

Checklist for Humanitarian Advocacy

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