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INTRODUCTION

Working Together for Children’s Rights

Civil society organizations are a fundamental part of the work UNICEF carries out on behalf of children around the world. Civil society groups have been indispensable partners since our inception. They have contributed not only to implementing programmes locally but also to advocating for better national policies and to elevating children to the top of the global development agenda. In fact, it was in part due to civil society efforts that UNICEF was established in 1946.

Today, the persistence and dedication of these groups helps to ensure that children’s rights continue to be promoted and strengthened internationally and nationally. As UNICEF renews its focus on improving the lives of the most disadvantaged children, families and communities, we know that a key part of our success is due to the contributions of our partners throughout civil society.

There are endless activities, activations and initiatives that can be done to acknowledge and celebrate 30 years of the Convention on the Rights of the Child (CRC30). This toolkit provides some options for partners, these ideas can serve as inspiration and can be adapted to your organization and local context. As always, you are encouraged to liaise with your local UNICEF Country Office.

We look forward to our continued work together to ensure that every child has every right fulfilled now, and for generations to come.
INTRODUCTION

Making the CRC30 Matter for Children

The 30th anniversary of the Convention on the Rights of the Child (CRC30) is a unique opportunity to accelerate results for children. UNICEF offices and its partners around the world are already advocating for important child rights policies and pledges from their partner Governments on locally-determined issues. This toolkit is designed to provide the guidance, tools, resources and inspiration to help UNICEF offices and partners link their national and global activities and to achieve the best results for children.

UNICEF partners strategy aims to increase action on fulfilling child rights with a ‘glocal’ approach. Globally, UNICEF is advocating for a collective, voluntary ‘global pledge’ by UN Member States to implement the CRC in the SDG era. The format and timing of the global commemoration is the subject of Member State discussions and the decision on the outcome of the event lies with them. UNICEF and partners are currently on standby to support a voluntary ‘Global Pledge’ that would commit Member States to implementing child rights in the 21st century, including by linking the CRC explicitly with their SDG implementation.

The goal is for Heads of Government to participate in a CRC30 event during UNGA and endorse a ‘global pledge’. At the regional, national and local levels, UNICEF offices and partners are pursuing targeted advocacy to achieve specific, concrete commitments to action to realise child rights from Governments. Some of the most tangible change for children happens in their communities and societies, where UNICEF and partners are working locally.

Global communications, events, assets and initiatives for the CRC30 anniversary will emphasize the empowerment of under-18s to claim their rights and celebrate the role of children as agents of change. With video content, photographic essays, media moments and social media content UNICEF will highlight the way that inspiring children are standing up for their rights, and ask audiences, ‘what will you do?’

Objectives

Through public engagement in global media and digital channels, we will inform, engage and mobilise adults to ADVOCATE for child rights.

Through child and youth participation in events and initiatives we will ensure more under-18s CLAIM their rights and are EMPOWERED to make change.

Through UN Member-State Advocacy we will encourage UN Member States (jointly at the SDG Summit during UNGA) to make a fresh GLOBAL PLEDGE to implement the CRC, including by explicitly linking the CRC to the SDGs.

Through Regional, National and Local Advocacy, UNICEF offices around the world will ensure Regional Bodies, national and local governments make fresh REGIONAL, NATIONAL AND LOCAL commitments to realise the CRC, through concrete policy action and investments in children.

Through working in Partnership with CSOs, FBOs, businesses, coalitions and advisory groups, we will ensure more Civil Society and Private Sector Partners recognise their capacity to influence child rights.

Through demonstrating Thought Leadership, including through original data analysis and research, we will affirm UNICEF’s position as an influential thought leader and catalyst for action on child rights.
INTRODUCTION

World Children’s Day

World Children’s Day is UNICEF’s annual day of action for children, by children.

Every year on November 20th – to mark the adoption of the Convention on the Rights of the Child – UNICEF advocates, raises awareness and raises funds for the most pressing issues facing children.

This year – the 30th anniversary of the CRC – is extra special. From Auckland to Amman, New York to Nairobi, kids will take over and turn the world blue in support of child rights.

World Children’s Day is a fun day with a serious message.

Objectives and Vision

Thanks to the work of UNICEF Country Offices, Regional Offices, National Committees and partners, we have now undertaken two successful World Children’s Days – helping to establish the commemoration as a global unifying moment for children’s rights.

Kids have taken over everything from National Assemblies, President’s offices, football teams, newspapers, businesses, and even the United Nations. Global influencers, including our Goodwill Ambassadors, have come out in full force to support – along with more than 100 partners and 178 UNICEF offices in 2018. Last year, we added the unifying visual identifier of the colour blue and – from classrooms to offices to iconic landmarks – the world turned blue in support of children’s rights.

As the day continues to grow and awareness spreads, we have the opportunity to turn 20 November into an even more globally recognised and impactful day for children. In the same way there’s a Father’s Day and Mother’s Day – World Children’s Day has the potential to become a huge global day, raising millions, attracting significant corporate and political engagement, with millions around the world taking action for children on 20 November.

Kids Takeovers remain at the heart of World Children’s Day and will continue as the primary call to action. On 20 November, kids will be taking over high-visibility roles across media, politics, business, sports and entertainment, shining a spotlight on children’s rights. The colour blue should be incorporated throughout all activations to visually link all the activities happening around the world.

On World Children’s Day, kids are taking over and turning the world blue for child rights!

Linking World Children’s Day and CRC30

This year, we are leveraging the opportunity of the 30th Anniversary of the CRC so that for every child, every right is fulfilled. The yearlong CRC30 initiative will culminate on World Children's Day, when children and young people stand up for their rights and hold leaders to account. UNICEF offices and partners are encouraged to be brave and bold and seize this opportunity to advocate on critical child rights issues in their country, even if the issues are difficult.

Feel free to send any questions, comments and feedback to CRC30@unicef.org and/or WCD@unicef.org.
CRC30 CREATIVE THEME, NARRATIVE & MESSAGING

Communications and multimedia assets for CRC30 will use the creative theme of ‘children speaking truth to power’. Assets will highlight children and young people claiming their rights and celebrate the role of children as agents of change. Inspired by youth-led social movements across the world, and using the voices of real children, campaign assets will convey the message:

“children are standing up for their rights, what will you do?”

The tone of the creative theme is active, brave, urgent and inspiring and the audience should take away the feeling “I am inspired and I need to do something”.

