

## Checklist for Humanitarian Advocacy

DONE	TASK (RESPONSIBLE/ CLEARANCE)	CONSULT
	<b>Draft 2-3 advocacy priorities (GEC)</b>	<b>EMT, CO, RO, DOC, PD, PARMO, EMOPS</b>
	<ul style="list-style-type: none"> <li>• Builds on initial media messages issued by DOC</li> <li>• EMOPS records Priorities based on discussion</li> <li>• Advocacy is presented as a key Programme Strategy (alongside partnerships, service delivery, etc.) to achieve humanitarian outcomes</li> <li>• Should be articulated in a 1-2 pager (max.) and detail: <ul style="list-style-type: none"> <li>○ Objectives per each Advocacy Priority</li> <li>○ Core messages guiding each Priority (can be tailored per audience in Plan of Action)</li> <li>○ Key audiences</li> </ul> </li> <li>• Identify accountabilities of CO, RO, HQ (and relevant sections/divisions) and National Committees</li> <li>• Accountabilities may include guidance to <i>not</i> engage on certain issues</li> <li>• Natcoms role may be in creating narrative supporting above; feeding back intelligence (via PFP); or at times non-engagement on certain issues with clear guidance</li> <li>• Updated as needed (daily, minimum weekly)</li> <li>• Identify and manage risks (including dual tensions between programme strategies)</li> <li>• Disseminated via <i>internal</i> SitReps, allowing the organization and Natcoms to have a common advocacy framework</li> <li>• Advocacy Priorities incorporated into, and aligned with, Response Plan, with flexibility as situation changes</li> </ul>	
	<b>Advocacy Plan of Action is drafted and implemented (GEC)</b>	<b>Task Force (1 focal point per division/office)</b>
	<ul style="list-style-type: none"> <li>• Accountabilities of Divisions/Offices on Advocacy Priorities elaborated with key actions, sequencing</li> <li>• Must include monitoring element w/ frequency (daily, weekly)</li> <li>• Identify channels when UNICEF cannot speak</li> <li>• Plan of Action updated weekly, with status</li> <li>• Task force drafts and ensures implementation of Plan of Action</li> <li>• Task force reports back on conference calls.</li> </ul>	