

FOR EVERY
CHILD



Young people taking part in Unicef's Child Friendly Cities programme.

OUTRIGHT

Speak out on children's rights

RESOURCES FOR FACILITATORS WORKING WITH YOUNG PEOPLE

Discover how climate change is affecting children's rights and how young people's voices can make a difference

Hi there,

WELCOME TO OUTRIGHT!

Whether you're a young person yourself, a teacher or a youth worker, I am so delighted and grateful that you're joining me and Unicef UK to raise awareness about how climate change is affecting children's rights. This is an issue that is very close to my heart and one I've been working on for a number of years. Climate change is the biggest threat we all face. It doesn't matter who you are, what you do or where you live, it affects us all and will continue to do so if we don't change the course we are currently on.

I'm championing OutRight because I believe young people can change the world. OutRight empowers young people and gives them the space and tools to make their voice heard, make a difference and show everyone just how brilliant they are. I truly believe they are the ones who will make the world a better place and have the power to change it for the good: and many of them are doing just that already. Not just for themselves but for all children around the world. Let's not forget it's all of our futures we're talking about.

By taking part in OutRight this year, young people will be able to:

- Learn about climate change
- Discover how climate change is impacting children's rights here in the UK and around the world
- Use their voices to call on decision-makers to take action

This year, we want to empower and inspire young people to speak out and share their views on children's rights in their local communities and more widely across the globe. The team will be in touch more regularly this year, sharing resources in PowerPoint and PDF format as they become available, highlighting new opportunities and letting you know how things are going.

Don't hesitate to get in touch with the team if you have any questions about the activities or resources, and to share the successes the young people you work with are having!

I really hope that by getting involved in OutRight, you'll feel inspired and motivated to take action and learn a lot along the way. Knowledge is power. I know you're going to do some wonderful stuff and I can't wait to see what everyone gets up to.

Good luck! Thank you for taking part – you're helping make the world a better place!

Peace and Love,

Cel Spellman

P.S. If you have any questions at all, please contact the team at outright@unicef.org.uk or call Unicef UK's Supporter Care team on **0300 330 5580**.



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STILL TO COME

The fortnightly emails we send you will include links to download everything else you need, including:

- All learning activities
- Campaign actions
- Invitations to join our online events

GET YOUR OUTRIGHT CERTIFICATE

Taking our key campaign actions, and providing feedback, will mean your school or organisation is entitled to receive the OutRight certificate.

If you go to a Unicef UK Rights Respecting School or College, all the activities in the pack will help you to achieve the outcomes described in Strand C of the Rights Respecting Schools Award, which focuses on participation, empowerment and action.

Contact us by post or via email:
Post: **Jess Bool, OutRight, Unicef UK,
1 Westfield Avenue, London E20 1HZ**
Email: outright@unicef.org.uk

Two friends in London, taking part in Unicef's Child Friendly Cities programme.



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Young people learning about their rights at a Rights Respecting School.

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INTRODUCTION TO OUTRIGHT

EXPLAINING OUTRIGHT TO COLLEAGUES AND YOUNG PEOPLE

We know that lockdown has been really difficult for young people – during this time many have felt that their voices and views weren’t being heard by decision-makers.

OutRight is a great way for us, as adults and allies, to show young people that their voices do matter.

This campaign focuses on climate change and children’s rights. Through the activities and resources we’ll be providing, young people are being encouraged to:

- Learn about climate change and how it affects their rights
- Use their voices, calling on decision-makers of different kinds to take action
- Take action themselves

We’ll direct you to all the additional resources you need via our regular emails. But of course if there’s anything you want to ask about in the meantime, please do get in touch with us at outright@unicef.org.uk

Actor and presenter Cel Spellman has recorded a great welcome video and we’ve put together a short presentation that should be useful in helping you to start the conversation about climate change and children’s rights with the young people you work with. You can download both from here: unicef.uk/outrightclimateresources

