

World Children's Day Schools Toolkit 2021

#MySchoolMyRights

WORLD
CHILDREN'S
DAY NOVEMBER 20

unicef 



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WCD and Schools

World Children's Day is UNICEF's global day of action *for* children, *by* children. It highlights critical issues affecting children's lives, builds the UNICEF brand, and supports the engagement of children and young people as advocates for their own rights.

An integral part of World Children's Day is children and young people learning about their rights and raising their voices on issues that affect them.

Moving into its fifth year, World Children's Day 2021 will look to build on the increasing success of previous campaigns and take a 'glocal' approach by providing a global narrative that can be adapted to local contexts.

WCD 2021 will be flexible and does not have a global theme. Instead, UNICEF offices are encouraged to focus on the issues that are important to children in their country and, where relevant, align with the new [Global Advocacy Priorities](#).



Schools around the world can unite with UNICEF and showcase their work championing and celebrating children's rights, including through Kids Takeovers and turning the world – or their school – blue.

This toolkit provides a menu of ideas that National Committees and Country Offices can use to activate with their school networks – whether in person or virtually – to raise awareness of child rights and amplify or leverage the UNICEF brand. It can be used to have a discussion with student about how they want to celebrate WCD

CHILD SAFEGUARDING PRACTICES

For these experiences to be positive for children and young people, safeguarding issues must be considered for all activities. For additional details, please refer to the [Children Safeguarding SharePoint site](#) and the specific [child safeguarding guidelines for WCD](#).

SHARE YOUR ACTIVITIES

As 20 November falls on a Saturday this year, schools are encouraged to celebrate the week or month leading up to the date. This year there is 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
#JournéeMondialedelEnfance
#ВсемирныйДеньДетей

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

Existing school resources

In previous years, schools around the world have activated on WCD by integrating the child-friendly CRC icons in their activities and using resources from the World's Largest Lesson (WLL), including the 2019 lessons on child rights.

Children's Rights – CRC Icons

A child-friendly version of the CRC and icons for each of the articles (produced with child participation and supported by the Committee on the Rights of the Child) are available to be integrated in WCD activities.

They are currently available in English (including in accessible versions), French, Spanish, Arabic, Russian, Simplified and Traditional Chinese, German, Portuguese, Korean, Norwegian, Polish, Danish, Italian, Slovene, Dutch, Greenlandic and Sámi. There is also an International Sign Language [video](#) with English voiceover.

Design and translation guidelines and assets are available here for [UNICEF](#) and publicly available [here](#).



Existing school resources

The 2019 [World's Largest Lesson \(WLL\) on child rights](#) can continue to be used and, in 2020 and 2021, new resources have been designed around SDG13 – Climate Action.

SDGs and Climate Action – World's Largest Lesson

WLL provides [learning resources](#) to engage children and young people in the achievement of the SDGs.

Throughout 2021, new WLL resources for children aged 8-14 will be developed to help them advocate for sustainable education ahead of COP26 in November. World Children's Day falls just after COP so is a crucial time to continue momentum for sustainable education.

WLL resources will include inspirational case studies on children, a microsite where children can tailor messages to decision makers, short videos explaining climate and environmental education, and more.

These can be complemented with the [Learning Resources on Climate developed for 2020](#) that introduce a holistic climate education.



The poster features the 'World's Largest Lesson' logo and the Hasbro logo in the top left. A central circular image shows a child holding a sign that reads 'BE A PART OF THE SOLUTION NOT THE POLLUTION' with a globe in the background. To the right, a box indicates 'Total time: 60 mins' and 'Age range: 8-14 years'. Below the sign, the text reads 'Think BIG! Collective Action for Climate Change'. At the bottom, three icons represent SDG 13 (Climate Action), SDG 14 (Life Below Water), and SDG 15 (Life on Land). The footer includes the text 'Listen Up! Exploring a Child's Right to be Heard and Taken Seriously' and logos for UNICEF, AVANT, and the World Bank.

Turning the world (or school) blue

Visually linking schools
around the world



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, like these boys in Cote D'Ivoire!)



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!



Kids Takeover at school and in their community

Building on children's
rights to participation



Students teach 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.



Students' school manifesto

Students work together and compose a manifesto for their school on topics and issues that they care about, based on their rights.

Children can work with the school board and teachers to explore how their ideas can be integrated within the school community.

This should be inclusive and can be done in person or online.



Supporting the community

Children take over to show their volunteering or community actions. 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.

Schools could link with local groups for example to support the elderly or homeless in their community.



A clean and green school community

Depending on health restrictions, children can organize litter cleanups around their school or in their community or organize a recycling campaign.

Other green activities could include planting trees or working to green the school's activities.

Children and young people can share their findings with peers and use this as an opportunity to discuss the importance of children's right to a healthy environment.



Celebrate children's rights

Other ways to express
your rights



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.



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.



Additional resources

- World Children's Day [SharePoint page](#)
- World Children's Day [brand guidelines](#)
- [Child Safeguarding Guidance](#)
- Child Safeguarding [SharePoint site](#)
- Child-friendly CRC and Icons [page](#)
- Child-friendly CRC text and Icons guidelines for [UNICEF](#) and for the [public](#)
- [World's Largest Lesson Website](#)



Contact

For more info about this toolkit, don't hesitate to reach out to the WCD core team at HQ:

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