



ADVOCACY STRATEGIC MEASURES

FY22 GLOBAL RESULTS



FOREWARD

Dear colleagues,

You are about to read a report that abounds of hope in a world full of daily fears and bad news, and of discouraging macro-economic and social indicators that point against all we stand for as Christians and professionals - children's wellbeing.

I believe this report continues to tell our story of systemic change – our institutional answer to the most important question we all continue to ask: will we be able to leave our world a better place for the next generations? I hope you will feel encouraged that World Vision's advocacy ministry has risen to the challenge of our times, pursuing systemic and structural changes and demanding justice for children through the creation and strengthening of policy and legal frameworks that safeguard children's rights. The results of the FY22 Advocacy Strategic Measures (ASMs) demonstrate the impressive advocacy achievements that colleagues across the Partnership have contributed to at the local, national, and multi-lateral levels.

Join me in celebrating all that was accomplished in FY22. We have created space for children's voices in the corridors of power and walked alongside faith actors in a journey toward sustained change. We have contributed to policy decisions at multi-lateral institutions, and local-level bylaws that have real impacts for children on the ground. From strengthening legal frameworks for child protection as part of our global *It takes a world* to end violence against children campaign, to breaking down policy barriers that have exacerbated the growing hunger crisis, and everything in between, there is much to celebrate.

I also invite you to reflect on how we can learn from these data as we look ahead. The results in this report can play a critical role in shaping strategic planning and decision-making, and informing how we think about building advocacy capacities. I encourage you to use them as the basis for discussion and learning within your offices and teams.

Thank you for all you have done to contribute to these results.



Dana Buzducea
Partnership Leader, Advocacy & External Engagement

RESULTS AT A GLANCE



527 MILLION CHILDREN

↑ from 483 million in FY21

for whom World Vision contributed to more than one policy change or improved policy implementation, where at least one policy is being implemented (MI3)¹



764* POLICY CHANGES

↑ from 607 in FY21

to which World Vision contributed, that address the root cause of vulnerability at the national or sub-national level



318* POLICY CHANGES

↑ from 265 in FY21

related to protecting children from violence



111* POLICY CHANGES

↑ from 65 in FY21

related to allocating, increasing, or defending government funding to address ending violence against children, as part of the *It takes a world* campaign (MI4)²



92% OF PROGRAMMES

↑ from 77% in FY21

supported the community to advocate to decision-makers for changes in policy or practice



2,272,000* SUPPORTER

ADVOCACY ACTIONS

↑ from 2,232,000 in FY21

taken in support of World Vision work, particularly towards ending violence against children

*This indicator includes results from Support Offices as well.

¹ MI3: Number of vulnerable children for whom World Vision contributed to more than one policy change or policy implementation addressing the root causes of vulnerability, and where there is some evidence of implementation of at least one of the policies.

² MI4: Number of policies related to allocating, increasing or defending government funding to address ending violence against children, to which the Campaign has made a significant contribution over the last fiscal year

INTRODUCTION

“This is what we are about. We plant the seeds that one day will grow. We water seeds already planted, knowing that they hold future promise. We lay foundations that will need further development. We provide yeast that produces far beyond our capabilities.”
The Prayer of Oscar Romero, by Bishop Ken Untener, 1979

The story of advocacy is the story of hope. It is the story of small seeds that, with the right attention and care, grow deep roots and bear fruit that can sustain generations.

As advocates, we plant seeds that will one day grow into strong policy and legal frameworks that protect the rights of vulnerable children. We faithfully water those seeds, so that they may grow deep roots that stretch into the lives of the children, families, and communities we serve. And we continue to refine the foundations we have laid alongside power holders and partners, so they might stand strong in the face of ongoing threats to child well-being. Knowing all the while that our inputs will lead to results that multiply far beyond anything we could achieve on our own, without walking alongside children, communities, and partners. This is what advocacy is about.

Over the years, World Vision has made significant and sustainable impact through our advocacy ministry. The results of the FY22 Advocacy Strategic Measures (ASMs) tell the story of how those many years of effort are bearing fruit for vulnerable children. They show how deep the roots of our work are – stretching across sectors, across our faith partners – and how broad our reach is.

This year, every indicator showed an impressive upward trend. The seeds we have planted are growing and multiplying, and represent a wealth of accomplishments from World Vision offices around the world that are worthy of recognition and celebration.

The global *It takes a world to end violence against children* (“*It takes a world*”) campaign has achieved notable success in driving policy change to create a safer world for children. Of the 764 policy changes reported, 42% were focused on protecting children from violence and the campaign has reached 321 million vulnerable children through policy change, up from 268 million previously. Furthermore, an impressive 69% of advocacy actions taken by supporters were aimed at putting an end to violence against children. These outcomes demonstrate the campaign’s effectiveness in raising awareness and mobilizing action toward protecting children from violence, and scaling up policy protections for vulnerable children.

