Module 3:
ADVOCACY

Learning objectives

By the end of this module, learners will be able to:

- Create SMART advocacy objectives

- Select a target audience

- Compose advocacy messages

- Assess resources for advocacy

What is advocacy?

"The process of influencing the host State's government, armed groups, UN entities, NGOs, donors and other actors to support and implement actions to advance the rights, well-being and protection of children."

The Handbook for Child Protection Staff in United Nations Peace Operations
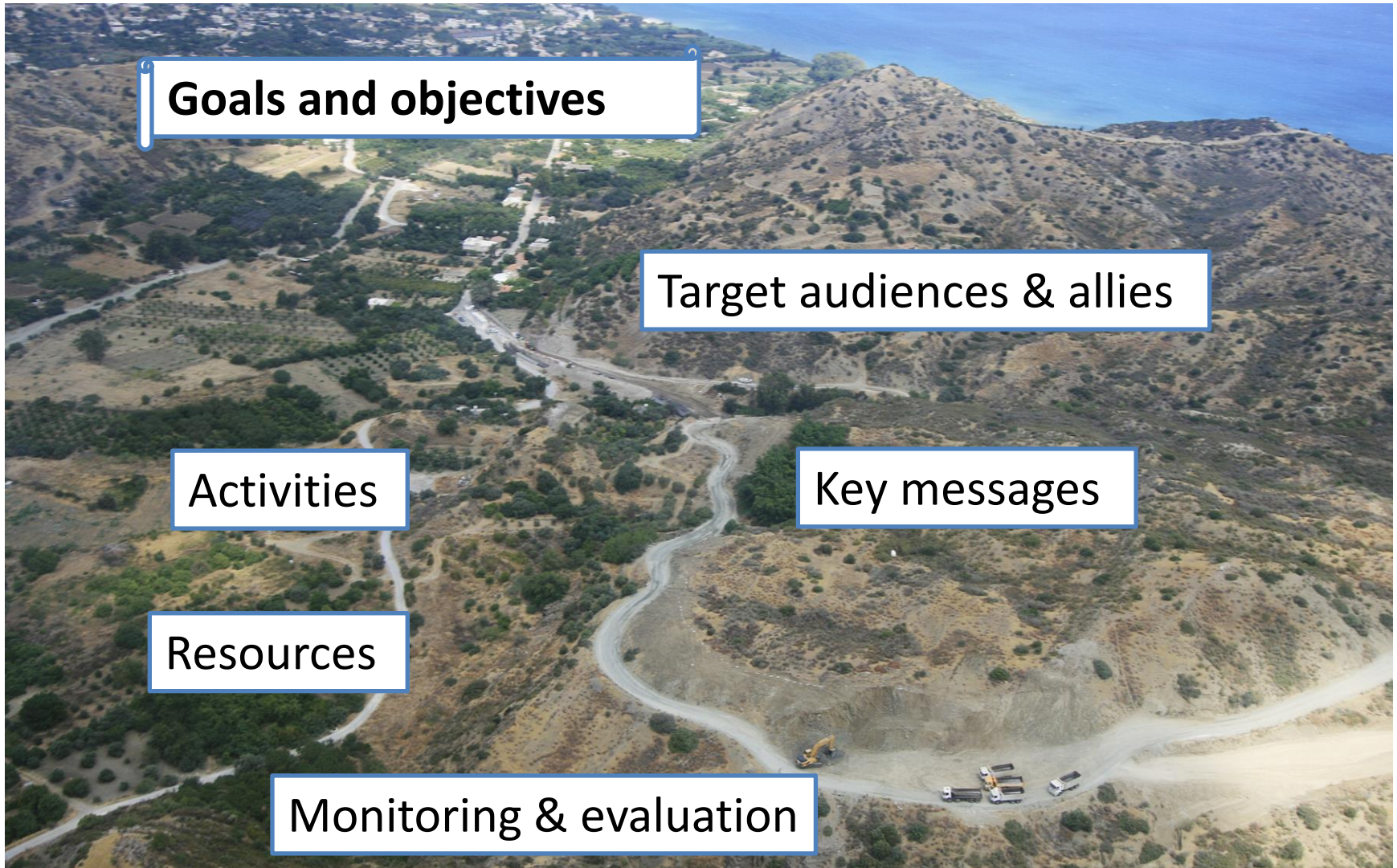
Advocacy challenges

