

CHILDREN'S CHAMPIONS PACK



Dear supporter,

Thank you for agreeing to campaign with us on our **Children in Danger campaign**. We are calling for the UK Government to champion and prioritise a global target to end violence against children. **Please take action before 30 March**. With your time and commitment, we can make sure our politicians deliver on their responsibilities to ensure a safer world for children.

There are two parts to the pack: *Campaign Information* and *Campaigning Toolkit*. The resources aim to explain what the campaign is all about, as well as give you more general tips and guidance on how to participate. Specifically the pack will highlight Unicef UK's call for a target to end violence against children to be included and prioritised in the new set of global Sustainable Development Goals being agreed by the United Nations in 2015.

We hope the resources will provide you with all the information and inspiration you need. We are asking you to **take action by meeting with your local General Election candidates** to garner their support, and enlist their help for this important campaign.

The General Election is a chance for us to tell our Members of Parliament (MPs), Prospective Parliamentary Candidates (PPCs), and the UK political party leaders that we want a safer world for children. This means the time to affect change is now and we need you to take action as soon as possible and **before the end of March** when the General Election campaign heats up and Parliament is dissolved. MPs and PPCs will be especially busy in the run up to the election, so please book your meetings as soon as possible.

If you have any additional questions or would like to provide feedback, please email me at: activism@unicef.org.uk

We'd like to thank you for your continued support of Unicef UK, and look forward to your involvement in the Children in Danger campaign.

Kind regards,

Kate Dentith
Campaigns Adviser

**FOR
EVERY
CHILD IN
DANGER**



**UNICEF UK
CHILDREN'S CHAMPIONS**

**CHILDREN IN DANGER
CAMPAIGN INFORMATION**

CONTENTS

	CHILDREN IN DANGER	3
	WHY TACKLE VIOLENCE?	4
	A HIDDEN EMERGENCY	5
	ELEANOR'S STORY, KENYA	6
	BRYAN'S STORY, EL SALVADOR	7
	CHILD TRAFFICKING IN THE UK	8
	KATJA'S STORY, UK	9
	2015: SEIZING THE OPPORTUNITY	10



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CHILDREN IN DANGER

In the UK and around the world, children are in danger. The next UK Government must commit to keeping children safe, both at home and across the world.

Across the world, children are facing an epidemic of violence. In war zones, on the streets of violent cities, but also, shockingly, in their own homes and schools. From babies to teenagers, they're beaten, abused, exploited, and even murdered.

Every five minutes a child dies as a result of violence. Millions more live in fear of physical, emotional and sexual abuse and the effects can last a lifetime.

In South Africa one third of child murders occur at home. In Bangladesh more than 20 per cent of girls aged 15-19 are married before the age of 15, in Haiti almost 1 in 5 girls were raped in the capital during the rebellion of 2004/05.

In the UK, children are being trafficked. They face violence, abuse and exploitation. Migrant children who are alone in the UK, without parents or family to turn to, are the most vulnerable.

For too long, the world has tolerated this epidemic of violence that damages societies and leaves millions of children unsafe in their homes, schools and communities.

But together we have the power to change this – we can demand a safer world for children. 2015 can be the beginning of the end of violence.

Unicef UK is calling on all UK political parties to support and prioritise a global target to end abuse, exploitation, trafficking and all forms of violence and torture against children in the United Nation's new **Sustainable Development Goals** (also sometimes known as the post 2015 development framework).

WHAT CAN YOU DO?

To ensure the next UK Government commits to keeping children safe, both at home and across the world, we need your help. The General Election is a chance for us to tell our Members of Parliament (MPs) and Prospective Parliamentary Candidates (PPCs) that we want a safer world for children. Will you join us and help end violence against children?

