International Advocacy
ONLINE WORKSHOP
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IFFD
INTERNATIONAL FEDERATION FOR FAMILY DEVELOPMENT

Advocacy Plan on Urbanization (Day 2)

1. Establish measurable objectives.

Every citizen of an urban area has the right to a safe, healthy, inclusive and prosperous environment. Safety in public areas during day and night must be guaranteed to all people.. Different age groups in a city should be integrated by initiating social programs and community projects combining older and younger generations. This will help strengthen social ties, as well as create an involved community with lower violence rates.

2. Define key messages.

- City planning is a primary condition for their healthy development
- Given the increase in urbanization, the family perspective must be included in urban and structural planning to encourage family-optimized urban settings.
- Stronger intergenerational solidarity leads to greater well-being in society
- To achieve quality of life in cities, it is important to consider within urban development plans the needs of the different generational groups and vulnerable groups.
- Girls and women face extra difficulties, such as abuse and intimidation, in urban areas. Social control can contribute to a solution for this problem.

3. Determine the communication activities to deliver key messages.

Beyond main messages, it is paramount to consider their social transmission. In this regard, local changemakers should stimulate their authorities to adhere to the Venice Declaration and other similar projects that guarantee inclusive, safe, sustainable, and resilient urban spaces. Moreover, policymakers should create a database with their urbanization strategies, results, and learnings, especially family-related, to strengthen the partnership at all levels. Parallel to it, neighborhoods may organize meetings to identify challenges and opportunities in their communities. In the digital world, social media must be used to promote women's equality, family support, and elderly inclusion. Also, public figures should endorse these issues in all communication means, including those consumed by the elderly population. However, to employ these activities, a discussion about resources is needed.

4. Decide what resources are necessary to complete each activity.

Considering the fact that huge amounts of resources are required in order to both integrate different age groups and strengthen intergenerational solidarity in urban development, family perspective should be implemented in all legislations, policies and programs. Therefore, some essential means could be acquired through fundraisers or through cooperation with local authorities and international organisations. Moreover, another issue of high significance is to make living conditions favorable to families within urban areas. And this goal might be achieved by supporting public-private partnerships in the maintenance of public spaces.
Authorities should also raise people's awareness with regards to the family's role in improving the well-being of children and securing sustainable development for municipalities and entire countries. Organising social events and organising public meetings with famous people may have an impact on all members of society.

5. Establish a timeline and responsible party for each activity.

There is a need to begin by making a context analysis to check which measures and projects are already present within a city, region or country, and map the cities' deficiencies/opportunities. In the same vein, to identify rural territories where the elderly and women are much more vulnerable, in order to implement in those areas all of the planned strategies.These strategies should guarantee the safety for migrant families, improve local economies and strength intergenerational solidarity.

Social media influencers, famous footballers, public figures and celebrities should be made to buy into the project then champion the campaigns through hashtags and setting up of challenges. This should promote dialogue with the government and legislative decisions in the long term. The public-private partnerships should be engaged in the maintenance of public spaces giving opportunities of sponsorships by companies with the offer of providing brand visibility in return. The Family Associations would guarantee the continuity of these initiatives and these strategic plans developed which touches and safeguards all the points concerning the needs of families within a city.
Promotion of interdisciplinary studies by research groups would develop possible city scenarios and there would be discussion and conclusions of the finds which would aid decision making by the policy makers.

6. Fix how to evaluate whether you have reached your objectives.

To check whether the various pre-established objectives have been achieved and if there have been improvements, we must first of all establish measurable and effective indicators that allow us to compare the situation before and after the introduction of the measures and that can help us to establish whether an urban setting is optimized for families or not.

It will be important to implement monitoring and evaluation methods such as surveys to check the quality of projects and degree of satisfaction of participants of all ages, including people in vulnerable situations. For example, by measuring the quality of life within communities and the degree of satisfaction of essential goods.

In addition, it will be necessary to carry out research on what are the changes that have occurred within the legislation and the new policy measures introduced.