- Lack of coordination

- Lack of access

- Lack of political leverage

- Changing conflict dynamics

- Limited ability to demonstrate direct impact

Elements of an advocacy strategy

Goals and objectives
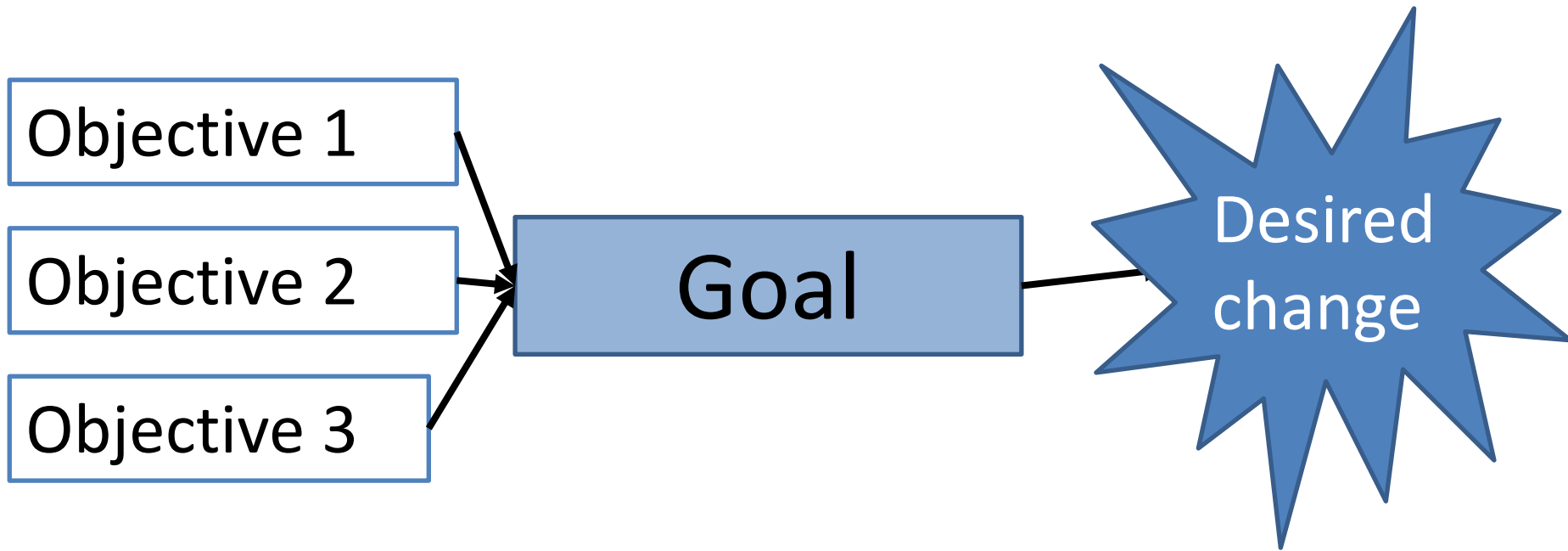
Target audiences & allies

Activities

Key messages

Resources

Monitoring & evaluation

Goals and objectives

Objective 1
Objective 2
Objective 3
→ Goal → Desired change

SMART objectives

- **S**pecific

- **M**easurable

- **A**chievable

- **R**elevant

- **T**ime-bound

EXAMPLE 1: Is this objective SMART?

- Influence parties to conflict to end recruitment and use of children in armed conflict.

  - **S**pecific?
  - **M**easurable?
  - **A**chievable?
  - **R**elevant?
  - **T**ime-bound?

EXAMPLE 2: Is this objective SMART?

- By the end of year 2, influence the host government's Ministry of Justice to adopt a new law to protect schools from being used for military purposes, in accordance with the Safe School Declaration Guidelines.

  - **S**pecific?

  - **M**easurable?

  - **A**chievable?

