Advocacy, Mobilization, and Strategic Communication Interventions to Defend Childhood in Public

by

Arvind Singhal
Samuel Shirley and Edna Holt Marston Endowed Professor
University of Texas, El Paso, TX, USA
asinghal@utep.edu
What do you want to be?

Selama, 4 years
Alive
Jim Grant’s Child Survival and Development Revolution and beyond

Low-Cost, Tested Innovations
Advocacy @ the highest level
Your Excellency,

• Do you have grandchildren? Are they....

• Do you know, for the price of this tea-bag.....

• Would you please pass the salt....

• Do you know, what Colombia is doing?
### Five Million Less Deaths a Year

<table>
<thead>
<tr>
<th>Region</th>
<th>1990</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>West and Central Africa</td>
<td>208</td>
<td>186</td>
</tr>
<tr>
<td>Sub-Saharan Africa</td>
<td>187</td>
<td>160</td>
</tr>
<tr>
<td>Eastern and Southern Africa</td>
<td>165</td>
<td>131</td>
</tr>
<tr>
<td>South Asia</td>
<td>123</td>
<td>83</td>
</tr>
<tr>
<td>All developing nations</td>
<td>103</td>
<td>79</td>
</tr>
<tr>
<td>Middle East and North Africa</td>
<td>79</td>
<td>46</td>
</tr>
<tr>
<td>East Asia and Pacific</td>
<td>55</td>
<td>29</td>
</tr>
<tr>
<td>Latin America and Caribbean</td>
<td>55</td>
<td>27</td>
</tr>
<tr>
<td>United States</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>All industrialized nations</td>
<td>10</td>
<td>6</td>
</tr>
</tbody>
</table>

Source: UNICEF
Some examples.....

Strategic Mobilizing and Campaigning
“Of course, he is the best football player....”

Because he was....
1988
Colombia
Mr. Mayor, I cannot....

“I am Juanita, you do not know me, but I know you. You are a very important person, who is going to be in charge here..... I would like you to know that we are lacking schools, clean water, food, and health. Our problems are many but there are easy solutions that don’t need much money, only that you want to do them.

I cannot vote because I am a child. I cannot give you my support yet, but you, yes, you can give me yours.”

Juanita

But you can....
While Campaigning:  A public challenge -- What are you going to do?

After Elections:  Are you doing it?
Lessons from Juanita’s Gaze....

Making the National, Local.

Children Asking (Publicly) to be Defended.

Children (Publicly) Holding the Adults Accountable and Responsible.
Thank You!

www.arvindsinghal.com
asinghal@utep.edu