



A world
free
from **child**
poverty

Milestone 3 Putting child poverty on the map: child poverty advocacy



END CHILD
POVERTY
GLOBAL COALITION

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Milestone 3

Putting child poverty on the map: child poverty advocacy



KEY MESSAGES

- Having clear (but flexible) advocacy intentions is important – formalized strategies may or may not be helpful.
- Experience shows the issue of child poverty can effectively capture national attention.
- Building broad based support can be crucial for ensuring sustainable support for child poverty that can survive political changes.
- General advocacy can be the foundation for targeted policy and programme change (considered in Milestone 4).

Across political spectrums there is virtually universal agreement that every girl and boy deserves to grow up free from poverty and with an equal chance to achieve their full potential.

Accordingly, the vision of ending child poverty has the power to capture the sentiment of a broad range of policy makers as well as members of the public. Building this support is crucial both for immediate action, but also sustainable support for the poorest children that can survive shifting political winds and priorities.

Raising the profile of child poverty needs a proactive plan with clear intentions. While measurement is a vital and necessary first step, numbers have a habit of sitting in computers or in tomes on shelves. The experience of many countries shows that advocacy to put child poverty on the map is an important step forward, that is then built on with more targeted analysis and advocacy for specific policy change.

This milestone focuses on these more general areas of advocacy to put child poverty on the agenda. The next milestone (Milestone 4) then looks in detail at how child poverty analysis can support and influence specific programmatic and policy change.

KEY STEPS TO ACHIEVING MILESTONE 3:

- A** IDENTIFYING ADVOCACY OBJECTIVES AND INDICATORS.
- B** DEVELOPING CLEAR MESSAGES FOR CHILD POVERTY USING KEY DATA AND INFORMATION.
- C** COUNTRY APPROACHES TO PUTTING CHILD POVERTY ON THE MAP.

A. Identifying advocacy objectives and indicators

A formalized advocacy strategy or going on instinct?

There are detailed approaches to creating comprehensive advocacy strategies (see Box 3.1). While in some contexts these formal and in-depth approaches to building an advocacy strategy will be helpful, experience shows that successful strategies are not always written down or derived from complex processes, but from the key stakeholders driving them having a keen awareness of their objectives and audiences. In other words, what works best will vary.

Further, information from a UNICEF mapping shows there is already great strength and expertise on the ground in how to bring important child issues to national attention.

Given the existing guidance, the wealth of knowledge and experience and the very context-specific approaches to undertaking advocacy, this section hopes to stress the incredible importance of this work, and highlight a few key areas of advocacy approaches specific to child poverty advocacy.

BOX 3.1

Building advocacy strategies: useful references

There are a number of useful guides out there on developing advocacy strategies. Two which are particularly focused on children are:

Advocacy Matters: Helping children change their world. An International Save the Children Alliance guide to advocacy.

Advocacy Toolkit: A guide to influencing decisions that improve children's lives. UNICEF.

ADVOCACY TO PUT CHILD POVERTY ON THE MAP (AND KEEP IT THERE)

Generally, child poverty is an issue that resonates across broad parts of society, and building a strong understanding of child poverty can create a strong and sustainable foundation for including children living in poverty in the policy process. While the support of politicians and civil servants is vital, their priorities can change – and without a strong foundation in the national consciousness the issue can lose traction.

Having clear objectives and indicators for child poverty advocacy is essential to targeting this work towards results and learning over time what works and what doesn't. While audiences and approaches will vary greatly by context, Table 3.1 aims to give ideas of possible objectives and indicators for child poverty advocacy which might support national thinking.

Having clear objectives and indicators for child poverty advocacy is essential to targeting this work towards results and learning

Finally, it is important to stress that having clear objectives is not the same as having fixed objectives. A change of government or a national event that hits the news can create new opportunities and block old ones, and over time support and energy for any issue can dim. Allowing advocacy intentions and objectives to be flexible to changing opportunities and environments is essential.

ADVOCACY AND ANALYSIS TOWARDS ACHIEVING THE MILESTONES

While this milestone focuses on the broad advocacy objective of putting and keeping child poverty on the agenda, each of the milestones outlined in this guide may have particular advocacy objectives to reach and influence key decision makers.

For example, establishing routine national measurement of child poverty (Milestone 2 in this guide) may require support of the head of national statistics, who perhaps is influenced and informed by particular technical experts or a national statistical office (see Table 3.2). Reaching an end point of incorporating halving child poverty into an evaluated national action plan will require extensive advocacy engagement across different stakeholders – possibly reaching prime ministerial or presidential levels.

Table 3.1 Putting child poverty of the map: possible advocacy objectives and indicators

Building support of members of the public	
Possible objectives	Possible indicators
Annual coverage of child poverty across key media platforms (print, radio, television, social media).	<ul style="list-style-type: none"> • Appearances by platform (national media, social media). • Numbers reached and demographics.
Reach to members of the public through civil society organizations.	<ul style="list-style-type: none"> • # citizens reached and/or engaged. • New citizen platform is created. • Toolkit for engagement is created. • Social media engagement (indicators below).
Engaging young people, including those living in situations of poverty to support their voices be heard.	<ul style="list-style-type: none"> • Social media engagement of young people. • # of young people living in situations of poverty engaged.
Bringing in support of a high visibility champion or champions to speak out on the issue.	<ul style="list-style-type: none"> • Champion(s) identified and on board. • # appearances/messages.
Building support of civil society	
Possible objectives	Possible indicators
Identify CSOs that are influential and supportive (this could include professional groups such as health professionals who could lend significant support).	<ul style="list-style-type: none"> • Mapping of civil society organizations for interest and outreach.
Creation of coalition or more informal engagement with CSOs.	<ul style="list-style-type: none"> • National stakeholders meet to discuss child poverty updates and coordinate advocacy work. • Forming a coalition or alliance. • Producing joint advocacy or research materials.
CSOs sharing child poverty information and messaging as part of their engagement and outreach.	<ul style="list-style-type: none"> • # CSOs include child poverty in their messaging. • # of people reached by CSOs.
Building support of the media	
Possible objectives	Possible indicators
Identification of key national media platforms.	<ul style="list-style-type: none"> • Mapping of media outlets and demographic outreach.
Engaging editors and key journalists in roundtables and other direct discussions of child poverty.	<ul style="list-style-type: none"> • number of round tables. • number of journalists reached.
Building a social media presence around child poverty on relevant platforms.	<ul style="list-style-type: none"> • # followers. • Impressions/likes/retweets.
Building support of key decision makers and influencers	
Possible objectives	Possible indicators
Stated support from highest members of government.	<ul style="list-style-type: none"> • Mention of child poverty in State of the Nation or similar.
Stated support from key ministries.	<ul style="list-style-type: none"> • Inclusion of child poverty in ministerial speeches.
Stated support from parliamentarians.	<ul style="list-style-type: none"> • # questions or statements raised in parliament. • Hearings on child poverty.