■ For further information about OutRight, visit unicef.uk/outright4climate

World Children’s Day Takeover

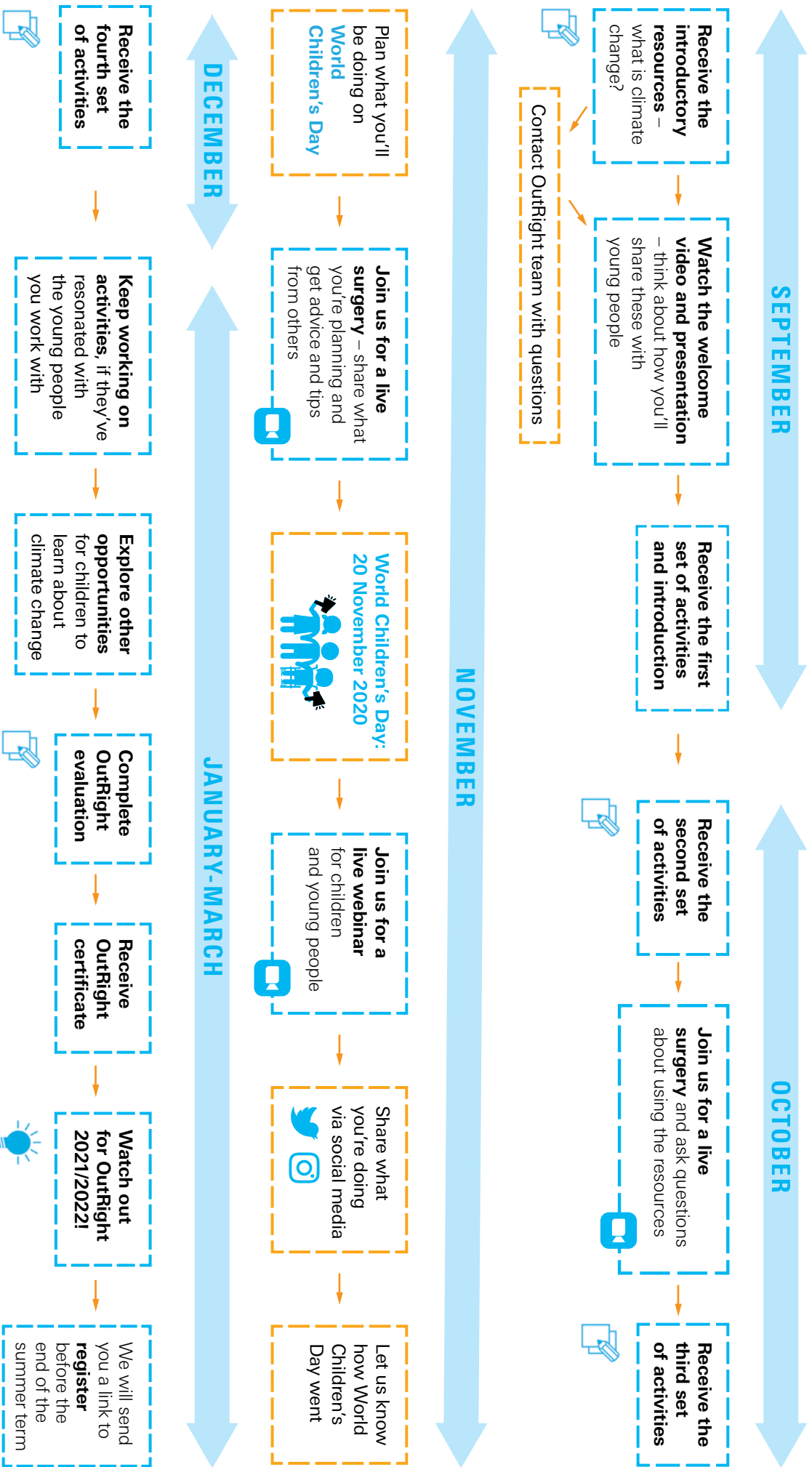
In preparation for World Children’s Day on 20 November, encourage young people to take the lead. They can plan and facilitate something themselves, sharing the work they’ve created and what they have learned, telling others what they can do to protect themselves and take action too.

