

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

Global Progress and Country Level Highlights Across Programme Areas

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ACKNOWLEDGMENTS

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FOREWORD

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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