

WCD Schools Engagement Kit

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INTRODUCTION

World Children's Day (WCD) is UNICEF's global day of action for children, by children. 20 November, marks the anniversary of the adoption of the Convention on the Rights of the Child. It is a day that highlights critical issues affecting children's lives and supports the engagement of children and young people as advocates for their own rights.

Thousands of schools across the world have been part of the implementation and the success of WCD, and helped in increasing the participation of children and young people through the WCD activations that were created for schools and students.

The kit presents how schools can start and continue contributing to raising awareness, advocating, and engaging students & teachers to help realize child rights, pre, during, and post-WCD. It is based on the WCD framework, branding, and activations, and can be altered based on local context. Schools represent an ideal setting to celebrate World Children's Day.

WCD has an opportunity to be **THE** day when all schools around the world unite with **UNICEF** and showcase their work to champion children's rights.



THE CONVENTION ON THE RIGHTS OF THE CHILD

In 1989, world leaders made a historic commitment to the world's children by adopting the United Nations Convention on the Rights of the Child – an international agreement on childhood. It has become the most widely ratified human rights treaty in history and has helped transform children's lives and protect their rights around the world.

The **CRC** explains who children are, all their rights, and the responsibilities of governments. All the rights are connected, they are all equally important and they cannot be taken away from children.

In previous years, schools around the world have activated on WCD by integrating the child-friendly version of the CRC in their activities and using other child rights resources.

It is up to today's generation to demand that world leaders from government, business and communities end child rights violations now, once and for all. They must commit to action to make sure every child, has every right.



CHILD RIGHTS SCHOOLS

There are several examples of UNICEF-supported initiatives that have been supporting schools to ensure not only raising students' awareness and teaching the CRC but also putting child rights into practice. From guaranteeing the right to speak out and express opinions to providing students with a healthy school environment, and a safe place away from all kinds of harm and discrimination.

One of these initiatives is **THE CHILD RIGHTS SCHOOLS INITIATIVE** which is a 'whole school approach' to Child Rights Education. It involves students, teachers, non-teaching staff and, caregivers who work together to analyze how rights-respecting their schools are and how they can collectively take action to improve the situation and ensure that children's rights are protected, and children are recognized as rights-holders in order to further realize their rights in the school system.

UNICEF Child Rights School puts the Convention on the Rights of the Child and the child rights approach into practice on a daily basis, within the school's ethos, values, relationships, decision-making processes, and curriculum





SCHOOLS ASSETS

DÍA MUNDIAL
DE LOS NIÑOS
NOVIEMBRE 20

unicef 

Depending on the availability of resources, schools around the world can activate virtually or in-person for WCD with the following suggested activations:

- **Turning the world (or school) blue** – From wearing blue, creating a blue mural or chalk art installation, turning blue for WCD is a fun way to engage children, parents and school personnel and visually linking schools around the world.
- **Kids Takeover schools and their community** – Children can engage adults in important issues by taking over in their school and supporting their community. Students can work with the school board to create a manifesto that includes issues they care about, or they can takeover the classroom and teach adults about children's rights. They can also get involved within their community by volunteering or organizing a litter cleanup and other green activities.
- **Celebrating children's rights** – Children can celebrate their rights in various forms like illustrations, paintings, dance, or even a talent show. They can also organize a virtual or in-person celebration event to raise awareness of the issues that matter most to them.

SHARE YOUR ACTIVITIES

As 20 November falls on a Monday this year, schools are encouraged to celebrate on the day, and during the week or month leading up to the date. There is also a special hashtag for schools so they can see activities around the world, but please also encourage the use of #WorldChildrensDay.

#WorldChildrensDay
#世界儿童日#
#اليوم_العالمي_للطفل
#DíaMundialDeLaInfancia
#JournéeMondialedeL'Enfance
#ВсемирныйДеньДетей

#MySchoolMyRights
#MiEscuelaMisDerechos
#MonEcoleMesDroits
#我和我的校园#
#МоиПраваМояШкола
#مدرستي_من_حقي

Kids Takeover!

The core concept of the **Kids Takeover** is part of the DNA of World Children's Day.

WCD is about enabling children's voices to be expressed and heard. Kids Takeovers were used as the ideal expression of WCD and of the commitment of UNICEF and partners to making this signature day one of action for children, by children.

Takeovers encompass any moment when children and young people 'take charge' or are empowered to put forward their views, implement their ideas and take action in their community.

The takeovers are flexible and can be adapted to any theme or focus area.

Kids Takeovers can be an invaluable platform for schools to continue to engage students and understand how children perceive their role in driving progress for child rights and encourage them to take action to realize every right.



Where possible, integrating **cyan blue** can help to draw a visual link between your Kids Takeover and other WCD activities happening around the world.