Meet with as many of your local candidates as possible and tell them about Unicef UK's Children in Danger campaign. Specifically:

1. Ask your local candidates to raise the issue of violence against children with their party leaders and call on them to publicly commit to champion and prioritise a target to end violence against children in the new Sustainable Development Goals. *Your local parliamentary candidates could write a letter, send a tweet, or raise the need to champion this goal in any meeting they have with their party leader ahead of the General Election.*
 2. Ask your local candidates to let you know once they've raised the issue with their party leaders and to share the response they received. It's important that they raise the issue with their party leader ahead of the General Election so we know whether they will champion the goal if elected as the new Prime Minister.
 3. Ask your local candidates to show their support for children in danger by joining you in a photograph. If they are on Twitter ask them to tweet their support.
- NB. If your local MP is one of the UK political party leaders **ask them directly** to champion and prioritise a target to end violence against children. Ask them to show their support for children in danger by joining you in a photograph and share it on their Twitter or Facebook accounts.

? WHY TACKLE VIOLENCE?



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Violence, exploitation and abuse of children is a global problem. “We are uncovering the fact that children experience extreme violence in everyday life, everywhere,” says Susan Bissell, Unicef’s global head of child protection.

Violence against children is defined by Article 19 of the [UN Convention on the Rights of the Child](#) as “all forms of physical or mental violence, injury and abuse, neglect or negligent treatment, maltreatment or exploitation, including sexual abuse”.

Violence against children is often a hidden problem and incidents of violence regularly go unreported.

We know that violence against children hinders their progress and development – creating short and long term effects on their physical and mental health. Equally, violence has devastating impacts on wider society and the social and economic progress of countries.

A failure to tackle the abuse of children has slowed down progress towards delivering the Millennium Development Goals (MDGs) in full, despite improvements in child survival since the MDGs were agreed.

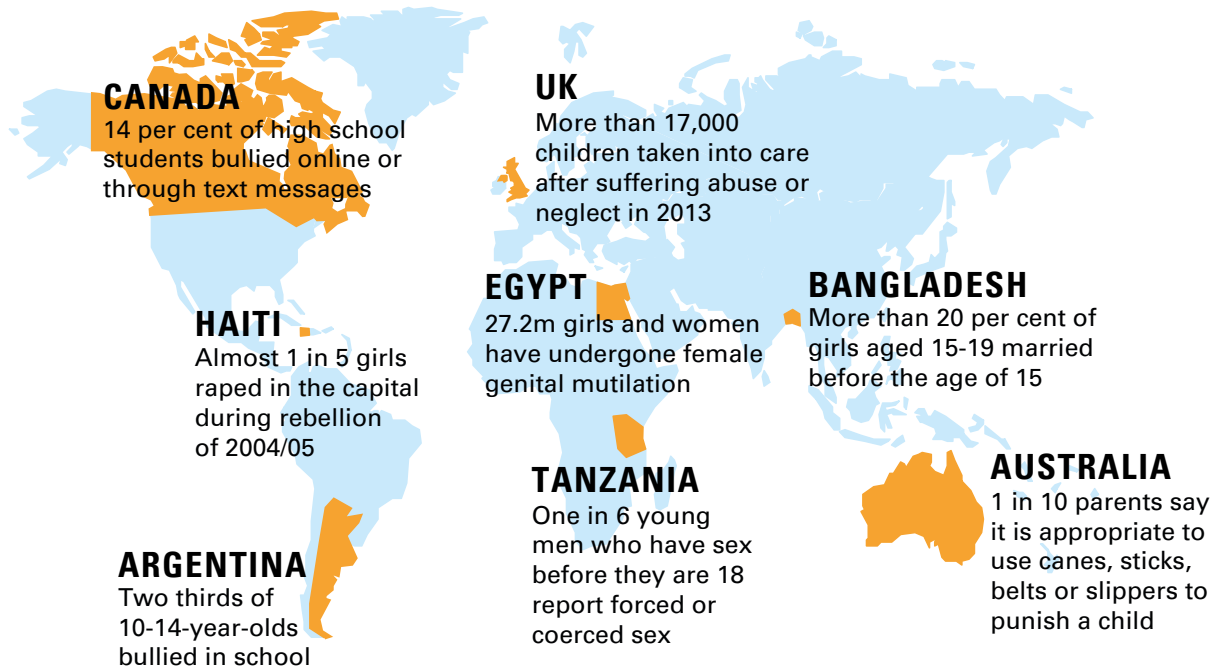
The new [Sustainable Development Goals](#) that will replace the MDGs currently have 17 goals and 169 targets proposed (including a target to end all forms of violence against children) – **however none of these are secure** and won’t be until the final announcement at the UN General Assembly in September 2015.