For Every Child, A Childhood

Thirty years ago, world leaders made a promise to every child to promote and protect their rights by adopting the United Nations Convention on the Rights of the Child – an international agreement on childhood. The Convention became the most widely ratified human rights treaty in history and helped transform children’s lives. Governments have taken actions to ensure more children survive, develop and have decisions taken in their best interests, fewer suffer discrimination and more can participate in their societies. But not every child enjoys childhood. Millions still suffer violations of their rights when they are denied adequate healthcare, nutrition, education and protection from violence, among others.

Childhood Today: New Threats, New Opportunities

Thirty years on, child rights have not changed - they have no expiry date. But childhood has changed. In 1989, there was no world wide web, climate change was not fully understood and there were fewer protracted conflicts displacing populations. The rise of digital technology, environmental changes and mass migration are creating new threats, and new opportunities, for children to realise their rights. We must work together to seize those opportunities and identify solutions to old and new threats standing in the way of the realisation of child rights.

Children are Standing Up for Their Rights. What will you do?

Today, it is children who see these new challenges and opportunities most clearly. Young people are speaking out for their right to an education, demanding an end to discrimination, marching against violence in schools, striking for action on climate change, campaigning for digital reform and calling on leaders to protect their future. Children are telling us, loud and clear, it is time for every child, to have every right. Children are standing up for their rights. What will you do?
KEY MESSAGES – WORLD CHILDREN’S DAY

World Children’s Day – celebrated on 20th November – is UNICEF’s global day of action for children, by children. It is a fun day with a serious message.

- Every year, to mark the adoption of the Convention on the Rights of the Child (CRC), UNICEF advocates, raises awareness and raises funds for the most pressing issues facing children.
- World Children’s Day shines a spotlight on Article 12 of the CRC, which guarantees every child has the right to be heard, to participate, and to play a role in the civic life of their society.

This year – the 30th Anniversary of the Convention on the Rights of the Child – is extra special. We celebrate thirty years of child rights, and demand that every child, has every right.

- Thirty years ago, world leaders united around a common cause and adopted the CRC, an international agreement on childhood, that helped transform children’s lives.
- Thirty years on, child rights have not changed, they have no expiry date. But childhood has changed. Urgent, concrete action is needed to protect and promote the rights of every child, now, and for future generations.

From Auckland to Amman, New York to Nairobi, children are taking over and turning the world blue in support of child rights.

- Yearlong CRC 30th Anniversary initiatives will culminate on World Children’s Day when children and young people call on leaders to fulfil their commitments to realise children’s rights by taking concrete actions.
- Children will ‘take over’ high-visibility roles in media, politics, business, sport, and entertainment usually held by adults to shine a spotlight on issues that matter to them.
- Across the world, children will help turn the world blue – at school, on the streets, on social media, in boardrooms and on sports fields.

Children around the world are standing up for their rights. What will you do?

- National Summits for Children will be held in major capitals around the world, where children will hold leaders to account for the promises and commitments they have made to uphold and fulfil children’s rights.
- UNICEF and partners will celebrate refreshed commitments made by Governments to realise child rights and showcase the work being done to include children as critical stakeholders, change agents and torchbearers of the CRC and SDGs.
ADVOCACY
GLOBAL PLEDGE & NATIONAL ADVOCACY

A Global Pledge

Heads of State will be asked to demonstrate their commitment to implementing child rights in the 21st century as part of a global commemoration, the format and timing of which is the subject of Member State discussions and the decision on the outcome of the event lies with them. UNICEF and partners are currently on standby to support a voluntary ‘Global Pledge’ that would commit Member States to implementing child rights in the 21st century, including by linking the CRC explicitly with their SDG implementation.

Why link CRC30 to SDG implementation?

This year, governments are taking stock on the SDGs for the first time since their adoption in 2015. We hope to use the parallel moments of reflecting on SDG progress and reflecting on CRC progress to demonstrate the links between the CRC and the SDGs and accelerate action on both the child rights agenda and Agenda 2030. As governments operationalize the SDGs, there is an opportunity to infuse the normative principles established through the CRC within sustainable development efforts. The CRC and SDGs, when implemented and achieved, both translate to progress for people, including the youngest citizens of the world.

What are we trying to achieve nationally?

Our ultimate goal for the CRC30 initiative is to increase or accelerate action to fulfil child rights. To achieve this we hope to secure refreshed commitments to implement the CRC, at the global, regional, national and local level. While UNICEF HQ teams are in regular discussions with Member State missions to the UN, UNICEF Country Offices and National Committees are approaching their partners in national government.

There are three main asks UNICEF office has been encouraged to take to their government partners:

• ASK 1: As a Member State: please endorse a ‘global pledge’ affirming commitment to fulfilling child rights
• ASK 2: As an individual Head of Government: please define and implement a concrete and specific policy commitment to children
• ASK 3: As an individual Head of Government: please offer a public expression of your commitment to child rights

Partners are encouraged to get in touch with your local UNICEF office to find out more on national advocacy efforts, and how partners can contribute to both the global pledge and securing national commitments for children.
HOW TO ACTIVATE
KIDS TAKEOVERS

Why Do A Kids Takeover

On World Children’s Day, UNICEF offices and partners are encouraged to organise Kids Takeovers of media, government, businesses, schools and other institutions which are normally run by adults.

Kids Takeovers are at the heart of World Children’s Day, and the ideal expression of our commitment to making it a day of action for children, by children. A Kids Takeover is a way to manifest the core principle of children’s rights that every child has the right to be heard, to participate and play an active role in their society.

Kids Takeovers shouldn’t just be a stunt or photo-op. Takeovers provide children and young people with a chance to explore their rights in a fun way and to gain a better understanding of how decisions are made. It is also an opportunity to voice their concerns and propose solutions that are meaningfully listened to and implemented by adults and decision makers.

Kids Takeovers are meant to be fun but must leave children feeling empowered and motivated to engage further with child rights, not feeling that they have been used for a publicity stunt and that their views will be largely ignored. For adults, kids takeovers are an opportunity for meaningful engagement with children and an opportunity to hear children’s views and perspectives as the experts on childhood today. Most importantly, takeovers should involve children and young people from start to finish and ensure child safeguarding.

Takeover Ideas

Media

• Kids Takeover on TV
  • Reading headlines, doing the weather report, sports news, as reporters for a story.
  • Following a media training/workshop, kids can be given an opportunity to report on an issue they care about, or interview an inspirational youth leader, and present it on the news.

