



Save the Children

EAST AND SOUTHERN AFRICA ANNUAL REGIONAL CAMPAIGN MEETING COMMUNIQUÉ

**NAIROBI, KENYA
2018**

Preamble

Advocacy, Campaign and Communication teams from country offices, regional office and the centre met in Nairobi to: review ELC campaign progress and lessons from the 2016 -2018 strategy period; reflect on emerging issues from the 2019-2021 Country Strategic Planning processes; review the 2019-2021 draft campaign strategies and; discuss resourcing for advocacy, campaign and communications – a recurring agenda in all regional campaign meetings. Below are key observations and action points from the meeting.



Photo (Center): Jamillah Mwanjisi, Head of Advocacy, Campaigns, Communications and Media presenting Somalia Country Office strategic plans

Observations and Action Points

1. That integration of campaigns and advocacy with programmes contributed significantly in the realization of key advocacy wins and milestones across all the campaign guarantees (fair financing, equal treatment and accountability to children) since launch of the ELC in 2016.
2. That whereas there is a shared understanding among advocacy, PDQ and OPS teams that advocacy/campaign leverages our programmes, funding to advocacy remain inadequate and erratic compromising the intensity and consistency that a Campaign seeks to build to bring desired change within the set timelines. The current average budget gap for campaign activities in many CO plans is above 75%.
3. Following the introduction of Functional and Management Indicators for Advocacy, there is progress on the number of COs reporting on the indicators. However, it was noted that whereas we cannot use the analysis from Q1 and Q2 to generalize, there are interesting highlights. In Q2, a total of 46 proposals were submitted in the region – the highest number compared to other regions. However, an average of 2.7% of budget of all proposals submitted to donors was allocated to advocacy and campaign - 78% of submitted proposals had some allocation to A & C.
4. It was observed that whereas there is some programme funding for advocacy activities at the CO level, there is urgent need for better and stronger involvement of advocacy, campaign and communication colleagues in proposal development (including budgeting). To enable this, participants identified important actions to be taken. The actions are grouped into two: those that require personal initiative of the CO advocacy teams and, those that require organization wide support. In all cases, support of PDQ and OPS directors is strongly demanded.

Observations and Action points continued...

Actions requiring personal initiative from advocacy leads/focal points:

- Register and learn to use the AMS system to be able to identify opportunities and support proposal development accordingly (including budgeting).
- Embrace better planning and costing for annual Advocacy and Campaign plans. Costed plans help indicate funding gaps which would make engagement in proposal development easier.
- Invest in building/strengthening relationships with the awards, PDQs, Ops and thematic advisors or leads at all levels including field offices.
- PDQ/OPS teams to ensure that advocacy colleagues have information on new business development opportunities, participate in proposal development (including budgeting) and project kick off meetings.

Actions requiring support from other levels of the organization

- Ensure that existing organizational commitments to improve resourcing for advocacy is actualised. These for instance include the CEO steer on advocacy resourcing for CAT 1 and prioritized responses.
- Reconsidering advocacy as a core function and not a support function in the CAM calculation.
- Review relevant SMT JDs to include clear advocacy deliverables.



Photo: Lysa John, Global Campaigns Director, East and Southern Africa region

5. Advocacy is strongly reflected in the CSP goals' theory of change, with a clear reflection of thematic advocacy issues under each ELC breakthroughs. 34 strategic goals in the CSP cut across all breakthroughs including improved governance and accountability mechanisms to ensure fulfilment of the rights of children and; increased public investment, budgeting and reporting for children among others. Key shifts were also observed – there are explicit goals addressing gender equality, FGM and child marriages and a less reference to upholding states accountable to international frameworks and more to articulating budget allocations, local governance and participation processes.

6. That although advocacy was strongly reflected in the theory of change for strategic goals, it is crucial for countries to clearly articulate the campaign focus on girls, Ending War on Children (EWOC) and accountability to children in the 2019-2021 strategy and integrate these in the areas where the region is likely to make big gains i.e. MNCH and Nutrition - this is considered an area where the region has

high needs, funding is strong and capability is high.

7. It was positively observed that the CO strategies were in most cases building on the gains made in the last strategy period. However, it was noted that the change objectives needed to be shorter and clearer and ensure clear link between the change objectives and the strategic goals.

8. To promote effective documentation and reporting of our programmatic success, it was observed that there is need for improved engagement between communication/advocacy and MEAL colleagues at the CO level so as to enrich our program impact narrative.

9. To boost effectiveness in delivery of plans, it was observed that country offices should embrace peer learning and support given similarities in plans and context.

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Save the Children International

East and Southern Africa Regional Office

P. O. Box 19423, 00202,

KNH, Nairobi Kenya

2nd Floor, ABC Place, Waiyaki Way, Westlands

Phone: +254 (0)711 090 100

Email: ea.info@savethechildren.org

 [@ESASavechildren](https://twitter.com/ESASavechildren)

 [Save the Children East & Southern Region](https://www.facebook.com/SaveTheChildrenEastSouthernRegion)

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