Global leaders must signal their commitment to tackling all forms of violence. A target to end abuse, exploitation, trafficking and all forms of violence and torture against children must be included and prioritised in the new set of Sustainable Development Goals. It is imperative that the next UK Government leads the international efforts to secure and prioritise this target.



A HIDDEN EMERGENCY

CHILDREN ARE IN DANGER EVERYWHERE

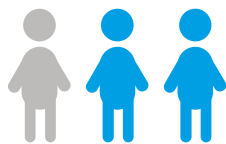


Sources: UNICEF (2014), UNICEF (2013), Save the Children (2013), UNFP (2013) & NSPCC (2014)

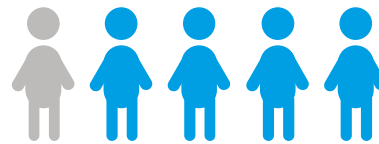
DEVELOPMENT AND RELATIONSHIPS

EXPOSURE TO VIOLENCE MAKES IT HARDER FOR CHILDREN TO FORM NORMAL RELATIONSHIPS

Studies of children who were exposed to domestic violence show:



A third become aggressive themselves



One in five act out or have difficulties making friendships

CHILDREN LOSE THEIR HOMES

80
PER CENT of people fleeing their homes are estimated to be women and children

8
MILLION children were forced to leave their countries in 2013

EDUCATION SUFFERS

5.1
PER CENT less likelihood of graduating from high school in the United States, if you go to a violent school

12
PER CENT less likelihood of completing school in Tajikistan, if you are a girl that has been exposed to conflict

Source: Unicef UK 2014 report Act to end violence against children

ELEANOR'S STORY KENYA

**CHILDREN HAVE
THE RIGHT TO FEEL
SAFE AT HOME**

Seven-year-old Eleanor* from Kenya was beaten regularly with a belt buckle because she wet the bed. "My dad only beats us when we make mistakes," she told Unicef workers. These mistakes included simple things that all children do, like getting their clothes dirty. Her father would also leave the house at night and Eleanor and her brothers and sisters were left without food.

Until she was rescued from her abusive home, she didn't know that violence was wrong. Eleanor is now living in a Unicef-supported rescue centre, after she was brought there by a concerned neighbour. "Everything is good about this house," she said.

The rescue centre is run by a woman the children call "Auntie". She cares for over two dozen boys and girls in the house. "Auntie cooks nice food and takes care of us when we go to sleep," said Eleanor. Violence is very prevalent in Kenya's slum communities.

Unicef supports families to stay together where it's possible and safe, but sometimes children face danger and have to stay in an emergency shelter while alternative family care, such as extended family or foster care, is found.



Today Eleanor is safe. But millions more children are still in danger. We need to do more to end violence against children for good.

The world is setting new goals that could commit leaders to ending violence against children everywhere. The UK and other governments must act now and commit to keeping every child safe.

*Name changed to protect the identity of the child.

BRYAN'S STORY

EL SALVADOR



CHILDREN HAVE THE RIGHT
TO **GROW UP SAFELY**

Bryan is eleven years old and about to enter fifth grade. He loves riding his bike and playing football with his grandfather. He lives with his mother in the inner city community of Santa Tecla in El Salvador.

A couple of years ago, his older brother started acting differently. He was hanging around with a group of friends that Bryan knew to be a gang. After some time his brother became violent. One time Bryan woke up to his brother kicking him repeatedly for no reason.

Sadly, Bryan's brother died nine months ago from a drug overdose. "When I think about my brother," said Bryan, "I think about him coming home, think that he'll come back, and after when I feel sad about all of this, I try and distract myself by riding my bike."

Bryan finds it hard to trust other people but says he will never get involved with a gang as he's seen how what happened to his brother has affected him and his mum. Today, Bryan goes to school in Santa Tecla where Unicef has a programme called "No te digna?" ("Doesn't it outrage you?"), which teaches children how to resolve arguments without violence, that violence is wrong and that they don't have to suffer in silence.



EL SALVADOR

We can help children living in danger like Bryan. The world is setting new goals that could commit leaders to end violence against children everywhere. The UK and other governments must act now and commit to keeping every child safe.

