ADVOCACY FOR EARLY CHILDHOOD DEVELOPMENT

KBS Clinic

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25 November 2014
What is advocacy?

“Advocacy is the deliberate process, based on demonstrated evidence, to directly or indirectly influence decision makers, stakeholders and relevant audiences to support and implement actions that contribute to the fulfilment of [children’s and women’s] rights”.

UNICEF, 2010
Goal of advocacy

- to address imbalances, inequity and disparities;
- promote human rights, social justice, a healthy environment;
- to deepen the opportunities for democracy

UNICEF, 2010
Advocacy can involve…

… awareness raising, communication and media work

… communication for behaviour change

… developing partnerships/ coalitions/ alliances

… lobbying and negotiating

… campaigning

… research and publications

… work with children and young people

… social mobilisation

… conferences/ events/ meetings
Advocating inside-out

INTERNAL

External Advocacy for Child Rights with society, including
- children
- parents
- Government
- Civil Society organisations
- Academia
- Media, etc.

INTERNATIONAL
Advocacy at AU and UN levels as well as at international Conferences on child rights
Rights-based Advocacy

Human rights based approach

- looks at the immediate causes, underlying and root causes of a specific issues to strengthen the accountability of duty bearers and support rights-holders to claim/demand their rights.

- Thus understanding the children’s situations as based on “the identification of shortfalls in realization of their rights, as well as those whose actions or inactions contribute to such shortfalls”.

- It has the following characteristics:
  - It includes the participation of all involved, especially children and young people.
  - It targets accountability of duty bearers and those who have obligations towards children.
  - It emphasises that all rights apply to all children with exception or discrimination.
  - It makes clear its foundations in the legal duties of government and the ethical duties of all people.
Eight Foundations for effective and robust ADVOCACY

- **Credibility** based on trust and value for our opinions/views.
- **Skills** in advocacy that combines knowledge, good judgement and creative problem solving.
- **Coordination and leadership** in linking and pulling together different sectors/programmatic units for more effective collective evidence, analysis and communication to influence decision makers and the public.
- **Capacity to generate and communicate relevant evidence** that provides credibility and authority that allow us to convince decision makers.
- **Ability to assess risks** associated with advocacy and how it will impact on the organisation’s credibility, partners and children and women.
- **Capacity to work with children and young people** in a manner that is meaningful ensuring that their interests are reflected.
- **Partnerships and networks** that can form a broad base for effective advocacy is linked to the ability to build relationships at a personal, public and institutional level.
- **Sufficient resources** in terms of funds, time and materials.
Eight Foundations for effective and robust ADVOCACY (2)

Evaluation of the 8 Foundations
Developing an Advocacy Strategy

- What do we want?
- Who can make it happen?
- What do they need to hear?
- Who do they need to hear it from?
- How can we make sure that they hear it?
- What do we have?
- What do we need?
- How do we begin to take action?
- How can we tell if it's working?
Aspects to consider in developing an ADVOCACY STRATEGY

- **Context**: Taking into account the socio-political situations of the country, including opportunities and risks.
- **Timing**: Ensuring that advocacy activities is relevant for that moment in “history” and fits with the broader timeline of events in the country.
- **Organisation**: Awareness of the comparative advantage of UNICEF within a specific issue.
- **Risk**: Identify and consider all risks that are associated with the advocacy strategy as whole as well as specific activities.
Aspects to consider in developing an ADVOCACY STRATEGY

The process of developing an advocacy strategy differs from organisation to organisation, though…

…most effective is an evidence based approach to advocacy
An Evidence based approach to ADVOCACY

Minimum of five (5) basic phases, i.e.

(a) issue identification;
(b) research and analysis;
(c) planning;
(d) action using a range of methods; and
(e) evaluation.
Strategic Advocacy Initiative on babies and young children and HIV

Example on how evidence based advocacy can influence research, policy and programming
Advocacy Model

High level engagement
Relationships
Parliament
Legislatures
Municipal Councils

Policy briefs
Lobbying
High level round tables
Submissions on policy, etc
Research reports
Scientific papers
Knowledge leadership
Key messages

Informal round tables
Seminars
Children’s participation
Conferences
Popular versions of documents
Meetings
Participate in fora and committees

Annual reports
Media releases
Social media
C4D
PSA’s
Media partnerships
Websites
Celebrities
Newsletters

Politcal/Diplomatic interventions
High level technical interventions
Mobilization and Public Education
Operational advocacy opportunities
Monitoring and Evaluating your Advocacy

• From the beginning and ONGOING
• M&E can shape and transform an advocacy strategy and ensure that results have maximum effect.
• Planning for evaluation should occur from the start of the advocacy effort.
• There are, however, some unique elements that distinguish monitoring and evaluation for advocacy, i.e.:
  – Timeframe can be unpredictable and change.
  – Strategies and milestones can shift.
  – Demonstration to contribution is expected, not attribution.
Advocacy Tips

• **Follow-up.** Stay connected and stay informed on the progress being made. Kindle the relationship.
• **Be persistent.** Do follow-up on issues that were raised. Enquire about progress. Share new developments. Don’t become an annoyance.
• **Diversify.** Do not only rely on one approach or tactic.
• **Be consistent.** Decision makers need to receive consistent messages from everyone that works on the strategy.
• **Know your audiences.**
• **Be sure to have clear indicators so that you can see whether you have been successful**
“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.” — Margaret Mead
The Canadian Association. 2010. *Build a Solid Association Advocacy Strategy.* (o)


People’s Advocacy. 2010. *Crafting your Advocacy Strategy.* People’s Advocacy: USA


Family Care International. 2008. *An Advocacy Toolkit for Programme Managers*


THANK YOU

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