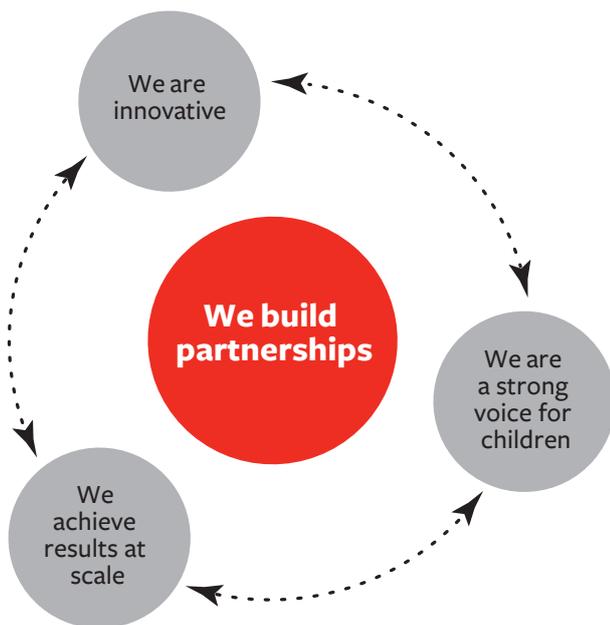


Policy & Advocacy Strategy

2014–15

Our theory of change has identified advocacy and campaigns as a central element of how we bring about lasting positive change for children.



Our guiding principles



Base our contribution on our VALUES and UNIQUE PERSPECTIVE

Draw upon our UNIQUE EXPERIENCE



Maximise our VOICE

Our strategic objectives

To embed policy and advocacy as core business for SCA, based on our core values and unique perspective

- Establish a policy and advocacy committee to monitor progress against this strategy
- Ensure our policy & advocacy work is transparent and evidence based
- Ensure that our policy, advocacy and campaign projects are measurable and accountable

To identify and implement key policy and advocacy projects across all of our areas of thematic priority

- Education
- Health and Nutrition
- Child protection and child rights governance
- DRR and climate change adaptation
- Humanitarian
- Equality
- For the good of the sector

To become a campaigning organisation with an integrated approach across all public facing SCA departments

- Build our internal capacity to deliver quality campaigns
- Establish an integrated approach to campaigning
- Select and undertake at least one priority campaign
- Attract and retain an advocacy network of 20,000 people



Save the Children
Australia