



## Priority Countries for Advocacy Strategy

### Background

The purpose of the advocacy strategy is to support coordinated engagement in advocacy across ChildFund Alliance offices and provide a framework for defining objectives and tracking progress towards achieving them through engagement with Governments in countries where our Members operate.

### Aim and Objectives

The overall aim of our advocacy, as stated in the ChildFund Alliance Strategic Plan 2016-2021, is: *to support the implementation of SDG target 16.2 and related targets and ensure that children are protected from all forms of violence and exploitation.*

Five advocacy objectives will support our aim:

1. Governments report on target 16.2 and related targets in their SDG monitoring and evaluation efforts.
2. Governments meaningfully involve children in the in the development and implementation of child protection policies and in the Voluntary National Review (VNR) process.
3. Governments endorse and implement INSPIRE strategies to end violence against children.
4. Governments and international stakeholders take concrete steps to make financial commitments and track allocations to prevent and respond to violence against children.
5. Additional governments join End Violence as Pathfinding countries and existing Pathfinding countries are following through with their commitments.

### Priority countries

Within the Advocacy Task Force, the Secretariat has worked closely with Member offices to identify priority countries, based on strategic value. Criteria for priority country selection include: End Violence Pathfinding countries that have committed to accelerating action to end violence against children; countries where Child-friendly Accountability is being implemented to support realization/achievement of SDG 16.2; countries reporting to the [High-level Political Forum](#) (HLPF) through the VNR process; countries identified for relevant joint advocacy and programming through the child-focused agencies group; and ChildFund member presence countries where strong relationships with Government can be leveraged to advance our advocacy objectives.

The following countries have been proposed as priority countries as of October 2018:

- Australia
- Cambodia
- Canada

- El Salvador
- Japan
- Mexico
- New Zealand
- Paraguay
- Philippines
- South Korea
- Spain
- Sri Lanka
- Uganda
- United States
- Vietnam
- Pacific Island Countries reporting to VNRs in 2019 (Nauru, Fiji)