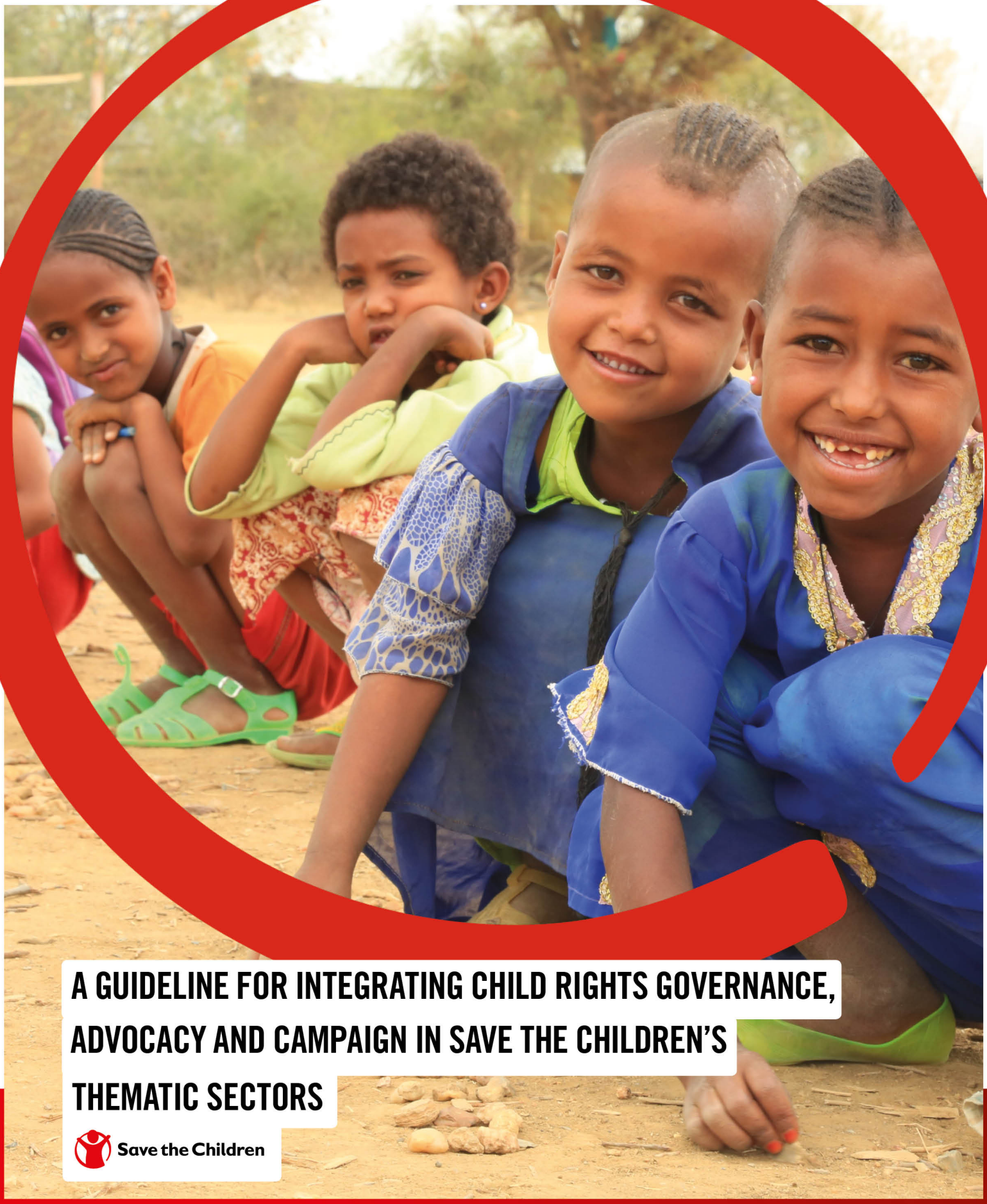

A GUIDELINE FOR INTEGRATING CHILD RIGHTS GOVERNANCE, ADVOCACY AND CAMPAIGN IN SAVE THE CHILDREN'S THEMATIC SECTORS

Save the Children

Child Rights Governance, Advocacy and Campaign
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Contents

1. Introduction 2
2. Background on Child Rights Governance, Advocacy and Campaigns 2
3. Definition, Rationale and Objectives of the Integration 3
3.1 Definition of Integration 3
3.2 Rationale of the Integration 4
4. Stages of Integration 5
5. Roles and Responsibilities of Thematic Sectors in the Integration 6
6. Integration with Cross- Thematic Teams 6
7. Possible Areas of Integration 7
9. Conclusion 9

1. Introduction

Save the Children believes every child deserves a future. In Ethiopia and around the world, we work every day to give children a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes, and children are most vulnerable, we are always among the first to respond and the last to leave. We ensure children's unique needs are met and their voices are heard. We deliver lasting results for millions of children, including those hardest to reach.