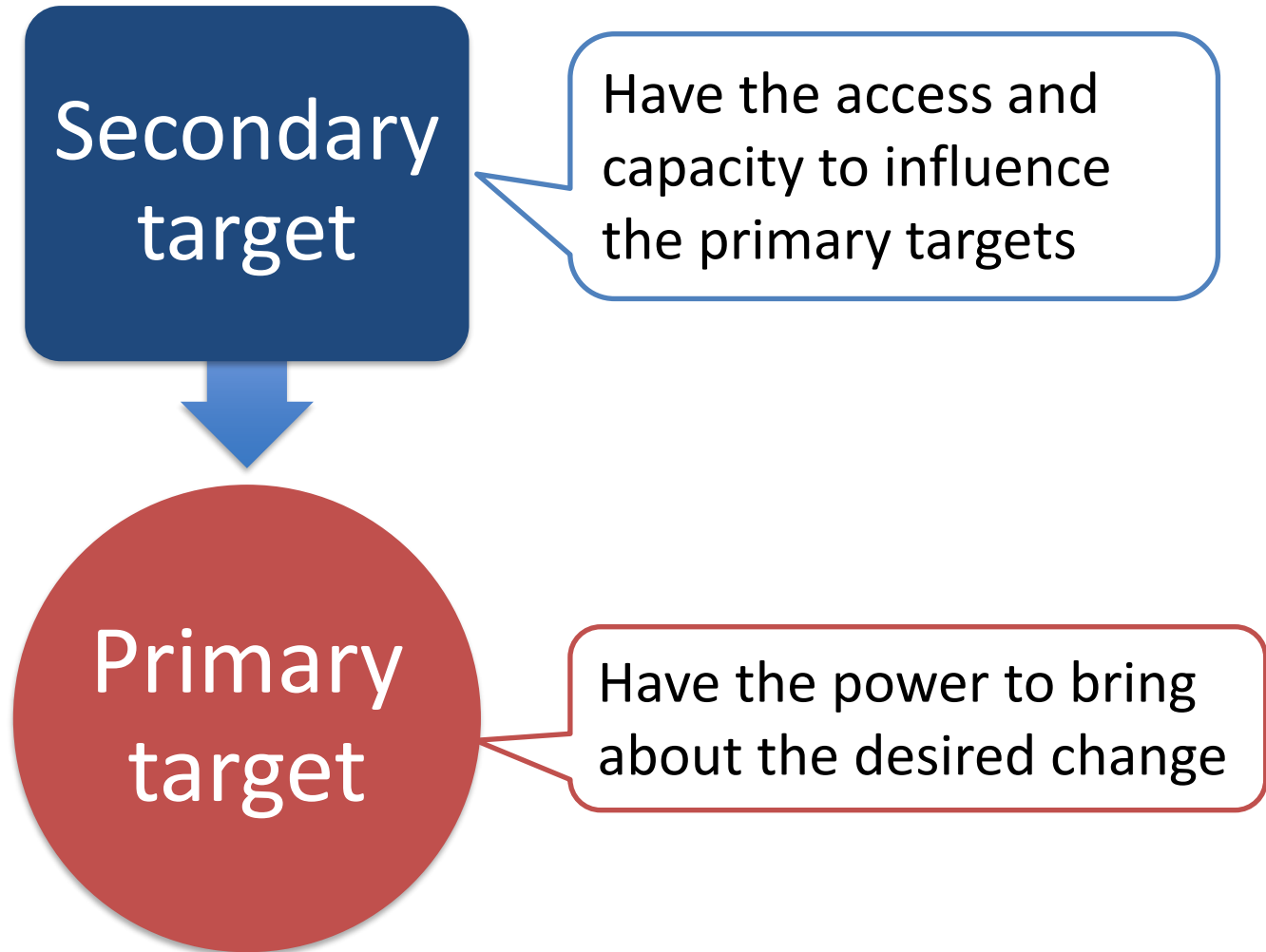 - **R**elevant?

  - **T**ime-bound?

EXAMPLE 3: Is this objective SMART?

- Convince donors to increase funding for psychosocial support services for child survivors of gender-based violence for country X.

  - **S**pecific?
  - **M**easurable?
  - **A**chievable?
  - **R**elevant?
  - **T**ime-bound?

Target audience

Secondary target

Have the access and capacity to influence the primary targets

Primary target

Have the power to bring about the desired change

Specialized Training Materials for Child Protection Staff in UN Peace Operations

Group exercise: stakeholder analysis

Tasks:

1) Identify 2-3 <u>influential</u> actors that are primary targets for advocacy on children in armed conflict concerns in your mission context

2) Discuss the following questions for each of the actors:

   a. What is the actor's <u>level of interest </u>in this issue?

   b. Is the actor <u>supportive/opposed</u> to the issue(s)?

   c. What are the actor's <u>motivations</u> and pressure points?

   d. How can you <u>access</u> this actor?

   e. Are there any <u>potential risks that come with</u> engaging with the target?

