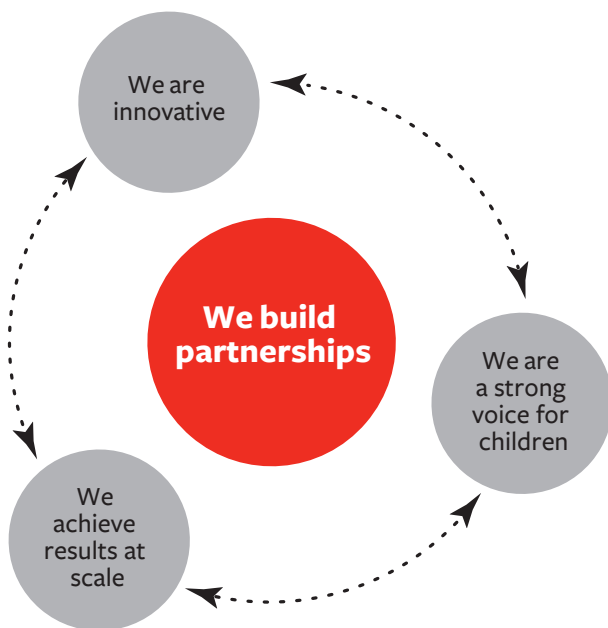


# Policy & Advocacy Strategy

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



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Australia