We have continued to ensure that the ASMs accurately represent the work we are doing across all our sectors and ministries, including the tireless efforts of advocates in humanitarian settings, as well as our faith partners. For example, 57 policy changes were achieved as part of humanitarian advocacy processes in fragile contexts and countries with sub-national fragility, creating marked improvement in the lives of the most vulnerable children in the hardest-to-reach places. Additionally, 44% of the advocacy processes that led to policy change included faith leaders and faith communities, while 70% of area programmes are engaging with faith actors as part of the work they are doing to support communities to advocate. Policy changes were realized in every technical sector of World Vision’s work.

These results demonstrate how we can go further together when we integrate our ministries, when we see advocacy as a collective responsibility ingrained in our calling, and when we come together as a Partnership to plant and water the seeds of change. This is what we are about.

USING THIS DATA

We encourage you to use the data in this report to:

- Celebrate and reflect on the accomplishments achieved by offices in FY22
- Highlight the impact of World Vision’s advocacy with both internal and external audiences
- Use the data to inform strategic planning and decision-making for advocacy efforts
- Strengthen funding requests with evidence of impact
- Inform and guide capability building activities for advocacy
- Support the development of goals and targets for future advocacy efforts

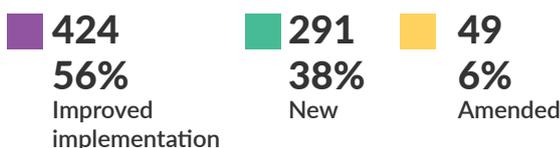
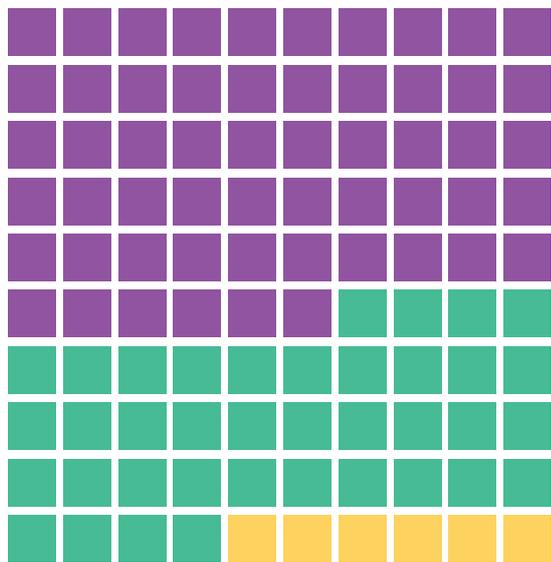
REACHING THE WORLD'S VULNERABLE CHILDREN THROUGH POLICY CHANGE

The aim of World Vision's advocacy work is to bring about enduring change by altering policies, practices, and systems to promote justice for children. The creation and execution of policies that safeguard the rights and welfare of children are essential to dismantling unjust systems and fostering sustainable progress.

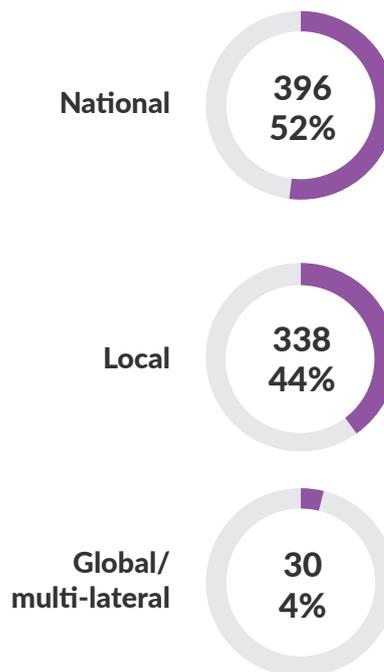
During FY22, World Vision Field and Support Offices made a significant contribution to 764 policy changes that aim to address the root causes of vulnerability. These changes comprised of new policy legislation, amendments to existing policies, and better implementation of policies. This is a substantial rise from the 607 policy changes achieved in FY21. Much of this increase can be attributed to a growing number of local level policy changes, many of which are a result of community-driven advocacy.

WHAT KINDS OF POLICY CHANGES ARE OFFICES ENGAGING IN?

More than half of the reported policy changes were related to improving implementation of existing policies.



