

#11 ADVOCACY TOOLKIT

UNICEF (THE UNITED NATIONS CHILDREN'S FUND)

Toolkit, 2010

Topic for advocacy Advocacy

http://www.unicef.org/evaluation/files/Advocacy_Toolkit.pdf

Description of the good example

The Advocacy Toolkit provides a broadly accepted definition of advocacy and underscores UNICEF's unique position and experience in advocacy. The heart of the toolkit provides detailed steps, guidance and tools for developing and implementing a strategy for advocacy. The Toolkit outlines eight areas that can help strengthen one's capacity for advocacy, and covers several cross-cutting aspects, including monitoring and evaluation, managing knowledge and risks, building relationships, securing partnerships, and working with children and young people in advocacy. Special focus is given to some topics, including human rights and equity approaches to advocacy, theories of change, and conducting advocacy in humanitarian situations.

Target - Who can best use this example or document?

UNICEF country offices and national committees, Governmental bodies, non-for profit organizations.

**All information in this entry is sourced from the link above and contact mentioned in the document.*

Highlights and outcomes

Why could it be useful for your organisation and advocacy?

The toolkit is a very good example on good practices and successful advocacy cases for policy-makers and society in general. It demonstrates the importance of voluntary activities to promote social inclusion and equal opportunities, and how to build capacity in civil society. It is innovative and focuses on sustainable activation, education (training) for kids, parents, trainers, and local community.

Learning points - What can we learn from it?

This toolkit can give insight to the necessary steps for establishing and developing a clear plan for advocacy by showing how the provided tools together with good examples can be successfully implemented.

Further information

UNICEF (The United Nations Children's Fund)

<https://www.unicef.org/about/contact.html>

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