Watch Bryan's story at Unicef UK's YouTube channel – search "[Gang violence in El Salvador: Bryan's story](#)"



CHILD TRAFFICKING IN THE UK

At least 10 children are trafficked in the UK every single week. They face violence, exploitation and abuse. The physical and psychological scars of trafficking can last a lifetime.

Many more children are trafficked into the UK every year, but remain undetected by authorities. Even when children are identified as trafficked, they are not necessarily protected – many struggle to access education, healthcare or a safe place to live. They also remain separated from their families.

Migrant children who are alone in the UK, without parents or family to turn to, are the most vulnerable to violence and abuse. These children need a guardian – someone to protect them from being trafficked and make sure they get the support they need.

Violence against children is a universal problem; it affects children from El Salvador to South Africa, Thailand to the UK. The UN's new **Sustainable Development Goals** will apply to the UK, and as such the next UK Government must do all it can to protect our most vulnerable children from the danger of trafficking and exploitation.

Unicef is a global leader in tackling child trafficking and our approach to protecting children from trafficking is internationally recognised. Unicef works with partner organisations in the UK and globally to support trafficked children and advocate for their rights.



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KATJA'S STORY UK

CHILDREN HAVE THE RIGHT TO GROW UP SAFELY



Katja* was trafficked into the UK as a teenager and forced to work on a cannabis farm. When she was found, she was taken into custody, then into care, but soon disappeared back into the hands of traffickers.

Katja's story is frighteningly common – 60 per cent of trafficked children taken into care in the UK go missing. Most fall back into a life of exploitation and abuse.

Children like Katja need a guardian with legal powers – a trusted and consistent point of contact who can make sure they get the support they need. No child should be trafficked, let alone face this threat repeatedly and alone.

The world is setting new goals that could commit leaders to ending violence against children everywhere. The UK and other governments must act now and commit to keeping every child safe.



Case provided by the Centre for Social Justice.

* Name changed and model used to protect the identity of the child.



2015: SEIZING THE OPPORTUNITY

2015 is a momentous and important year for children. This year, the world has an opportunity to take a decisive step towards ending violence against children by setting new goals that could make sure every child grows up healthy and safe. These new **Sustainable Development Goals** will replace the Millennium Development Goals that were created in the year 2000 and expire in 2015.

It is vital that a target to end abuse, exploitation, trafficking and all forms of violence and torture against children everywhere is secured and prioritised in this new global framework. By including a robust target in the new development agenda, the world's governments will signal their determination to make ending violence a global priority.

The UK has been at the forefront of global efforts to tackle the violence that children face, demonstrating leadership in areas such as female genital mutilation, child marriage and sexual violence in conflict. It's imperative that the UK continues to show leadership on the global stage.

Thousands of people have already joined Unicef UK in calling on the Prime Minister to make ending violence against children a priority. Now we're calling on all UK political parties to take a stand as 2015 is an election year.

A target to end abuse, exploitation, trafficking and all forms of violence and torture against children must be secured and prioritised in the new set of Sustainable Development Goals.

The next UK Government must work with other countries to make ending violence against children a global priority and ensure that a target to achieving this is included in the final Sustainable Development Goals framework.

POST-2015 PROPOSALS FOR ENDING VIOLENCE AGAINST CHILDREN

END VIOLENCE AGAINST CHILDREN...

- End abuse, exploitation, trafficking and all forms of violence and torture against children
- Eliminate all forms of violence against all women and girls in public and private spheres, including trafficking and sexual and other types of exploitation
- Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation
- End recruitment and use of child soldiers
- Build and upgrade education facilities that are child-, disability- and gender-sensitive and provide safe, non-violent, inclusive and effective learning environments for all

...REDUCE THE IMPACT OF VIOLENCE IN THEIR FAMILIES AND COMMUNITIES...

- Significantly reduce all forms of violence and related death rates everywhere

...AND ENSURE ACCESS TO JUSTICE FOR ALL

- Promote the rule of law at the national and international levels, and ensure equal access to justice for all
- Provide legal identity for all, including birth registration

Source: Draws on the Open Working Group outcome document.