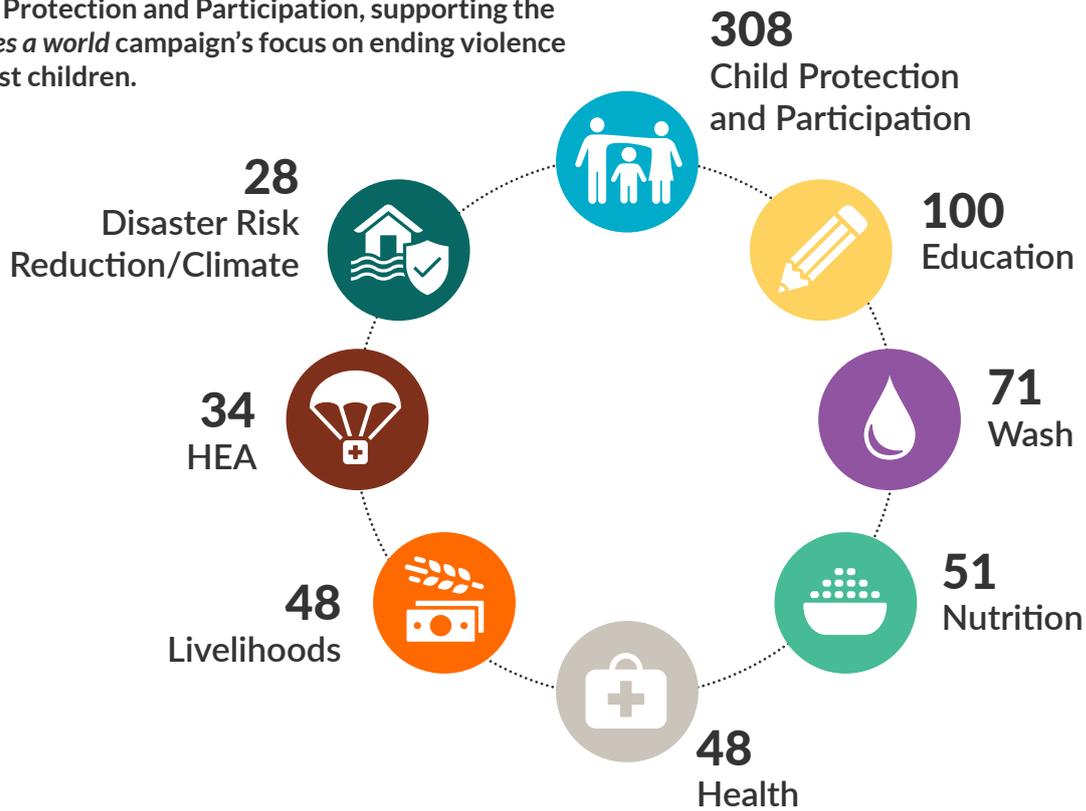
About half of the policies influenced were national in scope.



Of the 396 national policies to which World Vision contributed to, 180 of those changes were on a local (rather than national) scale.

Most of the reported policy changes that offices have worked on involved improving the implementation of existing policies, similar to FY21. About half of the policies influenced were national in scope. However, of these, 180 represented local level changes to national policies. This primarily applies in instances where World Vision worked with communities to hold local duty bearers and service providers accountable for improved implementation at the local level, such as through the Citizen Voice & Action (CVA) project model.

The largest share of policy changes were focused on Child Protection and Participation, supporting the *It takes a world* campaign's focus on ending violence against children.



42% of the policy changes were aligned with SDG 16 Peace, Justice and Strong Institutions. The majority of these changes were aimed at achieving SDG target 16.2, focused on ending violence against children.



35%  of policy changes involved a budget win – either increasing, reallocating or defending funding for child well-being. This is an increase from 30% in FY21.

57  policy changes in fragile contexts and countries with sub-national fragility. This is an increase from 47 in FY21.

12  policy changes from Support Offices

WHAT DO THESE CHANGES MEAN FOR CHILDREN?

World Vision measures the reach of its policy change efforts through Ministry Impact Indicator 3 (MI3), which is reported on the *Our Promise* Strategy Scorecard. The MI3 total for FY22 indicates that World Vision’s contribution to policy change has reached 527 million vulnerable children. This means that World Vision is positively influencing policy change for 75% of the 707 million vulnerable children in the countries where World Vision operates. Despite the challenges posed by conflicts, natural disasters, and other crises, this represents a significant increase from the previous year’s figure of 483 million children (69%) in FY21.

Within each region, the reach of MI3 varies from 61-88% of vulnerable children. In FY22, East Africa and Middle East & Eastern Europe (MEER) regions reported the most significant gains. In East Africa, this growth was driven largely by an increase in MI3 in Ethiopia, and in MEER it was driven by Afghanistan, as both of these countries represent a sizeable portion of vulnerable children in their respective regions. Given the incredibly difficult situations in both of these countries, these increases show how World Vision is delivering on its commitment to reach the most vulnerable.

Understanding MI3

MI3 is the number of **vulnerable children** for whom World Vision contributed to more than one policy change or policy implementation addressing the root causes of vulnerability, and where there is **some evidence of implementation** of at least one of the policies.