Allies

Value added

$+$ → Potential ally

Interest aligned
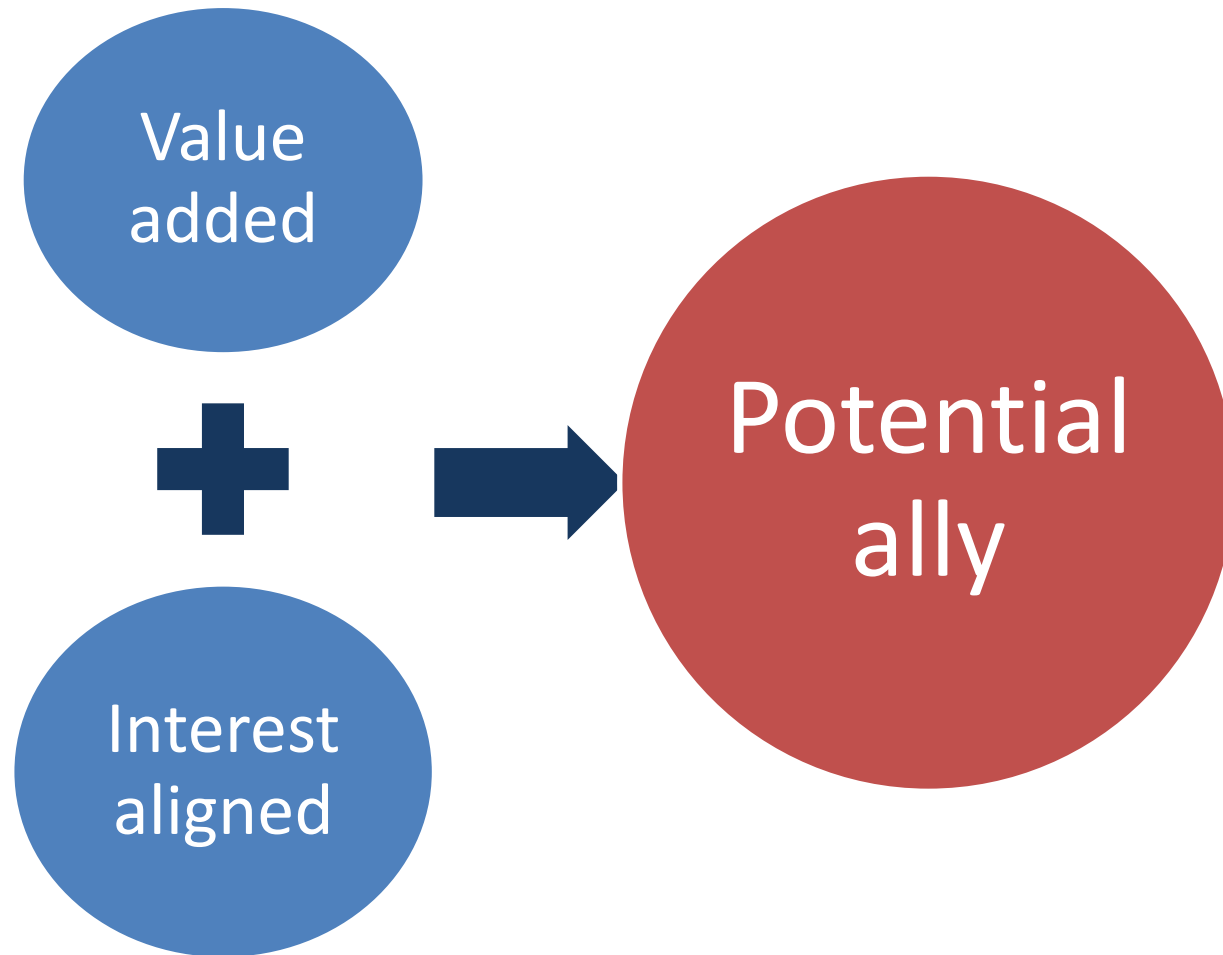
Key advocacy message

- Include call for action

- Utilize monitoring and reporting work

- Build on language from key UN documents
  - ✓ Security Council mandates
  - ✓ SCWG-CAAC conclusions
  - ✓ 2017 DPKO/DFS/DPA Child Protection Policy

- Create a primary and secondary message

Primary advocacy message

For all audiences:

1) Start with a compelling statement

2) Give evidence of the problem

3) State the desired change

Secondary advocacy message

For specific target audience:

1) Start with a statement that captures the audience's particular interests

2) Give evidence of the specific problem(s) and how it concerns the audience

3) Make a request to the audience

Group exercise: key message

Tasks:

1) Create a secondary message that is specific to your top advocacy target

   a) Start with a **statement** that captures the audience's particular interests
   b) Give **evidence** of specific problem(s) and how it concerns the audience
   c) Make a **request** to the audience

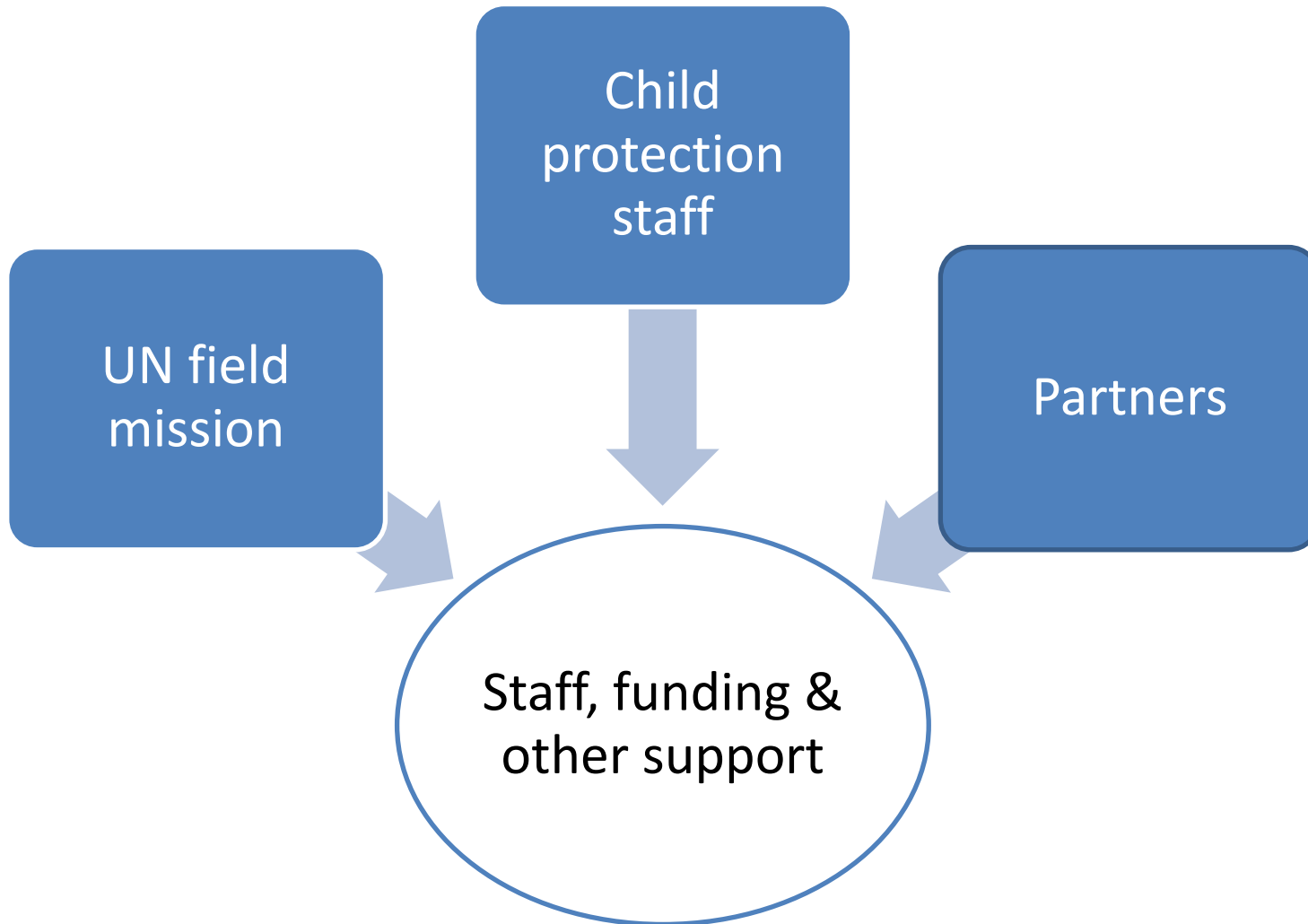2) Determine whether you should convey these messages directly or through other actors
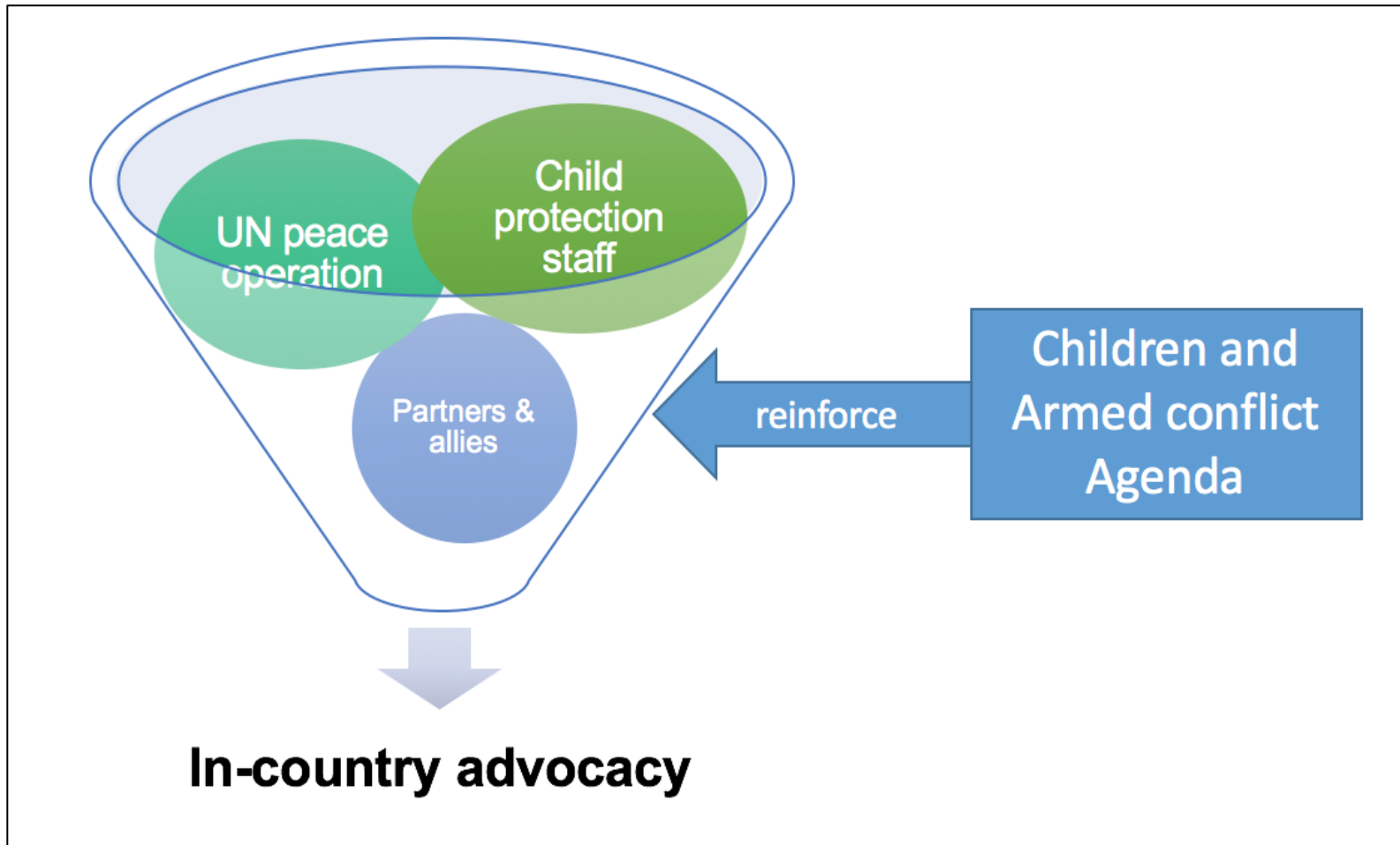
Advocacy activities

Consider:

✓ Timing

✓ Format

✓ Messenger

✓ Resources

Advocacy resources

UN field mission

Child protection staff

Partners

Staff, funding & other support

Leveraging the UN Security Council agenda on CAAC

Group discussion

1) How are you currently leveraging the UN Security Council CAAC agenda for advocacy purposes?

2) What is working well?

3) How can you better leverage the UN Security Council's CAAC agenda for advocacy in your mission?

Advocacy plan

- Put your strategy into action

- Clearly assign roles and responsibilities

- Determine timeframes

- Regularly review the plan and adjust as needed

Takeaways

- For advocacy to succeed, it needs to be well planned

- Develop SMART objectives to focus your advocacy efforts

- Know your primary advocacy targets and create tailored messages for them

- Fully utilize your resources, including your direct link to the UNSC CAAC Agenda