

Advocacy Toolkit: Using the KidsRights Index 2024

# ADVOCACY

USING THE KIDSRIGHTS INDEX 2024

# TOOLKIT



KIDSRIGHTS  
Index

# WHAT IS THE KIDSRIGHTS INDEX?

The KidsRights Index is published every year. It measures the performance of countries on children's rights.

Countries are monitored on 5 domains - life, health, education, protection, and enabling environment, as per the standards set in the UN Convention on the Rights of the Child.

The Index helps us understand where children are thriving and where improvements are needed.

**Objective of the toolkit:** This advocacy toolkit helps in identifying the different ways in which the KidsRights Index can be used to fight for children's rights and sustainable development goals.

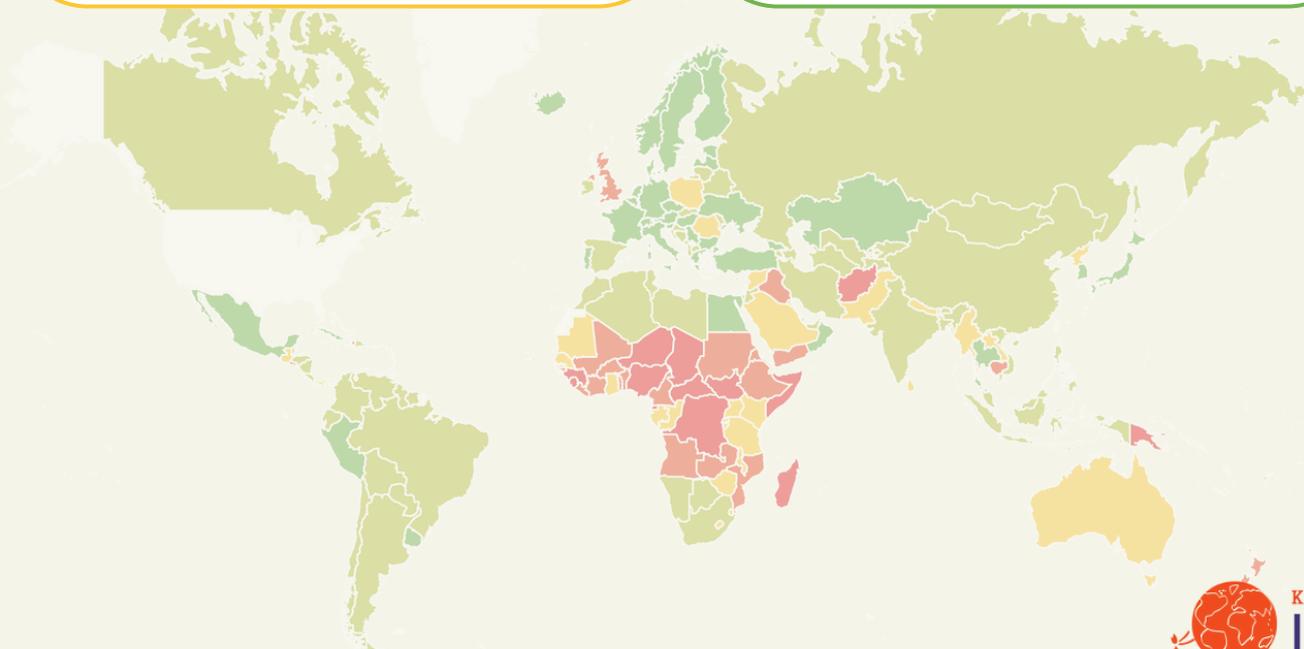
**Target audience:** Children, youth, teachers and civil society organisations.

## Note for children and youth

- Use this toolkit to advocate for children's rights in your community and country.
- Remember to use your own experience and understanding of local children's rights issues.
- Always be mindful of the wishes of the target audience

## Note for teachers

- **Teaching Materials:** Use this toolkit to explain the KidsRights Index in the classroom.
- **Class Discussions:** Facilitate class discussions on the importance of children's rights and how students can get involved.



# UNDERSTAND THE KIDSRIGHTS INDEX

Gain a clear understanding of the KidsRights Index, its indicators, and your country's ranking.

## 1. Take a look at the Index:

-Visit the KidsRights Index at <https://kidsrights.org/kidsrights-index/>

-**Understand the five domains:** Right to Life, Right to Health, Right to Education, Right to Protection, and Enabling Environment for Child Rights.

## 2. Analyse Your country's Ranking:

-Identify your country's overall ranking and scores in each domain. For instance:

- **Philippines:** Ranks 105th overall, with specific challenges in the Right to Protection.
- **Brazil:** Ranks 85th, with significant issues in the Right to Health.
- **Sweden:** Ranks 2nd, providing examples of good practices.

### TIPS

**1. Country Scores and Ranks:** Every country is scored and ranked on various aspects (indicators). Look for your country and see how it ranks.

