



**CVA**

Ciudadanía,  
Voz y Acción

Oficina Regional para  
América Latina y el Caribe

# CVA in Latin American and Caribbean Regional Office

## Regional Master Goal:

By 2016, Latin American and Caribbean Regional Office (LACRO) aims to directly empower and mobilize 3.7 million CAY and contribute to the well-being of 14.5 million CAY through advocacy and mobilization.

## Regional Cause:

“Protected children promoting a more just and secure society.”

## Participation and Mobilization Strategy:

With the Citizen, Voice and Action (CVA) Methodology, LACRO will organize and mobilize Children, adolescent and Youth (CAY) networks to empower youth leaders to undertake deliberate actions to address injustice and violence, achieving impact at the local, regional and national level.

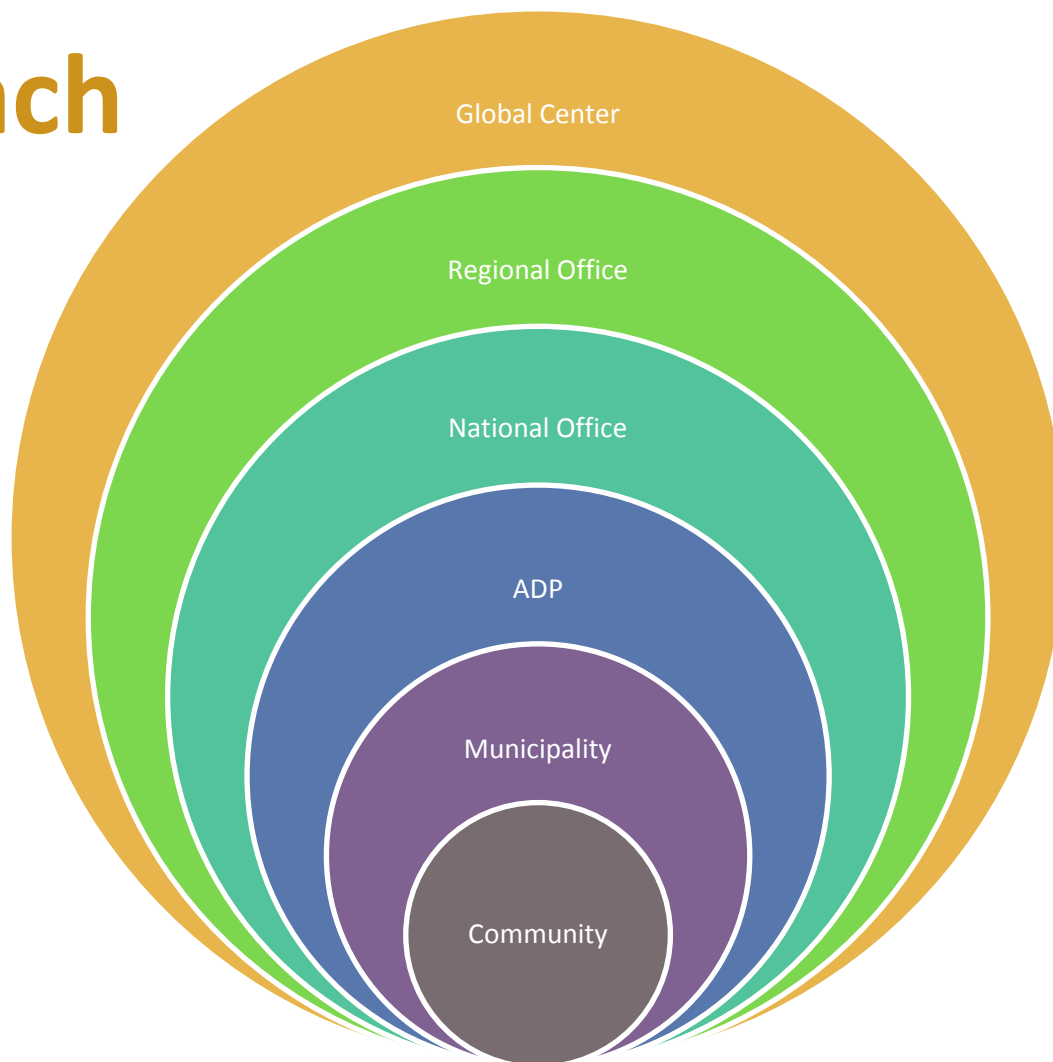
# CVA in LACRO NOs and ADPs



# Social Accountability and CAY in Latin American and Caribbean

- The Latin American and Caribbean Region is characterized by:
  - High levels of inequality and violence
  - With structural and social problems magnified in CAY
- Children, adolescents and youth compose more than 50% of regions demographics.
- Children, adolescents, and youth have the potential and are already propelling social change in the region.
- A young region is synonymous with immense potential to increase human capital, decrease inequity, and ensure the fulfillment of human rights, especially children's rights

# CVA Outreach



**SALUD  
INFANTIL  
PRIMERO**  
Juntos salvando vidas de  
millones de niños y niñas

## CVA & Child Health Now (CHN) Campaign

In its third year, CHN is operating in five countries within the Latin American and Caribbean Region:

Brazil, Bolivia, Honduras, Mexico and El Salvador.

And in late 2012, Guatemala and the Dominican Republic

**CHILD  
HEALTH  
NOW**  
Together we can end  
preventable deaths

CHN supports communities so that they can raise their voices regarding their right to quality healthcare and exert pressure on national governments to meet their responsibilities concerning children, mothers, families and communities nationwide in their respective countries.

CVA is a local level advocacy approach prioritized within CHN to assist communities in monitoring and evaluating health services in their community.

Example Issue Areas:

Maternal Health

Teenage Pregnancy

Inequality in Health Services

# Adaptations of CVA



# CVA

## in Latin American and Caribbean

### Child Protection and Mobilizing Youth Outside WV's Traditional Program Areas

Through leadership development, training, and mentoring from adult role models, youth organized in church groups and at universities will be equipped and inspired to mobilize around child protection issues and lobby governments to address the underlying causes of poverty and violence, which also affect the opportunities and life chances of their generation.

### Post- Millennium Development Goals Agenda

CVA will foster the leadership of youth, motivating them to engage in and mobilize broader civil society and lobby decision-makers on the issues of the Millennium Development Goals and development of the post-2015 agenda , which in turn affect the well-being and future opportunities of children, adolescents and youth.



# Vision for CVA in LACRO

The Citizen Voice & Action (CVA) Methodology is implemented in 100% of LACRO National Offices to promote the mobilization and participation of CAY to address and create solutions for issues affecting their lives

WV LACRO deepens its expertise on social accountability and increases engagement and resources, so that NOs and CAY can lead key coalitions/alliances.

Using the CVA methodology, more than 1 million CAY will be positively impacted by the indelible contributions the methodology has outcomes of services, such as education and health, at the community, municipal and national level

# CVA Resources & Materials in LACRO

Videos:  
VCP – Peru  
MJPOP - Brasil

Documents:  
MJPOP Manual  
VCP Manual  
PACAL Brochure

From Global Center:  
GC Guidance Notes in  
Spanish  
GC Field Guide in Spanish

[www.cvalacro.wikispace.com](http://www.cvalacro.wikispace.com)