- **Why vulnerable children?** This aligns with World Vision’s decision under *Our Promise* to deepen our commitment to the most vulnerable.
- **Why more than one policy change?** Vulnerability has multiple dimensions, and thus requires a comprehensive and holistic policy environment in order to target its root causes.
- **Why evidence of implementation?** We know that just because a policy exists, it does not always translate into reality on the ground. The true difference happens when policies are effectively implemented. In FY22, 95% of policy changes included evidence of implementation.

The calculation is based on:

- The number of policy changes to which World Vision contributed over the last five years, because the rights and services a policy confers lasts longer than just the year in which the change happened.
- The current number of vulnerable children in the countries where these policy changes were achieved, as estimated by the Strategy Realisation, Evidence, and Innovation team.

Almost all regions saw growth in MI3 this year. EAR and MEER recorded the biggest increase from FY21.

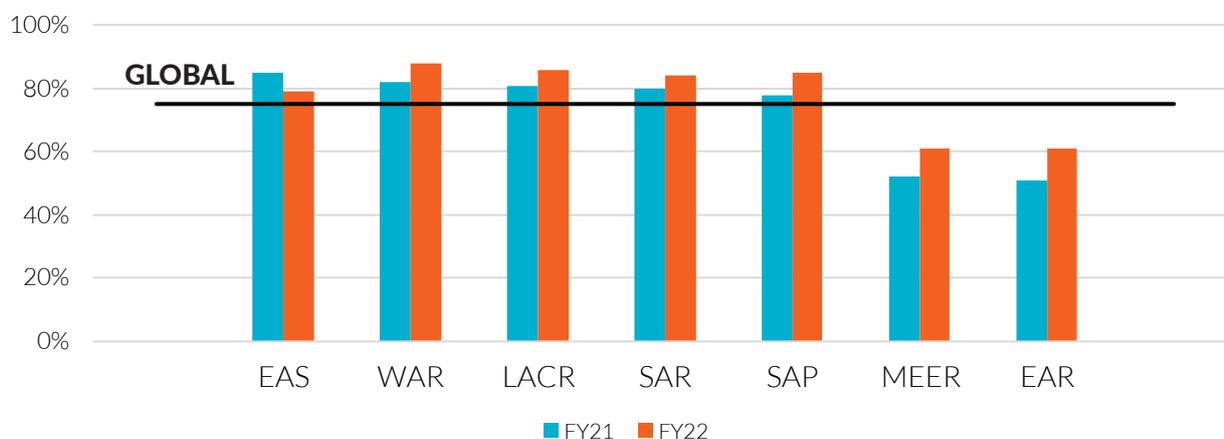


FIGURE 1. Percentage of vulnerable children for whom World Vision contributed to more than one policy change or improved implementation, and where there is some evidence of implementation of at least one of the policies, by region

ADVOCACY TO END VIOLENCE AGAINST CHILDREN: THE CONTRIBUTION OF THE *IT TAKES A WORLD* CAMPAIGN

The global *It takes a world* campaign has continued to be a driver of policy change, galvanizing offices to advocate for policy changes that focus on protecting children at risk of violence, exploitation and abuse. Of the 764 total policy changes observed, 318 address ending violence against children. This is a significant increase from FY21, when 265 campaign-related policies were reported. As the number of overall policies increased in FY22, the amount of child protection-related policy changes fell slightly from 43% to 42%.

The *It takes a world* campaign has been successful in reaching a total of 321 million vulnerable children (a subset of MI3) across regions where the organization supports advocacy work through policy change. This is equivalent to 45% and represents a significant increase from FY21, where the campaign reached 268 million vulnerable children (38%). These results demonstrate the ongoing success of the campaign in advocating for meaningful changes that positively impact the lives of vulnerable children, and the increase in reach from year to year is a positive sign that the campaign has been making progress and achieving its policy goals.

West Africa and South Africa have the largest percentage of the Campaigns sub-set of MI3, compared to total MI3.

