ChildFund Korea is a child right’s advocacy organization, which has been representing the voices of children since 1948 to ensure every child gets respect and grows happily in a child-friendly environment. As a member of ChildFund Alliance, we support programs not only for children domestically, but also in 26 other countries.
In order to reach the goal of development cooperation, the existing structure and root cause should be analyzed from multiple angles, and eventually, transform norms and practices in the community beyond one-off relief and service delivery. Advocacy plays an essential role in addressing structural issues. At a community level, advocacy can be recognized as part of our international development cooperation program as it supports accountability for effective delivery of policies, and service by the local government. At a national level, advocacy activities can be carried out through joining forces to change the government’s policies and its budget. These local and national strategies expand advocacy efforts through partnerships in regional and global mechanisms. That means advocacy is a long-term process that requires diversified approaches from different levels, as well as supporting right-holders to demand their rights and drive the changes they want. ChildFund Korea defines advocacy on child rights as

"a series of prolonged and systematic activities designed to improve awareness, environments, and drive policy change to protect, respect, and fulfill child rights,*."

*Under our vision of the representative and child-friendly social environment, ChildFund Korea works continuously to enhance and improve child rights.

At the global level, we do this by extending influence at domestic, regional, and global levels to take action to the issues that affect children in Korea and other countries where we implement development cooperation programs. Advocacy activities are implemented in cooperation and in coalition with other civil society organizations and international societies.

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**Key Terms**

- **Policy change**
- **Dimension of Change**
- **Strategy**
- **Scope**
- **Intervention**
- **Activities**

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**ChildFund Korea**

**Advocacy Framework**

- Advocate for policies and research on children’s rights through Official Development Assistance
- Advocate for child rights through the ChildRights Working Group in Korea NGO Council for Overseas Development Cooperation (KOCIDC) and Korea Civil Society Forum on International Development Cooperation (KFSIDC)

<table>
<thead>
<tr>
<th>SDGs</th>
<th>UNICEF</th>
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<tbody>
<tr>
<td><strong>SDG 16.2</strong></td>
<td><strong>End abuse, exploitation, trafficking and all forms of violence against children</strong></td>
</tr>
<tr>
<td><strong>Strengthen advocacy activities and design advocacy programs based on programming</strong></td>
<td><strong>Build advocacy activities based on programming and raise issues affecting children</strong></td>
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**Change in social norms and practices for children**

- Advocating for children’s rights should go beyond orienting and raising issues of traditional policy, system, and power structures to provide positive alternatives for children. As issues affecting children are diversified and complicated, we need to consider policies to address them. In addition to one-off aid and service delivery, ChildFund Korea advocates to raise awareness and bring about fundamental, structural change to life, system, as well as policy.

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**SDGs**

- **Propose policies for the mainstreaming of children’s rights**
- **Strengthen the alignment between Korea’s international development cooperation programs and the Universal Declaration of Human Rights**
- **Amplify the voices on child issues to achieve SDG target 16.2**

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**Policy change**

- **Dimension of Change**
- **Collaborate with ChildFund Alliance for SDG target 16.2 in the regional and global levels by utilizing SDGs monitoring platform such as HLPF, ESCAP, etc.**
- **Join forces for child rights in Asia and partner with group of CSOs such as Child Rights Coalition in Asia**

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**Goal**

- **Dimension of Change**
- **Strategy**
- **Scope**
- **Intervention**
- **Activities**

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**Strengthen accountability for children’s rights**

- **Join forces for child rights in Asia and partner with group of CSOs such as Child Rights Coalition in Asia**
- **Reinforce advocacy capacity of partner organizations and consolidates the foundation of organizational structure**

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**Strengthen the alignment between Korea’s international development cooperation programs and the Universal Declaration of Human Rights**

- **Amplify the voices on child issues to achieve SDG target 16.2**
- **Strengthen advocacy activities based on programming and raise issues affecting children**

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**Oversight**

- Our sensitivity, relativities, and perspective towards the issue of children’s rights is the most important thing in recognizing child rights advocacy. Social norms, practices, and understanding of children affect our perspectives on children. Thus, efforts to change these are crucial. We play a role in bringing the information about children in individuals, families, communities, and countries, and to change social norms and practices are important elements of advocacy for child rights.