Table 3.2 An example using the nine advocacy questions (from the UNICEF advocacy toolkit) for national statistical measurement

Questions	Possible answers and approaches
Question 1. What do we want? (To understand the situation)	Routine national measurement of child poverty.
Question 2. Who can make it happen? (To understand stakeholders, their relative power and how change happens)	Head of national statistical office, and/or head of poverty measurement section, and/or head of SDG reporting.
Question 3. What do they need to hear? (To reach a specific audience)	i) That it is technically feasible and within their capacity. That they will be supported as necessary. ii) That key audiences are demanding the data.
Question 4. Who do they need to hear it from? (To identify the right messenger for your audience)	i) On technical feasibility – from respected technical experts (inside or outside the NSO). ii) On demand – from key users – e.g. Ministry of Finance, SDG reporting team, international organizations.
Question 5. How can we make sure they hear it? (To identify processes, opportunities and entry points)	i) Individual high level meetings. ii) Workshops and seminars. iii) Demand from media/public/MPs .
Question 6. What do we have? (To recognize capacities and gaps)	i) SDG indicators. ii) Strong relationships in NSOs and government counterparts.
Question 7. What do we need?	i) Expert on child poverty measurement to support and share information with NSO.
Question 8. How do we begin to take action? (To set goals and interim outcomes and develop an action plan)	i) Set meeting with technical team working on poverty and SDG reporting. ii) Set meeting with head of NSO. iii) National workshop on next steps. iv) Begin measurement process.
Question 9. How do we tell if its working? (To monitor and evaluate advocacy)	i) Review meetings/conversations with stakeholders to assess if they think there is progress and understand ongoing concerns.

The nine steps are adapted by Jim Schultz of the Democracy Center. The full toolkit can be found at: http://www.unicef.org/evaluation/files/Advocacy_Toolkit.pdf

B. Developing clear child poverty messages – key data and information

To put child poverty on the map requires clear messages. With a strong foundation in statistics and measurement, combined with the universally compelling nature of the issue, child poverty is ideally situated to generate compelling information.

While messages will be very context specific, this section outlines a broad approach to these messages and the arguments behind them, and gives examples of how countries have expressed them. These messages can be grouped into three broad areas:

- **Message One: What's the problem?**
Giving audiences a sense of the extent of child poverty in the country is a fundamental building block, and builds from the work on measurement in Milestone 2. At the heart of this is building a national child poverty profile – this is covered in detail in this Milestone.
- **Message Two: Why does it matter?**
The importance of child poverty will be self-evident for many audiences, but not all. Even those who recognize its importance may not know all of its impacts on children and societies, and may benefit from structured information to share with others. While this is very context specific, general arguments were covered in Milestone 1.

- **Message Three: What are the solutions?**
There is limited motivation to focus on an issue that can't be addressed. Outlining what can be done to address child poverty, makes it a problem with a solution with which comes a moral to act. This milestone outlines broad solutions which are considered in more depth in Milestone 4.

There are many different forms and mediums in which to share these messages depending on particular objectives and audiences. Figure 3.1 gives an example of a one page advocacy flyer from Save the Children on the global challenge of child poverty.

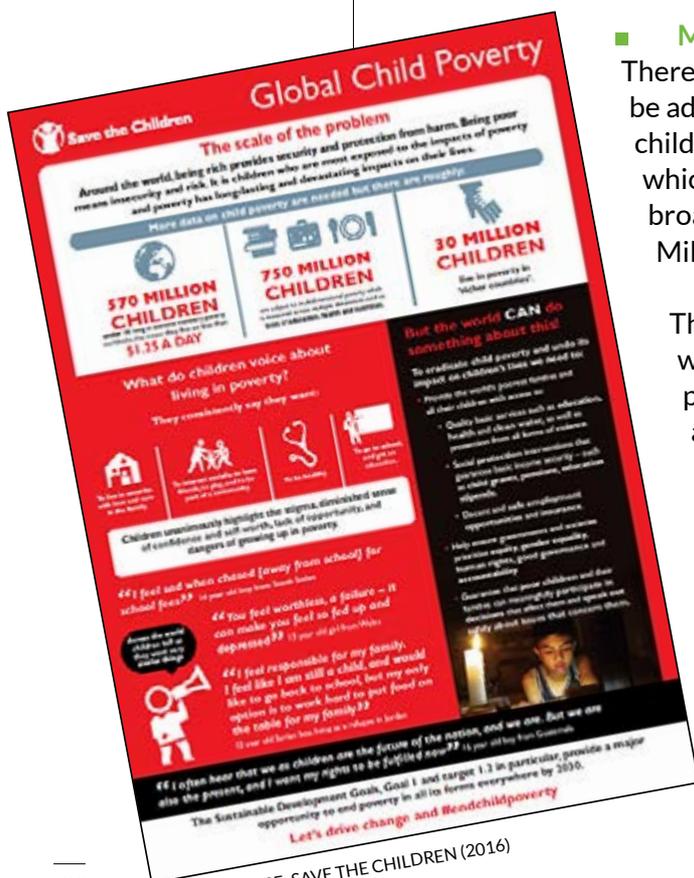


Figure 3.1 – An example of sharing messages on child poverty

Message One: What's the problem?

BUILDING A NATIONAL CHILD POVERTY PROFILE AND DRAWING KEY MESSAGES

The foundation of most messages outlining the situation of child poverty is building a national child poverty profile from the measurement carried out in Milestone 2 (as with many elements of the approach laid out in this toolkit, the national sequence of this work may vary significantly). For example, child poverty reports (see Box 3.3) have been frequently used to both galvanise measurement of child poverty profiling and lead advocacy.

The basic elements of child poverty profiling (and messaging) may include:

Who and where are the poorest children? (Considered in this milestone)

- What is the percentage and number of children in poverty?
- Are there regional, linguistic or ethnic differences in child poverty rates?
- Is the child poverty situation changing (for the better or the worse) over time?
- Are children more likely to be poor than adults?
- Are younger or older children more likely to be in poverty?
- Are there particular dimensions of child poverty that are worse than other areas?
- What are children and young people's perceptions of poverty?
- How does child poverty in the country compare to other countries?

Why are children in poverty? (Considered in Milestone 4)

- While a harder question to answer, methodologies allow some understanding of what is driving child poverty, which can have clear policy implications.

The rest of this section looks at the question of who and where are the poorest children, with Milestone 4 addressing the approaches to understanding the drivers of child poverty as a basis of identifying the specific policies and programmes that can address it.

WHAT IS THE PERCENTAGE AND NUMBER OF CHILDREN IN POVERTY?

Often the first key message, and first step in child poverty profiling, is to estimate the child poverty rate (this is the percentage of children living in poverty which is also referred to technically as the 'headcount ratio'). This is often the lead number that captures the headlines. The child poverty rate is particularly useful because it allows comparisons to be made over time, without being influenced by the changes in population.

While the overall poverty rate in a country is often well known, the child poverty rate may not be. It is this indicator that is included in the SDGs. The child poverty rate could be both monetary or multidimensional.

The monetary child poverty rate as required by the SDGs can show:

- The proportion of children living in households below the international poverty line of \$1.90 per day.
- The proportion of children in the country living in households below the national poverty line.

The multidimensional child poverty rate can show:

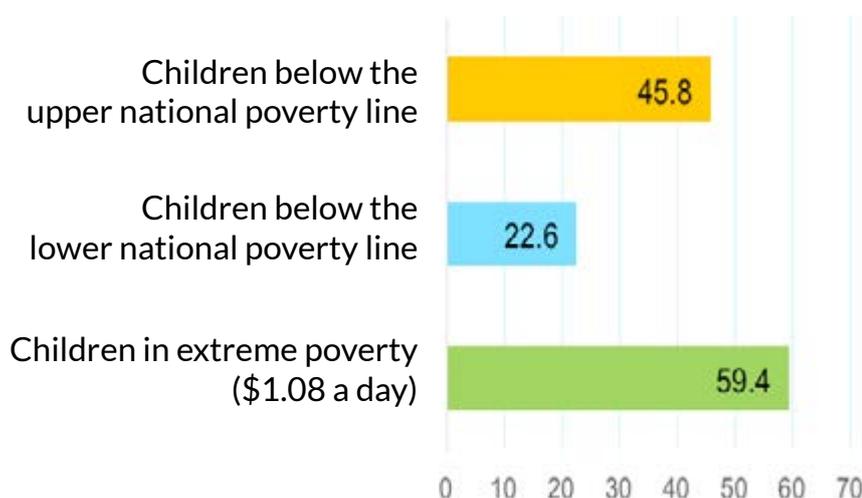
- The proportion of children living in multidimensional poverty (depending on the measure this could be, for example, experiencing two or more dimensions of poverty for example using MODA or under the multidimensional poverty threshold in a child specific MPI).
- The proportion of children living in households below the national multidimensional poverty lines – such as national MPI.

