

**Champion the issue
that you want to be
known for**



Happy New Year to you all!

How do we, as a network of Christian organisations, begin to influence our city on behalf of children? That is the question I want to pose this time around.

As Viva we are increasingly using 4 headings to describe the effectiveness of networks:

1. The ability to **connect** churches and Christian organisations in the area that serve children.
2. The ability to train and **build the capacity** of those with whom we connect.
3. The ability to engage multiple groups to work together in **collective action** in order to have a bigger impact on children.
4. The ability to use our combined voice and strength of numbers to **influence our cities**, both in terms of authorities but also public opinion.

On this latter point you have already started; by simply gathering people from across the city together you will have already developed a reputation. (Of course we have to work hard to make sure that reputation is a good one!)

Through the **World Weekend of Prayer** we have already infiltrated many churches with the message to care for children at risk. Through the commitment cards and media messaging of the **Good Treatment Campaign**, we have each made a start in reaching the general public to demonstrate love to their children.

Each network has a main theme or strategic focus. In the case of the **Patna network** in India their main theme is combating discrimination against girls. **Have a read of the attached one-page document that describes a relatively simple event that they held a couple of months ago.**

I want to challenge you this year to plan an event in your city where you can raise the profile of your

work and **champion the issue that you want to be known for**. I believe every network large or small can do something – it just takes some thought and initiative. You can do it!

Blessings

Brian

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