Young people can also help raise awareness about climate change and its impacts, and protect and promote all children’s rights by holding their own Takeover Day.

Please record/share content on the day if you can, and encourage the young people you work with to think about how they can involve the local press, Member of Parliament (MP), Member of Scottish Parliament (MSP), or member of the Welsh Assembly (AM), parents, local businesses, the Chair of the PTA or other local decision-makers as well, to really make sure their voices are heard on this issue in their local area. If you hear back from your MP, please let us know so we can offer additional support, if needed.

TIMELINE

THIS SUGGESTED TIMELINE CAN HELP YOU STRUCTURE YOUR CAMPAIGN ACTIVITIES



OUTRIGHT

Speak out on children's rights

FOR EVERY CHILD

BACKGROUND READING

This year OutRight starts with young people learning how climate change affects their rights and how the different effects of a changing climate intersect and influence each other.

In the last few years a global youth movement has formed to tackle climate change and to demand change from those in power. Young people are speaking out and holding decision-makers to account, calling on them to protect the planet's fragile ecosystems and the rights of all children.

There are many ways in which young people can be part of this global movement and we want to encourage the young people you work with to join them.

The last few months have seen us all experience a global event that has affected every aspect of our daily lives. Young people have had their education disrupted. They've taken on additional responsibilities at home. Some have lost family members and routine health protection and promotion programmes have been disrupted. The pandemic has caused widespread disruption and upheaval, but it also gives us an opportunity to build back better and reimagine a better future for our young people and for our planet.



A playground closed as a result of the coronavirus pandemic.

© Unicef/McIlwaine



Youth climate activists at a demonstration in New York.

Climate change affects children's rights in a myriad of ways. Firstly, it presents a direct threat to a child's ability to survive, grow and to thrive. As extreme weather events increase in frequency and severity, they threaten children's lives and damage critical infrastructure, including access to clean drinking water, which can cause the spread of diseases such as diarrhoea and cholera. Increases in temperature and rainfall can cause increases in malaria-carrying mosquitos and are also leading to food insecurity and nutritional deprivation that can have a lifelong impact. Air pollution has a direct and negative impact on children's health too.

To protect every child's right to a safe and healthy environment, enshrined in Article 24 of the United Nations Convention on the Rights of the Child (UNCRC), we must tackle climate change and greenhouse gas emissions as a matter of urgency.

CLIMATE CHANGE AND CHILDREN'S RIGHTS

Another area of focus for Unicef is the impact climate change has on human movement. From short-term displacement through increased disasters to being forced to move long term with their families, children and young people are already seeing the impacts of climate change on their lives. More children are expected to be on the move in the future as climate change has long-term consequences for their communities.

But moving isn't simply a case of packing a suitcase and heading to the city. Children on the move, regardless of why they are migrating or displaced, face many challenges in realising their rights – especially to health and education. Legal, economic and social barriers all prevent children from fulfilling their potential. With this in mind, we must work together as a global community to support children before, during and after their move. Through stronger health and education systems that are ready to flex and adapt to the needs of children affected by climate change, we can make the most of the opportunity of a changing world.

A key part of making the most of the changing climate is protecting and ensuring all children's right to education – Article 28 of the UNCRC. Being on the move limits access to education, but so too do increases in natural disasters, poverty and access challenges caused by more extreme



Flooding is eroding 16-year-old Shaheen's island in Bangladesh.

© Unicef/Brown

Amia, 11, stands on an ice floe near her home in Alaska, USA.



© Unicef/Sokhin

weather. Girls are particularly vulnerable to the impacts of climate change on education. As families struggle to make ends meet or feel at risk due to the effects of climate change, girls are at risk of being married off. Girls can also be pulled out of school to help with domestic tasks, such as fetching water.¹ But if we act now, education can be an important tool to help mitigate and adapt to climate change. Education improves resilience, reduces the impact of disasters and ensures young people have the resources and knowledge to be stronger and more effective climate activists while improving their long-term health and wellbeing.