For example, an analysis in Bangladesh using the national official definitions revealed that 45.8 per cent of children were living below the national poverty line, with 59.4 per cent of children living below the international poverty line of \$1 a day (Figure 3.2).

Similarly, multidimensional poverty measures can be used to complement child poverty estimates using the national poverty line. Using other data in Bangladesh, UNICEF estimated the number of children deprived of key dimensions (Figure 3.3). This multidimensional measures provide a better indication of how children experience poverty in other dimensions, and where action can be taken to address deprivation.

As well as calculating the proportion of children living in poverty, calculating the absolute number of children in poverty (or the child poverty headcount) can be a powerful and less abstract communication tool.

Figure 3.2. Status of child poverty in Bangladesh according to different poverty lines (2005)

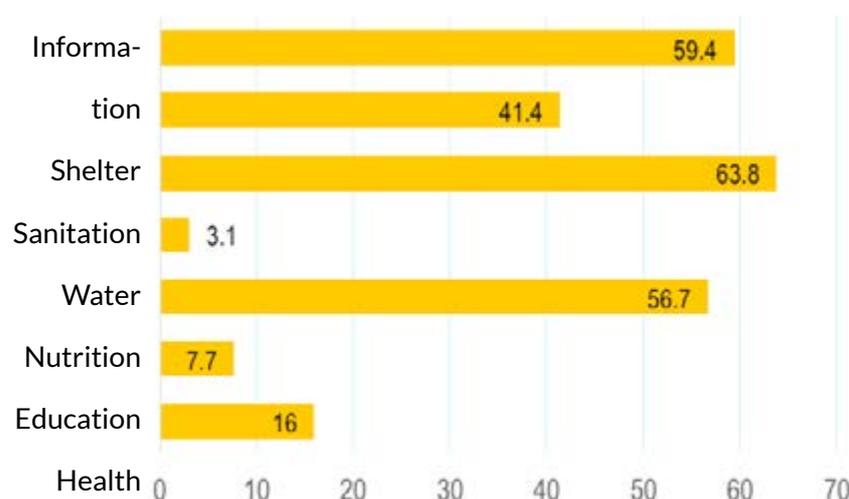


SOURCE: UNICEF (2009)



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Figure 3.3. Deprivation status of children in Bangladesh, by dimension (2006)



SOURCE: UNICEF (2009)

Child poverty rates at different thresholds

An important critique of poverty measures (including child poverty) is that they can hide the depth of poverty – that is how far a person or a child is, on average, from the poverty line. Perhaps they are close to the line and a small change would see them lifted out of poverty, or they may be far below it.

While some of the methods of calculating poverty depth can be hard to intuitively express in broad messages, showing poverty rates at different thresholds can be a simple way to give a sense of the distribution of poor household and children. Possible thresholds may include:

Monetary poverty thresholds:

- International poverty line (\$1.90).
- Other 'upper' thresholds (such as \$3.10, a second poverty line used for global headcount).
- National poverty line (defined in each country as the minimum amount of money to meet person's basic needs).

Multidimensional poverty thresholds:

- Different numbers of deprivations used to define poverty.
- Different cut-off at indicator level (for example severe stunting and stunting).

ARE THERE REGIONAL, LINGUISTIC OR ETHNIC DIFFERENCES IN CHILD POVERTY RATES?

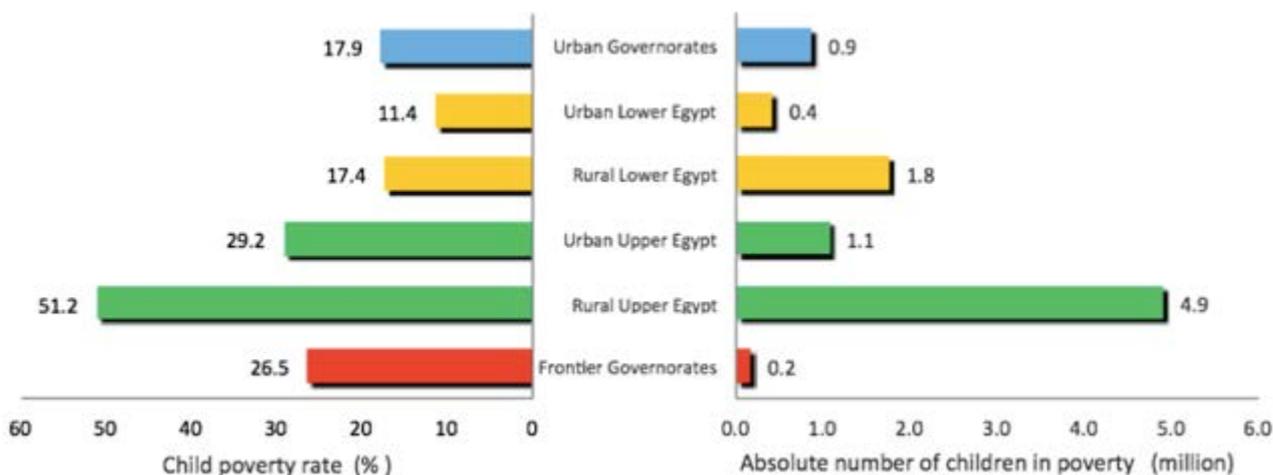
Rarely is child poverty evenly distributed within a country, and child poverty analysis can help identify the regions or groups where poverty is more severe. This is an important part of a child poverty profile and can be a powerful message, as while eliminating child poverty can seem a challenge, highlighting that some groups of children are suffering more seems, and is, immediately actionable.

The extent to which this disaggregation can be done is driven by the data available in the surveys. In almost all countries a regional disaggregation is possible. For example, Figure 3.4 shows that more than half of children living in monetary poverty in 2012/13 were in rural Upper Egypt. In addition, high levels of poverty were prevalent in urban Upper Egypt and the frontier governorates. The child poverty rates present a different picture, namely that rural Upper Egypt and rural Lower Egypt have the highest numbers of children living in poverty.

Disaggregation that allows an understanding of the poverty of children of particular ethnic or linguistic groups or children with disabilities are less common, but do exist in some countries. It is also vital not to forget the children that are forgotten in surveys (see Box 2.4 in Milestone 2) when creating a child poverty profile and sharing messages on the situation of children.

Finally, regional analysis in particular can throw up challenges in child poverty measurement. For example, data may point to child poverty being much lower in urban settings – but does it really capture the true experience of children in urban slums (see Egypt’s work on urban poverty in Milestone 2).

