**UNICEF UK Press release template for RRSA Gold Award (for all schools)**

**Guidance notes**

* Text in red: **for school to adapt**. Make sure to insert your school’s information and amend all the sections highlighted in red including in the ‘notes to editors’
* Sections in blue: **for UNICEF UK to adapt** – please ask your Professional Adviser for updated data and a quote, with at least one week’s notice. Alternatively contact the central office via email at rrsa@unicef.org.uk.
* If your school is the first school in a region or local authority to achieve Gold, or for example the first Secondary school to achieve Gold in your region, you can highlight that by changing some of the wording in the press release, e.g. “xx is first secondary school in xx to achieve Gold status.”
* We have included some current data on number of RRSA schools that have achieved certain stages – if more is needed, please contact your Professional Adviser, and insert where appropriate.
* Please do not amend the quote from UNICEF UK or descriptions about UNICEF and RRSA. Thank you!

**PRESS RELEASE**

[Insert date]

**[Name of school] or [Primary/Secondary school] in [insert name of town] to receive [or receives] prestigious UNICEF UK Gold Award**

[Insert name of school] school in [insert name of town] is to be awarded Gold by [UNICEF UK’s Rights Respecting School](https://www.unicef.org.uk/rights-respecting-schools/) programme.

UNICEF is the world’s leading organisation working for children and their rights. The Rights Respecting Schools Award is granted to schools that show commitment to promoting and realising children’s rights and encouraging adults, children and young people to respect the rights of others in school. Gold is the highest accolade given by UNICEF UK and shows a deep and thorough commitment to children’s rights at all levels of school life. There are over 600 schools across England, Scotland, Northern Ireland and Wales that have received Gold.

OPTIONAL: If there is an event: The school has been working with UNICEF UK since [insert date]. They received their Silver certificate in [insert month and year]. [Insert name of school] school will be awarded with the Gold certificate to mark their achievement at an event at [insert details of event including place and time].

### Headteacher of [insert name of school], [insert name of headteacher], said: “[write your own quote about how proud the school is to receive the Gold Award from UNICEF UK, what this means for the school community, the positive impact of RRSA on pupils and the school as a whole, importance of putting children’s rights at the heart of a school, thank you to pupils and staff, etc. ]”

The Award recognises achievement in putting the United Nations Convention on the Rights of the Child at the heart of a school’s planning, policies and practice. A Rights Respecting School is a community where children’s rights are learned, taught, practised, respected, protected and promoted. UNICEF UK Rights Respecting Schools Programme Director, Martin Russell, said: “[quote to be provided by UNICEF UK]”

The [UNICEF UK Rights Respecting Schools](https://www.unicef.org.uk/rights-respecting-schools/the-rrsa/about-the-rrsa/) initiative is aimed at schools across the UK, including those in an early years setting. Currently, it works with nearly 5,000 primary schools, secondary schools, schools for children and young people with special educational needs and pupil referral units across England, Northern Ireland, Scotland and Wales. Schools have reported a positive impact on pupil behaviour, relationships and well-being by enhancing pupils’ self-esteem, leading to less truancy and bullying, better learning and improved academic standards.

--ENDS--

**For further information or photography please contact:**

[insert name, phone number and email of contact person in your school]

**For further details about UNICEF UK and RRSA, please contact:**

Samantha Bradey, UNICEF UK Resources, Communications and Stewardship Manager + 44 (0)20 7375 6119 [SamanthaB@unicef.org.uk](mailto:SamanthaB@unicef.org.uk)

**Notes for editors:**

**\*About the UNICEF UK Rights Respecting Schools Award**

UNICEF works with schools in the UK to create safe and inspiring places to learn, where children are respected, their talents are nurtured, and they are able to thrive. Our Rights Respecting Schools Award embeds these values in daily school life and gives children the best chance to lead happy, healthy lives and to be responsible, active citizens.

Using the UN Convention on the Rights of the Child (CRC) as our guide, we are working with more UK schools than almost any other organisation. 1.6 million children in the UK go to a Rights Respecting School and nearly 5,000 schools up and down the country are working towards the Award. For more information, visit [unicef.org.uk/rights-respecting-schools/](https://www.unicef.org.uk/rights-respecting-schools/)

About [name of school]

Include a short paragraph about your school, number of pupils, etc.

**About UNICEF**

UNICEF is the world’s leading organisation for children, promoting the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.

UNICEF UK raises funds to protect children in danger, transform their lives and build a safer world for tomorrow’s children. As a registered charity we raise funds through donations from individuals, organisations and companies and we lobby and campaign to keep children safe. UNICEF UK also runs programmes in schools, hospitals and with local authorities in the UK. For more information, visit [unicef.org.uk](http://www.unicef.org.uk/).