**FOR
EVERY
CHILD IN
DANGER**











**FOR
EVERY
CHILD IN
DANGER**

unicef 
UNITED KINGDOM

**UNICEF UK
CHILDREN'S CHAMPIONS**

**GENERAL ELECTION 2015
CAMPAIGNING TOOLKIT**

CONTENTS

	THE UK GENERAL ELECTION 2015	15
	THE VOICES OF CHILDREN'S CHAMPIONS	16
	TOP TIPS	18
	TOP TIPS CONTINUED	19
	GUIDANCE: USING LOCAL MEDIA	20
	GUIDANCE: MEETING YOUR LOCAL CANDIDATES	21
	THE CANDIDATES' TO DO LIST	23
	FEEDBACK FORMS	25



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THE UK GENERAL ELECTION 2015

In the UK, General Elections take place every five years and the next one will take place on Thursday 7 May 2015. The political party that wins the majority of the 650 seats in Parliament will form the new government, and will be responsible for protecting children from danger in the UK. The UK Government can also play a role on the world stage to encourage other governments to keep children safe.

It is quite possible that we will not see a majority government in 2015, as happened in 2010. With this in mind, we need to make sure we secure cross-party support for the UK to champion and prioritise a global target to end violence against children regardless of whether we see a majority, minority or coalition government come to power in the UK.

Unicef UK is politically neutral and does not support a specific UK political party – rather we support, and call for, policies and practices that protect the most vulnerable children wherever they may be.

Ahead of this year's General Election please meet with as many of your local candidates as possible and tell them about Unicef UK's Children in Danger campaign.

WHY IS LOCAL CAMPAIGNING IMPORTANT?

At every election there will be a range of different candidates running in your area. They will usually be from a political party, but some people might run as independent candidates. The candidates standing for election in your constituency will run their own local campaigns to win that seat and will be keen to understand what issues are affecting the local communities they want to represent in parliament.

This means that during an election period MPs and Prospective Parliamentary Candidates (PPCs) will be paying even closer attention to the views of people living in their constituency. They will also keep an eye on the local media to ensure they are on top of constituents' concerns. Campaigning at a local level is therefore hugely important and your role as a local campaigner is even more vital for Unicef UK's campaign to be successful.

While Unicef UK will be talking directly to all political parties, local campaigning by you will help us be more effective at keeping violence against children high on the political agenda.

THE POWER OF YOUR VOICE

Being an advocate means representing others and expressing their thoughts and feelings. You can act as a voice for children in the UK and around the world. By increasing candidates' awareness, we will increase the likelihood that they will champion a target to end violence against children everywhere if elected as an MP.

Take a stand for children in danger and help protect them by contacting your local candidates to:

- tell them why ending violence against children is so important; and
- highlight actions they can take to keep children safe.



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THE VOICES OF CHILDREN'S CHAMPIONS

"I was really shocked when I actually managed to arrange a meeting with my MP in the first place. I had been attempting to use various avenues to contact him, by email, fax, letters and telephone calls, but hadn't received any sort of response at all for a couple of weeks. I decided to try one last call when someone picked up the phone and within about 30 seconds I had a meeting arranged for Friday. To be completely honest, after my initial burst of pride that I had actually managed to arrange a meeting, I became very nervous. I had no idea what the meeting would be like.

I was pretty much convinced that the meeting would go one of two ways, that I would be fobbed off and diverted by my MP or that my meeting would be so brief that I had to focus on making my core points. What I hadn't expected was that my MP gave me 15-20 minutes of very focused time in which he seemed to show a very genuine interest in the issues raised. I kicked myself for not knowing some of the answers to his questions but overall I was really proud that I had tried and I felt that someone had listened.

In future I think I would go to meetings armed with everything possible so that when I have an MP's attention I can capitalise on it in the moment".

Jacqueline Fahey Kirkland





THE VOICES OF CHILDREN'S CHAMPIONS

"Meeting with my MP for the first time taught me a great deal and gave me confidence for future campaigning. I was too nervous to go on my own the first time and so was lucky enough to be accompanied by a former campaigns manager who is now retired and volunteers with me at our local community library.