Figure 3.4. Child poverty in Egypt’s regions



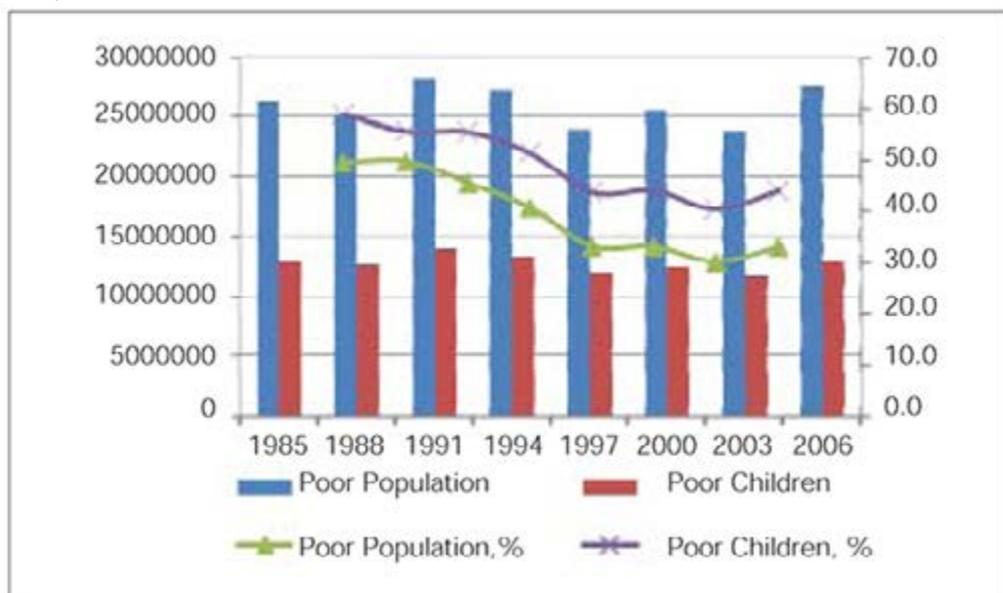
SOURCE: CAPMAS AND UNICEF (2015)

IS THE CHILD POVERTY SITUATION CHANGING (FOR THE BETTER OR THE WORSE) OVER TIME?

While static analysis - particularly where child poverty is being discussed for the first time, can be very powerful - showing how things are changing over time - can be very powerful, showing where things are improving, and where challenges remain. The basis of being able to do this is routine measurement as outlined in Chapter 2.

Considering the number of children in poverty is a useful complement to child poverty rates to gauge progress. For example, official estimates of income-based poverty in the Philippines show a child poverty rate of 44 per cent in 2006, showing impressive declines from child poverty levels around 1990 (Figure 3.5). However, when analysing the number of children living in poverty, it shows that the number of children living in poverty has actually increased slightly over the same period - showing that the country still faces significant challenges in the fight against child poverty.

Figure 3.5. Magnitude and percentage of poor population and children, Philippines, 1985–2006



SOURCE: PIDS AND UNICEF (2010)

ARE CHILDREN MORE LIKELY TO BE POOR THAN ADULTS?

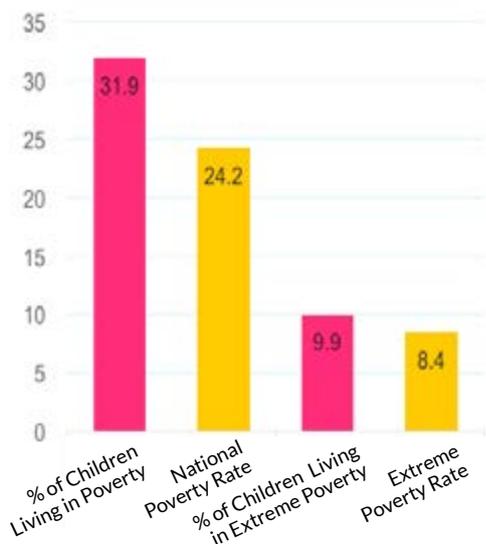
Comparing the child poverty rate with the overall poverty rate (or the poverty rate among the adults) is a simple and powerful way of expressing the deep injustice of child poverty.

Globally, and in almost every country with data, children are more likely to be living in poverty than adults. For example, in Ghana 32 per cent of children are living in poverty according to national definitions, whilst 24 per cent of the overall population are in poverty (Figure 3.6). Similarly, more children are likely to live in extreme poverty than other age groups. The concentration of poverty on children has potential long-term implication for the fight to end poverty, and implies that more efforts should be taken to protect children from poverty.

Child poverty shares

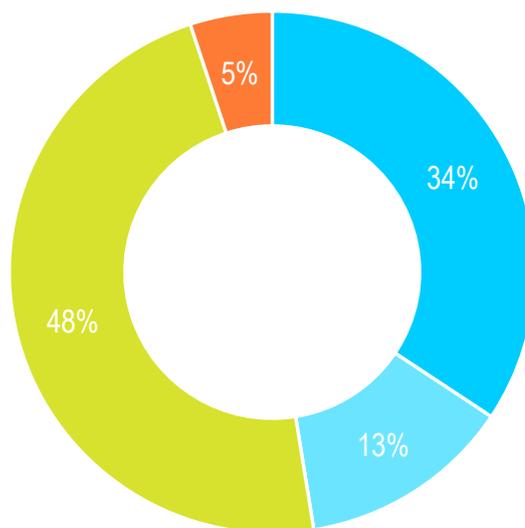
While the child poverty rate provides the proportion of children who are living in poverty, it can also be powerful to express the proportion of those living in poverty who are children (or the child poverty share). For example, globally, the most recent World Bank numbers show that of the 1.2 billion people who are struggling to survive below the poverty line, 47 per cent of these are 18 years old or younger. When compared to children's share in the global population (around 33 per cent) it is clear that children are vastly overrepresented among those in extreme poverty (Figure 3.7).

Figure 3.6. Child poverty rate vs. general poverty rate



SOURCE: COOKE ET AL. (2015)

Figure 3.7. Percentage of people living on less than \$1.25 per day by age, 2010.



- Children 12 years old or younger
- Children 13 to 18 years old
- 19 to 60 years old
- 61 years old or older

SOURCE: WORLD BANK (2013)

ARE YOUNGER OR OLDER CHILDREN MORE LIKELY TO BE IN POVERTY?

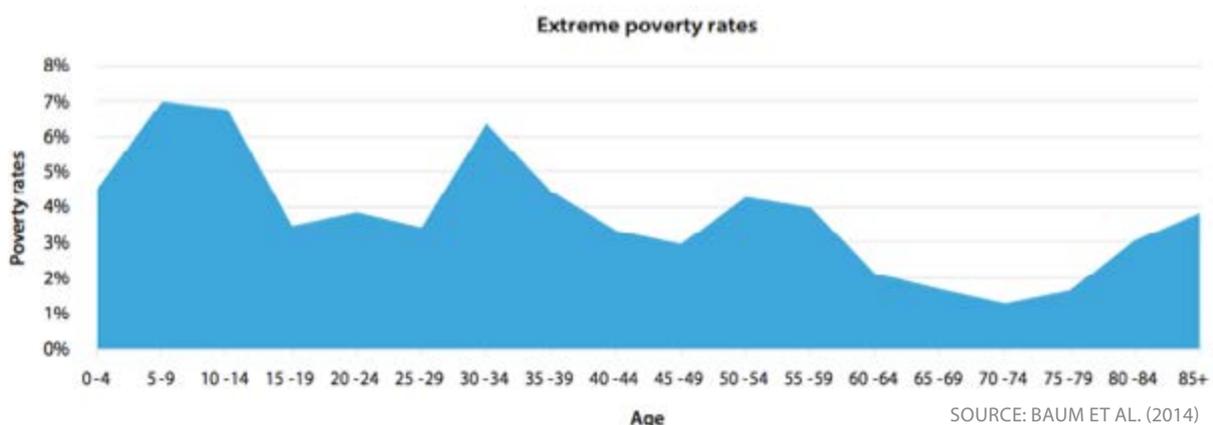
Children have varying physical, cognitive and social needs across the course of their childhood. The failure to address deprivations that may occur at each stage, from a lack of adequate nutrition, to lacking access to basic services, can have long-term, irreversible consequences for children's lives.

While the data used to construct child poverty rates sometimes limit the extent of age breakdowns that are possible to calculate, some disaggregations are possible and can powerfully convey the poverty of children at different ages.