We're asking the UK Government to join us in putting children's rights first – now and in the future. We want children and young people to lead this, to make their voices heard and tell decision-makers what they want and need to thrive and survive: to reimagine a happier, healthier future for all children and our planet.

That means making sure children's rights are at the heart of every decision that they make – locally, nationally and internationally. That means showing up for children and speaking up for their rights in high-level meetings around the world. That means protecting measures already in place to support children's rights internationally.

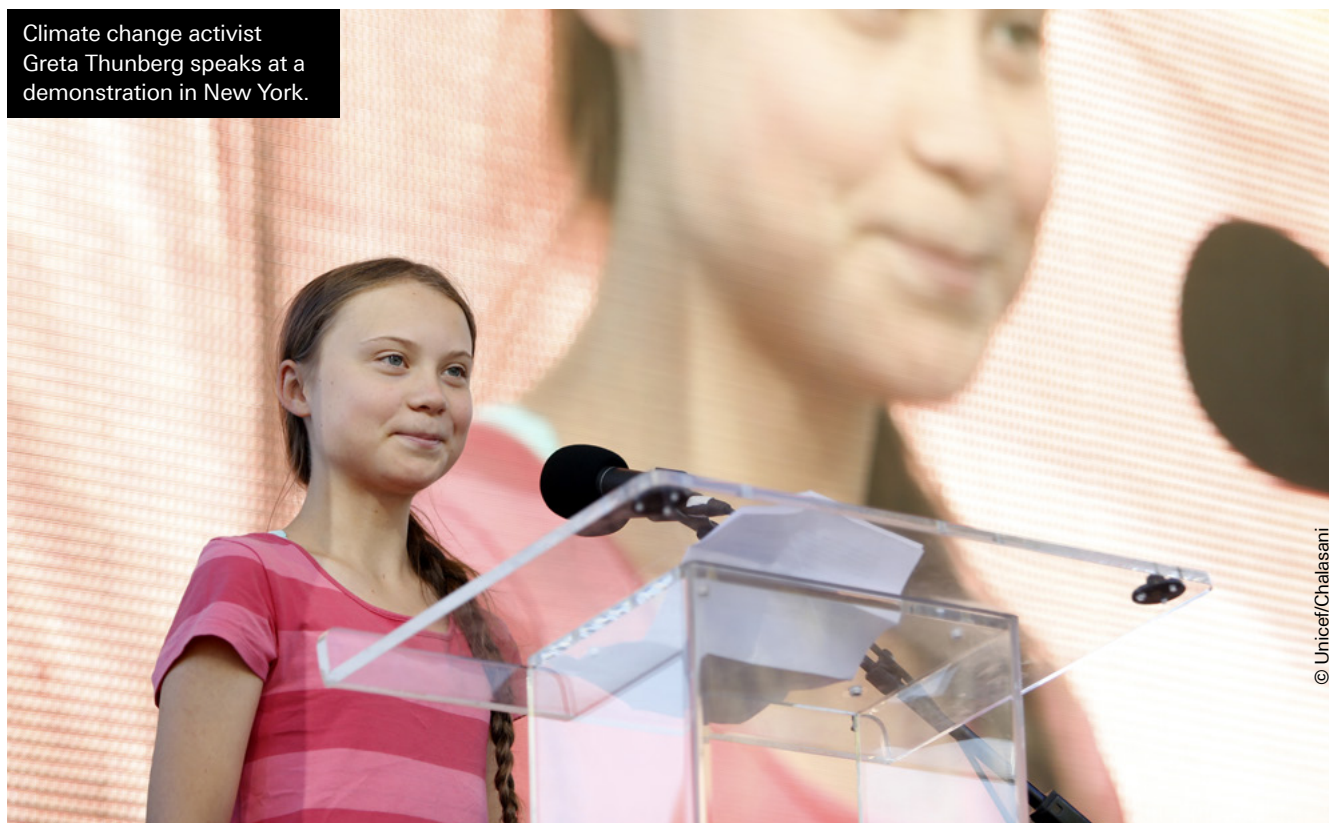
¹ Kwuak C, J Cooke, E Hara, J Pegram (2019), Girls' education in climate strategies. Brookings. Accessed 19 January 2020. [brookings.edu/research/girls-education-in-climate-strategies/](https://www.brookings.edu/research/girls-education-in-climate-strategies/)

WHAT CAN THE UK GOVERNMENT DO?

