

Plan

Plan works for and with 78 million* children in 50 low and middle income countries across Africa, Asia and the Americas. We focus on inclusion, education and protection of the most marginalised children, working in partnership with communities, local and national government and civil society. We are independent, with no religious, political or governmental affiliations.

*from Plan's Worldwide Annual Review and Combined Financial Accounts 2013

A World at School

A World at School is a digital mobilisation and communication initiative harnessing the efforts and energies of the many NGOs, teachers' organisations, faith groups, individuals and youth campaigners to make education a reality for all of the world's children.

YAG

The Youth Advocacy Group (YAG) consists of young people from around the world who strengthen momentum and increase support for the Global Education First Initiative (GEFI). The YAG moves forward GEFI's three main priorities - putting every child in school, improving the quality of learning, fostering global citizenship.

The YAG is supported by A World At School, Plan International, The Center for Universal Education at the Brookings Institution, UNESCO, UNFPA, UNICEF and Women Thrive Worldwide.

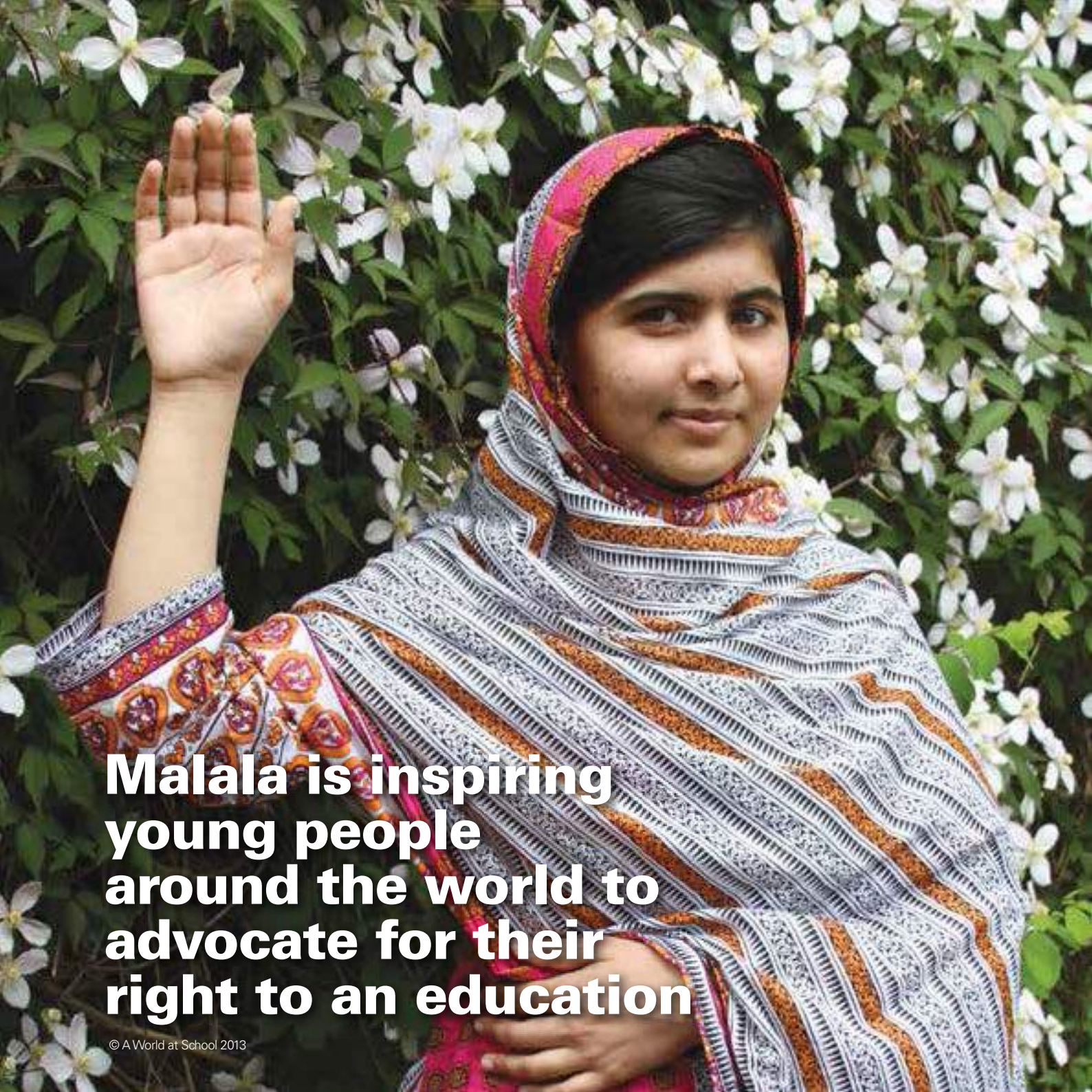
The stories and examples of advocacy in this toolkit are based on the experience and work of YAG members.