Age breakdowns commonly used for children are 0–4 years for early childhood; 5–9 years; 10–14 years and 15–17 years. Monetary poverty rates for children often are able to be broken down into these age ranges as the composition of households is collected. For example, the graph below shows the changing poverty rates across age ranges for Georgia – showing a strong spike in children aged 5–14 (Figure 3.8).

The clustering of dimensions and method of data collection means that age disaggregation for multidimensional child poverty measures is more limited. Data is usually collected for the 0–4 age group (for example dimensions of health, nutrition, water, sanitation) and 5–17 age group (health, education, water, sanitation and information).

Figure 3.8. Georgia – extreme income poverty rates by age group



WHAT ARE CHILDREN AND YOUNG PEOPLE'S PERCEPTIONS OF POVERTY?

Children's views on what poverty means to them, what drives it and what the solutions might be are essential to all aspects of child poverty work, from guiding measurement to approaching solutions. In terms of communicating the issue, children's voices can bring the challenge to life – child poverty is about real children, their futures and where a country

stands in supporting the most vulnerable (see Box 3.2). Evidence is increasingly showing that while data is vital to build understanding and drive effective policy, engaging people and encouraging action is driven by the personal not just the technical (see box 4.5 in Milestone 4).

The complexity of meaningfully engaging with children in understanding the experience of poverty should not be underestimated. Not only are there challenges in terms of engaging children of different ages, but depending on the context there can be cultural and linguistic barriers. Despite the difficulties there are excellent guides and approaches to undertaking this work, be it depth perception studies interviews and focus groups, to opinion and other polls for older children (see for example, 'Involving Children in the Process' in Milestone 2).

BOX 3.2

Why does poverty matter to children?

Voices from Save the Children's Global Report on Child Poverty and Young Lives

Save the Children's Global Report on Child Poverty included an extensive focus on listening to children, which drew on discussions with groups of children in different parts of the world. While there is no way to distil the varied contexts and perspectives, the key messages from that chapter are instructive.

- Children are often not heard or consulted, and when they are their views are not widely acted upon by adults. When they are, children living in poverty have less voice than their better-off peers, especially those in developing countries.
- Children living in poverty are widely exposed to stigma and discrimination, and are greatly disturbed by experiences of exclusion and humiliation, which cause stress, anxiety, frustration and anger.
- They often recognize the importance of education but are frustrated and sad to be denied opportunities, and feel certain that nothing will improve.
- Children living in poverty describe discrimination and exclusion in public institutions, especially school. Bullying by teachers and pupils are reported around the world. Children often give up as a consequence.
- Children living in poverty highlight the problems of being forced into adult roles - in the home, as wives, or as workers.
- Children living in poverty may be exposed to violence or alcohol abuse at home or outside. Most cannot avoid this without exposure to further danger.



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Young Lives tells the story of a 16-year old boy from an ethnic minority group in Vietnam:

"[A child] says that another boy "mocked me for being 'an ethnic'" and then "punched me with his fist". He could not put up with the continued bullying and adds, "I couldn't digest the lessons. So I felt tired of learning." He has now left school and is working on the family farm."

A male child from the UK: *"I hate [school] because my mum and dad can't afford the trousers so I have to wear trackies. But I always really annoy [the headteacher]. He goes 'You've got to get your trousers sorted out!'"*

In a refugee camp in Ethiopia, a 16-year old female South Sudanese refugee describes her responsibility for her siblings, and recounts how she lost her parents.

"Now I am the mother of the house. The responsibility for taking care of four children is hard. I wake up early in the morning to prepare food, collect firewood, and fetch water. Every month I bring the ration food to our home. We lost our mother due to illness and got separated from our father during the war."

A 14-year old boy from the Philippines works 12 hours a day in a small-scale gold mine:

"Sometimes I would accidentally drop the sack of ore on my toes. It's 30 kilos.... It's tough, carrying the ore and pulling it. It's so heavy that when I take a rest, I feel weak.... I didn't like being there. It's tough being there. It's frightening because it might collapse."

For more information:

Save the Children (2016) 'Children's Voices: Why does child poverty matter to Children?' In "Child Poverty: what drives it and what it means to children across the world.

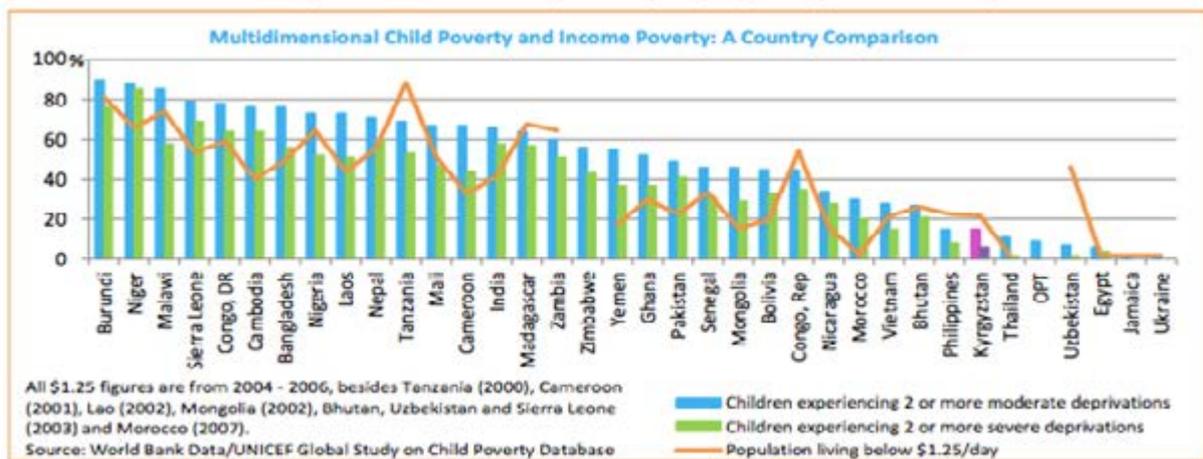
Young Lives and Save the Children. (2013) Growing up with the promise of the MDGs.

Young Lives. (2012) Changing Lives in a Changing World.

INTERNATIONAL CHILD POVERTY COMPARISONS

The interest in comparisons of countries and rankings can often drive media attention and touch on a universal interest to compare progress, particularly with those we know and compare ourselves to. Child poverty lends itself readily to these comparisons (see Figure 3.9), but can be outside the remit and expertise of country teams. Here regionally and globally published and available comparators can be helpful. In Latin America, for example, UNICEF and ECLAC have partnered to develop internationally comparable child poverty profiles, including a guide for estimating child poverty.

Figure 3.9: Global and regional comparisons of child poverty rates – monetary and multidimensional



SOURCE: UNICEF (2012)

WHY ARE CHILDREN IN POVERTY?

The child poverty profiling outlined above can give a clear and compelling sense of what the situation of child poverty is in a country and the children most affected. However, it does not get to the underlying questions of why these children are in poverty, which is crucial in identifying the policies and programmes that can make a difference.

When focusing on putting the issue of child poverty on the map, being able to share an understanding of why children are in poverty answers a fundamental question of those we are engaging (including the media). Beyond this, however, understanding why is a crucial foundation in the development of policy responses that can alleviate child poverty.

These are complex questions to answer, but approaches to identifying these root causes are considered in detail in Milestone 4.

Message Two:

Why does child poverty matter?

While for many, and perhaps all, potential audiences there is a clear and intuitive sense of why child poverty matters, the full extent of its impacts are not always fully understood or simply packaged.

