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World Children's Day Toolkit



Students look at an inflatable globe, part of the educational supplies contained in a School-in-a-Box, at a refugee camp near Bangladesh.

World Children's Day

November 20th is the UN's Universal Children's Day, the day when the most widely ratified human right treaty in history, the Convention on the Rights of the Child, was adopted. November 20th is a date to celebrate the progress made for children, hold leaders accountable on promises made to children and address the work that still needs to be done.

World Children's Day is a day of action - to advocate and raise awareness on the most pressing issues facing children today around the globe. In 2018, the world will come together on World Children's Day to reach 1 billion people to play their part in building a world where **every child is in school, safe from harm and can fulfill their potential**. And this year we want your participation to reach even more people!

Issues Affecting Children

Around the world, children make up nearly half of the almost 900 million people living on less than US\$1.90 a day. Their families struggle to afford the basic health care and nutrition needed to provide them with a strong start. These deprivations leave a lasting imprint; in 2014, nearly 160 million children were stunted.

Despite great progress in school enrollment in many parts of the world, the number of children aged 6 to 11 who are out of school has increased since 2011. About 124 million children and adolescents do not attend school, and 2 out of 5 leave primary school without learning how to read, write or do basic arithmetic, according to 2013 data. This challenge is compounded by the increasingly protracted nature of armed conflict. Nearly 250 million children live in countries and areas affected by armed conflict, and millions more bear the brunt of climate-related disasters and chronic crises.

It shouldn't be this way.

By shifting priorities, concentrating greater effort and investment on children who face the greatest challenges, we can make sure every child has a fair chance to achieve her full potential – and realize a future of her own making.

Each individual plays a role in advocating for children, and on World's Children Day you can help to make a difference for children by building awareness and advocate!

Ways to Engage

Build Collective Impact for Children

You can be your own digital Ring Leader for children! Our partners at Crowdrise have a platform ready to go for you to begin your digital fundraising campaign to fundraise online or through events, and everything in between. Here are a few ways to get you started:

- **Fundraise Online:** crowdrise.com/unicefusa and follow the instructions to start your fundraiser.
- **Plan:** How do you want to engage your friends, family and community? By email, through a newsletter, or online via social media? You have lots of options and laying out a solid plan of when and how you are conducting outreach will make you that much more effective.
- **Enlist:** While you can do this all on your own, it is much more fun to collaborate with others. Enlist others to support, by working with others, you also expand the network of people you know, can invite and who will want to participate.
- **Host:** Think about hosting an event at your home or your favorite restaurant to raise support and awareness. Coordinate with other members to help you coordinate the event.
- **Do you need photos for your page, social media, or emails?** Don't worry, we have you covered with plenty of resources. Click here to access them.





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Advocate for Children

Sign UNICEF's visual petition on the Convention on the Rights of the Child

Go Blue and join our visual petition to show your support for children's rights. Your visual signatures will be handed over to world leaders on 20 November 2019 at the 30th Anniversary of the Convention on the Rights of the Child— calling for recommitments and new, stronger commitments to child rights.

Build Awareness for Children

Host a Kid Take Over

Last year on November 20th, kids around the world took over high-visibility roles in politics, business, sports, media and entertainment. Given the success of the takeovers, we encourage offices, partners and churches to build on takeover achievements from last year and find ways to let children "take over."

Here are a few guidelines:

- Make sure to incorporate #GoBlueForUNICEF into any takeover plans so we can see all the participation. A few ways to do that are through clothing (t-shirts, hats, bandanas, etc.) for both the children taking over and those being taken over.
- Use different materials to make the room or space blue.
- Use face paint, stickers, stamps, to add even more detail.

Dedicate a Sermon or Prayer for Children:

One way to showcase support for children is to dedicate a Sermon or Prayer around World Children's Day. Please see the section below around issues impacting children today for more guidance. Here are a few ideas:

Highlight a story about how poverty effects children.

Trapped in a cycle of disadvantage, children from the poorest households, are effectively pre-selected for heightened risks of disease, hunger, illiteracy and poverty based on factors entirely outside their control. They are nearly two times as likely to die before the age of 5, and in many cases, more than twice as likely to be stunted as children from the richest households. They are also far less likely to complete school, meaning that those who survive this precarious start find little opportunity to break free from their parents' poverty and to shape their own futures. **Please see the story below "A Fair Change: The Story of Harfisa and Sumiya"**

Current crisis showcasing the vulnerability of children, and the call to protect them.

