

# Advocacy

## Key Messages

- **GBV prevention, mitigation and response are life-saving components of humanitarian action.**
- **GBV is not always prioritized in humanitarian response** because of a lack of awareness about the issue and a lack of knowledge about how to address it.
- **Providing clear, consistent and accurate information and messages to those with influence** over resource allocation and humanitarian programming helps to draw attention to the problem of GBV from the very beginning of emergency response.
- A set of '**Issue Briefs**' have been developed for **UNICEF staff and management** to highlight important information and key messages about selected GBV-related topics.
- The Issue Briefs aim to demystify and **build understanding about GBV, GBV programming, and how it relates to UNICEF's mission** and other priorities in emergencies.

Gender-based violence (GBV) prevention, mitigation and response are **life-saving components of humanitarian action**. They are, however, not always prioritized in emergency response.

Donors, non-governmental organizations (NGOs) and UN agencies, including UNICEF, all agree that humanitarian stakeholders **need to do more to prioritize GBV prevention, mitigation and response** and better hold themselves and one another accountable for addressing GBV in emergencies.

Within UNICEF, **numerous reasons have been identified as to why GBV is not routinely prioritized** from the outset of an emergency. Some of these include:

- A lack of understanding about the problem of GBV, what it is, who it affects and why it's so important to address from the outset of every emergency;
- A perception that GBV is a complex issue that should only be addressed by specialists; and
- A lack of clarity regarding UNICEF's mandate, role and specific programming to address GBV.

Many of these problems can be resolved through **effective engagement with decision-makers and programmers** within UNICEF and within the wider humanitarian system.

Providing **clear, consistent and accurate information and messages** to those with influence over resource allocation and humanitarian programming helps to draw attention to the problem of GBV from the very beginning of emergency response. This, in turn, helps to mobilize resources and encourages all actors to take up their responsibilities toward GBV prevention, mitigation and response.

**Internal advocacy** is an important strategy for making sure UNICEF management and staff are informed about GBV; knowledgeable about how it relates to UNICEF's work to protect children's rights; and committed to allocating resources and implementing GBV prevention, mitigation and response programming in emergencies.

**External advocacy** across the humanitarian system with donors, governments, humanitarian leadership and clusters is another important strategy for ensuring GBV is appropriately addressed in emergencies.

To be able to advocate on behalf of girls and women for attention, resourcing and action to address GBV, UNICEF staff and management must have a sound understanding of the issue.

**Kit 3.7: Programming – Advocacy** provides information and key messages to build knowledge about the issue of GBV in emergencies; UNICEF's mandate and role in addressing it; and elements of UNICEF's response to GBV.

