

# UNICEF 2017 Report on **Communication for Development (C4D)**

Global Progress and Country Level Highlights Across Programme Areas

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## ACKNOWLEDGMENTS

UNICEF's Communication for Development Section / Programme Division, New York Headquarters, expresses its deep appreciation to all resource partners who contribute to its work to fulfil the right of all children to survive, develop and reach their full potential. Regular resources and thematic funding in particular provide for greater flexibility, longer-term planning and sustainability of programmes. These voluntary contributions reflect the trust resource partners have in the ability of UNICEF to deliver quality Communication for Development (C4D) programming across priority areas for children and families, especially the most marginalized, and have made possible the results described in this report.

This report is the result of collaboration among many individuals. Special acknowledgement is due to Kerida McDonald (Senior Advisor, Communication for Development) for spearheading, framing and coordinating inputs for the first Global C4D report, and to Regional C4D Advisors—Dennis Larsen, Diane Summers, Mario Mosquera, Natalie Fol, Vincent Petit, Gunter Heidrich and Violeta Cojocar— for their support and diligent liaison and follow-up with countries to fill gaps and validate the reports.

We would like most of all to recognize the work and inputs of all the C4D teams in the countries represented in the report: Afghanistan, Albania, Angola, Armenia, Azerbaijan, Bangladesh, Belize, Bhutan, Brazil, Burkina Faso, Burundi, Cambodia, Cameroon, the Central African Republic, China, Colombia, Comoros, the Congo, Costa Rica, Cuba, the Democratic Republic of Congo, the Dominican Republic, Egypt, El Salvador, Eritrea, Ethiopia, Fiji, The Gambia, Georgia, Ghana, Guatemala, Honduras, India, Indonesia, Lesotho, Iraq, Jordan, Kazakhstan, Kiribati, Kenya, Lebanon, Lesotho, Libya, Macedonia, Madagascar, Malawi, Mali, Mexico, Mongolia, Morocco, Mozambique, Myanmar, Nepal, Nigeria, Pakistan, Peru, the Philippines, the Republic of Moldova, Rwanda, Sao Tome and Principe, Solomon Islands, Somalia, South Africa, South Sudan, Sri Lanka, the Sudan, Swaziland, the Syrian Arab Republic, Tajikistan, Tanzania, Thailand, Timor-Leste, Turkmenistan, Uganda, Uzbekistan, Venezuela, Yemen, Zambia and Zimbabwe.

In particular, we would like to thank the UNICEF staff in country offices who assisted with the preparation of the case studies: Tania Sultana (Bangladesh), Geeta Sharma (Ghana), Eduardo Gularte (Guatemala), Carla Daher (Lebanon), Gloria Lihemo (Pakistan), Akiko Sakaedani Petrovic (Rwanda) and Anna Sukhodolska (Ukraine). Our sincere appreciation is extended to Amy E. Robertson (writer/editor) for her enthusiasm and diligence in refining, strengthening and shaping the C4D stories, and to Donna Rajeh (graphic designer) for her time, talent and commitment in laying out the report. We also would like to recognize Alexander Borg, consultant with the UNICEF Protection section who generously shared useful analysis of C4D-related items from his own review of Country Office Annual Reports (COARs). Finally, recognition goes to planning officers and focal points from each of the Sections in UNICEF's programme areas who are increasingly foregrounding the work of C4D, aligning this with programme priorities and who have facilitated incorporation of extracts of this report within the Global Thematic Annual Results Reports for greater visibility by multiple audiences.

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April 2018

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## FOREWORD

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There is an unprecedented level of interest in the international development community for more effective interventions and strategies to increase demand generation, facilitate social and behaviour change, and promote empowerment and community-led accountability across programmatic areas.

Historically, one of UNICEF's most important legacies has been the organization's contribution to 'social mobilization' to rally partners, donors, governments, religious bodies, professional associations, and community and youth organizations to demand and amplify results for children. In the context of the new Sustainable Development Goals, the information and communication revolution and the increase in number and severity of public health, natural and conflict-related emergencies, the need for acceptable and effective C4D strategies is greater than ever before.

Today, UNICEF aims to step up its leadership role in contributing to advancing the C4D agenda with approaches that leverage fresh insights from the growing evidence of behavioural science and with partnership initiatives that will help to ensure common standards and complementary approaches.

The following report summarizes how UNICEF and its partners have utilized Communication for Development strategies in their work during the period of UNICEF's Strategic Plan 2014-2017, with an emphasis on 2017. The report captures the impact of these accomplishments on children and the communities where they live. The report also reflects the tapestry of different facets of C4D – ranging from ensuring rights to sharing information, expression and participation to fostering behaviour change, promoting caregiving practices and abandoning harmful practices to achieving empowered communities and social movements that demand policies and protection – which all have the common aim of strengthening the ability to influence individuals, communities, institutions and policies in favor of development, gender equality and fulfilment of the rights of children and their families.

The report begins by providing a framework for C4D, specifying the definitions and Theory of Change which form the basis for UNICEF's C4D initiatives. It then provides an overview of challenges experienced both within UNICEF and the wider field of C4D and outlines a number of strategic priorities that have been set to address these and provide a clear roadmap for the way forward. The report ends with a selection of UNICEF's C4D initiatives, presented by sector/thematic area, as examples of best practices and innovation. Most of all, the report provides testament to the range of work and power of C4D to effect positive change and contribute significantly to results for children. We hope this first UNICEF Global C4D report will provide affirmation and inspiration to those supporting C4D initiatives either directly or indirectly both within UNICEF and among our collaborating and sponsoring partner agencies.



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