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Toolkit team and authors: James Edleston, Dan Smith, Sumaya Saluja, David Crone, Cherner Bah and Emily Laurie.



A young woman, Malala Yousafzai, is shown from the chest up, waving her right hand. She is wearing a traditional white shawl with intricate orange and black patterns, and a pink headscarf with a decorative border. She is standing in front of a dense background of white flowers and green leaves. The text "Malala is inspiring young people around the world to advocate for their right to an education" is overlaid in white, bold, sans-serif font on the lower left side of the image.

**Malala is inspiring
young people
around the world to
advocate for their
right to an education**

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by Rt. Hon. Gordon Brown, MP
UN Special Envoy for
Global Education

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Youth Empowerment through Arts and Media

I want to challenge you to support the greatest endeavour in history and one of the great civil rights struggles of our time. I challenge you to end the exploitation of child labour, the oppression of child marriage, the obscenity of child trafficking and the injustice of discrimination against girls by guaranteeing what no generation has ever managed to achieve before: the achievement of the basic right of every girl and boy to an education.

In 2000, the global community promised to achieve the Millennium Development Goal of universal education by 2015. Little more than a year before we are to achieve this goal, 57 million boys and girls across the world are still missing out on the opportunity to attend even one day at primary school. Of those fortunate enough to go to school, over 250 million are unable to read, write or do basic mathematics after several years of education. At the heartbreaking pace of progress under a “business as usual” plan of action, we stand to achieve our promise of universal primary education by 2086 - seventy years too late.

On the eve of the 2015 deadline, we have the opportunity to stand up for the millions of children around the world denied the right to education. In the final push to the end of 2015, we must convince governments to keep the promise made to millions of children around the world and deliver education for all.

All around the world, young people have mobilised to demand that world leaders deliver on this promise. I am continually inspired by the impact that these courageous young leaders have. Last year, backed by the millions of youth voices from over 100 countries, Malala Yousafzai delivered a petition for universal education in the first-ever youth takeover of the United Nations. Not only did the petition capture the world’s attention and imagination, it has produced results in country after country now taking education more seriously.

Young people are taking a stand to impact generations to come. Their voices are being heard - but your help is needed in this defining moment to make certain a fundamental human right is provided for all. This advocacy toolkit, prepared by Plan International, A World at School, The Youth Advocacy Group of the Global Education First Initiative with support from UNGEI and UNICEF, will provide you with the tools you need to join the millions of young leaders around the world in our campaign.

The world, having promised to achieve universal education by the end of 2015, has a deadline that we must meet. We can only do this with your support, mobilisation and commitment. Education has the power to change lives. And we have the power to make it possible for education to change lives.

Gordon Brown

Rt. Hon. Gordon Brown, MP

UN Special Envoy for Global Education



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Attendees at the youth takeover of the United Nations General Assembly raise their hands to support girls education



OUR VISION



We imagine a world where

EVERY CHILD

receives a good quality education

OUR AIM

WE AIM TO...

empower young people to advocate
for change so that all young people
can enjoy a quality education



This toolkit can help you plan and carry out
EDUCATION ADVOCACY

THIS TOOLKIT

This toolkit is for anyone who believes passionately in the power of education as a force for good in the world and the right for all children to get a good quality education, no matter where they are and what the circumstances.