The UK is changing. Over the past year we have witnessed some of the biggest political and societal shifts in our lifetimes: new leadership, new directions and new priorities to determine the UK's place in the world. Yet despite the challenges we face, we want young people across the UK, and the people who support them, like you, to have a say in what happens next and to start reimagining the future.

The youth climate movement is growing and adapting every day to overcome the barriers to having their voices heard. Youth activists like Greta Thunberg have inspired millions around the world by standing up for young people and their rights through their work to tackle climate change. Join us to ensure that the Prime Minister and his Government make a commitment to putting young people and their rights at the heart of their work to tackle climate change and its impacts. The Government can do this by prioritising legislation, policies and spending decisions that prevent climate change and protect children's rights.

Climate change activist Greta Thunberg speaks at a demonstration in New York.



© Unicef/Chalasani



Taking action against climate change in Scotland.

© Unicef/Surton-Hibbert

Children and young people carry the least responsibility for contributing to climate change, but their futures will be the most affected by its impact. The UK Government needs to hear from young people about why this issue really matters to them.

So now it's your turn:

- Support the young people you work with to contact local decision-makers
- Make sure they know what matters to young people in their constituency
- Ask them to take action

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HOW YOUNG PEOPLE CAN TAKE ACTION

Children and young people are rights-holders, so it's important they are supported to speak out on the issues that affect them and are heard by key decision-makers at every level. Whilst it is the responsibility of 'duty-bearers' to make sure that children's rights are met, young people can promote their rights themselves as well, through the activities in this pack.

OutRight empowers young people to speak out about their rights, inspiring them to stand up for the rights of other children and young people and strengthening their knowledge and understanding of children's rights.

- For further information on the UN Convention on the Rights of the Child, Queen's University Belfast (unicef.uk/QUB-UNCRC) put this great video together and Unicef has designed a new child-friendly version of the UNCRC (unicef.uk/childfriendlyUNCRC)
- To find out more about Unicef's work on climate change: unicef.uk/climate

If the young people you are working with would like to get more involved in this campaign than just the activities we've provided through OutRight, and if they would like to work on this issue with us over a longer period of time, or in more depth, please get in touch. We would love to tell you about additional opportunities!

- You can find more ideas and tools for young people to use in our Youth Advocacy Toolkit: unicef.uk/YouthAdvocacyToolkit

There are some great examples of children and young people using their voices to speak out on climate change. Why not have a look at Voices of Youth, Unicef's global blogging platform: unicef.uk/voicesofyouth



Young people at a Rights Respecting School in England.

© Unicef/Dawe

SHARE WHAT THE YOUNG PEOPLE TAKING PART IN OUTRIGHT ARE DOING

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We are always really excited to see and hear how you and the young people you work with get involved our campaigns! It really helps us to fulfill our mission to promote children's voices and there are lots of ways to do this:

- You can email us at outright@unicef.org.uk
- If your policies permit you to do so, record consent and share photos and messages on social media tagging [@UNICEFuk_action](https://twitter.com/UNICEFuk_action) on Twitter or [@unicef_uk](https://www.instagram.com/unicef_uk) on Instagram, using the hashtag [#OutRight4Climate](https://twitter.com/OutRight4Climate)

 [@UNICEFuk_action](https://twitter.com/UNICEFuk_action)

 [@unicef_uk](https://www.instagram.com/unicef_uk)

FACILITATING OUTRIGHT BOTH OFF- AND ONLINE

Just as in previous years the OutRight activities will develop young people's knowledge of an issue within a rights-based context and lead them through a progression of activities that will steer them to take part in a local or national advocacy action.

