execution of principle of Paris Declaration and Accra Agenda for Action.

Annex : Outcome Document - Annex A Consolidated summary of proposed national actions

ACTION	COUNTRIES
Improving efficiency and equity in public expenditure/management	
Control operating expenditure	Fiji
Macroeconomic and structural reform	Fiji, FSM, RMI, Samoa, Tokelau
Review of social welfare system	Cook Island, Tonga
Tax reform	FSM, Fiji, Cook Islands, Niue
Better coordination to access development assistance	Fiji, Cook Islands, Tonga, Palau, PNG, Solomon Island, Tokelau
Mainstream sectoral planning/budgetary processes gender, climate change, youth development, disaster risk management	Vanuatu, Tonga, Tokelau
Review of national development strategy	Tuvalu, Tokelau
Development national budget 2010-11, protecting allocations for social	Tuvalu, Solomon Islands,
Development forward-looking policy package for future crises for future crises	Tuvalu, Tokelau
Strengthen fiscal management tools, and analysis	Cook Islands
Improve public sector management	Cook Islands, Tokelau
Strengthen national planning	Cook Islands, Tokelau
Legislative reform and youth congress/parliaments	Palau, Tokelau
Regional sharing of experiences and lessons learnt	PNG, Tonga, Fiji, Solomon Islands
Renewed attention to fighting corruption	Solomon Islands
Action	Countries
Social services, protection and infrastructure	
Improved health and safety standards and policies	Cook Islands, Vanuatu, Tonga, Tokelau
Access to education and assistance for education- related costs	Kiribati, Fiji, Vanuatu, Niue, Tonga, Tokelau
Improved health services to outer islands and rural areas	Kiribati, Solomon Islands
Improved health services for women	Kiribati
Programmes for gender- based and domestic violence	Kiribati, Nauru
Enhance primary and preventive health care	RMI, Nauru, Niue, Palau
School lunch programme	RMI
Increased welfare assistance	Fiji
Capacity building for teachers and health professionals	Vanuatu
Address special needs of people with disabilities	Vanuatu, Nauru
Strengthening partnership and dialogue with NGOs on service	Cook Island, Tokelau
Improved rehabilitation programmes for at risk youth	Cook Islands

Continue implementation of Education Master Plan	Cook Islands
Ratify the Convention on the Elimination of All Forms of	Nauru
Continue implementation of 2006 Health Review	Nauru
Adult education and life skills training	Nauru
Social support mechanisms for stay- at- home spouses, especially for	Kiribati
Short- term employment and cash- for- work schemes	Niue
Mechanism to reduce burden of traditional obligations	Samoa
Improve participation of women and youth in social policymaking	Samoa, Tokelau
Increasing the number of women in Parliament	Kiribati
Review of programmes targeting vulnerable groups	Samoa
Food voucher system	Fiji
Action	Countries
Income creation and promotion of the private sector and informal economy	
Promote regional labour mobility	Fiji, FSM, Vanuatu, Niue
Increased focus on sustainable fisheries development	FSM, RMI, Cook Islands
Facilitate and attract foreign investment	Kiribati
Accessible finance for private sector	Kiribati, Vanuatu
Develop national sustainable agriculture policy, and promote local agriculture	Kiribati, Vanuatu, Cook Islands, Solomon Islands
Increased support for and focus on construction	FSM, Fiji
Increasing income opportunities for women	Kiribati, Tokelau
Labour market reform	Fiji
Develop new export strategies, and highlight specific sectors to	Fiji, Cook Islands, Solomon Islands
New financial and regulatory incentives to support public- private	Fiji
Access to income and credit	Vanuatu, Tonga
Support vocational training, apprenticeship and skilled labour	Vanuatu, PNG
Subsidise selected air routes	Cook Islands
Include enterprise education and financial literacy in primary	Cook Islands
Eliminate trade barriers	Nauru
Increase minimum wage and salaries	Samoa, Tokelau
Integrated rural development and land reform	Fiji
Draft and implement policy on informal sector	PNG
Action	Countries

Improving data for evidence-based policy, planning and monitoring	
Strengthening monitoring and evaluation, and reporting processes	Fiji, Vanuatu, Cook Islands, Tonga, Palau, Tokelau
Strengthening data collection and analysis, including at local level	Fiji, Vanuatu, Cook Islands, Tonga, Palau
Improved early warning data and analyses	Tonga
Sustainable green growth	
Develop national energy policy and programme	RMI, Niue, Tokelau
Implementation of renewable energy strategy	Cook Islands, Tokelau
Transfer of green technologies	Tonga
Strategic investments in information and communication technologies	
Regional investment in and development of ICT	Fiji
Deregulation of telecommunications industry	Cooks Island
Regional approach to banking to better support business	Cook Islands
Use of ICT to improve social service delivery	Solomon Islands

For detail national action plan, refer to the country presentation.