



**Revised Terms of Reference  
Task Force on Advocacy  
12 July 2021**

**Introduction**

On 22 June 2021, the Board of Directors formally approved a new Strategic Plan for ChildFund Alliance (2022-25). The Alliance intends to undertake two End Violence against Children Campaigns (EVAC) during the four-year strategy period.

**FY22-FY23 Campaign: Online Safety**

In our first campaign, ChildFund Alliance will advocate for increased Online Safety, defined as ensuring children are empowered to use digital technology safely and responsibly as part of their healthy development.

**Policy Objective**

ChildFund Alliance will reduce the threat of online child sexual exploitation and abuse by supporting worldwide action to empower and protect children and by mobilizing key stakeholders to help children reach their full potential. The Alliance will do this by promoting legislative and policy reform, empowering children to become effective digital citizens, and ensuring that online safety efforts reach children in the most vulnerable situations.

**Outcomes**

Through this campaign, we aim to achieve two interrelated outcomes by leveraging the full power of our global Alliance at the global, national and regional levels through a targeted and achievable set of activities.

- ***Outcome 1: Laws and policies to protect children from online child sexual exploitation and abuse are strengthened.***

We seek to address the gaps in international and regional legislation and policymaking to increase children's online safety, by building on recent advances such as the *UN Committee on the Rights of the Child General Comment 25* on children's rights in relation to the digital environment and the International Telecommunications Union (ITU) updated *Guidelines on Child Online Protection COP*.

Where laws do exist, we will seek to address weaknesses in implementation and enforcement.

***Outcome 2: Children are effective digital citizens and are equipped to participate in online civic engagement safely, ethically, and responsibly as part of their healthy development.***

We recognize that empowering children’s participation in society cannot be achieved without empowering children and young people to become active digital citizens. Ensuring affordable and reliable access for all children and equipping children and young people with a full portfolio of skills and knowledge that allows them to avoid online risks, maximize online opportunities and exercise their rights in the online world are essential to active citizenship (both on and offline).

**Purpose of the Advocacy Task Force (ATF)**

The purpose of the **Advocacy Task Force** is to provide expertise, guidance and support for the Campaign advocacy outcomes as defined in the Four Year Strategic Plan. An **Advocacy and Policy Advisor** will lead the Task Force.

The **Advocacy and Policy Advisor’s** role is to help conceptualize and implement the advocacy and policy components of the EVAC campaign(s). This will include developing the policy advocacy framework for the campaigns, working with in-country teams to build the capacity of staff to influence national and global policy, monitoring research trends to inform the campaign direction, and collaborating with the United Nations Representative (based in the Office of the Secretariat) to identify opportunities for influence at the global level.

**Membership**

The Task Force is a cross-functional group of advocacy and policy specialists, many of whom have programmatic expertise. The Task Force may enlist consultants from time to time and will include a mechanism for engaging outside experts who are not employed by ChildFund Alliance members. The Advocacy and Policy Advisor will work closely with the co-chairs to provide expertise, support and coordination so that the Task Force may achieve its objectives.

All members of ChildFund Alliance will appoint key staff from member headquarters and program country offices to participate in the Task Force.

Name	Title	Member
Amy Lamoin	Co-Chair of the Task Force Global Programs Director, Australia, the Pacific and Humanitarian Response, ChildFund Australia	alamoin@childfund.org.au
Macarena Céspedes	Co-Chair of the Task Force Director, Global Advocacy and Research,	macarena.cespedes@educ.org

	<b>Educo</b>	
<b>Larissa Tuohy</b>	<b>Head of Communications, ChildFund Australia</b>	<b>LTuohy@childfund.org.au</b>
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<b>Hyunkjun Oh</b>	<b>Global Advocacy Advisor</b>	<b>Cfk.hjoh@gmail.com</b>
<b>Seulbee Lee</b>	<b>Global Advocacy Advisor</b>	<b>sblee@childfund.or.kr</b>
<b>Shona Jennings</b>	<b>Program Manager</b>	<b>Shona.jennings@barnfonden.se</b>
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<b>Santiago Davila</b>	<b>Director, Program Delivery Support. Program &amp; Advocacy ChildFund International</b>	<b>sdavila@childfund.org</b>
<b>Stephano Piziali</b>	<b>Head of Advocacy Policy Partnership and European &amp; Italian Programs Depts. WeWorld Onlus</b>	<b>Stefano.piziali@weworld.it</b>
<b>Lori Perkovich</b>	<b>United Nations Permanent Representative, ChildFund Alliance Secretariat (New York)</b>	<b>lperkovich@childfundalliance.org</b>
<b>Catherine Lalonde</b>	<b>Director, European Union Office, ChildFund Alliance Secretariat (Brussels)</b>	<b>clalonde@childfund.org</b>
<b>Lisa MacSpadden</b>	<b>Strategic Communications Advisor, ChildFund Alliance Secretariat (New York)</b>	<b>lmacspadden@childfundalliance.org</b>
<b>Meg Gardinier</b>	<b>Secretary General, ChildFund Alliance Secretariat (New York)</b>	<b>mgardinier@childfundalliance.org</b>

Specialists representing external institutions may also be invited to participate in an advisory capacity based on expertise relevant to the priorities of the Task Force. *(Optional)*

<b>UN related Entities</b>	<ul style="list-style-type: none"> <li>• UNICEF</li> <li>• Office of the Special Representative of the Secretary-General on Violence against Children</li> </ul>
<b>Coalitions and other NGOs</b>	<ul style="list-style-type: none"> <li>• Global Partnership to End Violence Against Children</li> <li>• Terre des Hommes</li> </ul>

**Scope of Work and Timeline September 2021-January 2022**

<p><b>SCOPE OF WORK</b></p> <ul style="list-style-type: none"> <li>• Sharpen the Policy Ask based on the guidance of the Program Choices Working Group implementation Plan.</li> <li>• Provide advice to the Alliance on staffing &amp; resourcing campaign development &amp; coordination.</li> <li>• Contribute to campaign audience identification and stakeholder mapping.</li> <li>• Coordinate program and advocacy mapping to identify existing &amp; relevant initiatives across Alliance members (online safety, child protection, digital citizenship, and SEL).</li> <li>• Prioritize key tools &amp; resources to be developed to support members to take action (in line with program outcomes).</li> <li>• Provide advice on potential priority countries for campaign rollout.</li> <li>• Coordinate online sessions to familiarize Alliance staff with the concepts of online safety and digital citizenship.</li> <li>• Coordinate with Alliance task forces and committees for cross collaboration for support of the Campaign as defined in the Four Year Strategic Plan.</li> </ul>	<p><b>TIMELINE (TBA)</b></p>
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## **Reporting Structure**

The ATF will report into the CEO Forum twice a year on its progress.

The ATF Co-chairs will work closely with the Advocacy and Policy Advisor and keep the Secretary General regularly informed of its activities

## **Advocacy Objectives & Activities for the *Strategic Plan 2022-2026***

<b>Objective 1.</b>
<b>Activities:</b>
<b>Objective 2.</b>
<b>Activities:</b>
<b>Objective 3.</b>
<b>Activities:</b>
<b>Objective 4. Conduct a global call to action and mobilization in 2020 to commemorate the 5<sup>th</sup> anniversary of the SDGs</b>
<b>Activities:</b>