As part of its commitment to improve the lives of children, Save the Children-in Ethiopia is working towards integrated programming approach among the various thematic sectors. Integrating Child Rights Advocacy (CRG), Advocacy and Campaigns in other thematic sectors and projects would, thus, contributes to quality program delivery and synergy for increased impacts for children and communities we work with and for. This guideline is developed to facilitate the integration of CRG, advocacy and campaigns in other thematic sectors and projects. It is expected to provide a general direction as to how this can be achieved and enable the staff working in different thematic sectors to integrate CRG, advocacy and campaigns across all project cycle [planning, implementation, monitoring and evaluation, and reporting].

2. Background on Child Rights Governance, Advocacy and Campaigns

Child Rights Governance [CRG] is one of the thematic sectors in Save the Children. CRG program has a vision to see a world where accountable, responsive, inclusive and transparent governance assures the rights of every child and where every child can have a voice in governance. The Child Rights Governance Initiative (CRGI) aims at ensuring that all rights as stated in the UN Convention on the Rights of the Child (UNCRC) and African Charter on the Rights and Welfare of the Child [ACRWC] are implemented for all children in all circumstances. Thus, CRG program has a foundational nature for all other sectors related to children. Equally, gains in CRG programs can only have a positive and lasting impact on children if they support the realization of children's rights in other thematic areas.

Our direct programs have impact on children's lives in our intervention areas. However, securing lasting change in children's lives hinges on effective advocacy and campaign. As a result, Save the Children advocates for better practices and policies to fulfil children's rights outlined in the United Nations Convention on the Rights of the Child (UN CRC) and the African Union's African Charter on the Rights and Welfare of the Child (ACRWC). We believe that Save the Children's works can only have lasting and meaningful impact, and take that impact to scale, through persuading and inspiring the governments and other institutions with power and resources to change their own policies and practices.

Child Rights Governance, Advocacy and Campaigns are key elements of our Theory of Change 'be the voice', achieving results at scale, can be central to innovative programs, and building partnerships.

Theory of Change Elements	Links with CRG, Advocacy and Campaigns
Be the Voice	Advocacy and Campaigns – for and with children- to influence policies and practices and ensure that no child is left behind and their voices are heard.
Achieve results at scale	Best practices and learning from our programmes inform our evidence-based advocacy and campaigns work to influences laws and policies, national plans and strategies.
Be the innovator	Advocacy is critical to ensuring our innovations are recognized, valued and adopted by other key stakeholders, and to ensure sustained solutions to problems facing children.
Build Partnerships	Advocacy and campaigns involve working with other organizations, building coalitions and reaching out to all key actors. We are most likely to bring about the changes we want in children's lives if we build large constituencies and create a momentum for change through our campaigns and advocacy.