Syrian Refugee Children: Some 2.6 million Syrian children are living as refugees or on the run—in search of safety, helping to fuel a global migrant crisis. Syria is now the world's biggest producer of both internally displaced people and refugees. Many children have spent several bitter winters living in makeshift shelters. More than 1 million Syrian refugee children — over 40 percent — are also missing out on education. Learn more here: unicefusa.org/mission/emergencies/child-refugees/syria-crisis

Rohingya Refugee Children: One year ago, the world watched in horror as hundreds of thousands of Rohingya families fled unspeakable violence in Myanmar for safety in Bangladesh. Sixty percent of those streaming across the border were children, many giving heartbreaking accounts of horrible violence or even death inflicted on their parents, family and friends. Learn more here: unicefusa.org/mission/emergencies/child-refugees/rohingya-refugee-children-are-desperate-need-help

Share UNICEF's #GoBlueForUNICEF campaign on your social networks:

The UNICEF color blue is one that is known around the world. This year on social media UNICEF USA is highlighting the strength of this color and what it means for children through a visual campaign. Here are a few ideas and resources you can utilize and promote your members to do:

- **Profile Picture Take Over:** Go Blue on social media and make your profile picture blue in honor of children around the world. Click the link here to access them. [Link](#)
- **Share a Photo with #GoBlueForUNICEF:** Share a photo of you in blue or utilize photos from UNICEF USA to promote World's Children Day. Click the link here to access them. [Link](#)

Tips and Tricks

Below are a list of top tips and tricks that we have found to be most useful when taking action for children on World Children's Day:

- Involve the kids! World Children's Day is all about the kids, so bring them into your planning activities.
- Identify organizations or passionate individuals to help you with planning and implementation.
- Get the word out about your events by leveraging your networks. This will help raise awareness and increase attendance.
- Organizing some of these events may cost money. Identify your budget, potential sponsors, and/or methods of fundraising in order to cover associated costs.
- Keep a record of how you planned your event(s) so that someone else can learn from you in the future.
- Give your audience and participants suggestions for actions they can take after to support children.
- Share what you're doing with our team on social media! You can tag us on: Twitter: [@unicefusa](#), Instagram: [@unicefusa](#), Facebook: [UNICEF USA](#).

Have questions or want to plan an event that we haven't detailed here? We are happy to help you with anything from brainstorming and finding resources to talking about event details. ●

Stay Involved

The impact doesn't end with World Children's Day! We need more people to stand up for children, advocate on their behalf, help spread awareness of issues affecting them and take action to support children today, tomorrow and into the next generation!

We would love to speak with you about how to continue your communities' impact on children! Please email us so we can learn more about how you and your community can support children.

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A Fair Change: The Story of Hafsa and Sumiya

Source: [unicef.org/sowc2016](https://www.unicef.org/sowc2016)

All children have a right to survive, thrive and fulfill their potential – to the benefit of a better world.

But around the world, millions of children are trapped in an intergenerational cycle of disadvantage that endangers their futures – and the future of their societies. Let's take the case of Hafsa:

Hafsa

It's a typical Friday afternoon in the city. Amena has prepared an elaborate family meal of dal, rice, stewed greens, pumpkin, chicken curry and fish – her daughter Hafsa's favorite. Hafsa doesn't feel like sitting around with the adults, though; she'd rather go outside and play. So she makes a game of it, hiding under the table to avoid eating her greens. Eventually, Amena gives up; but she makes sure Hafsa drinks all her milk before she is allowed to dash off with the neighborhood kids.

The family of five doesn't have much. At US\$64 a month, rent for their modest two-bedroom flat in the city eats up about a third of the combined income that Hafsa's father and grandfather bring in. But it's enough to provide Hafsa with a loving, nurturing environment. The bedroom shared by Amena and her husband doubles as a playroom: Rainbow-colored tinsel dangles from the ceiling, and a stack of stuffed animals sits neatly in the corner. Amena, who only finished the eighth grade, is trying hard to make sure her daughter grows up in a stimulating environment. Every night before bed, they recite the alphabet in Bangla and English, so that Hafsa can start school on a strong footing.

Sumiya

In contrast, in the countryside, Rexona sits down for a lunch of rice and curry potatoes with her daughters Moriomi, 6, and Sumiya, 5. Unlike Amena, Rexona doesn't have to coax her children to eat. They clear their plates, and when the meal is finished, Moriomi dutifully heads over to the moss-covered pond adjacent to their mud home to wash her dish.

Recently, the local clinic diagnosed Sumiya with malnutrition. Rexona didn't need a doctor to tell her that her daughters aren't doing well. She can see it in their small frames and their lack of vitality. They don't look like her neighbors' children, who, she says, are "healthy and robust".