• Kids Takeover a Newspaper
  • Writing articles or op-eds, taking photos
  • Kids can be included in editorial meetings to help shape the content of an issue of the newspaper

• Kids Takeover the Radio
  • Takeover as radio DJ, host a radio programme, interview guests.

• Kids Takeover Social Media
  • Kids takeover social channels, partners social channels, National Ambassadors social channels, etc. and use the platform to discuss issues that matter to them and their peers

Politics

• Kids Takeover as President, Prime Minister, First Lady, Ministers or Mayors for the day
  • This can take the form of shadowing for the day, attending meets or press conferences, handover of ideas from children, announcing a new policy, interview.
  • During election years, including children and young people’s voices in debates between candidates can be powerful.

• Kids Takeover of Parliament or National Assembly
  • Does your country have a Children’s Parliament that could hold a session on or around 20 November? Could children and young people hold a session with politicians focused on issues they care about and present recommendations?

Sports

• Kids Takeover a Sports Match
  • Kids as referees or umpires, coaches, commentators, etc.
  • Organise a match with professional (or retired) players and children and youth. This should be an inclusive event with children of all different abilities.
KIDS TAKEOVERS

Entertainment

• Kids Takeover as bloggers
  • Kids can write blogs or take over well-known blogs.
• Kids Takeover Concert/Talent Show
• Kids Takeover March/Parade/Colour Run
• Kids Takeover – Activate Talk
  • Full guidance here.

Business

• Kids Takeover as CEOs and in the Office
  • Can the Kid CEO make a commitment to implement child-friendly business principles?
  • Kids takeover key roles in the office like creative director, head of social media, etc.
• Kids Takeover a Board Meeting
  • Kids chairing the board of directors to discuss issues that matter to them and present recommendations. The board could then review and institute one (or more) of the decisions made by the children.
  • This could link to the Early Moments Matter campaign for family friendly policies in business.
• Kids Takeover the Stock Exchange
  • Kids ring the opening/closing bell at the Stock Exchange.
• Kids Takeover Iconic Roles
  • Kid Pilot, Kid Doctor or Nurse, Kid Chef, Kid Astronaut, Kid Police, Kids in customer facing roles in retail, etc.

Schools

• Kids Takeover as Teachers
  • Students share their expertise, skills or ideas by running a workshop for other students
  • An exchange of roles between teachers and students, fostering empathy and mutual respect
• Kids Takeover their Class
  • A lesson on the CRC (through World’s Largest Lesson)
  • Ask students what opportunities they would like to have in school to demonstrate their right to be heard

More information on involving schools in CRC30 and WCD in the World’s Largest Lesson section.

TURN THE WORLD BLUE

Everything You’re Doing – Just Add Blue

Blue is the visual element that connects all World Children’s Day activations, making it recognisable across the globe, and is the thread that can be adapted and integrated into any planned activities – from takeovers to events. By incorporating blue on World Children’s Day, you are showing your support for children and children’s rights.

Blue can be incorporated in many ways, subtle or bold. A few ideas:

• Have kids wear blue when they are doing takeovers or at school
• Light up iconic buildings and landmarks blue
• Ask politicians to wear a blue tie, a blue lapel pin, etc.
• Decorate the space with blue accessories and blue branded materials
• Get staff involved – hold a blue-themed event inviting staff’s children to take over the office
• Planning a march, parade or run? Why not make it a blue colour run or a blue parade!
• Get creative through face paint, stickers, stamps, anything blue goes…
Staying Green While the World Turns Blue

UNICEF is strongly committed to reducing the environmental impact of its operations and facilities. This commitment also translates into being mindful of the environmental impact of events and activities. Take into account the following environmental considerations before, during, and after your event and consider the waste that will be generated during each part of your event. By preventing or reducing the waste and litter, we will provide a model for others to follow. Greening questions?

Before the event: prevent waste at the planning stages - most of the ecological footprint reduction can be achieved through good planning:
- Check for borrowed, rented or second hand special equipment
- Avoid printing when possible, and when printing is necessary, use double-sided recycled paper
- Design reusable print materials by avoiding one-time dates and slogans and laminate items to keep them in good condition
- Avoid single-use decorations. Balloons? They go up to the sky and end up in the ocean
- Ban single-use plastics from your event

During the event, be vocal and keep the sustainability goals of your event visible.

After the event make as if you were never there! Make sure everything is cleaned up after the event and no waste is left behind.

NATIONAL SUMMITS FOR CHILDREN

Across the UNICEF family, plans are being made for ‘National Summits for Children’. Almost 30 Country Offices and National Committees have already shared their exciting plans to convene summits, where leaders from Government, Business, Civil Society and Faith Communities will come together to mark the anniversary and give children centre stage.

Many of these national summits will highlight and celebrate refreshed commitments made by Governments to realize child rights and showcase the work being done to include children as critical stakeholders, change agents and torch bearers of the CRC & SDGs. A national summit for children is the ultimate ‘kids takeover’ and offers an opportunity for children to speak about their priorities, holding leaders to account for their pledges to fulfill the rights of every child in their country.

Partners are encouraged to reach out to local UNICEF offices to see how they can help support planned National Summits for Children.

A GLOBAL CELEBRATION

It is envisioned that a commemorative event will take place on the morning of 20 November 2019 in New York, with a program of activities that showcase the role of children as agents of change. This will enable the UN community to witness a moment of unity through the children participating in national summits and events around the world. Details are subject to decisions by Member States emerging from the modalities resolution process which is underway.

LINKING THE CRC TO KEY CHILDREN’S ISSUES

The core principles of the CRC are at the heart of all our work and programmatic priorities. All communications during this year should be linked to children’s rights.

Uprooted: It is a core principle of the Convention that every child has rights, without discrimination of any kind (article 2). A refugee or migrant child is a child, no matter what, and just like any other child, they have a right to special care and protection until they are 18 years old. Too often, refugee and migrant children are denied their basic rights. UNICEF is calling on Governments to ensure that every refugee and migrant child is protected from xenophobia and discrimination, has equal access to health and learning, respect for their right to a family and a legal identity, respect for their right to be protected from all forms of violence and exploitation and is offered practical, safe alternatives to detention.