3. Definition, Rationale and Objectives of the Integration

3.1 Definition of Integration

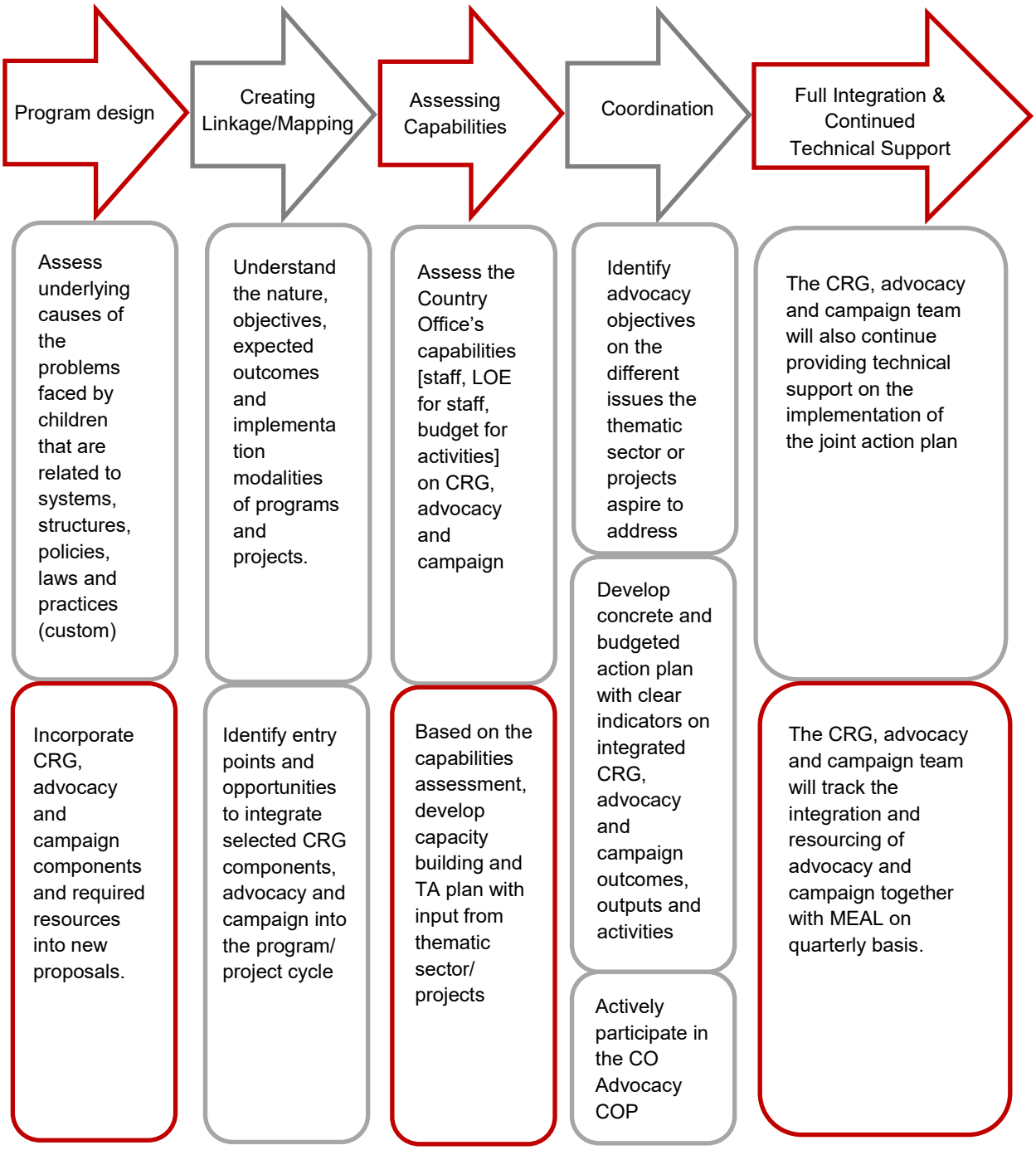
Integration in simple terms is a programming approach that upholds the creation of a synergy between and among the different thematic sectors and interventions where there are different underlying but interrelated causes contributing to addressing the challenges to observing child rights. In this particular case, it refers to integrating selected CRG, advocacy and campaign components into the program cycle (design/planning, implementation, monitoring and evaluation and reporting) of other thematic sectors and projects in a way that they add values and positively influence the process and outcomes to bring maximum impact on children's lives in Ethiopia. Integration processes will lead to integrated programming to make sure that selected CRG elements of advocacy, and campaign are embedded in the strategies, objectives, output statements, success indicators of projects and contribute to achieving other thematic aims.

3.2 Rationale of the Integration

Save the Children's work is founded on the UN Convention on the Rights of the Child (UNCRC). By its very nature, CRG, advocacy, and campaign works lie at the heart of the realization of UNCRC and hence is the core component of Save the Children's works. Many thematic sectors usually identify major child rights challenges in their respective areas but overlook or underestimate the role of governance, policies, laws and practices as key drivers for many of the challenges related to child rights issues. Child Rights Governance by its nature has foundational nature for other thematic sectors and analysis of child rights governance issues help in addressing structural and underlying factors for the violation of children rights. Hence, integrating CRG, advocacy and campaign components into other thematic sectors and projects will:

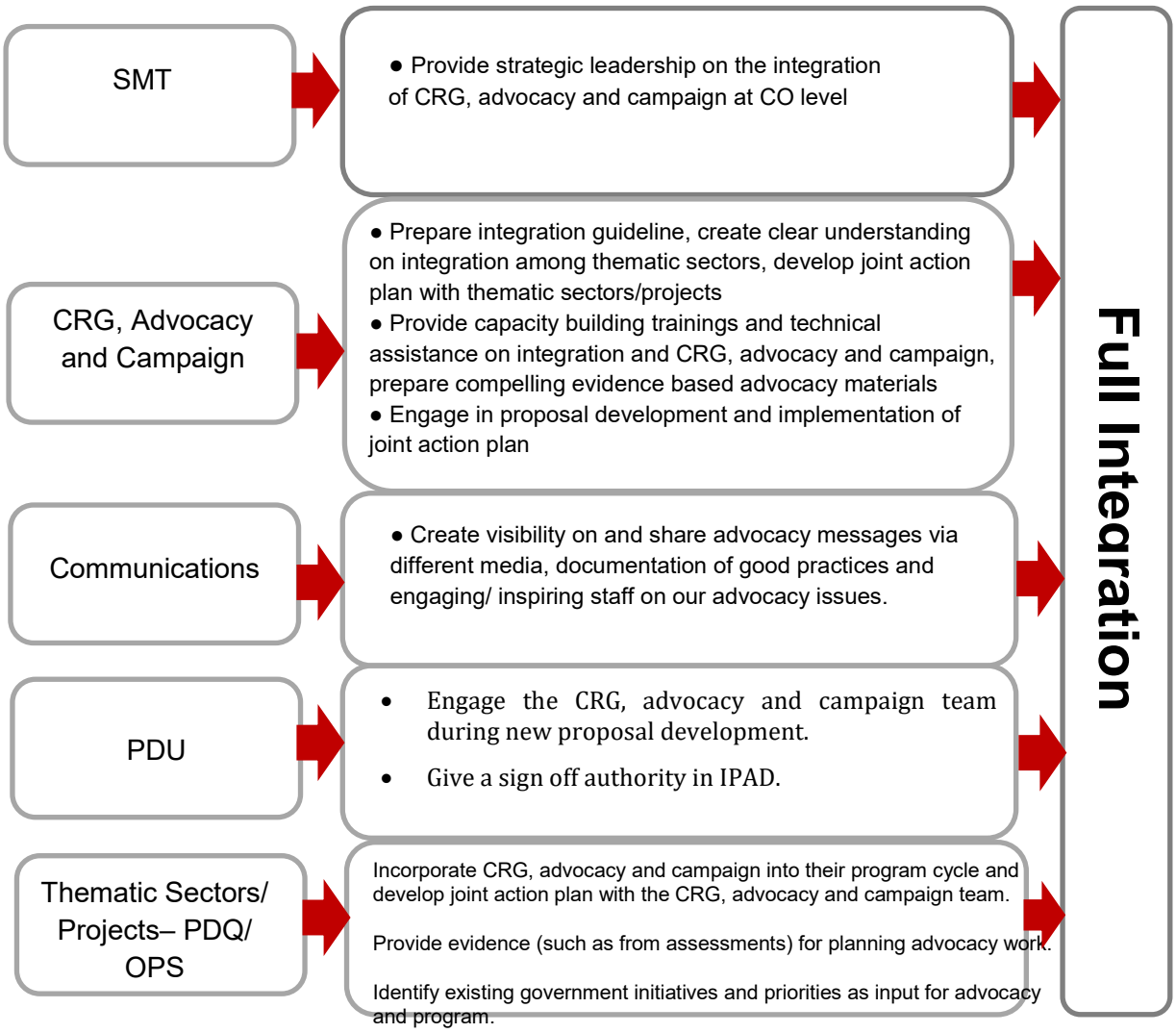
- Enhance the adoption of holistic approach ensuring effectiveness, effectiveness and sustained impacts of our program interventions.
- Contribute towards quality program delivery, bigger impacts and sustainable outcomes of different thematic sectors and projects and
- Contribute towards achieving our breakthroughs: Survive, Learn and Be Protected.

4. Stages of Integration



5. Roles and Responsibilities of Thematic Sectors in the Integration

In order for the integration to be successful the roles and responsibilities of thematic sectors need to be clarified.



6. Integration with Cross- Thematic Teams

MEAL: MEAL and CRG, advocacy and campaign shall identify existing accountability tools and mechanisms, build capacity of Save the Children thematic sectors as well as our partners to make sure that there are systems to follow up the implementation of the accountability tools. MEAL and CRG, advocacy and campaign will work on reporting on the KPI on integration and resourcing of advocacy and campaign into different proposals, programs and projects as well as on generating evidence for advocacy. MEAL and CRG, advocacy and campaigns shall also work in close cooperation to define indicators for measuring CRG and A&C work across different programs and/or projects as well as to agree on ways to measure such indicators.

Humanitarian Response: advocacy and campaign engages in generating advocacy and campaign messages and call for action in response to all emergency situations affecting children. These messages are expected to help secure the international and national policy changes required to ensure that Ethiopian children and their families get effective and timely life-saving humanitarian assistance and are able to better withstand shocks and stresses in the future. Thus, this effort can contribute significantly to 'bridge the gap' between humanitarian assistance and long term development goals. Through our CRG and advocacy work, we are also advocating for the establishment/strengthening of mechanisms and systems that can deliver on ALL rights for ALL children in ALL circumstances - before, during and after humanitarian crises. This is critical given how serious the violations of children's rights in humanitarian crises can be. The humanitarian communication and advocacy work will be guided by the Country Office's Humanitarian Communication and Advocacy Strategy Document.