We hope this toolkit will support you to carry out your own advocacy campaign.


If you are just beginning to think about taking action on education, you can work your way through the toolkit from start to finish. But you can also dip in to pick up useful hints or activities to help you carry out your existing plans. We know this toolkit doesn't cover everything you might need and we've tried to sign-post you to other resources where possible.

Included in here are lots of real stories of change, led by young people, from all over the world. We hope they inspire you. The young global movement for education is growing, and you can be part of it.

EDUCATION IN NUMBERS

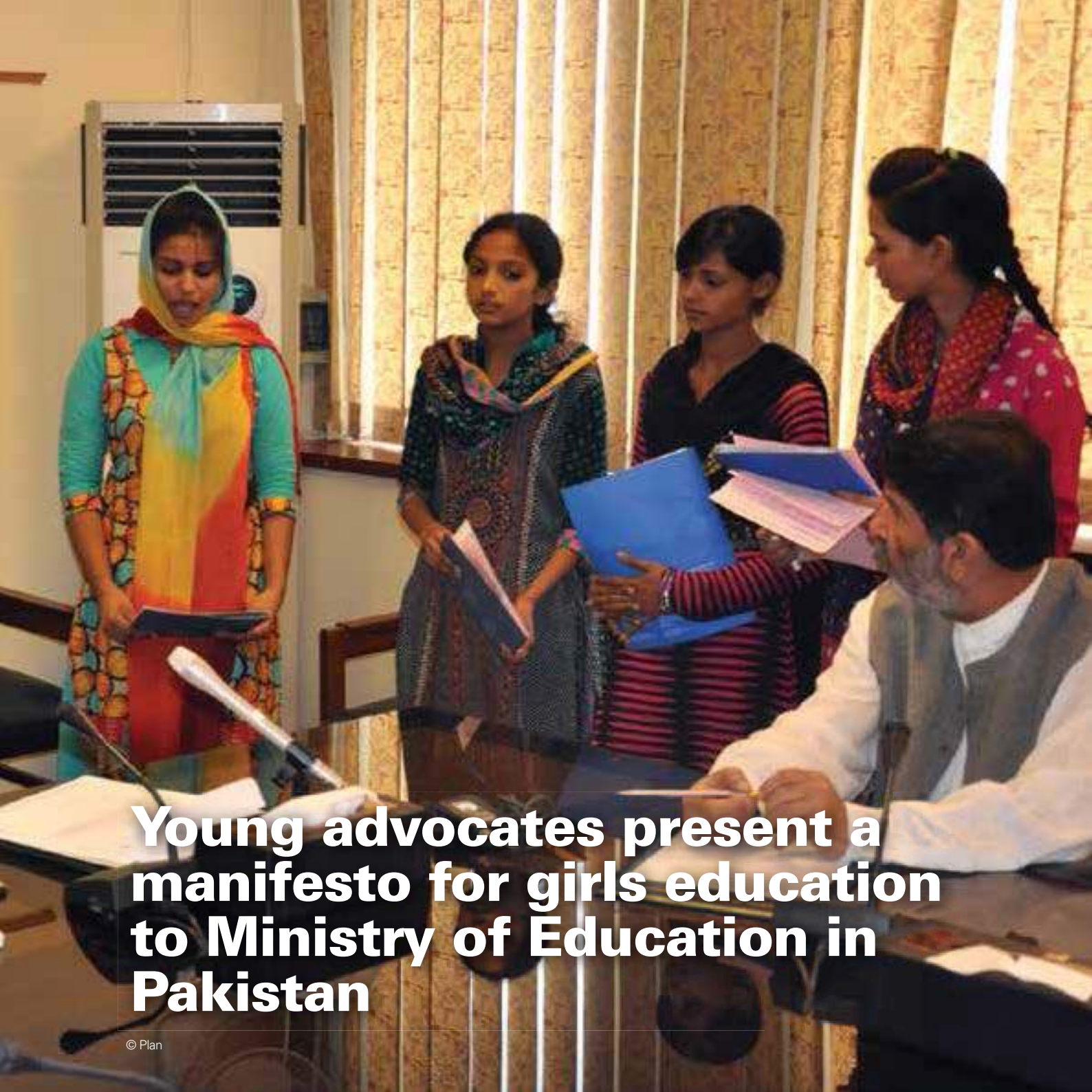
57 million children of primary school age are **are out of school**