Every Child Alive: It is a core principle of the CRC that every child has the right to life, survival and development (article 6). Key to child survival is the right to enjoyment of the highest attainable standard of health (article 24). Yet, in 2017, an estimated 5.4 million children died before the age of five, including 2.5 million newborns, many victims of illnesses or diseases that could have been easily prevented or treated if they had had access to affordable, quality care. UNICEF is advocating for the right to affordable, quality care for all mothers and children, and working towards Universal Health Coverage (UHC) so that every child survives and thrives.
#EndViolence Against Children (EVAC): The Convention on the Rights of the Child says that every child has a right to be protected from all forms of physical or mental violence (article 19) while in the care of anyone who legally has the care of the child, whether that is their family, or an institution such as school. Further, it is a core principle that every child has the right to be heard (article 12). Over a million children have spoken out and told us what it will take for them to feel safe in school – resulting in the #ENDViolence Youth Manifesto. It gives a voice to children around the world, who are calling for students, parents, teachers and governments to take concrete actions to help make schools safer.

Early Moments Matter: The CRC states that every child has the right to life, survival and development (article 6), and the foremost institution in society for the protection and development of the child is the family. Supporting parents to nurture children in the first stage of life, with good nutrition, play and care is critical to fulfilling this right. The CRC also obligates governments to provide services to support working parents (article 18). When business employment practices require adults to work long hours, lack flexibility or do not adequately remunerate parents for time away or provide support services, it can mean parents do not have the means or capacity to provide this care themselves or to access safe, high quality childcare. UNICEF is calling on governments and businesses to invest in family-friendly workplace policies that support working parents to give their children the best start in life and fulfil every child’s right to development.

Immunization: The CRC obligates states to make every effort to ensure every child has the right to life, survival and development (article 6) and that every child has the right to enjoy the highest standard of health (article 24). In the last few decades, significant efforts have been made to reach every child with life-saving vaccines. In 2017, 9 in 10 infants around the world were protected with life-saving vaccines. Despite significant progress, more work remains. Some 20 million children worldwide are still missing out on the benefits of full immunization, leaving them unprotected from dangerous and deadly diseases. In countries with weak health systems, often children are missed out because of unavailability of health services. UNICEF is calling on governments to commit to ensuring the right of every child to health is fully realized through full immunization as part of a package of quality health services for women and children, no matter where they live.

Nutrition: A key aspect of the CRC is that every child has the right to life, survival and development (article 6). The CRC also underscores the right of every child to enjoy the highest standard of health – specifically highlighting the need to combat malnutrition and guarantee the provision of adequate nutritious foods (article 24c). Despite immense progress, nearly half of all deaths in children under 5 are attributable to undernutrition. Undernutrition puts children at greater risk of dying from common infections, increases frequency and severity of infections, and delays recovery. UNICEF is working to ensure that every child receives sufficient quantities of nutritious food, protecting and promoting their right to survive and thrive.

Education: The CRC clearly outlines the importance of education, stating that every child has a right to education and quality learning opportunities (article 28). However, globally, at least 175 million pre-primary age children are currently not enrolled in pre-primary education. In addition, an estimated 262 million children, adolescents and youth of primary and secondary school age are out of school. UNICEF is working with partners to develop educational systems that provide learning opportunities from early childhood on through adolescence, to prepare every child with the knowledge and skills needed to thrive as adults.

WASH: It is a core principle of the CRC that every child has the right to enjoy the highest standard of health – specifically highlighting the right to clean drinking water and basic hygiene and environmental sanitation (article 24 c&c). Still, 2.1 billion people do not have access to safe water and 4.5 billion people do not use safe sanitation. Clean water, basic toilets and good hygiene practices are essential for the life, survival and development (article 6) of children. To fulfil every child’s right to clean drinking water, UNICEF is calling for the development of sustainable water and sanitation systems for all.

Child Marriage: Although the CRC does not explicitly address child marriage, several articles cover its harmful consequences. The Convention states that every child has a right to be protected from all forms of physical or mental violence and abuse (article 19) and every child has the right to be free from sexual abuse and sexual exploitation (article 34). The convention also promises every child the right to education (article 28). Approximately 650 million girls and women alive today were married before their 18th birthday. Girls who marry before they turn 18 are more likely to experience domestic violence and are less likely to remain in school. UNICEF is working with partners to accelerate action to end child marriage and protect every child’s rights.
DIGITAL ASSETS & RESOURCES
MULTIMEDIA

CRC30 Signature Video:

“Just a Kid” is the signature video for the 30th Anniversary of the Convention on the Rights of the Child. It celebrates youth activists who have gone against the grain and taken the responsibility of advocating for their own rights. In spite of being “Just A Kid”, these youth have successfully fought to raise awareness, open meaningful dialogue, and create change. Now they are asking adults around the world to act and uphold the Convention on the Rights of the Child. It is a global multimedia asset which expresses the central message: “Children are standing up for their rights. What will you do?”.

The video deliverables include both 16x9 for traditional video players, as well as a 1x1 square size for social media optimization. Each size will be released in mixed and international versions. All video assets will be available on WeShare here.

Photography packages:

1. CRC30: ‘Then’ and ‘Now’ in photos

Photographic diptychs representing articles from the Convention on the Rights of the Child with photos from circa 1989, matched to photos from today. For use in full-colour to contrast film versus digital capture, in order to highlight the progress made on rights implementation globally. The diptychs are designed to be used across multiple channels and in various contexts, including exhibitions, social media materials, photos essays and other web content.

2. ‘Childhood Today: New Threats, New Opportunities’ package

Photos linked to the ways in which the world has changed in the last 30 years that make the anniversary so important. The photos look at the biggest challenges to the future of childhood i.e. climate change, mass migration, digital rights, prolonged conflict, education, identity, mental health.
SOCIAL MEDIA AND WEB

Social Media Pack

The first social media pack for CRC30 includes:

- A signature video which celebrates children standing up for their rights and challenges adults to join them in taking action.
- Posts to build understanding and support for individual rights.
- A video of David Beckham reflecting on his childhood and 30 years of children’s rights.

Download all content, editable files and full guidance here.

You are welcome to customize global content with photos and stories from your country, and to adapt the call to action to serve your national advocacy objectives.

Hashtags

#ForEveryChild is the global hashtag for all social media posts related to CRC30.

Where possible, please use the hashtag in its modular form, accompanied by a message on rights.

For example:
#ForEveryChild, the right to learn.
#ForEveryChild, the right to be heard.
#ForEveryChild, the right to protection
#ForEveryChild, every right.

#WorldChildrensDay is the hashtag for posts about the day and related activations.

Please do not use #GoBlue. While we are continuing the success of ‘blue’ brand activations, we won’t use the ‘Go Blue’ phrase or hashtag.