Communications: *We* are most likely to bring about the changes we want in children's lives if we build large constituencies and create a momentum for change through our advocacy and campaigns. To achieve this, the communications and CRG, advocacy and campaign team will engage the media and produce position papers, flyers, bulletins, etc. to sensitize the wider audience about issues affecting children in Ethiopia and agree on the Communications and Advocacy Strategy.

7. Possible Areas of Integration

Although not exhaustive, the following areas of integrations are examples of CRG, advocacy and campaign issues and activities that could be integrated into the different thematic programs/projects. As can be seen from the table, some of the CRG, advocacy and campaign components, tactics and tools are common to all thematic program while the advocacy issues are specific to thematic program. The common components include: child-focused social accountability mechanisms, child participation, budget advocacy and evidence generation

SN	Thematic Program/ Project	CRG, Advocacy and Campaign Issues and Activities
1	**Child Protection and Migration**	**Evidence based Budget Advocacy/IiC:** budget analysis on allocation and spending for child protection issues and advocate for increased budget allocation

		Child Focused Social Accountability: building capacity of child protection and social accountability groups on social accountability tools and processes; strengthen child parliaments **Birth Registration:** build capacity of children to engage in raising their views and monitoring the implementation of basic services taking into account their best interests; pilot birth registration implementation project linked to protection of children from child marriage, child labour and trafficking. **Protection and Basic Services to Children on the Move**: map out and advocate on laws, policies, institutions and practices regarding protection and access to basic services (including birth registration) for children on the move, undocumented migrants and refugees. **Inclusive legal and governance environment** that protect the rights of children and youth on the move (broader areas of migration programming).
2	**Education**	**Child Participation**: establishing and strengthening child-led structures at school and community levels. **Evidence based Budget Advocacy/ IiC:** Budget Analysis on ECCE and Primary Education. **School Based Social Accountability**: capacity building and developing tools.
2.1	Sponsorship	**Child Focused Social Accountability**: capacity building and developing tools, establishing structures **ELM**: advocate for the adoption of the ELM module by ECCE centres around the country.
3	**Health and Nutrition**	**Evidence based Budget Advocacy:** budget analysis in health and nutrition issues to set baseline on allocation and spending in health sectors in pastoral communities **Policy Advocacy:** support the adoption and implementation of health and nutrition policies and strategies as well as strengthen coordination or governance structures. **Social Accountability Mechanisms:** strengthen such mechanism to assess quality, availability and accessibility RMNCH services for those left behind and develop tools such as community scorecards to monitor these.

3.1	Growth Through Nutrition	**Policy Advocacy:** advocate for the implementation of the National Food and Nutrition Policy and strengthen the nutrition governance structures such as the NNCB/ RNCB
4	**Livelihood, Resilience and WASH**	**Youth empowerment:** decent work opportunities for unemployed young men and women, including engaging with private sector to support this endeavour. **Advocacy for Child Sensitive Social Protection systems, policies and programmes** that reach and are inclusive of the poorest and most deprived children, including those without household care, and that enable strong investments in their health and nutrition. **Advocacy for the recognition/inclusion of institutional WASH** (in health centres and schools) both by government and donors. WASH as a cross cutting issue to address other sectoral outcomes particularly nutrition, health, child protection, and education.

9. Conclusion

CRG, advocacy and campaigns has potential for being integrated into other thematic areas and– maybe even more important- facilitating the integration of other thematic areas for quality program delivery and better outcomes for children. Integration in the already developed projects should be seen as a phase based process which includes mapping thematic sectors for integration, assessing capability needs and build capacity of thematic sectors, and coordination and technical support, monitoring, documenting and sharing results. However, the best approach to integrate these components is during design stage and through implementation, monitoring and evaluation and learning. By integrating CRG, advocacy and campaigns in different thematic sectors/projects, the CO will achieve:

- Improved quality program delivery for children;
- Increased understanding and application of key child rights principles, and governance issues such as accountability, transparency, non-discrimination in planning, implementation, monitoring and evaluating of programs and strategies of thematic programs;
- Bring long lasting changes in the lives of children;
- Coordinated efforts towards the full realization of children rights and

- Enhanced children's voice and participation in governance including in government budgetary processes, monitoring spending in child-focused sectors and improving delivery of quality essential services.