Milestone 1 outlined seven reasons why a focus on child poverty is so important and some of the underlying evidence. For practical messaging to inspire audiences, seven reasons may be four, five or even six too many. But the list may serve as reminder of possibilities for nationally tailored messages that could fit particular audiences based on the child poverty profile, national evidence and political context.

7 REASONS WHY CHILD POVERTY MATTERS: (For full box, see in Milestone 1)

1. BECAUSE IT MATTERS TO CHILDREN AND IS A VIOLATION OF THEIR RIGHTS.
2. BECAUSE CHILD POVERTY HAS DEVASTATING EFFECTS THAT LAST A LIFETIME.
3. BECAUSE ALMOST EVERYWHERE, CHILDREN ARE MORE LIKELY TO LIVE IN POVERTY THAN ADULTS.
4. BECAUSE ENDING CHILD POVERTY IS CRUCIAL IN BREAKING THE INTER-GENERATIONAL CYCLE OF POVERTY AND ADDRESSING POVERTY OVERALL.
5. BECAUSE FAILURE TO END CHILD POVERTY IS ONE OF THE MOST COSTLY MISTAKES THAT SOCIETY CAN MAKE.
6. BECAUSE DESPITE THE URGENCY CHILD POVERTY HAS RECEIVED TOO LITTLE ATTENTION.
7. BECAUSE CHILD POVERTY IS A PROBLEM WITH PROVEN SOLUTIONS.

Message Three: What are the solutions?

Knowing that child poverty has a devastating effect on children and societies, and that children are overrepresented among those living in poverty, is a strong call to action. But what compels us – morally and practically – to act is that child poverty is a problem with a solution.

What compels us – morally and practically – to act is that child poverty is a problem with a solution.

The next milestone (Milestone 4) focuses fully on the specific child poverty analysis, and the policies and programmes, that can reduce child poverty. But these require in-depth analysis that can be challenging to complete as part of an overall push for child poverty to be recognized.

Building towards these it is possible to identify some broad areas that make a difference in child poverty. The following agenda – derived from the Joint Statement of the Global Coalition to End Child Poverty – may be a useful starting point for broad national recommendations:

1. **Every country should ensure that reducing child poverty is an explicit priority on their agenda, and included as appropriate in national plans, policies and laws.** This includes national definitions and measurement of multidimensional and monetary poverty, as well as promoting the participation of children living in poverty. If child poverty is not expressly considered, it is unlikely to be effectively addressed, even where overall poverty reduction efforts are in place.
2. **Provide quality and accessed services for the most deprived children.** This is the foundation addressing multidimensional child poverty and giving every child an equal chance. There are significant inequities in public service provision with the poorest children often lacking effective access to quality services including health, education, water and sanitation, and electricity. Lack of access to quality services will not only have immediate impact on children but also is critical for children to fulfil their potential in the future and to end the cycle of poverty. More needs to be done to improve and ensure access of the poorest families to these services, including reducing barriers that may be rooted in discrimination and exclusion. This includes an overall strategy to reach and include the poorest and most excluded, backed by explicit policies, programmes, standards and budgets.
3. **Support families and households to have a minimum income and ensure financial barriers don't prevent children from reaching their potential.** As the poorest children often live in economically-marginalized families without essential productive assets or the ability to find productive work, supporting livelihoods and employment can play an important role in reducing child poverty. At the same time, they are not a solution for all families. Some families may be labour constrained and unable to work, or unable to find decent work. Direct financial support, including child and family grants, are therefore a critical part of the agenda to lift the most excluded households out of poverty and to provide safety nets for all, along with policies and programmes to address financial barriers to basic goods and services (such as fee removals or subsidies).



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1. Building a national pathway to end child poverty

2. Measuring child poverty

3. Putting child poverty on the map: child poverty advocacy

4. Reducing child poverty through policy and programme change

5. Ending extreme child poverty and halving it by national definitions

BOX 3.3

Child Poverty Reports: for measurement, advocacy or policy change? (Or all of them)

A leading approach to tackling the issue of child poverty in many countries has been the development of national child poverty reports. In many ways, these began with the Global Study on Child Poverty led by UNICEF from 2006 and have evolved with increasing use of UNICEF's MODA.

In higher-income countries, national reports are less commonly used (although with notable exceptions such as New Zealand and Spain), but reports such as UNICEF Innocenti Research Centre report cards on child poverty are often used for advocacy in higher-income countries. As part of its recommendation on children, the EU has also produced a number of national level reports.

Child poverty reports can support progress across areas – including those outlined in the milestones in this guide. They are frequently used in the following ways:

- **Building stakeholder engagement:** The process of creating reports often includes extensive engagement with many stakeholders and can play a key role in building allies and awareness as outlined in Milestone 1 of this guide. Most child poverty reports are created in coordination with the government.
- **Driving measurement:** In many contexts the reports have been used as a vehicle to create the first child poverty measurements in a country, particularly multidimensional child poverty measurements (as outlined in Milestone 2).
- **Leading advocacy:** Where created, child poverty reports are powerful advocacy tools to create media and policy maker interest and put child poverty on the map (as outlined in Milestone 3).
- **Undertaking profiling and analysis:** At the heart of child poverty reports is analysis of child poverty data that looks in detail at which children are worst affected, what their situation is, and the drivers behind it (outlined in more detail in Milestone 4).
- **Policy analysis and conclusions (although sometimes often broad ones):** Child poverty reports include a focus on policy analysis and recommendations. Given the breadth of the reports, the analysis can sometimes be at a more general level than the more specific policy and programme recommendations (Milestone 4).

SOME CONSIDERATIONS IN UNDERTAKING A CHILD POVERTY REPORT – WHEN IT MIGHT BE RIGHT

Given the breadth of impact that child poverty reports can have, they can be a very logical choice to make progress. However, with changing circumstances and growing experience, it is worth thinking through if and when undertaking a child poverty report makes sense.

Changing circumstances – the establishment of the SDGs. When the Global Study on Child Poverty began, the issue of child poverty was not considered at all in many countries. Creating a child poverty report offered a very effective approach from a standing start to build understanding and momentum. Today, and supported by the momentum the global study created, child poverty has been included in the SDGs and, as such, countries start from a different place with different opportunities to make progress.

Learning from experience: moving from advocacy and analysis to programme and policy impact. In reviewing a decade of progress on child poverty work, a UNICEF mapping identified the challenge of moving work on from successful broad advocacy to programme and policy impact. As

outlined in Milestone 4, countries that have had success here have generally undertaken detailed child poverty analysis on particular aspects of programmes and policies.

Some questions to think about when considering undertaking a child poverty report:

- **Are there simpler, faster ways to make progress on measurement?**

In the context of today's SDGs, and where there is no measurement, a meeting and an agreement with the national statistical office and technical engagement and support around methodology and measurement may create child poverty measures more effectively than a full report.

- **Is a report the best way to routinize child poverty measurement?**

A challenge with child poverty reports has been routinizing measurement as part of government processes. Sometimes the child poverty measures would be linked to the report rather than part of regular and routinized government child poverty reporting. Alternative national reporting, such as government poverty reports, may help achieve this.

- **How to sustain the momentum and reach advocacy objectives of a major report?**

For most advocacy objectives, a national report can be an excellent vehicle for media and policy maker attention. However, there is a risk of it being a one-off event, and continuing momentum after the report is important.

- **How focused do policy and programme recommendations need to be?**

Child poverty reports have proven excellent vehicles for child poverty profiling and analysis. However, their broad nature means it can be a challenge for them to have specific enough levels of focus and analysis to influence particular policies and programmes. Depending on the situation, they may be sufficient to achieve change or they may provide the foundation for more detailed policy and programme work. In other circumstances it may be best to move directly from measurement to specific policy and programme analysis to create change.