This year has been challenging for children and the whole education sector but we hope, by making the OutRight campaign more flexible, we can deliver an exciting, relevant and empowering series of work based on one of the defining issues of our times.

While creating this pack, we have kept in mind that the contexts that teachers and youth workers deliver their work in could vary over the course of the OutRight campaign. So we have developed the OutRight 2020/21 resources a little differently.

We will send you, or the person who initially signed up to OutRight, regular emails that contain a link to our website where you can download the latest set of activities and facilitator notes.

We also hope to provide live sessions with policy, advocacy and children's rights experts at Unicef UK to inspire children and young people to act on climate change.

All the resources will be available at [unicef.uk/outrightclimateresources](https://www.unicef.uk/outrightclimateresources)



At a Rights Respecting School in London.



© Unicef/Dave

- **In a face-to-face setting**, we envisage that the PowerPoint pack can be used on a white board with an adult facilitating the session using the PDF facilitator notes.
- **For home learning**, we will plan for you to be able to share the PowerPoint pack with children and young people to use at home, with direction and guidance provided by you. If you are a Rights Respecting School, you will recognise this approach from Article of the Week: [unicef.uk/AoW](https://www.unicef.uk/AoW). In addition we will provide the PDF facilitator notes to support you thought the activities.

WHAT IS CAMPAIGNING?

Campaigning, activism, advocacy, speaking up, using your voice, protesting, raising awareness and making an impact in your community...

These are all about change and how, together, we can achieve the changes we want to see in our local communities, our country or across the world.

In one sentence: Campaigning is about taking specific and organised actions (like taking part in OutRight!) to bring about positive change on an issue, and influence those in power to act.

WHY CAMPAIGN?

Young people have an important role to play in campaigning to create change. Their voices matter and they have the right to say what they think.

Campaigning on issues that affect them can make a real difference to young people in the UK and around the world. By signing petitions, making videos, writing blogs, speaking to their local representatives and local newspaper(s), young people can show those in power just how much they care about children around the world.

UN Convention on the Rights of the Child: Article 12

Every child has the right to say what they think in all matters affecting them, and to have their views taken seriously.



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Young people make their voices heard at a Clean Air Action Day.



© Unicef

SPREAD THE WORD

Word of mouth is a very powerful tool: why not try one of these effective actions?

- **Tell five others:** Challenge the children and young people you work with to tell five others what they've learned about climate change and how it is affecting us here in the UK as well as around the world. Telling cousins, siblings or friends who go to different schools or live in different areas is a great way to raise awareness.
- **Present your work:** Create a short presentation about the work you're doing in your school/organisation on climate change to share with other schools or youth groups in your area. Your group could even invite local businesses, local councillors or your local decision-makers too.

CONTACTING DECISION-MAKERS

Members of Parliament

The UK is split into 650 areas, or constituencies. Each constituency is represented by a Member of Parliament (MP). An MP's job is to represent the people in their constituency (constituents) in Parliament on both national and local issues.

Members of the Scottish Parliament and Assembly Members

If you are in Scotland or Wales, then your group should also contact your Member of the Scottish Parliament (MSP) or Member of the Welsh Assembly (AM). Many issues affecting child rights are devolved issues so the respective governments can and should take action.

Local councillors

You can also contact your local decision-makers who represent you at your local council. Local councillors are elected to represent their constituents on a range of local issues and can play an important role in ensuring services (things like education, policing, transport) support you and your local community.

HOW DO I FIND OUT WHO THEY ARE AND GET IN TOUCH?