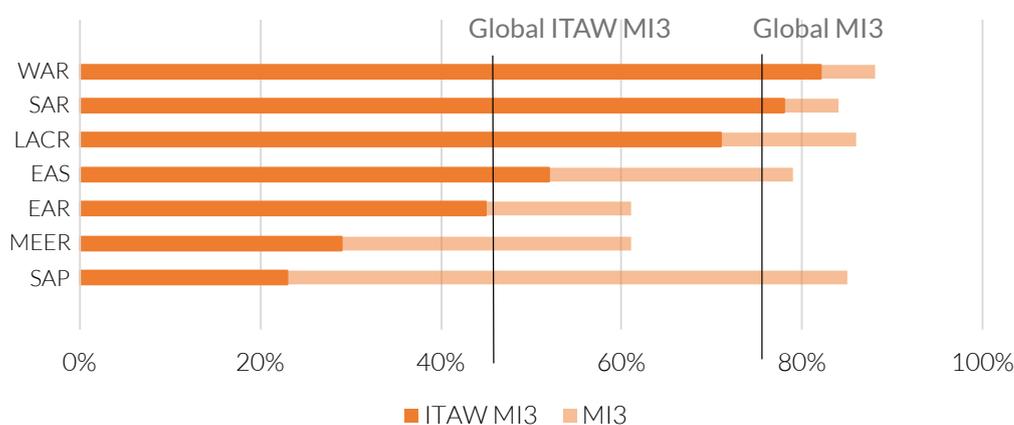


FIGURE 2. ITAW sub-set of MI3, compared to total MI3 for each region

SPOTLIGHT

In Zimbabwe, the legal age of marriage was raised from 16 to 18, with World Vision Zimbabwe playing a key role in this change. World Vision facilitated intergenerational dialogues between community leaders and children, creating spaces for children’s voices to be heard on issues relating to child marriage. World Vision Zimbabwe also organized a live radio broadcast on the Day of the African Child, where staff and children spoke out about the need for the government to amend the laws and increase the age of consent. In addition, World Vision lobbied parliamentary committees. By joining high-level influencing with community and child-driven advocacy, World Vision’s efforts served as a catalyst for change.



In Indonesia, World Vision played a vital role in the creation of a new national law criminalising sexual violence against children. World Vision Indonesia compiled and analysed data on safeguarding incidents related to sexual violence, and then presented this data to parliament members to demonstrate the pressing need to define sexual activity as a criminal offense. World Vision Indonesia also collaborated with the Indonesian Justice Foundation to establish a national coalition to address these issues, resulting in the new law being created.

FY22 also marked a continued emphasis on securing government funding for ending violence against children. Of the 318 policy changes related to child protection, 111 policies involved the allocation, increase or defence of government funding for this cause. This marks a substantial increase from 65 policies in FY21. This number represents Ministry Impact Indicator 4 (MI4) in the *Our Promise Strategy Scorecard*.

For the second year in a row, South Asia Pacific saw the highest number of funding-related EVAC wins.

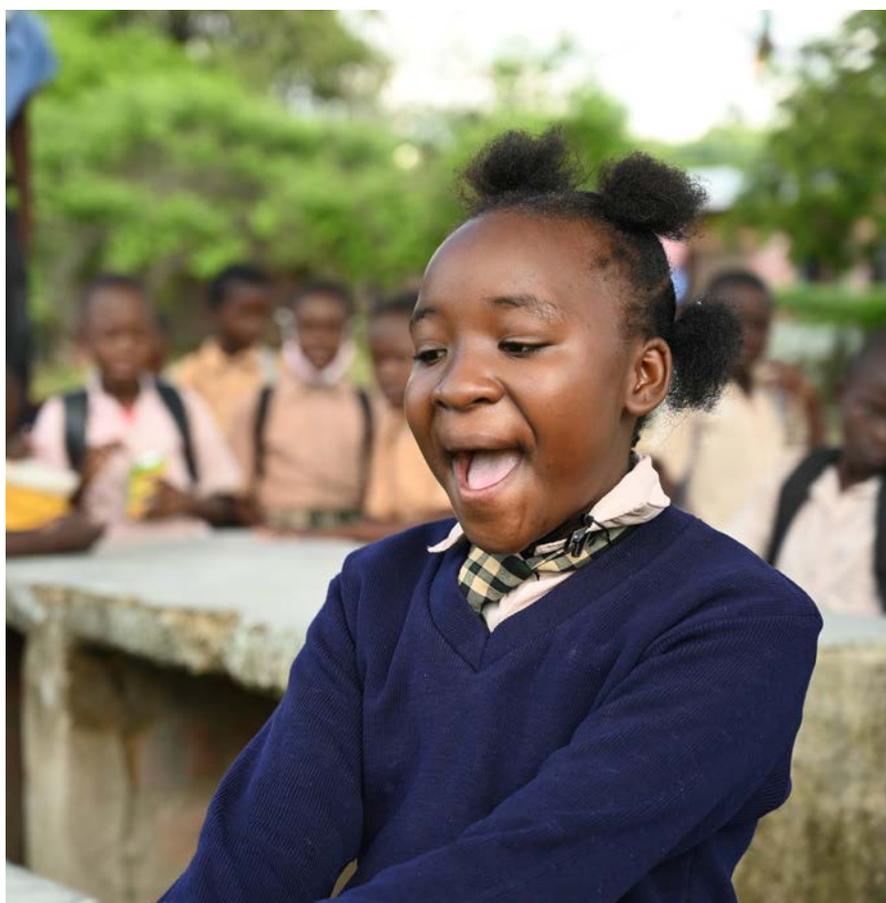


FIGURE 3. # of policy changes related to allocating, increasing, or defending government funding to address EVAC, to which *It takes a world* has made a significant contribution, per FY.

