unicef
USA

for every child

JOIN US ON
WORLD CHILDREN'S DAY

Activate with UNICEF for World Children's Day

On November 20, 1989, the Convention on the Rights of the Child was signed to protect children's rights around the world. Since then, November 20 has been celebrated as World Children's Day, and UNICEF uses the week of November 13 to commemorate it every year. It's a week to elevate youth voices, advocate for children's rights and raise funds for the most pressing issues that children are facing today.

WHY IS THIS YEAR SO IMPORTANT?

This year is UNICEF's 75th anniversary and the 31st year since the Convention has been signed. After a global pandemic, children need our support—and for their voices to be heard—more than ever this year.

ACTIVATION DETAILS

WHEN:
NOVEMBER 20, 2021
(WORLD CHILDREN'S DAY)

TAG:
@UNICEFUSA
#WORLDCHILDRENSDAY
#UNICEFWONTSTOP

SOCIAL PRESSKIT:
DOWNLOAD HERE

ADVOCATE FOR YOUTH:
SUPPORT HERE

Activate for World Children's Day on November 20

WORLD CHILDREN'S DAY

HOW TO GET INVOLVED

Share on Social:
We'll be sharing our youth supporters' stories and encouraging partners to share how youth in their networks are creating change as well. You can use our **social press kit**, tag **@UNICEFUSA** and use **#WorldChildrensDay** when posting on your own channels.

Call on Congress:
Urge Congress to pass the Mental Health in International Development and Humanitarian Settings (MINDS) Act, which would incorporate mental health and psychosocial services in U.S. foreign assistance, **here**.

Show Your Support for Young People:
Make a donation or gift to support young people on World Children's Day.

Organize a Kids' Takeover:
We encourage youth to "take over" digital spaces that are generally run by adults—like company social media accounts. We want to know from kids:

- What issues are important to you?
- What or who inspires you?
- What do you think of UNICEF?
- How would you reimagine and restart a better world after COVID-19?

Turn the World Blue:
From New York to Nairobi, let's turn the world UNICEF (cyan) blue. In past years, iconic landmarks around the world turned blue to honor UNICEF's work in helping make children's futures brighter. Raise awareness by working with your city to turn landmarks blue, wearing all blue and sharing a photo on social media or changing your Zoom background to blue. Be sure to tag **@UNICEFUSA** and **#WorldChildrensDay** and share how you are creating positive change in the world.