- **If not undertaking a report, what are alternative plans for stakeholder engagement?**

The process of creating a full child poverty report requires extensive stakeholder engagement and ownership, a linchpin of long-term success. Where other approaches are chosen, it can be important to recognize this partnership building may not happen without additional explicit efforts.

- **Do you have the time (and the money)?**

Creating a full child poverty report can be lengthy and relatively expensive. The details depend on the extent of technical work needed involving external consultants, involvement of children in the process, and the depth of stakeholder engagement. Suffice to say, in resource-constrained settings, more targeted approaches regarding measurement, advocacy or analysis may be more time and resource efficient.

- **Is a regular child poverty report needed to assess progress towards achieving the SDG to halve poverty?**

The ultimate goal this guide has suggested is a comprehensive, implemented and evaluated plan to half child poverty. At this stage, the importance of a regular child poverty report-type publication may be an excellent mechanism to monitor and evaluate progress towards this goal.

RESOURCES

UNICEF (2007) Global Study on Child Poverty and Disparities 2007-2008: Guide

De Neubourg et al. (2013) Step-by-Step Guidelines to the Multiple Overlapping Deprivation Analysis (MODA)

UNICEF Innocenti Report Cards

EU Reports - Investing in Children: Breaking the cycle of disadvantage

C. Country approaches to putting child poverty on the map

Given the extensive on the ground expertise in advocacy and the fundamental importance of context in how to undertake advocacy, this milestone has focused on approaches to identifying advocacy objectives and indicators and approaches to data and messaging. This final section moves from the general to the specific, looking at examples of how countries across the world have approached putting child poverty on the map.



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KYRGYZSTAN

Engaging the public through campaigns and social media

In Kyrgyzstan, civil society and UNICEF have effectively mobilized the public and engaged political processes through visual materials and social media campaigns, resulting in a significant reform of the social protection programme.

TIMELINE

- *Advocacy for increased funding on child benefit started in 2011.*
- *Major progress was observed in 2015.*
- *The social movement and campaign started on International Children's Day and lasted for one month.*

DATA NEEDS AND EXPERTISE

- *Understanding of social protection schemes.*
- *Analysis of social protection budget*
- *Public campaigning.*

STAKEHOLDERS

- *Child rights NGOs (key players in advocacy activities).*
- *UNICEF (main role was to provide evidence and technical advice).*
- *Expert's working group on social protection.*
- *Development partners, led by EU and GIZ.*

Resources (in Kyrgyz language)

An example of a campaign video for 'Survive on 18 Kyrgyz Soms a day'
https://www.youtube.com/watch?v=BSL_wAmplel&feature=youtu.be
 A blog post about the campaign:
<http://kloop.kg/blog/2015/06/26/video-kak-bishkekskie-aktivisty-pytalis-prozhit-na-18-somov-v-den/>

THE APPROACH

1. Since 2011, there has been continuous public advocacy aimed at increasing overall awareness of child poverty and a call to improve coverage and effectiveness of the social protection programme. While there was a social transfer for poor and vulnerable families, the scheme faced two shortcomings: the eligibility criteria was too high, excluding many vulnerable families; and the method to calculate benefit level resulted in low and inaccurate payments.
2. The advocacy efforts were carried out by a broad range of actors, including experts, civil society organizations and development organizations. As part of the campaign to celebrate the 25th anniversary of the Convention on the Rights of the Child, the organizations concerned jointly signed an appeal to increase the threshold for family cash transfers. The appeal was guided by the situation analysis of child poverty and also pointed to the fiscal space needed to make the change happen.
3. As a result of the appeal, which was sent to over 20 high-level decision makers including the President and the Prime Minister, combined with targeted advocacy activities to the Parliament, the increase of the eligibility criteria was endorsed for the annual budget of 2015 by two statutory committees on Budget and Finance.
4. In addition to advocacy to change eligibility criteria, the stakeholders also considered it important that the level of benefit is fixed for all families. They engaged in two open public government-parliament hearings in March and May in 2015, and also launched a social movement and campaign entitled 'Survive on 18 Kyrgyz Soms a day'. Eighteen Kyrgyz Som is the daily amount of the monthly average amount of poverty-targeted benefits, and NGO partners and young activists recorded what having 18 Kyrgyz Soms per day afforded and posted their findings on Facebook.
5. Additional advocacy materials were prepared, with simple messages and illustrative infographics.
6. The advocacy and policy engagement have been effective in raising awareness among politicians. Experience showed that many government officials and parliamentarians knew little about the level of the benefit until the campaign, and when informed, quickly became supporters.
7. All the efforts resulted in making the social protection programme more pro-poor, by raising the eligibility criteria and by introducing fixed amount of benefits. The legal amendment was adopted by Parliament by the end of June, 2015 and then signed by the President.
8. After the adoption, the social protection programme is being monitored under an inter-ministerial Coordination Council on Social Protection, chaired by the Vice Prime Minister to ensure that the new benefits are reaching poor and vulnerable families. Civil society groups and development partners are also part of the Council, providing support to the implementation and monitoring of the social protection programmes and policies.



IRELAND

Launch of the regional Report Card on child well-being to promote a stronger collaboration among civil society organizations

During the Irish EU Presidency, civil societies co-hosted an event in Dublin, inviting CSOs from different countries to launch regional reports on child well-being in the EU, to build stronger connections and enhance mutual learning and exchange.

TIMELINE

- Three months from initiation to launch.

DATA NEEDS AND EXPERTISE

- Report Card on child well-being.
- Advocacy skills and experience.
- Network with regional CSOs working on child poverty.

STAKEHOLDERS

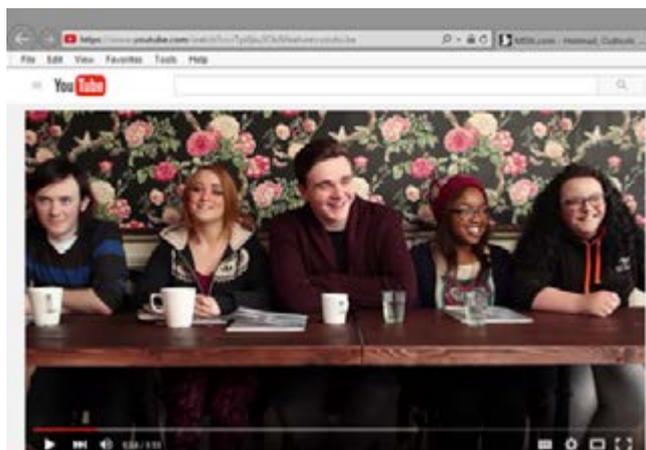
- Government (Minister for Children and Youth Affairs).
- CSOs, including Eurochild, European Anti-Poverty Network (EAPN) and Children's Rights Alliance.
- UNICEF.
- European Commission.
- Academics and researchers.

Resources:

- Event report by Children's Rights Alliance, EAPN-Ireland and UNICEF. (2013) *Taking Action to Fight Child Poverty and To Promote Child Well-being* provides detailed agenda and outcomes from the event
- UNICEF (2013) Report Card 11 compares child wellbeing in developed countries and ranks them by indicators.
- Young people in Ireland discuss in a short video clip on YouTube <https://www.youtube.com/watch?v=rTpi6jiu3Ok>

THE APPROACH

1. **The UNICEF Office of Research, launched the eleventh Report Card (RC11) on child well-being in rich countries including a child-friendly version.** It measures development according to five dimensions of children's lives: material well-being, health and safety, education, behaviour and risks, and housing and environment.
2. **UNICEF Ireland created a short film from a panel discussion of Irish youth,** discussing what it's like to grow up in Ireland in the twenty-first century and commenting on the findings of the report.