Once you have decided the most appropriate level of representative to contact, you can find and contact your MP, MSP, AM and local councillors in two easy steps:

1 To find out who your MP/MSP/AM or local councillor is, simply type your school or organisation's postcode into the search box on the following websites:

- MPs – [unicef.uk/FindYourMP](https://www.unicef.uk/FindYourMP)
- MSPs – [unicef.uk/FindYourMSP](https://www.unicef.uk/FindYourMSP)
- AMs – [unicef.uk/FindYourAM](https://www.unicef.uk/FindYourAM)
- Local councillors – [unicef.uk/Councillors](https://www.unicef.uk/Councillors) or visit your local council's website, which is easily done through any search engine.



Standing up for children's rights in Scotland.

2 You can then decide how you want to contact your local decision-maker.

Why not invite them to see the work you've been doing or send them a letter or email to highlight the child rights issues that matter to your group? You'll find some inspiration throughout this pack!

When you contact your local decision-makers, it's always best to address them as Mr or Ms. Although members of your group won't be able to vote if they are under 18 years old, it is your local representatives' job to listen to what your group has to say and address the concerns you raise. Age is even likely to be an advantage: decision-makers are often really impressed and inspired when they see young people seeking to make the world a better place.

Before you contact your local decision-maker, it is important to think carefully about what you're asking them to do:

- Politicians like it when you come to them with a clear plan of action for what you would like them to do. It's great to be passionate about an issue but your group also needs to have an idea of what the solution to the problem is and how they can help you achieve that solution.
- For example, you might want your local decision-maker to raise the profile of your group's issue. They could do this by raising the issue with a Government Minister or by speaking in a debate about the issue. You might want a politician to spark change. This could mean actively seeking to change the law, change their personal views, or their political party's approach to an issue.

CONTACTING YOUR DECISION-MAKER

Step 1: Write a letter or email to your decision-maker explaining your request.

Your group might want to invite them to visit your school/organisation and see the work you have been doing. As part of this, remember to include why this issue or visit is important to your group. Make sure you remember to make it clear that your organisation/school is in the constituency. It is also really helpful to try and make the request as local as possible – remember, it's the decision-maker's job to represent the concerns of local people. It might also be a good idea to mention ages of the group, or class year; young people have powerful voices and decision-makers are often inspired and encouraged to hear from them!

Step 2: Arranging the meeting.

Decision-makers are often very busy and they receive a lot of emails, calls and letters so you might have to wait a little while for a response. If your group hasn't heard back within three weeks, you might want to call their office to follow up with them and arrange a time for the visit or meeting.

Step 3: Meeting your decision-maker.

Make sure you are well-prepared in advance and have a clear plan of how you want the visit or meeting to go. It's also important to remember to be personal and polite – explain clearly why you feel strongly about this issue and even if you disagree with your decision-maker's approach, it is important to remain calm so you can explain your position clearly and ensure your voice is heard. Remember to ask the decision-maker questions about their work and their views, which might help you build a good relationship with them. And finally, make sure to say thank you for their time at the end of the visit or meeting. You might also want to take a picture with them and use this to remind them of the actions they may have promised to take on your behalf.

Who has the power to change the issue you are campaigning on?

The Government has the power to put children's rights at the heart of all its work. Your group can share their views with the Government to help make sure that children's voices are listened to and acted upon. By meeting their local MP and

telling them about their concerns regarding issues that affect them, young people can help us build support to ensure the UK Government prioritises children's rights here in the UK and around the world.

Invite your MP to visit your school or group

An effective way of raising your concerns with your MP is to tell them in person. Your group could write to your local MP and invite them to a school assembly, lesson or group meeting where young people can show them the work they have done through OutRight. In your group's invitation letter, make sure you remember to tell your MP about the event you are inviting them to and what they will see. Your group could also offer to show them the work they have produced, explain what they've learned and how it made them feel. When your MP visits, young people can also ask them questions about what they think about children's rights and how your MP is going to help the campaign.

TOP TIPS

MPs like to receive invitations in plenty of time. A visit will usually take place on a Friday as that's when MPs go back to their local areas. When they visit, your group can tell them personally what issues are important to you.

