

UNICEF's **Global** Communication and Public Advocacy Strategy 2014 - 2017

To realize the rights of every child, especially the most disadvantaged

The new global communication and public advocacy strategy is:

- **Tied to the priorities of the UNICEF Strategic Plan** – using communication and public advocacy to realize our organizational goals
- **Equity-focused** – putting the lives and rights of the most disadvantaged children at the heart of our messaging
- **“Glocal”** – setting global priorities, adaptable in local contexts; scaling up the most promising local solutions across the entire organization
- **Innovative** – embracing new ways of working to drive change for children
- **Integrated** – with new global brand and advocacy strategies (in development)
- **Measurable** – against key performance indicators to show impact

COMMUNICATE TO ADVOCATE

The need:



- Civil society has grown in size, reach, power and influence. Individuals are organizing, planning and taking collective action as never before, shaping local and international priorities.
- Advances in digital technology have contributed to that shift by empowering individuals to seek and generate information, build virtual networks and exchange experiences in real time.
- ‘Digital’ is transforming the way individuals relate to each other, their communities and the world.
- The rise of social media has fed the growth and influence of social movements that defy geographic boundaries.
- Mobile information and communication technologies (ICT) are rapidly becoming one of the most important ways people connect and communicate.
- Communication is increasingly being used to drive public advocacy, accountability and responsibility.

Targets of communication:



The power to bring about change for children is expanding as people and communities make their voices heard.

- **Youth & Millennials** (15–34 years old) are the world’s future decision-makers
- **Middle class** is a growing critical audience for engagement

Objectives:



Be the leading **Voice** for – and with – children

- More strategic and emotional storytelling
- Evidence-based messaging
- Rapid, authoritative and proactive communication

Reach 1 billion people around the world

- New integrated approach to digital, broadcast and print media
- New and stronger partnerships
- Innovation

Engage 50 million people to take action for children

- “Glocal” approach
- Leveraging partnerships to fuel social movements
- Goodwill Ambassadors and key influencers

Shifting our communication model:



From working to change policies ...	To also working to change behaviours, social attitudes and beliefs.
From primarily targeting governments, corporates and influencers ...	To also powerfully communicating with the broad general public.
From primarily informing ...	To inspiring by telling compelling stories.
From telling ...	To also listening, conversing, and crowdsourcing.
From disseminating information ...	To communicating to advocate, to drive change, to move people to act.
From focusing mainly on print media ...	To fully developing print, digital, mobile, and broadcasting.
From knowledge brokering ...	To knowledge leadership.
From press releases ...	To integrated communication strategies (which include traditional communication).
From ‘everything’ ...	To selective strategic priorities, communicated and supported across the organization.
From partnership initiatives ...	To a broader fuelling of social engagement.



Internal management shifts:

- Integrate communication and public advocacy with programme and policy planning
- Start measuring results globally in a systematic way
- Align communication and public advocacy with Communication for Development (C4D)
- Strengthen Internal Communication and Knowledge Sharing
- Invest in and build best human resources
- Embrace and manage risk to maximize results
- Encourage a culture of collaboration
- Fuel innovation