Support Offices as champions for ending violence against children

During FY22, Support Offices reported nine policies that included a child protection component. Four of those policies contained provisions to augment funding for EVAC. This is a significant increase from FY21, when four policies related to EVAC were reported, and one contained a funding increase provision.

Spotlight: The United States government reauthorized the Trafficking Victims Protection Act, the country’s hallmark legislation to end the trafficking of children. World Vision US worked closely with congressional offices on reviewing the legislation and providing suggestions shaped by perspectives from the field to strengthen the bill. World Vision US also mobilized volunteers to raise awareness and advocate for the passage of this legislation. Read more about this victory [here](#).



EMPOWERING LOCAL COMMUNITIES TO ADVOCATE

Empowering communities to advocate for the rights and services to which they are entitled is an important driver of sustainability, as it equips local stakeholders to continue pushing for improvements in child well-being long after World Vision departs a community. In FY22, 92% of World Vision’s area programmes supported and encouraged the community to advocate for changes in policies or practices to decision-makers. This represents a substantial increase from 77% in FY21.

There was a noteworthy shift in the scale of community advocacy in area programmes across regions in FY22. On average, regions recorded a reach of 89%, indicating a significant increase in the number of area programmes that supported advocacy by communities. In particular, East Africa and South Asia Pacific have made impressive strides by mobilizing communities in 98% of their area programmes, a substantial increase from 78% and 76%, respectively. Despite the fragility in much of the region, the Middle East and Eastern Europe region has also witnessed an upsurge, with 69% of programmes supporting community-led advocacy efforts, compared to 57% in FY21.

All regions experienced growth in this indicator. East Africa and South Asia Pacific recorded the highest increases from FY21.

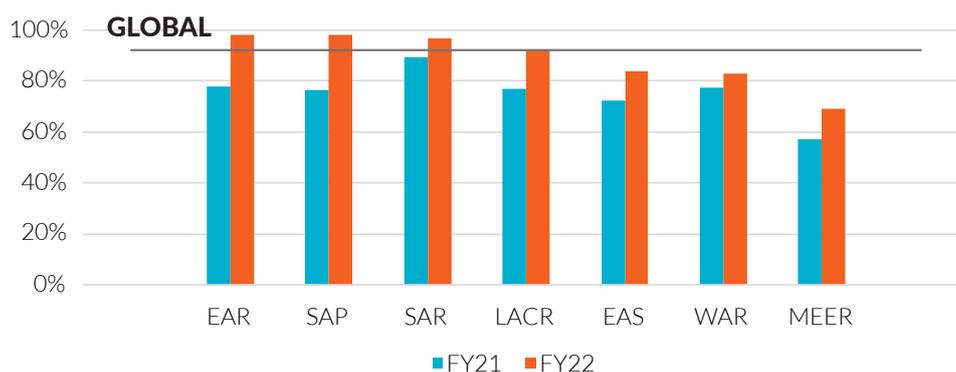


FIGURE 4. Percentage of World Vision programmes in each region supporting the community to advocate

Much of the work to support communities to advocate is happening through World Vision’s two advocacy project models: Citizen Voice and Action (CVA) and Child Protection & Advocacy (CP&A). Both of these project models were scaled up dramatically this year across APs.

68%

are using the CVA model, an increase from 52% in FY21.

This growth in CVA usage can be attributed to the efforts of the Social Accountability team, who have been working to scale up the adoption of CVA. This trend has been consistent over the past years, with noticeable momentum in CVA growth. The majority of this CVA work has been focused on Child Protection.

74%

are using the CP&A model, an increase from 58% in FY21.

This trend of increased participation in CP&A has been observed since the launch of the *It takes a world* global campaign and has continued to rise steadily over time, furthering the success story of the campaign at the local level. In fact, in FY22 73% of programmes reported conducting community-driven advocacy related to EVAC, up from 55% in FY21.

Empowering communities to advocate has implications on policy development and implementation at the most local level where children are most likely to experience direct benefits from policy change. For example, World Vision Uganda used the CVA model to help community members understand the rights and services they were entitled to under the Second National Health Policy and equipped CVA groups to demand accountability from local governments and service providers. In Busiriba Kahunge Area Programme, CVA practitioners assessed seven local health centres and found gaps in nutrition and WASH services. The group created a petition that was presented to the district leadership, leading to the recruitment of a nutrition officer, the construction of a pit latrine, and the provision of safe drinking water.

In addition to working alongside children and community leaders, programmes are also engaging faith leaders and faith communities as crucial participants in local level advocacy work. Seventy percent of area programmes reported engaging with local faith actors as part of the work they are doing to support communities to advocate, compared to 55% in FY21. In Ecuador, area programmes are training faith leaders to facilitate dialogues between children and local authorities, leading to stronger and more participatory systems for child protection and child wellbeing.