STUDENTS TAKEOVER SHCOOLS



- Lead a 'takeover' on WCD – for example, take over the school with their classmates, the principal's office, or the role of their teachers for the day.
- Host a workshop or a masterclass in their school, a consultation session on child rights with the engagement of their teachers and school students.
- Lead advocacy moments in their school by mobilizing students to shed light on child rights by conducting meetings with the school management, or officials from the Ministry of Education.
- Participate in the preparations of the other WCD activations that will be conducted in their school.
- Facilitate students' engagement, lead and guide their efforts as role models ahead and on WCD. The school-aged youth advocates can be announced as the Schools' WCD supporters ahead of WCD to help their work in engaging their schoolmates.
- Write and encourage students to write blogs for Voices of Youth channels - Youth Advocates and students can write a blog on a topic of their choice that will be featured and amplified on the Voices of Youth web and social platforms.



SCHOOLS & STUDENTS ENGAGEMENT IDEAS

STUDENTS TEACH A CLASS

Students take over the roles of teachers and adults at school.

Children can either teach their fellow pupils, or organize a special class where teachers learn from students.

Topics can be suggested, or children could be encouraged to focus on the issues that matter to them.

Refer to the World's Largest Lesson to let students teach a lesson on child rights! (see p.19)



WEAR BLUE TO SCHOOL

Encourage children, parents and school personnel to wear blue to celebrate World Children's Day. Make sure to take pictures and share on your social media channels, website or school newsletters.



PAINT A BLUE MURAL

Create a blue mural for your school. Students can pick a theme (e.g., children's rights, education) for the mural and contribute blue drawings and artwork for the final piece. This could be done digitally or directly onto a wall at school.

Or paint the whole school **BLUE!**



SUPPORT THE COMMUNITY

Students can take over to show their volunteering or community actions. Student groups can be organized and are a great way to involve others in the issues that children and young people decide are important to their area and school.

Schools could link with local groups for example to support the elderly or homeless in their community, organize clean-up campaigns to save the environment or initiate community greening activities to plant trees for the planet and child rights



STUDENT NETWORKS TAKEOVERS

WCD can also be an opportunity to engage diverse students and youth networks such as youth clubs and community-based organizations, and school councils.

Students will have the opportunity to feel empowered to lead a variety of activities in council, clubs, and communities and they will be at the forefront of making WCD a success!

This could include taking over as the head of the organization, the school's senior board, or linking with other schools to make the activities more inclusive for groups outside of the school system.



CHILD RIGHTS EVENTS

Celebrate children's rights by organizing a virtual or in-person event with students, staff, parents and the school community.

The event could include a combination of any or all of the previous suggested ideas or some new ones.

This could be a school fair or a birthday party to celebrate the CRC.



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CHALK ART INSTALLATION

Children can draw representations of their rights (or the CRC icons) in a more temporary form using chalk.

They could use the school playground or other public space, like this girl outside the Reichstag.

Remember to capture photos before the artwork disappears!



CHILD RIGHTS THROUGH ART

Engaging children in art is a fun way to express their visions of a world they want to see and live in.

Invite students to choose a right or theme that matters to them and create an original illustration, painting, poem, story, dance, etc. and share these with the rest of the school for WCD.

The school could display these in a classroom or on the website and social media.



SCHOOL TALENT SHOW

Children can organize a virtual or in person talent show to showcase their talents in creative forms. This should be as inclusive as possible... even teachers can take part.

Performances can be recorded and shared within their school community and with UNICEF country offices.



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ADDITIONAL CLASSROOM RESOURCES

UNICEF has a number of classroom-based resources that support youth engagement at the school level. Below are some of these resources that offices can use to build the capacity of the younger generation in schools and equip them with the needed skills.

Child-friendly CRC Icons

A child-friendly version of the CRC and icons for each of the articles, including a [Memory Game](#), can be integrated in WCD activities. They are currently available [here](#) in 18 languages and an International Sign Language [video](#) with English voiceover.



#ImagineWinning

As part of the partnership with Project Everyone and UNESCO on the [World's Largest Lesson](#) (WLL), and in alignment with our collective commitment to achieving the Sustainable Development Goals (SDGs), we are excited to introduce and share the new WLL resources [Halftime Talk](#) and [Fact-ivism](#) designed to empower schools, children & young people, and teachers.

English, French, Spanish and Arabic versions are available and can be accessed via the above link

WORLD'S LARGEST LESSON – CHILD RIGHTS

Writing the Future of Childhood: For Every Child, Every Right

The 2019 [World's Largest Lesson \(WLL\)](#) on child rights – [Writing the Future of Childhood: For Every Child Every Right](#) can continue to be used on World Children's Day for this year as well.

WLL provides [learning resources](#) to engage children and young people in the achievement of the SDGs and child rights. This lesson plan can be adapted and extended to fit the context of different educational settings.

The lesson provides a suggested step-by-step guide to students creating their own vision of the Future of Childhood. They can begin to understand the UN Convention on the Rights of the Child (CRC) and speak out and take action for World Children's Day.





THANK YOU