I did a lot of preparation and our meeting was so good and we worked together so well, it actually gave me faith for all our efforts. This was due, of course, in part to the fact that our local MP is a brilliant MP and person.

What was important was to be prepared to answer counter-arguments, and be aware of their interests and try to link to issues they are also interested in. Also, if not able to answer an argument, to be able to confidently say you will find out and get back to them.

It is always important to work with their office staff and follow up with a thank you, and if possible to also stay in touch on the social media channels they use.

If you care and are passionate about the campaign all this will come naturally".

Andia Farrokhzadeh



Meeting with your local MP and PPCs about Unicef UK's Children in Danger campaign could be a scary prospect. However, it's good to remember that you don't need to be an expert – you just need to be passionate, prepared, and clear on what you're asking them to do. Below are some useful tips to help you prepare:

HOW TO FIND YOUR MP AND PPCS

You can find out who your local MP is by typing your postcode into the search box at findyourmp.parliament.uk. You can find all their contact details here as well.

To find the PPCs running in your constituency you will need to visit the party websites directly. You will need to know the name of your constituency in advance (you can use the MP website above to confirm this). You can find their email address and sometimes telephone number to help you get in touch with your PPCs.

BE PERSISTANT

It can be difficult to secure face-to-face meetings with MPs and PPCs, and it may well be even more difficult in the run up to the election. Please be persistent and try a number of avenues: email, phone-calls and letters. We know some campaigners who have got a quicker response by tweeting or sending a message via a Facebook page.

As we want you to meet as many of the candidates as possible, it's important to start booking meetings as soon as you can. However, please don't be disheartened if you're unable to secure a meeting before the end of March – writing a personal letter can be a powerful way to convey the campaign message and recruit candidates' help and support if you're unable to meet them face-to-face.

WORK WITH OTHER PEOPLE

Meeting your local candidates can be a nerve-wracking process but it doesn't have to be if you've given yourself enough time to prepare. That said, you may want to work with other people to lighten the load and give you more confidence. What about taking a friend who is passionate about the issue too? To link up with other campaigners and let people know when your meetings are, please use our private [Children's Champions Facebook group](#). Please also let us know if you've secured a meeting by emailing activism@unicef.org.uk

Remember not to have too many people at your meeting as this can work against you. A group of three or four of you would be ideal.

GETTING TO KNOW YOU

Once elected, an MP's job is to represent the people of his or her constituency in Parliament, whether or not they voted for him or her. Your MP will represent on average 90,000 constituents, and has many parliamentary duties to attend to. They will meet with lots of their constituents and hear a variety of concerns and problems. It is therefore especially important to make sure your issue stands out, and this can be done in part by building a good working relationship with your MP over time. MPs and PPCs are all different and they all work differently. That is why it is important to get to know your local candidates and find out their interests and the different arguments they respond to.

TOP TIPS CONTINUED



CHECKLIST

☐ **BOOK YOUR MEETING AS SOON AS POSSIBLE:**

MPs and PPCs are very busy, especially in an election period. Book your meetings with as many candidates as possible to take place before the end of March.

☐ **MEET THE CANDIDATES:**

Face-to-face meetings are the best way to get candidates' attention. They are more likely to want to champion your issue if you've made a strong case for their support.

☐ **DO YOUR RESEARCH:**

Find out who your candidates are – they are likely to list their interests on their website. Do they have an interest in children's issues or international development?

☐ **PLAN AHEAD:**

No one expects you to be an expert, but the more you know about the campaign the more you'll be able to achieve.

☐ **BE CREATIVE:**

MPs and PPCs will hear from lots of constituents during this time about many different issues. Be creative and visual to ensure your concerns are heard.

☐ **HIGHLIGHT CHILDREN'S STORIES:**

You could tell Eleanor or Bryan's story to help candidates understand the scale of the problem and hear a child's experience of violence.

☐ **DEVELOP THE LOCAL PICTURE:**

Be passionate and emphasise that this is an important issue to you as a constituent. You could mention the level of support for the campaign in your local area. You could also highlight the fact that the new Sustainable Development Goals will be universal and apply to the UK too.

☐ **USE YOUR LOCAL MEDIA:**

MPs and PPCs will want to keep up to date with local concerns. Working with your local media is a powerful way to draw attention to the campaign and get local decision-makers to take notice.