Community-driven advocacy in grant-funded projects

In FY21, Field Offices were first presented with the opportunity to report how World Vision was empowering the community in advocating for child-wellbeing in grant-funded areas that are not part of organized area programmes. It is encouraging to note that in FY22, 31 grant-funded projects (outside of grants operating in APs) across seven World Vision offices reported supporting local communities in advocating to decision-makers for the welfare of children. This is an increase from 16 projects across six offices the previous year.

Region	Country	Total
SAR	Angola	4
LAC	Chile	3
EAS	China	11
SAP	Papua New Guinea	2
SAP	Solomon Islands	1
SAP	Timor Leste	6
SAP	Vanuatu	4
Global Total		31

Spotlight: In China, World Vision worked alongside a local NGO to empower 30 children to conduct a survey in their community to understand traffic safety issues. Ten child representatives were then invited to act as spokespeople in a dialogue with community leaders. Based on the results of their survey, the children proposed that the village committee enforce speeding regulations, install traffic lights, and conduct public education of safe driving.



MOBILISING SUPPORTERS TO TAKE ACTION

World Vision supporters have continued to take advocacy actions to influence decision makers to help create transformational change toward creating a better world for children. Through sustained social mobilization efforts in FY22, 2,272,000 advocacy actions were carried out by World Vision supporters, including contributions from Support Offices.

This number represents a 2% increase from FY21. However, it is important to note that there was a significant outlier in last year's data, with World Vision Ghana reporting over 1.7 million advocacy actions, or over 82% of the global total. Without that outlier, the number of advocacy actions grew more than four times since last year. This year there is no one outlier country, and instead several countries reported substantial increases in this indicator, indicating an improved ability and growing capacity to coordinate large-scale mobilisations. In addition, there are growing trends around digital engagement. COVID forced a lot of offices to adapt their activities for a virtual modality, and offices have only continued to become more equipped and capable at online and digital mobilization. World Vision Bosnia, for example, supported children's groups across the country to organize a variety of virtual events and online forums for children to bring awareness to the increase in cyberbullying and mental health issues among adolescents. Children could speak with psychologists to learn more about the topic, and call for systemic changes to policies and services for mental health and psychosocial support. Over 5,000 children participated.

For the past several years, the vast majority of supporter actions (over 90%) have taken place in support of the global *It takes a world* campaign. However, in FY22, the percentage of actions in support of ITAW decreased to 69%. This suggests that offices are finding opportunities to mobilise support for a wider variety of issues.

In FY22, there was a rise in the overall number of actions taken, and no outliers were observed as compared to the last two years