Web

The CRC30 campaign page (available in EN, AR, ES, FR and CH) will tell the story of 30 years of the Convention and the need for action for today’s children and future generations. It will provide visitors a range of actions from watching the flagship videos to signing the global petition and learning more about the Convention.

Through to World Children’s Day, the campaign page will be updated with new content and to reflect major milestones, including displaying highlights of activations from our offices and partners around the world and the pledges made by world leaders.

The website features pages including:

- CRC30 campaign page - find out about the most widely ratified human rights treaty in history and take action for child rights.
- Child rights and human rights explained - what are human rights and the need to single out child rights into its own convention?
- How the Convention on the Rights of the Child works - find out more on joining, implementing and monitoring the world’s most widely ratified human rights treaty?
- History of child rights - international standards on child rights have advanced dramatically over the past century – explore the milestones.
- Frequently asked questions on the Convention on the Rights of the Child - your questions on the Convention answered.
- Resources on the Convention on the Rights of the Child - resources and research about the Convention and child rights.
This factsheet provides facts and figures, case studies and good examples for how the CRC has changed children’s lives for the better around the world over the past 30 years.

In the 30 years since the adoption of the Convention on the Rights of the Child (CRC), the lives of millions of children have been improved through the progressive realization of rights and fulfillment of obligations enshrined within the Convention and its three Optional Protocols.

Children across the world have been recognized as individual rights-holders of those rights inherent to the human dignity of all people. Children have equally been recognized as having the right to special protections and safeguards from those that constitute the duty-bearers in their lives and communities.

Normative and Policy Level Advancements Made Since The Adoption of the CRC

The CRC has inspired Governments to change laws and policies to further the realisation of children’s rights. For example:

• By 2015, the CRC was fully incorporated into the national law of 48 percent of all countries (94 countries over 197 countries), either automatically or by a separate piece of legislation.

• 54 states have achieved corporal punishment prohibition in all settings, including the home. 56 more states have committed to reforming their laws to achieve a complete legal ban.

• By 2015, almost all countries had passed national laws requiring school attendance at the primary level, with over 100 countries guaranteeing at least nine years of free and compulsory education.

• There is steady progress towards national ratification of the CRC’s Optional Protocols with a total of 176 states party to the Optional Protocol on the Sale of Children, Child Prostitution and Child Pornography; and 168 states party to the Optional Protocol to the Convention on the Rights of the Child on the Involvement of Children in Armed Conflict.

• In 2010, the eight South Asian governments committed to the rights of children to an environment free from all forms of violence, abuse, exploitation, neglect and discrimination through the establishment of the South Asia Initiative to End Violence Against Children (SAIEVAC).

• In 1990, Brazil followed ratification of the Convention with a new Statute of the Child and Adolescent based on its principles.

• In Egypt, UNICEF supported the amendment of the Child Law, harmonizing the minimum age of marriage for both sexes at 18. Additionally, since 2008, female genital mutilation/cutting has become a criminal act. Between 2008 and 2014, the percentage of girls aged 15-17 who suffered from FGM/C declined from 74% to 61%.

• The CRC was the first international convention ratified by South Africa, leading to changes such as the prohibition of corporal punishment and development of a separate juvenile justice system.

• 40 Child Friendly Cities in Guinea (reaching approximately 11% of the population under 18) promote the right to identity, which has resulted in modernization of the birth registration process in nine municipalities.

• Nearly, 5,000 Rights Respecting Schools in the UK (reaching over 1.6 million children) embed children’s rights in daily school life and empower children to be resilient, active global citizens.

• Burkina Faso created a Children’s Parliament to review proposed legislation, in response to the principle of participation set forth by the Convention.

• In Spain, all 274 Child Friendly Cities (reaching more than 1/3 of the population under 18) have established child and youth councils to ensure regular consultations with children and young people on key issues affecting their lives.

• In the Republic of Korea, more than 60 municipalities are engaged in the Child Friendly Cities Initiative, which has resulted in 55 municipalities incorporating child rights into local legislation.

• Morocco established the ombudsman for children within the National Institute to Monitor Children Rights to promote and protect children’s rights.

An extensive list of regional, national and local examples on the impact of the CRC is available here.
Changes In Children’s Lives – UNICEF and the CRC

These normative and policy level advancements have had a clear and measurable impact on children’s lives as per the examples listed below:

- **Child protection:** The prevalence of child marriage is decreasing globally with several countries seeing significant reductions in recent years. Overall, the proportion of women who were married as children decreased by 15 per cent in the last decade, from one in four to approximately one in five. To end the practice by 2030 – the target set out in the Sustainable Development Goals – progress must be significantly accelerated. Without further acceleration, more than 150 million additional girls will marry before their 18th birthday by 2030.

- **Education:** In 1989, around 364 million or 30% of children (of primary- to upper-secondary school age) were out of school, compared to 262 million or 18% of children in 2017, showing a reduction of 103 million out-of-school children during this time period.

- **WASH:** Between 1990 and 2015, the world saw a decrease of 400 million people practicing open defecation.

- **Nutrition:** Between 1990 and 2018 the world saw an estimated 40% decline in the number of stunted children under five years of age (from 253 million in 1990 to 149 million in 2018).

- **Survival:** Between 1989 and 2017 the world saw an estimated 58% decline in the number of under-five deaths (from 1 in 11 children under age 5 in 1989 to 1 in 26 in 2017).

- **HIV:** Since 1990, a scale-up in the coverage of treatment to prevent HIV transmission from mother to child has translated into a reduction of the number of children newly infected with HIV at birth or through breastfeeding. Since 1990, 1.8 million HIV infections have been averted due to the prevention of mother-to-child transmission, including the provision of lifelong antiretroviral treatment for pregnant women living with HIV. Since the peak of the epidemic, there’s been a 58% reduction in new infections among children under five years of age.