☐ **USE SOCIAL MEDIA:**

More and more MPs are now on Twitter and Facebook and are using it as a way to interact with their constituents. Why not tweet your local candidates about the campaign and thank them for meeting with you? If possible include a photo of them showing their support for the campaign and ask them to tweet their support too.



GUIDANCE: USING YOUR LOCAL MEDIA

Local candidates will be keeping a close eye on the local media to keep up to date with constituents' concerns. To help raise awareness of the issue of violence against children, write a letter to the editor of your local newspaper to raise the profile of this issue. As well as gathering support from other readers, these letters are often read by politicians and can be a good way of getting your message heard. Below is a template you can follow to help you.

[Insert newspaper address]

Dear Editor,

I was shocked to recently learn that every five minutes around the world a child dies as a result of violence. Millions of children around the world are living in fear of physical, emotional and sexual abuse, and the effects can last a lifetime. That's why I've joined Unicef UK's Children in Danger campaign, to help put an end to this.

In 2015 we can demand a safer world for children. The world's most powerful leaders will meet in September this year to set new goals that will tackle the biggest issues that children face, ensuring that every child grows up healthy and safe. It's vital that a target to end violence against children is included in these goals.

As a Unicef Children's Champion I've taken action by [insert what you've done – e.g. raised awareness in the local community] and met with/written to our local candidates to call on them to push for a target to end violence against children everywhere.

Our local decision-makers must make sure that the next UK Government works with other countries to make ending violence against children a global priority.

This is a hugely important issue for me and [insert constituency name], and I hope that our newly elected MP and Prime Minister join with me to make 2015 the momentous year I know it can be.

Please add your voice to Unicef UK's campaign to end violence against children too, at unicef.org.uk/violence

Yours sincerely,

[Insert your name(s) and school address]



GUIDANCE: MEETING YOUR LOCAL CANDIDATES

Face-to-face meetings are the best way to get candidates' attention. They are more likely to want to champion your issue if you've made a strong case for their support. To get your voice heard and secure their support for the campaign you'll need to make sure that your messages are consistent, effective and clear. Keep it brief and think about what you want to say beforehand.

NB. You'll only have a short amount of time with the local candidates so use your time wisely.

FIVE TOP TIPS WHEN MEETING YOUR LOCAL CANDIDATES:

- Stress that you live locally; you are their constituent
- Make it personal – explain why you feel strongly about this issue
- Make it clear that you want their party leader to publicly champion and prioritise a global target to end violence against children
- Ask them open questions so they provide information or give an opinion rather than answering yes or no. For example:
 - What do you think about...?
 - What are your plans for...?
 - How do you feel about...?
 - How can you help...?
- Preparation, preparation, preparation – plan what you are going to say to your candidates before meeting with them

HERE IS A SUGGESTED MEETING STRUCTURE YOU COULD USE:

Who you are

Briefly introduce yourself, explain why you are interested in protecting children in the UK and around the world.

Who is Unicef UK?

Explain that you are a Children's Champion or campaigner with Unicef UK. Explain that Unicef works in over 190 countries across the world and will do whatever it takes until every child is safe.

Get straight to the point

Tell the candidates why you are meeting them today. Briefly outline the problem, using a child's story like Eleanor's to help illustrate the issue. Now give them the solution and explain how 2015 will be a momentous year for children if we get it right together.

Be clear in what you are asking them to do

Ask your candidates to show their support for the Children in Danger campaign. Try to get them to commit to a specific course of action (namely to get their party leader to publically champion the inclusion and prioritisation of a global target to end violence against children in the new Sustainable Development Goals).

Be honest and helpful

If you are unsure of the answer to a question, it is fine to say that you don't know. Offer to get back to them in a few days with an answer – we are here to help you.



GUIDANCE: MEETING YOUR LOCAL CANDIDATES

SUMMARISE THE MEETING AND OUTLINE YOUR KEY POINTS

1. You are a passionate constituent and this campaign is important to you.
2. Every five minutes a child dies as a result of violence.
3. 2015 is the year we can start getting the world to take this issue seriously and ensure a target to end violence against children is secured and prioritised in the new UN Sustainable Development Goals.
4. The local candidates can help through getting their party leader to publically commit to championing and prioritising a global target to tackle violence against children.
5. You'll check back for a progress report in a few weeks and leave them your contact details and a copy of the Children in Danger briefing (provided by Unicef UK).