- Ask your MP to contact the Prime Minister and relevant Ministers, including the COP26 President, to highlight your group's concerns about climate change. Then ask them to let you know once they have written or spoken to them and to share the response they received.
- Ask your MP to continue to support your group's campaign by speaking about it in a debate in Parliament, or by asking a question of the Prime Minister and relevant Ministers.
- You can learn more about how to engage political decision-makers here: [unicef.uk/YouthAdvocacyToolkit](https://www.unicef.org/youthissues/youthissues-toolkit)

CONTACTING YOUR DECISION-MAKER

Sometimes, it's a business practice that you might want to influence...

Unicef has worked with Governments and many organisations over the years to build better business for children – businesses that are committed to respecting and supporting the rights of children. We do this by working in partnership with businesses, and other stakeholders, to drive positive social impact and change for children.

Business activity is the source of significant environmental damage that affects children's rights. Nearly every business sector is directly or indirectly involved – in the production, use, release and disposal of hazardous substances, the extraction of resources or other types of environmental impact. Children's rights are affected by current business operations but also by the legacy of past activities and potential future harm too.

Business impacts on children's environmental rights can be local, national or global, as in the case of the major carbon polluters. Businesses also have economic, social and cultural impacts on children's lives. The communities affected by corporate abuses often belong to marginalised groups of society and find it hard to make their voices heard. However, industries can contribute greatly to the improvement of environmental conditions and work towards sustainability. The business sector therefore plays a key role in addressing environmental harm that interferes with the enjoyment of children's rights.

Respect for children's rights is the minimum required of business. If the young people you're working with identify an issue they feel is being caused or affected by business or industry, we'd encourage them to think about how they can raise their concerns with them as well as political decision-makers.

The skyline of Ulaanbaatar, Mongolia's capital, is covered in smog due to air pollution.



© Unicef/Batbaatar

Businesses can and must change their own practices to ensure respect for children’s rights and have the power to influence other businesses to do the same. Businesses can also make their voices heard with the UK Government and support it to put children’s rights at the heart of its action in the UK and globally.

If the young people you’re working with have identified a business they want to talk to about climate change and child rights, they can reach out to them to make their views heard and ensure that they take action upon the issues raised.

- Businesses that have websites and are large in size will likely have a page dedicated to '**Sustainability**' or '**Corporate Responsibility**' or '**Corporate Social Responsibility (CSR)**'. This is where one can find information about what they are doing in relation to the environment and other rights and how to contact them about this work. Children can also write to businesses individually, with a letter or an email. For example, Ruby, a Scottish nine-year old, wrote a letter of complaint to a catalogue company about their clothing options for boys and girls, pointing out that the captions suggested that girls were not able to do all the things that boys could. Eventually the company responded and promised to share her letter with all departments.²
- Children can also contact an industry association, which is a network of businesses working in the same area, if the children you are working with want to talk to a group of companies belonging to a sector that is identified as relevant for climate change. For example, the **British Retail Consortium** (brc.org.uk) is the association of businesses working in the retail sector.
- Children can also contact the local **Chamber of Commerce** (britishchambers.org.uk) or check whether there is a local business network or group that brings together companies working in your community.
- Businesses often receive a lot of communications and requests. If children do not receive a response, they can try to send their message again. Ask friends to send the same message too.
- Businesses are sensitive to their public image. Sharing the children’s letter through social media and tagging the company may help to get a response. If they do reply then share that too to help promote positive action and hold them to account for their promises.

When talking to businesses about children’s rights and climate change, the young people you’re working with might want to explain:

- Why this is important to them and how it affects their rights
- The reasons they want the business to take action and the role they think it plays in climate change
- What they want the business to do: this could be about the business doing something differently, supporting the children’s campaign or talking to other businesses so they can also change the way they act
- How other companies or organisations are tackling climate change as a positive example to follow

Young people from Za’atari Refugee Camp in Jordan discuss climate change innovations.



2 See cypcs.org.uk/wp-content/uploads/2020/02/promote-protect-defend-child-human-rights-defenders.pdf, p16.