- **Immunization:** In the last few decades, significant efforts have been made to reach every child with life-saving vaccines. Over the last two decades, the number of additional children immunized increased by 30% from 89 million to 116 million. In 2017, 9 in 10 children around the world are protected with life-saving vaccines. Despite significant progress, more work remains. Some 20 million children worldwide are still missing out on the benefits of full immunization, leaving them unprotected from dangerous and deadly diseases.
2019: A Year of Action for Children’s Rights

The 21st century has brought forth new challenges in the form of, inter alia, climate change, rapid urbanization, over-exploitation of natural resources, protracted conflict and humanitarian crises, forced displacement, and enduring multi-dimensional and inter-generational poverty. However, it also brings opportunities for our renewed collective and concerted action with, and for, the 21st century child. In sum, the Convention has never been more relevant than it is today:

- **Children Uprooted:** Around the world, tens of millions of children are on the move – 28 million of them driven from their homes by conflict and insecurity, and millions more migrating in the hope of finding a better life. Far too many encounter danger, deprivation and discrimination along their journeys, including because of their origin or migratory status. Far too many cannot see a doctor when they need to, or lose one or more years of school. The universal mandate of the CRC, clearly stating that a child is a child, no matter what, and that all children having the same rights “without discrimination of any kind”, is more relevant than ever for migrant and displaced children.

- **Children in conflict zones:** The number of countries with violent conflicts is the highest it has been in the last 30 years. One in four children live in countries affected by conflict or disaster. In 2017, nearly 27 million children have been forcibly displaced by violence and conflict, including 10 million child refugees and an estimated 17 million inside their own countries. Attacks on children continue unabated. From Afghanistan and the Central African Republic to South Sudan and Syria, warring parties are flouting one of the most basic rules of war: the protection of children. Thirty years since the adoption of the Convention on the Rights of the Child and 70 years since the four Geneva Conventions – the international legal bedrock to protect civilians in war – it’s time to say “Enough! Stop attacks on children in conflict zones.”

- **Children online today - digital challenges:** A child dies every five minutes as result of violence. One in three students aged 13-15 experience bullying. Increasingly, this violence is amplified online. Since the birth of the Web 30 years ago, it has never been easier for bullies and others who would harm children and young people to pursue and have 24-hour access to them online. The CRC was also born 30 years ago, promising to protect the rights of every child. Re-committing to it today means ensuring that the Web is a safe space, one that empowers children and young people to seize their rights and realize their full potential.

- **Climate Change:** More than half a billion children live in areas with extremely high flood occurrence and 160 million in high drought severity zones. Moreover, almost 300 million children live in areas with the most toxic levels of outdoor air pollution – six or more times higher than international guidelines. Without action, the impacts of climate change will only exacerbate in the future. It is estimated that, by 2040, 1 in 4 children will live in areas of extreme water stress. Children are particularly vulnerable to the impact of climate change, as it hinders their right to enjoy good health and nutrition, receive quality education without disruption, and grow in safe environment. The heightened risk of exposure to environmental hazards also impedes children’s physiological and cognitive development, which could affect the lifelong outcomes. Climate change is infringing on children’s right to survive and thrive as such, which is all the more urgent that all State Parties reaffirm their commitment to the Convention of the Rights of Children, take account of the importance of natural environment as explicitly stated in the Preamble of CRC, and build on the key momentum created by the Paris Agreement to put children’s right at the center of all climate action.

An extensive list of regional, national and local examples on the impact of the CRC and remaining challenges is available [here](#).
UNICEF will take an in-depth look at the child rights achievements of the past three decades, the challenges that remain, and the opportunities that exist to consolidate progress and accelerate change – especially in the context of a rapidly changing world. This publication, prepared by DRP, will include an original, retrospective piece of data analysis of trends in key areas over the past 30 years, since the adoption of the CRC in 1989, looking at where great progress has been made, and where it has not, in fulfilling child rights.

Themes and issues being considered for inclusion, subject to the availability of data, include: drivers of under-5 mortality including changes to climate and environment, progress on providing universal health coverage, access to quality education and nutrition, public spending and the realisation of child rights and gaps and inequalities in income, gender, and urban versus rural advantages and disadvantages as they relate to child rights. In some cases, the data will enable us to project a ‘look ahead’ and offer foresight on future trends, challenges and opportunities. It will ask ‘what works?’ and seek to understand what drives advances in child rights, what impedes them, and what stakeholders can and must do to better fulfil children’s rights in the next 30 years.

A forward-looking series of ‘perspectives’ on future childhood in the next 30 years will consider new dimensions to child rights, considering how global trends present new challenges and new opportunities for children to realise their rights in the 21st century. The aim is to publish a series of provocative ‘thought pieces’ that look at available evidence and insights to predict some of the greatest threats and challenges for child rights emerging in the 21st century and rally the child rights sector to seek answers for children. Influential thinkers will be invited to co-author these sections of the report and contribute to the perspectives on the future of childhood and child rights in the next three decades.

To the extent that it is possible, attempts will be made to ensure the data analysis and future ‘perspectives’ cover all regions and have relevance for children living in developing and developed contexts. Efforts will be made to provide usefully disaggregated examples, to enable the regionalisation of press and multi-media materials for the report launch.
SCHOOLS & WORLD’S LARGEST LESSON

World’s Largest Lesson (WLL) is aligned with CRC30 to celebrate and empower children across the world to realise their right to participate in discussion and take action towards a sustainable world.

The new lesson, “Writing the Future of Childhood: For Every Child, Every Right”, encourages students to discuss the meaning of childhood, introduces them to children’s rights and invites them to envisage the future they desire for all children and choose a creative way to express this. By spotlighting the linkages between the SDGs and the CRC, students will recognise and fulfil their right to influence this future and take action for it.

The learning resource suggests ways for students to take action and takeover in their school and communities on 20 November for World Children’s Day, show the world they are aware of their rights and how they are shaping the future by acting towards the achievement of the SDGs.

The lesson is supported by a “A Guide on How to Teach the United Nations Convention on the Rights of the Child” to support teachers in enabling students to realise their rights.

Resources are available in English, French, Spanish, Arabic, Russian and Chinese here. An editable English version is also available for additional translations. We encourage these resources to be shared as soon as possible so that teachers can include them in their annual academic curricula.

This lesson is designed to be both a stand alone resource, something to complement other school resource as well as in informal education settings, such as youth groups. This way we can truly create the World’s Largest Lesson.

Questions? E-mail Marina Echegaray, Global WLL Coordinator
CHILD & YOUTH PARTICIPATION
OVERVIEW

Participation is a fundamental human right and serves to build capacities, strengthen confidence, promote democratic engagement, and enhance policy making. The right of children to participate in decision-making is stated in Articles 12-15 of the Convention, and it is the obligation of the state to create the conditions for meaningful participation for children.

On the 30th Anniversary of the CRC the participation of children and adolescents is more critical than ever. It is only through the direct participation of children and young people that the issues of most concern to them can be identified, and effective solutions developed. The CRC30 provides an opportunity to reposition children and young people at the centre of the conversation, as drivers and partners, empowering them to become central players in their own lives and communities.

