**UNICEF Philippines**

**STRATEGIC ADVOCACY PLANNING WORKSHOP**

**January 29-31, 2019**

**Aloe A and B, 9th Floor, Marco Polo Hotel, Ortigas, Pasig City, Metro Manila**

 **Facilitator: Jim Shultz**

**Executive Director, The Democracy Center, USA**

| Time | Activity | Method/Lead  |
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| **DAY 1 — JANUARY 29, TUESDAY** |  |
| ***“Setting the Table"*** |
| 8:30 - 9:00 am | Registration and warm up coffee |  |
| 9:00 - 10:30 am | 1. Introductions and expectations (30 min)
2. **Exercise**: Why is advocacy for children in the Philippines important to you? (15 min)
3. The Art of Advocacy Strategy: overview presentation (30 min)
4. The advocacy objectives that will serve as the basis for the workshop, an overview (15 min)
 | Jim Shultz Presentation Discussion Exercise  |
| 10:30 -10:45 am | Break |  |
| 10:45-12:15 pm | 1. The Big Picture:
* The realities for children in the Philippines – presentation and discussion (15 min)
* How policy change happens in the Philippines – presentation and discussion (30 min.)
* **Exercise**: Key challenges and opportunities for advocacy for children in the Philippines (30 min.)
 | Lotta Sylwander**Panel discussion** facilitated by Atty. Ani Saguisag, Chief of Social Policy. Panelists – Dr. Mariella Castillo, Dr. Rene Galera, Atty Marj Ardivilla {The discussion relates to UNICEF’s legislative/policy change experience in First 1000 Days, Violence against Children including MACR along with insight into how policy change takes place. |
| 12:15-1:15 AM | LUNCH  |  |
| ***“What do we want?”*** |
| 1:15-2:45 pm | 1. Defining our Advocacy Goals and Objectives: Overview presentation (30 min)
2. **Small group work**: What are our advocacy goals? (45 min)

Task: *What is the problem we seek to solve?* *What is our vision of the long-term solution?* *What are our advocacy objectives for 2019-20? What should we aim to achieve in the next six months?* |  |
| 2:45-4:00 pm | 1. Report backs and identification of overlaps between groups. (45 min)
2. Wrap-up of the Day (30 min)
 | Groups & Participants  |
| **DAY 2 — JANUARY 30, WEDNESDAY**  |  |
| ***“What is the political map?”*** |
| 9:00-10:45 am | 1. Guest presentation on the political map in the Philippines
2. Mapping the politics and power: overview presentation on strategy (30 min) – Jim Shultz
3. **Small group work**: Map the politics (45 min)

Task: *Who has authority?* *Who has influence?* *Where does each stand (support and power)?* *What are the strategic implications for UNICEF’s advocacy?* | Guest speaker: Jaime Faustino, Program Director for Economic Reform and Development, The Asia Foundation |
| 10:45-11:00 am | Break |  |
| 11:00-12 noon | 1. Report backs and identification of overlaps between groups (45 min)
2. **Group discussion:** What does it take to: move the government, engage civil society, engage the public (15 min)
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| 12:00-1:00 pm | LUNCH  |  |

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| ***“What are our advocacy messages?”*** |  |
| 1:00-2:30 PM | 1. The Art of Advocacy Communication: overview presentation (30 min)
2. Small group work: What are our advocacy messages? (45 min)

 *Break: video recording will take place during the break (15 min)* |  |
| 2:30-4:00 pm | 1. Playback of messages and plenary discussion (60 min)
2. Wrap-up of the Day (30 min)
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| **DAY 3 — JANUARY 31, THURSDAY**  |  |
| ***“What actions will we take?”*** |
| 9:00 - 10:15am | 1. Taking advocacy action: overview presentation (30 min)
2. **Small groups (by topic)**: Laying out the main activities for our advocacy plan (45 min)
	* + *Research and materials development*
		+ *Outreach and alliance development*
		+ *Liaison/advocacy with government and parliament*

*Activities and timelines* |  |
| 10:15-10:30am | Break |  |
| 10:30 – 12nn  | 1. World Café: Getting ‘fit for purpose’ (60 min)

 Topics: *Communicating our advocacy* *Dealing with the government* *Outreach to civil society and the public*1. Report backs (30 min)
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| 12-1pm  | LUNCH |  |
| ***“Next steps and evaluation”*** |
| 1:00-2:15 pm  | 1. Advocacy evaluation: overview presentation and plenary exercise on indicators (45 min)
2. **Group exercise**: How can we apply the lessons learned here to other UNICEF advocacy priorities? (30 min)
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| 2:15-2:30 pm | Break |  |
| 2:30-3:30 pm | 1. What should happen next, plenary discussion (30 min)
2. Stone Soup (15 min)
3. Wrap-up (15 min)
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