Part of the problem is that the family doesn't have easy access to clean water. The nearest tap is a kilometer away, and until recently it provided only unfiltered water. As a result, Moriomi and Sumiya have suffered multiple bouts of diarrhea, which have compounded the effects of their malnutrition. If Sumiya does not get better, she could become stunted, with long-term, irreversible effects on her physical and cognitive development.

Upon advice from the clinic, Rexona has started to incorporate more vegetables into her cooking, often salvaging the leafy greens her neighbors discard. She has also invested in five chicks, so that her girls can have eggs. But she simply doesn't have the resources to follow many of the clinic's nutrition recommendations.

Rexona does her best to provide for her children. When she is not at home caring for them, she works in other people's houses, mopping the floors or spreading fresh mud on the exterior walls. Still, many basic necessities are beyond her reach. Even with the income her husband and her son bring in as day laborers, she cannot afford to purchase essentials, like meat, fish or eggs.

The poverty that now hampers Rexona's ability to feed her daughters adequately has been limiting the choices available to her ever since she was a child. Rexona grew up in a poor family and was only able to attend school until Grade 4. Her husband, from an even poorer family, never went to school. He has been working since he was a young boy to help support his family. For all she and her family lack, Rexona says times are better than when she was growing up. "Our life was more difficult. We didn't have as many opportunities."

Rexona has modest dreams for her children. "I want my kids to be educated and to be good human beings", she says. "I'll help them finish school, if I can." But she doubts that she and her husband will be able to provide them this basic right. Her 15-year-old son is already a full-time laborer.

Even with three incomes, Rexona and her husband struggle to give their children the basics – a healthy start, strong nutrition and an education. But if her family doesn't get additional support, her daughters are likely to inherit the deprivations she and her husband grew up with – and in turn pass them on to their own children.

They will become part of a vicious, intergenerational cycle that curtails children's opportunities, deepens inequality and threatens societies everywhere.

Trapped in a cycle of disadvantage, children from the poorest households, like Sumiya, are effectively

pre-selected for heightened risks of disease, hunger, illiteracy and poverty based on factors entirely outside their control. They are nearly two times as likely to die before the age of 5, and in many cases, more than twice as likely to be stunted as children from the richest households. They are also far less likely to complete school, meaning that those who survive this precarious start find little opportunity to break free from their parents' poverty and to shape their own futures.

UNICEF's Impact

A UNICEF funded pre-primary school caters to the poorest residents of Satkhira Sadar, Bangladesh. Early childhood interventions can give children born into poor and non-literate homes a boost, so they have a better chance of success when they start school.

This vicious cycle is not inevitable. We can choose to change it. There are proven strategies for reaching the hardest to reach and expanding opportunity. When governments adopt policies, programs and public spending priorities that target the most deprived children, they can help transform those children's lives and their societies. But when they fail to focus on meeting the needs of the most marginalized, they risk entrenching inequities for generations to come.

Around the world, children make up nearly half of the almost 900 million people living on less than US\$1.90 a day. Their families struggle to afford the basic health care and nutrition needed to provide them a strong start. These deprivations leave a lasting imprint; in 2014, nearly 160 million children were stunted.

Despite great progress in school enrollment in many parts of the world, the number of children aged 6 to 11 who are out of school has increased since 2011. About 124 million children and adolescents do not attend school, and 2 out of 5 leave primary school without learning how to read, write or do basic arithmetic, according to 2013 data. This challenge is compounded by the increasingly protracted nature of armed conflict. Nearly 250 million children live in countries and areas affected by armed conflict, and millions more bear the brunt of climate-related disasters and chronic crises.

It doesn't need to be this way.

By shifting priorities and concentrating greater effort and investment on children who face the greatest challenges, governments and development partners can make sure every child, including those born into poverty like Sumiya, has a fair chance to achieve her full potential – and realize a future of her own making.

Facts About Children

Health

- 5.6 million children under age five died in 2016 –15,000 every day –mostly from preventable diseases.
- 45% of child deaths are among newborns (the first 28 days). A staggering 2.6 million newborns died in 2016 –7,000 every day.
- The number of deaths among children under age 5 worldwide has declined by 56% between 1990 and 2016—from 12.6 million in 1990 to 5.6 million in 2016.
- The main killers of children under age 5 are pre-term birth complications, pneumonia, intrapartum-related complications, diarrhea, neonatal sepsis and malaria.
- Undernutrition is a factor in nearly half of all deaths of children under age 5.
- While 2.5 billion children have been vaccinated and immunized since 2000, 100 million children under 5 worldwide are under-immunized, putting them at risk of polio and other vaccine-preventable childhood diseases.
- Nearly 70 million children under age 5 will die from preventable causes by 2030 unless we invest in the world's poorest communities.
- Immunization is one of the most cost-effective public health interventions to date, saving millions of lives and protecting countless children from illness and disability.