“Engagement” is closely linked to “Participation” though differs in being a broader articulation of the public-facing aspect of participation. Engagement includes both these deeper and more sustained activities as well as broader ones.

There are three main objectives in terms of child and youth participation for CRC30:

- Promote CONSULTATION with children and adolescents about their views on CRC30
- Facilitate children and young people’s PARTICIPATION in CRC30 engagement and advocacy initiatives
- EMPOWER them as agents of change, who can defend and claim their rights from duty-bearers.

Building on the 2030 Agenda principle “Leave no one behind” and UNICEF Strategic Plan 2018-2021 commitment to build a better future for every child, all activities should be inclusive and engage boys and girls from the most marginalized groups, including children with disabilities, and ethnic minorities.

All of the child and youth participation activities for CRC30 relate directly to the three features of participation:

- Space: conducive, inclusive and safe spaces to access information and build awareness about their rights, form an opinion, discuss among peers, prepare to express it -> through consultations
- Voice: a channel to express their voice to peers, adults and society -> through child and youth participation activities
- Audience: adult decision-makers take into consideration their views e.g. parents, peers, teachers, local and national politicians, media -> through national forums

All this happens in the Enabling Environment (blue circle), comprised of the following components:

1. Laws & Policies: incorporating the right of participation into policies, providing the necessary budget
2. Skills & Capacities: foundational (e.g. basic literacy and numeracy) and transferable (e.g. problem-solving, communication, critical thinking), in addition to awareness of rights.
3. Social Norms: positive norms which allow adolescents to voice their opinions and have a say in decisions It also applied to positive social norms around children and adolescents with disabilities, stigma-free environment.

The environment and these features support:

4. Influence (yellow circle): children and young people’s views are given proper consideration and any decision that is subsequently made is reported back to them with an explanation of how and why it was made in the way that it was. This influence goes on to change the enabling environment, creating a self-reinforcing change.

For more information see Conceptual Framework for Adolescent Participation and for a practical tips on engaging children and youth with disabilities, please see “Participation Guidance- Take us Serious.”

UNICEF definition of adolescent participation:

Adolescent girls and boys form and express their views and influence matters that concern them directly and indirectly.
10 Questions to Guide Child & Youth Participation

1. **What is your objective?** Be clear about what you want children and youth to know, feel and do. Without a clear objective, engagement can feel tokenistic.

2. **Is it integrated?** Be clear on how children and youth’s inputs can help us and them undertake communication and advocacy. If not, it can deflate their expectations and contribute to disillusionment.

3. **Whose issue is it?** Be honest about whether there is a synergy between your and their priorities. The best-case scenario is where our agenda is informed by what children and youth genuinely care about, which can include children’s rights.

4. **Children and Youth – who exactly?** The CRC covers children defined as under 18 years old. Adolescents are 10-19 years old, and youth are 15-24 years old. Be aware of which ages are represented, and also of the protection issues with different ages and the inclusion and representation of marginalised groups, such as children with disabilities and ethnic minorities.

5. **What are you asking children and youth to do?** If we ask children and youth for their views and ideas, we need to be open to using them. When engaging children, ensure that information is presented in child-friendly language and format. Also consider the needs of all participants and provide information in accessible format. For example if you have participant who is blind, they may need materials in Braille.

6. **What’s the incentive?** Clarify why children and youth should partner with you, and if possible ask them what would draw them to us. There are so many other options about there, what can we offer that others can’t? What skills will the children and youth develop?

7. **Partners?** Look at which partners have credibility and trust with children and youth, and are best at delivering our objective.

8. **Have you involved children and youth and ensured marginalised groups are represented?** Involve children and youth, including those with disabilities, at all stages: planning, execution, evaluation. This may mean committing funding to inclusive participation e.g. children may be accompanied by parents or a personal care assistant.

9. **Are you selecting the right platform?** This could be a new space or site or one that is popular with children and youth. Whichever platform you use, consider the safeguarding implications to ensure a safe and empowering experience and accessibility for all children and young people.

10. **Skills, know-how, resources?** Engaging children and youth takes time and effort, and you need to consider whether you have the capacity to fully deliver. If we initiate something, they expect us to respond. There are many resources and expertise on hand to consult.

Most importantly, always consider safety, security and privacy issues before engaging with children or youth. See the resource [Ensuring Child Safeguarding](#)
IN-COUNTRY CONSULTATIONS

Childhood in 2019 looks very different from childhood in 1989 when the CRC was signed, and it will look very different again in another 30 years. To promote an inclusive and respectful CRC30 process, it is essential to understand the perspective and opinions of children in relation to the CRC. This will help us to address their priorities and concerns, and orient our own understanding of how to best fulfil their rights. This responds directly to the participation feature of space, allowing children and youth to form their opinions and discuss and express their views.

Here is a suggested process for the consultations:

- **Clarify whether a consultation actually needs to be done:** Start with data and information that already exists: It is recommended that you draw on existing surveys or data with children and young people, as the information might already exist through child and youth consultations, SITANs, surveys etc. undertaken by UNICEF, other agencies or civil society organizations.

- **Identify what you want to find out about and what your objectives are:** If there is no existing information on the issue(s) you’re interested in or you or children and youth see a gap in the data, clarify what area(s) of childhood you want to find out about and why.

- **Decide on your overall approach and methods for the consultation:** Consultations could take a variety of forms and should match what is feasible for your office to undertake between now and November. Here are some suggestions:
  - Online or offline surveys or polls, such as through mobile and digital-messaging platforms
  - Online consultations with an open or closed group e.g. Facebook group
  - In-person consultations and focus group discussions
  - Conduct research through existing networks such as youth networks, child rights committees, youth and student councils
  - Consultation incorporated into existing exercises such as Voluntary National Review of SDGs, State Parties Report on the CRC

- **Clarify any ethical or confidentiality issues:** It is essential that the child/youth consultation contributes positively to the realization of children’s rights and that it does not have any unintended negative consequences for children or adults who are directly involved or otherwise impacted. Before committing to a consultation with children and youth, ensure that this can be implemented in a way that is consistent with child rights and inclusion principles. See Ensuring Child Safeguarding for more details.