PHOTO TIME!

Ask your candidates for a photo to show their support for children in danger. You could tweet this photo after your meeting and mention them in the tweet. Ask the candidates to tweet a photo and share on Twitter and/or Facebook to show their support publically. Make sure you get a picture of all the candidates that you meet and share that on social media.



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CANDIDATES' TO DO LIST

As we've highlighted, it is very important to be clear on what you're asking your candidates to do for the campaign. You need to have clear, tangible and achievable actions for them to add to their 'to do list'.

WHAT DOES UNICEF UK WANT TO SEE?

Across the world, children are facing an epidemic of violence. In war zones, on the streets of violent cities, but also, shockingly, in their own homes and schools. From babies to teenagers, they're beaten, abused, exploited, and even murdered. Millions more live in fear of physical, emotional and sexual abuse and the effects can last a lifetime.

But together we have the power to change this – we can demand a safer world for children. 2015 can be the beginning of the end of violence.

The new Sustainable Development Goals that will replace the UN Millennium Development Goals currently have 17 goals and 169 targets proposed (including a target to end violence against children) – **however none of these are secure** and won't be until the final announcement at the UN General Assembly in September 2015. Global leaders must signal their commitment to tackling all forms of violence and make this a priority.

Unicef UK is calling on all parties to support and prioritise a global target to end abuse, exploitation, trafficking and all forms of violence and torture against children in the UN's new Sustainable Development Goals.

WHAT CAN YOUR LOCAL CANDIDATES TO DO TO PROTECT CHILDREN IN DANGER?

To ensure the next UK Government commits to keeping children safe, both at home and across the world, we need your help. **Meet with your local candidates** and raise Unicef UK's Children in Danger campaign with them. Specifically:

1. Ask your local candidates to raise the issue of violence against children with their party leaders and call on them to publicly commit to champion and prioritise a target to end violence against children in the UN Sustainable Development Goals. *Your local parliamentary candidates could write a letter, send a tweet, or raise the need to champion this goal in any meeting they have with their party leader ahead of the General Election.*
2. Ask your local candidates to let you know once they've raised the issue with their party leaders and to share the response they received. It's important that they raise the issue with their party leader ahead of the General Election so we know whether they will champion the goal if elected as Prime Minister.
3. Ask your local candidates to show their support for children in danger by joining you in a photograph. If they are on Twitter ask them to tweet their support.

NB. If your local MP is one of the UK political party leaders **ask them directly** to champion and prioritise a target to end violence against children. Ask them to show their support for children in danger by joining in a photograph with you and share it on their Twitter or Facebook accounts.

Please do not give this "to do list" to your local candidates – this is a summary for your purposes only and could be read just before going into your meetings. We have created a Children in Danger briefing that you can hand over to candidates at the end of your meetings.





FEEDBACK FORM

Your feedback helps us campaign more effectively. Please let us know how your meetings with your local candidates went by filling out this form and emailing or posting it to us. Please write in capital letters. Thank you.

Title:	<input type="text"/>	Name:	<input type="text"/>	Surname:	<input type="text"/>
Home address:	<input type="text"/>				
	<input type="text"/>	Postcode:	<input type="text"/>	<input type="text"/>	<input type="text"/>
Constituency:	<input type="text"/>				
Your candidate's name:	<input type="text"/>				
Your candidate's party:	<input type="text"/>				
Date met or contacted:	<input type="text"/>				

Did the candidate agree to take the action requested? (Yes/no/maybe)
Comments (e.g. how receptive was the candidate to the request you made?
Were they sympathetic, uncertain or critical? What points did they make?)

Was there any information that we could have provided that would have made the meeting easier?

Did you get a photograph with the candidate? Did you tweet it? Did they tweet it?

Please email a copy of your photos with your candidates to activism@unicef.org.uk (please state if you do NOT wish the image to be used by us to inspire and inform other campaigners).



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