THERE IS
A FUNDING
GAP OF
\$26
BILLION
FOR BASIC
EDUCATION



1 in **5**
girls
is denied an education

THE UNIVERSAL DECLARATION OF
HUMAN RIGHTS STATES THAT
“**EVERYONE** HAS THE
RIGHT TO EDUCATION”



Young advocates present a manifesto for girls education to Ministry of Education in Pakistan

WHAT IS ADVOCACY?



Advocacy is about:



Giving people a voice

about the issues that affect them.



Building evidence

on what needs to change and how that change can happen.



Positive change in society towards greater social justice and equality.



Influencing people with power

and changing how they think and act.

Speaking truth to power

Education advocacy might sound like this...

We

a youth group representing out-of-school girls

are calling for change

to investment in informal education for young mothers

because

the right to education is in our constitution, and research shows more girls in school means better health and wealth

we know

informal education is the number one priority for the girls in our community and we have the biggest impact for the investment

we can

do it because we have the plans in place, the networks, experience and support to deliver what is needed

make a difference

by supporting this initiative and help make a real change

BRILLIANT ADVOCATES



Shirin Ebadi

(Iran) Advocates for gender equality and children's rights.



Mahatma Gandhi

(India) Challenged injustice and inspired the world to change through non-violent action.



Ida B Wells-Barnett

(United States) Advocated for women's right to vote as well as African-American rights.



Martin Luther King

(United States)
Advocated for civil rights for black people in the United States.



Malala Yousafzai

(Pakistan) Advocates for access to education, especially girls.



Nelson Mandela

(South Africa) Advocated for the end of the apartheid in South Africa as well as for forgiveness.

SALATHIEL'S STORY OF BEING A BRILLIANT ADVOCATE

Securing education for Burundian orphans

After the Arusha peace agreements security conditions improved and schools started to open doors for children. However the school fees made them inaccessible to orphans, refugees and others whose families had been affected by the war.

"Like some of my friends, I had just lost both my parents during the civil war and I could not afford to pay for school materials and fees. I was suspended from class, with the worry that failure to pay fees for the trimester would result in expulsion."

Story from Burundi



2

Why should we be
punished because our
parents have been killed?
The country has a
responsibility to help us



3

ASSOCIATION OF ORPHANS
IF YOU ARE AN ORPHAN
JOIN US! IF YOU KNOW OF AN
ORPHAN EXPELLED FROM SCHOOL
TELL US!

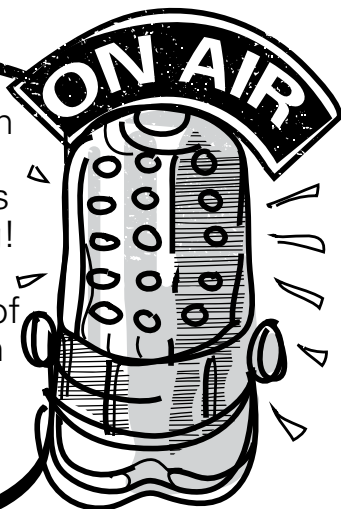
SIGN UP!

Clubs spread across the country...



5

We got on
the radio!
Word was
spreading!
Even the
Minister of
Education
publicly
endorsed
us...



6

"All orphans in the country
will be allowed to go to
school for free!"





**Students in Uganda
celebrating access to
quality education**

