

Engagement Plan

1. G20 Leaders and Government Representatives

- **Direct Advocacy Meetings:** Arrange bilateral meetings with key government officials during G20 and related events, such as the upcoming New York event, to present the Children in G20 Policy Pack.
- **Policy Briefs and Position Papers:** Develop concise, evidence-based policy briefs highlighting the importance of including mental health and children's rights in G20 recommendations, tailored to the interests and priorities of each country.
- **High-Level Events and Roundtables:** Organize high-level side events and roundtables at G20 summits to directly engage leaders in discussions, showcasing successful case studies and best practices from member countries.
- **Strategic Partnerships:** Collaborate with influential G20 member states that have shown commitment to mental health and children's rights, leveraging their support to influence the broader group.

2. Civil Society Organizations and Social Impact Networks

- **Coalition Building:** Strengthen alliances with key civil society organizations and networks like C20 and G24 Impact to amplify advocacy efforts and create a united front on mental health and children's rights.
- **Joint Advocacy Campaigns:** Launch joint campaigns, including petitions, social media drives, and public statements, to raise awareness and put pressure on G20 leaders.
- **Resource Sharing and Capacity Building:** Provide resources, toolkits, and training sessions to equip CSOs with the skills and knowledge needed to effectively advocate for the inclusion of mental health and children's rights in G20 policies.

3. Private Sector and Social Investors

- **Public-Private Partnership Forums:** Host forums and workshops that bring together private sector leaders and social investors to discuss innovative financing models, such as blended finance and outcome-based partnerships.
- **Showcasing Impact:** Highlight case studies of successful private sector investments in mental health and children's initiatives, demonstrating the potential for positive social and financial returns.
- **Investment Opportunities:** Develop investment prospectuses and impact investment opportunities tied to the Policy Pack recommendations, making a clear case for the business and social value of investing in these areas.

4. Children, Adolescents, and Youth Leaders

- **Youth Engagement Platforms:** Create platforms, such as youth councils or advisory boards, where children and young people can actively contribute to discussions and decision-making processes related to G20 policies.
- **Storytelling and Testimonials:** Use personal stories and testimonials from youth affected by mental health challenges to humanize the issues and make a compelling case to G20 leaders.
- **Youth Advocacy Training:** Provide training and resources to empower young people to advocate for their rights and needs, equipping them with skills in public speaking, policy advocacy, and digital activism.

5. Media and Public Communicators

- **Media Briefings and Press Releases:** Regularly issue press releases and hold media briefings to keep journalists informed about the group's progress and key events, such as the New York strategic meeting.
- **Op-Eds and Thought Leadership:** Place op-eds and opinion pieces in major media outlets that outline the importance of mental health and children's rights, authored by group leaders and allies.
- **Social Media Campaigns:** Leverage social media platforms to disseminate key messages, using hashtags, engaging visuals, and short videos that can go viral and reach a broad audience.

6. Academics and Researchers

- **Research Collaborations:** Partner with leading academic institutions and researchers to generate evidence and reports that support the inclusion of mental health and children's rights in G20 discussions.
- **Expert Panels and Webinars:** Host webinars and expert panels featuring top researchers to discuss findings and policy recommendations, linking academic insights with advocacy goals.
- **Data-Driven Advocacy:** Use data and evidence from research to craft compelling arguments that resonate with policymakers and other stakeholders, ensuring that advocacy efforts are grounded in solid evidence.

7. Multilateral and International Organizations

- **Formal Alliances:** Form formal alliances with multilateral organizations such as the United Nations, WHO, and World Bank to gain their support and endorsement for the Policy Pack recommendations.
- **Joint Initiatives:** Collaborate on joint initiatives, reports, and events that highlight the intersections between mental health, children's rights, and other global priorities such as climate change and education.

- Leveraging Global Platforms: Utilize global platforms like the UN General Assembly and World Economic Forum to present and advocate for the inclusion of mental health and children's rights in broader international agendas.

8. Local Communities and Grassroots Organizations

- Community Consultations: Conduct consultations and focus groups with local communities to gather insights and ensure that policy recommendations reflect on-the-ground realities and needs.
- Local Advocacy Campaigns: Support grassroots organizations in running local advocacy campaigns that align with the G20 Policy Pack, providing them with materials and resources to engage local stakeholders.
- Capacity Building: Offer training and capacity-building workshops to grassroots organizations, enabling them to effectively advocate for mental health and children's rights within their communities.