**2. Comparison:** Compare scores between countries to understand global and regional trends. See how your country is performing in comparison to your neighbouring countries.

**3. Focus areas:** Pay attention to specific areas such as education or health, where your country needs to improve.



### Let's test your skills in reading the index!

- Which country is the leading performer on the domain 'protection'?
- What is the overall rank of your country in the KidsRights Index?



### Raise awareness in the community

Create a personal action plan. Write down your goals, the steps you will take, and how you will measure your progress.

- 1. Talk to Your Peers:** Discuss what you've learned with friends.
- 2. Family Conversations:** Bring up these topics at home.

# ACT

**Identify Key Issues: In what areas your country could do better? What are the key barriers to child-development?**

## 1. RESEARCH ABOUT SPECIFIC CHILD RIGHTS ISSUES:

-Look into the specific domains where your country scores low. For instance:

- South Africa: Low scores in the Right to Protection, with high rates of child violence and abuse.
- Canada: Generally high ranking but challenges in the Right to Protection for indigenous children.

**Build Alliances: Collaborate with community members, local organisations, other youth and stakeholders to strengthen your advocacy efforts.**

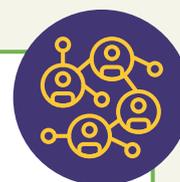
## 1. ENGAGE WITH LOCAL ORGANIZATIONS:

-Partner with local NGOs and schools to gather more information and personal stories. For example:

- Philippines: Collaborate with organizations like Save the Children Philippines to address child protection issues.
- South Africa: Engage with Childline South Africa for insights into child protection challenges.

### FORM A YOUTH NETWORK

- Create a group of like-minded youth advocates. Utilize online platforms such as WhatsApp and Facebook to coordinate and share information.
- You can also become a part of existing youth networks. For example, you can become a Chapter Leader of State of Youth - <https://www.stateofyouth.org/>



## 2. INVOLVE THE COMMUNITY:

-Reach out to community groups and individuals.

-Build trust and inspire confidence about the goals and objectives of your activities.

-Involve the community members and work together during every aspect of the strategy.

## 3. ENGAGE OTHER PEOPLE AND INSTITUTIONS:

-Reach out to local government officials and the media. Present your goals and action plan, seeking their support and involvement.

## Create an Action Plan: Develop a detailed plan outlining the steps needed to achieve your advocacy goals.

### 1. MAP OUT ACTIONS:

-List the actions required to reach your goals. For instance:

- India: Conduct educational workshops and create scholarship programs for girls.
- South Africa: Develop community-based reporting and support systems for victims of child abuse.

### 2. DEVELOP INFORMATIVE MATERIALS:

-Create informative materials such as flyers, brochures, and social media posts. Use data from the KidsRights Index to support your arguments. Example:

- Philippines--: Highlight the country's score of 0.414 in the Right to Protection domain.
- Brazil: Use the score of 0.523 in the Right to Health to emphasize the need for improved healthcare access.

### 3. PLAN AND IMPLEMENT ENGAGING EVENTS AND CAMPAIGNS:

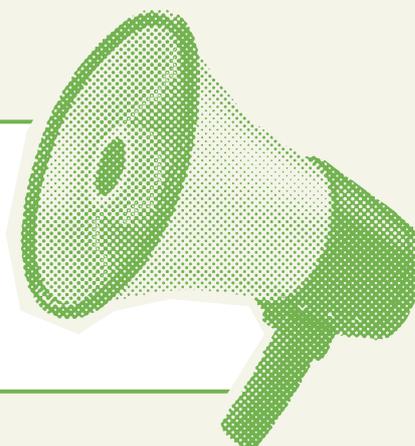
-These can be in the form of workshops, rallies, or school presentations.

-Use these events to raise awareness about children's rights issues and to mobilise the stakeholders. For example:

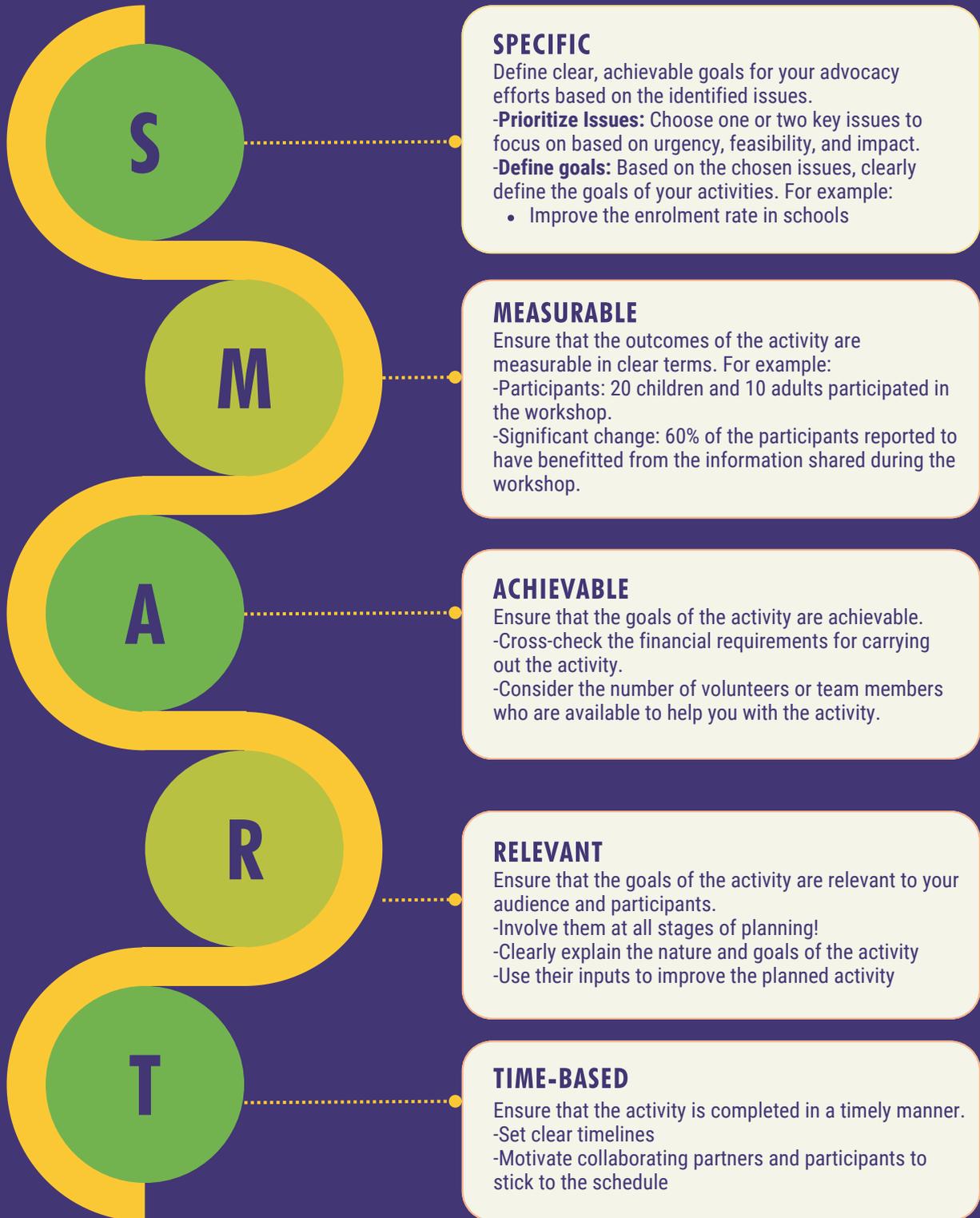
- Launch a social media campaign to raise awareness about child labour.
- Conduct health check-up camps in underserved communities.

#### WHAT CAN YOU DO?

- Speak about the identified issues during public speeches, youth councils and parliaments
- Use the findings of the Index to start a dialogue with your local and national representatives



## TIPS: PREPARE A SMART STRATEGY



**USE THE FOLLOWING TABLE TO PREPARE A SMART STRATEGY AND PLAN YOUR ACTIVITY**

QUESTION	RESPONSE
What is the <b>specific</b> goal of your activity?	
How will you <b>measure</b> the impact/success of your activity?	
Are the goals of your activity <b>achievable</b> or do you see any significant challenges?	
Is the activity <b>relevant</b> to the targeted stakeholders?	
Can you complete the activity in a <b>time-bound</b> manner?	

## Monitoring: Track progress towards your goals as you execute your planned activities.

### 1. MONITOR PROGRESS:

-Regularly review your progress against the set goals. Collect feedback from the community and stakeholders.

### 2. ADJUST STRATEGIES:

-Based on feedback and results, adjust your strategies to improve effectiveness. For example:

- If initial social media campaigns aren't reaching enough people, consider partnering with local influencers.
- If health camps are not well-attended, revise your outreach strategy.

## Reflecting and Reporting: Evaluate the impact of your advocacy efforts and share your findings.



### 1. EVALUATE IMPACT:

-Assess the outcomes of your actions against the initial goals.



### 2. REPORT FINDINGS:

-Prepare a report summarizing your activities, results, and learnings.  
-Share the report with stakeholders, the community through various means, including social media.



### 3. CELEBRATE SUCCESSES:

-Celebrate your achievements and recognize contributions from team members and supporters.

## ADDITIONAL RESOURCES

- KidsRights Index Website: [KidsRights Index] (<https://kidsrights.org/kidsrights-index/>)

- UN Convention on the Rights of the Child (CRC): [UN CRC] (<https://www.unicef.org/child-rights-convention>)