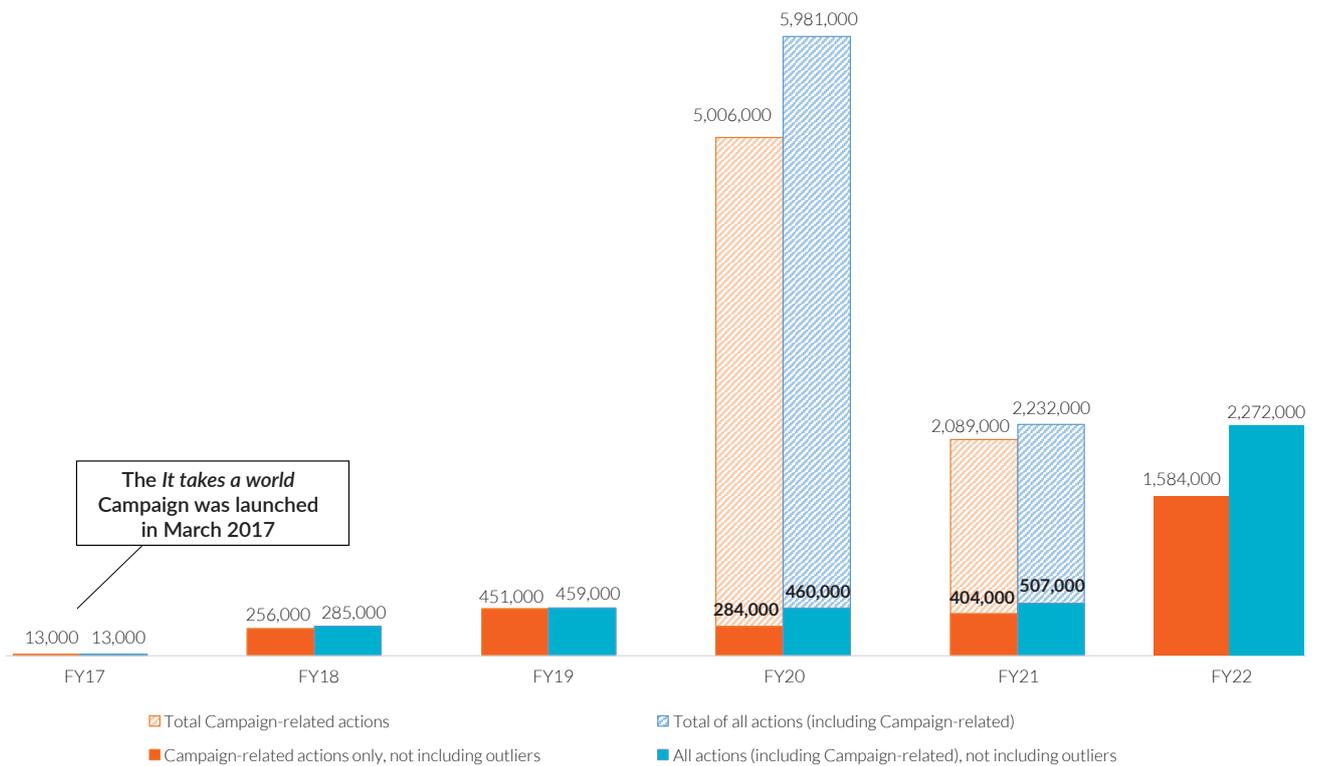


FIGURE 5. Number of advocacy actions taken by supporters in each FY since the launch of *It takes a world*

Support Offices mobilise for child rights

During FY21, we began gathering data on this indicator from Support Offices as well, to capture their tremendous efforts to mobilize the public in donor countries to demonstrate their support for child rights. In FY22, supporters in seven countries took a total of 111,000 advocacy actions. This does mark a small decline from the previous year, where Support Offices across nine countries reported 119,000 advocacy actions. This decrease may not reflect an actual decline in activity, but rather the fact that SO reporting is not yet an ingrained practice across all offices, and more follow up may be needed to collect comprehensive data.

World Vision Korea ran a campaign among school children to raise awareness of the situation of children in humanitarian crises. Over 800 students wrote letters to the government, asking leaders to focus on providing child-centred humanitarian assistance. As a follow up, World Vision Korea delivered those letters along with proposed policy suggestions to the representative for the Minister of Foreign Affairs at the 77th UNGA in September 2022.

World Vision Canada created several opportunities for the public to take action as part of their #NoChildForSale campaign. Ahead of the International Day Against Child Labour, seventy-nine child mannequins were installed in front of Toronto City Hall. Each mannequin, dressed in a #ChildLabour3D t-shirt, represented 1 million children trapped in a dangerous, dirty, and degrading (3D) job. Volunteers were on hand to share facts about child labour and collect petition signatures in support of supply chain legislation. Over 4,000 people saw the installation, and over 3,000 signed [the petition](#). The petition now has almost 160,000 signatures.

APPENDIX: Regional Breakdown of Results

Region	FY22		FY21	
	MI3		MI3	
	Total	ITAW subset	Total	ITAW subset
East Africa	89,982,000 (61%)	66,104,000 (45%)	75,665,000 (51%)	63,500,000 (43%)
East Asia	44,345,000 (79%)	29,334,000 (52%)	47,523,000 (85%)	29,334,000 (52%)
Latin America & Caribbean	46,249,000 (86%)	38,238,000 (71%)	42,271,000 (81%)	38,418,000 (73%)
Middle East & Eastern Europe	32,244,000 (61%)	15,064,000 (29%)	25,807,000 (52%)	9,440,000 (19%)
South Asia	181,823,000 (85%)	48,495,000 (23%)	166,507,000 (78%)	42,468,000 (20%)
Southern Africa	80,538,000 (84%)	75,194,000 (78%)	76,538,000 (80%)	39,261,000 (41%)
West Africa	51,947,000 (88%)	48,392,000 (82%)	48,392,000 (82%)	45,930,000 (78%)
SOs	-	-	-	-
Global Total	527,128,000 (75%)	320,820,000 (45%)	482,702,000 (69%)	268,353,000 (38%)

Region	FY22				FY21			
	# of policy changes	MI4	# of supporter actions	# / % of programmes	# of policy changes	MI4	# of supporter actions	# / % of programmes
East Africa	76	20	73,762	216 / 98%	58	13	37,775	176 / 78%
East Asia	142	19	6,081	138 / 84%	130	13	234	140 / 72%
Latin America & Caribbean	128	18	1,197,256	159 / 92%	104	9	220,075	157 / 77%
Middle East & Eastern Europe	57	4	6,925	31 / 69%	79	4	38,455	28 / 57%
South Asia	226	39	231,603	264 / 98%	153	19	76,009	210 / 76%
Southern Africa	63	4	23,500	171 / 97%	34	2	6,115	159 / 89%
West Africa	60	3	621,998	123 / 83%	45	4	1,734,296	119 / 77%
SOs	12	4	110,949	-	4	1	119,317	-
Global Total	764	111	2,272,074	1,102 / 92%	607	65	2,232,276	989 / 77%