3. **When Ireland was the President of the EU in 2013, Eurochild, EAPN and UNICEF coordinated the launch of the RC11 and the Eurochild/EAPN Explainer on Child Poverty in Dublin with the Minister for Children and Youth Affairs.** The event was designated as an 'Associated Presidency Event', attended by more than 60 people from over nine countries representing a wide variety of CSOs.
4. **The Director of the Office of Research presented the results of the report at a high-level seminar** attended by officials from the EU Commission, NGO partners and networks, leading academics, and media.
5. **This was accompanied by a training seminar** to equip NGOs to use the EU Recommendation on Investing in Children in their advocacy on child poverty. Partners from nine EU Member States were in attendance.



MOROCCO

Initiating a public debate on child poverty approaches and solutions

Prior to the launch of the first child poverty and disparities study in Morocco, child poverty was not understood, nor was it distinctively measured from adult poverty. Undertaking a child poverty study, followed by UNICEF's Situation Analysis, combined with several strategic national and international events, has initiated a well-informed debate among politicians, ministries, academics, children and other key stakeholders on child poverty and its impacts.

TIMELINE

- *Three years for government commitment to develop the child poverty monitoring system.*
- *Two years of south-south exchanges to enhance technical capacities.*

DATA NEEDS AND EXPERTISE

- *Knowledge of global approaches to measuring child poverty.*
- *Qualitative methods to integrate children's voices.*

STAKEHOLDERS

- *ONDH, HCP, National child rights' Observatory.*
- *High-level government stakeholders.*
- *Ministry of Health, Education, Ministry of Solidarity, Family, Women and Social Development.*
- *NGOs, academia.*
- *Political Parties & parliamentarians.*
- *Children and Youth.*
- *UNICEF.*

Further Resources:

UNICEF (2011) Knowledge for Action: Emerging experiences in child-focused Social and Economic Policy – July issue
 UNICEF's Global Study on Child Poverty and Disparities
 UNICEF MENA's regional conference: <http://unicefmenapolicy.blogspot.com/p/conference-on-equity-in-mena-rabat-may.html>

THE APPROACH

1. **The first child poverty and disparities analysis** was conducted in 2009, bringing attention to child poverty. UNICEF in collaboration with the High Commission for Planning (HCP) and the National Observatory for Children's Rights (ONDE) produced the first child poverty and disparities study. The study introduced new concepts and measures to identify children living in the most vulnerable communities.
2. **The first Social Policy and Child Rights Forum** held in 2012 marked a shift in approach and led to the commitment by the government to use a multidimensional approach to inform policies and to measure poverty.
3. **A memorandum of understanding was signed** between multiple partners to produce and promote child poverty and disparities analysis and establish an information system to better monitor child poverty.
4. **A south-south agreement promoting technical exchanges** was also signed between the National Observatory of Human Development (ONDH), ONDE, Mexico's CONEVAL and UNICEF to facilitate a partnership to move towards a system that effectively monitors and evaluates social policies on child outcomes. This agreement was extended to Centre de Recherches et d'Etudes Sociales (CRES) from Tunisia, and two others international events were organized in 2014 and 2015 to promote multidimensional poverty measurement and social policy evaluation with focus on children.
5. **In 2015, Morocco's Situation Analysis of Children**, with an equity focus, incorporated the voices of children throughout the process. This analysis demonstrated important achievements in various areas but showed remaining inequities and deficits such as neonatal mortality, stunting, preschool attendance, violence against children, juvenile justice and participation. This report was presented at the Social, Economic and Environmental National Council with over one hundred children present.
6. **The report was shared with all political parties** before the last electoral process in Morocco asking them to consider the interest of children in their respective political programmes. UNICEF plans to continue advocacy work with the parliament, and also expand outreach at decentralized level.
7. **The Minister of Solidarity, Women, Family and Social Development**, called for the opening of an objective national dialogue on child reality in Morocco and the means to promote this situation. The Minister emphasized the constant desire to improve the situation through public policies and programmes under the King's guidance, as well as renewed commitment for the promotion and support of child rights.
8. **In the continuation of this work, UNICEF supports ONDH** to develop a profile for children in Morocco using the National-MODA approach based on a panel survey of households. It is also scheduled to conduct a regular measure of child poverty in the next five years.



SPAIN

An alliance of a broad range of organizations join to make child poverty a national priority

Following the publication of alarming figures showing the rising number of children affected by poverty in Spain during the economic crises, a broad range of partners joined efforts as part of a coalition to set up a new nation-wide strategy and budget to fight child poverty.

TIMELINE

2013–2015

DATA NEEDS AND EXPERTISE

- Report Card on child well-being.
- Advocacy skills and experience.
- Network with regional CSOs working on child poverty.

STAKEHOLDERS

- Child poverty coalition
- Political parties
- Parliamentarians
- Ministry of Health and Social Services
- Regional governments
- Media
- Civil society

THE APPROACH

1. Following the increasing numbers of children affected by poverty in Spain in 2013, a broad range of organizations joined efforts to make child poverty a national priority and ensure that it was reflected in key policies and budgets.
2. A broad range of partners, including child-focused as well as broader civil society organizations, joined to create a national advocacy platform. These included international organizations based in Spain, such as SOS Spain, Red Cross Spain, EAPN Spain, Save The Children Spain, and UNICEF Spain, as well as national civil society, including CERMI and Fundación Secretariado Gitano, representing different groups.
3. The group started as an informal workgroup formed of representatives of the different partners, and then formalized their status as part of the Spanish Alliance for Investing in Children, coordinated by the regional alliance Eurochild and led by UNICEF Spain.
4. Together, they hosted a range of discussions during a workshop session, during which they drafted a common Advocacy Strategy to raise the visibility of child poverty as a priority issue and reinforce the role of public policies fighting child poverty and implementing the European Commission recommendations on investing in children. As a result of the child participation process, three children from Spain participated in the European Platform against Poverty Convention in Brussels in 2014.
5. In order to raise the visibility of child poverty within national debates, UNICEF and Save the Children engaged with the leaders of political parties to mention in a national speech the demand for a nation-wide strategy for children and social inclusion, including the need to address child poverty.
6. Before the national elections, the Alliance also met with the government and different parliamentary groups and political parties, which resulted in child poverty being an explicit commitment included in the political manifestos before the national elections. Specifically, increase in the benefit amount and coverage of social security for children were included in the proposal.
7. As a result of the joint work, child poverty was included as a priority in the National Plan for Children and National Plan for Social Inclusion (2013) and Families Support Plan (2014), including budget allocations of €48 million for 2016 (€32 million in 2015) to mitigate the impacts of severe poverty on children. The Alliance continues to advocate on child poverty and investment in children.

Resources:

- 'Spanish Alliance for Investing in Children holds interactive workshop' and 'Spanish Children's Rights Coalition joins the Spanish Alliance for Investing in Children' both from EU Alliance for investing in children: <http://www.alliance4investinginchildren.eu/tag/spain/>



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Conclusion

Milestone 3 has focused on the key elements of placing child poverty high on the national agenda, through creating and sustaining the interest of key audiences, through high level decision makers. Milestone 4 presented in the next chapter, focuses on more specific, technical analyses presenting policy options for decision-makers to reform and/or design policies and programmes to achieve the SDGs by 2030.

MILESTONE 3 CHECKLIST: INDICATORS OF SUCCESS

- ✓ Child poverty appears regularly in media/social media.
- ✓ Child poverty becomes part of engagement with actors such as Ministries of Finance and World Bank.
- ✓ Stakeholders other than core child poverty advocates are stressing the importance of child poverty.
- ✓ Child poverty measures and concepts become part of discourse in major policy discussions (such as budget framework papers and the State of the Nation).



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