

Federal Government of Nigeria- UNICEF Rolling Workplan 2014-15

Name of Programme: Communication and Advocacy

UNDAF Result Area

Outcomes

Outcome 1.3 Human Rights of Nigerians and Gender Equality are promoted and protected through reliable and timely monitoring and reporting mechanisms at Federal, State and LGA level, effective gender-responsive and age-appropriate redress measures, in an environment compliant with international standards, by 2017

Outputs

Output 1.3.3: Public, civil society, communities and media are empowered to advocate for, report and demand greater state promotion, respect, and protection of human rights and to form social engagement systems and networks to participate in equitable and sustainable social development through utilization of evidence-based social communication tools, channels and mechanisms.

UNICEF Programme Results

Outcome No15 : Higher quality programmes through results-based management and improved accountability of results.

Output No.64: The media, CSOs, donors, stakeholders have relevant quality information on the situation, rights of children in Nigeria and are advocating for the realization of these rights

Funding 2014-2015 (US\$)*			Amount (\$)
Outcome 1: (short Text)	Planned Budget		935,000
	Available Funds	RR	189,000
		OR	-
	Unfunded		746,000
TOTAL	Planned Budget		935,000
	Available Funds	RR	189,000
		OR	-
	Unfunded		746,000

* As of dd/MM/YY

Agreed by
Government Implementing Partner-1

Dr Sade Temu-Esan 5/3/14 *paesan*
Name Date Signature

Agreed by UNICEF Nigeria

JEAN GOUH 6/3/2014 *[Signature]*
Name Date Signature

Federal Government of Nigeria-UNICEF Media and External Relations Rolling Workplan 2014-2015

CPD Outcome : Higher quality programmes through results-based management and improved accountability of results.											
Outputs and Indicators	Planned Activities	Timeframe (in months)				Implementing Partner(s)	Planned Budget			Internal Information	
		1-6	7-12	13-18	19-24		Source of Funds	Budget Description	Amount (USD)	Specific Intervention Code	Generic Intervention Code
Output 1.3.3: Public, civil society, communities and media are empowered to advocate for, report and demand greater state promotion, respect, and protection of human rights and to form social engagement systems and networks to participate in equitable and sustainable social development through utilization of evidence-based social communication tools, channels and mechanisms.	Advocate to CEOs/owners of media organisations to increase time and space for child rights advocacy and create awareness on 15% airtime policy among them	x	x	x	x	Child Rights Information Bureau, Federal Ministry of Information, Nigerian Institute of Journalism, Nigerian Guild of Editors	RR/OR	UNICEF	60,000	08--08--06	08--08
	Increase the number of departments of Mass Communications from three to nine which have mainstreamed Child Rights Reporting in their curriculum	x	x	x	x	Child Rights Information Bureau, Federal Ministry of Information, Nigerian Institute of Journalism,	RR/OR	UNICEF	70,000	08--08--06	08--08
	Support the National Broadcasting Commission to provide legal backing of the 15% airtime policy for child rights programming in the broadcast media in four states	x	x	x	x	Child Rights Information Bureau, Federal Ministry of Information, Nigerian Institute of Journalism, National Broadcasting Commission	RR/OR	UNICEF	120,000	08--08--06	08--08
	Produce materials including an advocacy kit, events and visits to mobilize support for ownership of programme through fundraising to promote child-friendly social values in the private sector and maintain relations with donors.	x	x	x	x	Child Rights Information Bureau, Federal Ministry of Information,	RR/OR	UNICEF	100,000	08--08--06	08--08
Percentage increase in air time	Profile the situation of Nigerian children and mobilize support for UNICEF's country programme using UNICEF advocacy reports and special events/days.	x	x	x	x	Child Rights Information Bureau, Federal Ministry of Information, Federal Ministry of Women Affairs and Social Development	RR/OR	UNICEF	240,000	08--08--06	08--08
Number of school of journalism working with curriculum on child right reporting	Communicate recent data (evidence, MICS 2011, NDHS 2013) and information on children's issues and UNICEF programmes to media organizations, media practitioners, policymakers, civil society and the general public.	x	x	x	x	Child Rights Information Bureau, Federal Ministry of Information, Nigerian Institute of Journalism, Nigerian Guild of Editors	RR/OR	UNICEF	70,000	08--08--06	08--08
# of States which have laws on 15% airtime for child rights programming in the broadcast media	Monitor effectively the Nigeria media output, producing a daily media contribution on children issues and track UNICEF visibility and identify strengths and weaknesses in reporting and share with colleagues at NCO and FO levels.	x	x	x	x	Nigerian Guild of Editors	RR/OR	UNICEF	60,000	08--08--06	08--08
# Of CSOs, MDAs, Media with enhanced capacity and advocate on behalf of children											
# of stories published on UNICEF programme areas											

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Annex - Planned Budget/Government Contributions for Rolling Workplan 2014-2015

CPD Outcome: Higher quality programmes through results-based management and improved accountability of results.				
Output : Text. The media, CSOs, donors, stakeholders have relevant quality information on the situation, rights of children in Nigeria and are advocating for the realization of these rights				
	Planned Activities	UNICEF Planned Budget	Government Contribution	Total Budget (US\$)
1	Advocate to CEOs/owners of media organisations to increase time and space for child rights advocacy and create awareness on 15% airtime policy among them	60,000	6,000	66,000
2	Increase the number of departments of Mass Communications from three to nine which have mainstreamed Child Rights Reporting in their curriculum	70,000	7,000	77,000
3	Support the National Broadcasting Commission to provide legal backing of the 15% airtime policy for child rights programming in the broadcast media in four states	120,000	12,000	132,000
5	Produce materials including an advocacy kit, events and visits to mobilize support for ownership of programme through fundraising to promote child-friendly social values in the private sector and maintain relations with donors.	100,000	0	100,000
6	Profile the situation of Nigerian children and mobilize support for UNICEF's country programme using UNICEF advocacy reports and special events/days.	240,000	24,000	264,000
7	Communicate recent data (evidence, MICS 2011, NDHS 2013) and information on children's issues and UNICEF programmes to media organizations, media practitioners, policymakers, civil society and the general public.	70,000	7,000	77,000
8	Monitor effectively the Nigeria media output, producing a daily media contribution on children issues and track UNICEF visibility and identify strengths and weaknesses in reporting and share with colleagues at NCO and FO levels.	60,000	6,000	66,000
8	Collaborate with programmes to develop the skills of journalists and other communicators in communicating the state of children by programme and advocating for children's airtime and space to promote the rights of children efficiently and effectively.	140,000	14,000	154,000
9	Contribute human interest stories, videos and web stories to UNICEF global and country office communication platforms to profile the situation of children in Nigeria and UNICEF's role and achievements, as well as promote country office visibility.	75,000	7,500	82,500
Output Sub -Total		935,000	83,500	1,018,500