WASH

- Over 800 children die every day —about 1 every 2 minutes—due to unsafe drinking water, poor sanitation, or poor hygiene.
- 2.1 billion people do not have safe drinking water at home.
- 4.5 billion people do not use a safely managed toilet.
- Globally, women and girls collectively spend about 200 million hours a day gathering water.

Nutrition

- Malnutrition results in an 11% loss of GDP in Africa and Asia each year. Malnutrition prevention efforts return \$16 for every \$1 spent.

- Severely malnourished children are 9 times more likely to die from common infections than healthy children.
- Severe acute malnutrition (SAM) results in between 1 and 2 million preventable child deaths each year.
- Scaling up exclusive breastfeeding in the first six months of life could save 520,000 children's lives in the next ten years (between 2017 and 2027).

Education

- There are approximately 264million children and youth out of school at all levels.
- 61 million children are out of primary school; 62 million children are out of middle school; 141 million adolescents are out of high school.
- Twice as many girls as boys will never start school.
- World poverty could be cut in half if all adults completed high school.

Early Childhood Development

- During the first years of life, a child's brain has the potential to activate 1,000 brain cells every second. Without early stimulation, nutrition, care, and protection, children can experience toxic stress, which has a lasting negative impact on their cognitive, social, and emotional development.
- Around 250 million children under age 5 (43%) are at risk of not reaching their full potential due to stunting, poverty and disadvantage.
- Fewer than 50% of children are attending early childhood education programs.
- Approximately 250 million children don't have basic literacy and numeracy skills.
- For about 50 cents a year, a child can receive some essential ECD services when added to existing health and education programs.

Child Protection

- Every 5 minutes, a child dies as a result of violence.
- Approximately 1 billion children worldwide have experienced physical, sexual or psychological violence in the past year.

- If current trends continue, close to 2 million children and adolescents could be killed by an act of violence by the year 2030.
- 75% of children aged 2 to 4 around the world are regularly subjected to violent discipline — physical or psychological.
- 25% of children under age 5 around the world live with a mother who is a victim of intimate partner violence.
- Every 10 minutes, somewhere in the world, an adolescent girl dies as a result of violence. Violence is the second leading cause of death among adolescent girls globally.

Humanitarian Emergencies

- Nearly 250 million children live in countries/areas affected by armed conflicts.
- Nearly 50 million children have migrated across borders or been forcibly displaced.
- Typically, about half the people affected by disasters are children.

UNICEF's Impact

Health

- Immunization is one of the most cost-effective public health interventions to date, saving millions of lives and protecting countless children from illness and disability.
- In 2016, UNICEF reached 45% of the world's children with vaccines, procuring 2.5 billion doses, valued at \$1.6 billion.
- UNICEF has immunization programs in 138 countries, working to increase routine immunization rates, supply vaccines, strengthen the vaccine cold chain, and stimulate demand for immunization.

Wash

- From 2014-2016, UNICEF provided 111 million people with safe water, and 51 million people with sanitation. This included over 43,600 schools and nearly 3,600 health facilities.
- Since 1990, UNICEF and partners have helped 2.1 billion people gain access to improved sanitation.
- Since 1990, UNICEF and partners have helped 2.6 billion people gain access to improved water.

Nutrition

- In 2016, UNICEF and its partners treated 3.4 million children for severe acute malnutrition in 71 countries.
- In 2016, UNICEF reached 8.3 million children in 65 countries through support for micronutrient fortification programs.

Education

- In 2016, UNICEF provided 15.7 million children with learning materials through nearly 331,000 classrooms and supported approximately 39,000 communities with school management, planning, and inclusive education training.
- UNICEF has innovative peacebuilding education programs in 14 conflict-affected countries, reaching more than 2 million children, teachers, and community members to promote peace in homes, schools and communities.

- Compared to partners on the ground, UNICEF is reaching the most children with education in emergency settings.

Early Childhood Development

- In 2015, UNICEF provided \$66 million in education supplies for nearly 15 million children in 348,000 classrooms.
- UNICEF has nutrition programs in 121 countries working to ensure children receive critical nutrition in the first 1,000 days, through infant and young child feeding programs, malnutrition prevention and treatment for children and mothers.

Child Protection

- Between 2006 and 2016, approximately 65,000 children were released from armed forces and armed groups, thanks to UNICEF and partners.
- UNICEF and UNFPA are working in 12 priority countries to reach 2.5 million adolescent girls by the end of 2019 to prevent child marriage.

Humanitarian Emergencies

- In 2016, UNICEF responded to 344 humanitarian situations in 108 countries.
- In 2016, UNICEF collaborated with 1,387 civil society partners in the field on humanitarian programming.