- **Collect and analyse the information, ideally with children and youth:**
  - **Promote equity:** does your consultation apply a gender and equity lens, taking into account the perspectives of girls and the most disadvantaged children and young people?
  - **Train children and youth in research, critical thinking and advocacy strategies:** do they need support to participate in this step?
  - **Share power among adult facilitators and young researchers:** how much say do children and youth have in key decisions and steps in the process and are they paid attention throughout the process?
  - See UNICEF Innocenti Adolescent Research Briefs.

- **Give feedback to the children and young people who participated:** this is another dimension of meaningful participation and a way of closing the loop on the process, demonstrating that the process was not simply extractive but collaborative. Different methods could be used: news and social media announcements, presentations during youth forums and meetings, dissemination of summaries through networks.

- **Use your findings to inform the next phase of engagement and recommendations for the National Summits:** Get in touch with your local UNICEF office, to find out how the findings of your consultation can be used to inform the next steps and the type, focus and messaging of engagement activities, including National Summits.

- **Reflect on the process:** Record aspects of the consultation that worked well and note what you would do differently in the future.
Supporting children and young people’s regional or local engagement can be done in a variety of ways, but with the common spirit of educating, empowering and generating opportunities to take action. Below are suggestions for how you can engage children and young people towards the specific aims for CRC30. Whether you are an Organization of Persons with Disabilities (OPD), student and youth council, a child and youth network, a faith-based organisation or any other kind of civil society organization, bear in mind that collaborating with partners and existing networks will be key to ensuring maximum impact.

Children and Youth Activate Talks

**Goal:** To bring together children and youth, innovators, experts and thought-leaders to showcase the latest solutions on the major issues confronting marginalized children and young people.

**What is it?** Activate Talks are an advocacy tool inspired by TED and Ignite talks. Each event has a theme and brings together 4–6 speakers, who present for 5 minutes, followed by discussion. Each event should last approximately one hour. Under the umbrella of CRC30, children and youth could share personal stories of activism or triumph in relation to their rights, with the goal of inspiring others to act. To make the talks especially interesting in 2019, consider forming partnerships with national media outlets in order to introduce these young leaders to a wider audience.

**How do I get involved?** Find out whether your local UNICEF office is organizing an Activate Talks and get in touch with them to explore how you can contribute. Alternatively, you can consider organizing your own Activate Talk (or even series of Talks!).

The talks could be followed by a session that invites the audience to network with each other and local organizations working on child and youth-relevant issues. The concept is for the audience to get activated by the talks, find information and take action in their communities.

**Time commitment:** 4–6 weeks

**Resources needed:** 60–80 hours of coordination and project management work

**Links to tools and guidance:** Activate Talk Toolkit and SDG Activate Talks Series: Methodology

Child and Youth Media Programmes

**Goal:** To empower children and youth with the skills to express themselves on issues that matter to them through various types of media – radio, TV, online media, digital advocacy.

**What is it?** A workshop or collaboration with an existing group to support them in producing content that amplifies child and youth voices. Child and youth media applies to both traditional media such as radio and TV, and online media, such as social media takeovers, live broadcasts and digital advocacy.

**Child and Youth Media Training**

You are invited to organize workshops for children and young people, but addressing media and journalism skills more broadly.

**Time commitment:** half day to two-day workshop, 2-3 days preparation spread over the preceding weeks

**Resources needed:** A staff or staff of a partner organization to implement the workshop, a venue, exercise material, computer, projector, screen, refreshments.

**Partners:** local implementing and media partners

**Traditional Media Takeovers**

You can approach key national media outlets, be they newspapers, TV or radio stations, and partners with them to dedicate a short period of time (e.g. one print run, one show) to a child or youth takeover. You can work closely with the media partner with selected children and youth to produce content on child and youth-related issues to communicate to the audience.

**How do I get involved?** This project relies on a friendly media partner, for example, a national broadcaster who you already have a relationship with. It requires extensive planning with that partner to produce top quality content suitable for wide distribution, and careful preparation with the young ‘stars of the show’ for the experience.

**Examples:** Nigerian broadcast take over and check out the kids takeover section.
Social Media Takeovers

For a period of time, you can hand over the reins of our social media accounts to child and youth stakeholders in a supervised and supported manner. Participants are selected because they have a powerful story that they want to share with the world, thus helping us to communicate issues through a first-person narrative.

How do I get involved? Based on your priority issues, brainstorm with your organisation about potential participants and how their story can bring your message to life on social media.

Time commitment: This depends on the scope of the takeover, but should be no more than a few weeks.

Resources needed: Communications and Youth staff members and social media account(s).

Partners: This could be done in collaboration with a child and youth organization or young influencers.

Links to tools and guidance: Day of the African Child, Climate Change and GWA and Syrian refugee Muzoon Almellehan at the G20 Summit

Social Media Live Broadcasts

Hosting live broadcasts on your social media channels with inspiring children and youth i.e. Facebook Live or Instagram Live

How do I get involved? Although live broadcasts are often used spontaneously, an engaging live session that is an interview or conversation requires some planning. Consider preparing the young person in advance with regard to language used, likely questions, length of answers and safeguarding issues.

Resources needed: A strong internet connection, a well-functioning mobile phone, a tripod and external microphone are recommended. Staff members with experience working with children and youth and live broadcasts.

Examples: Facebook Live for Comic Launch, Facebook Live from UNGA and Facebook Live with young people in the Gambia

ENSURING CHILD SAFEGUARDING

Promotion of their rights is essential to safeguard the welfare of all children. Each person participating in an event involving children or young people is expected to adhere to and promote the Safeguarding Policy. All child participants at an event have the right:

- To have their health, safety and well-being and best interests considered as the top priority.
- To have their welfare and development promoted and safeguarded so that they can achieve their full potential.
- To be valued, respected and understood within the context of their own culture, religion and ethnicity, and to have their needs identified and met within this context and within the context of their family wherever possible.
- To be listened to and to have their views given careful consideration, and to be encouraged and helped to participate in decisions which affect them.

In order that these rights are respected, when adults are in contact with children, they should:

✓ Treat them with respect and recognize that children are individuals in their own right.
✓ View children in a positive manner, and value children as individuals who have specific needs and rights and a particular contribution to make.
✓ Work with children in a spirit of co-operation and partnership based on mutual trust and respect.
✓ Value children’s views and wishes and take them seriously.
✓ Work with children in ways that enhance their natural capacities and capabilities, and that develop their potential.
✓ Do their best to understand children within the context in which they live.
✓ Take positive steps to ensure the protection of children who are the subject of any concerns.

See Ensuring Child Safeguarding for further information