

QUESTIONS AND ANSWERS FOR “BRING YOUR MP TO SCHOOL DAY”

1. Which schools and MPs will participate and how were they chosen?

Thank you for your interest in “Bring your MP to School Day”! Participation in this event is open to all schools and MPs across Canada. “Bring your MP to School Day” is a non-partisan initiative, as UNICEF is a non-partisan organization. This initiative is open to all political parties represented in the House of Commons. UNICEF Canada aims to have schools participate from across the country, in the ridings of various political parties.

We encourage all participants to initiate their own activities, and to register their participation and access supportive resources by emailing policy@unicef.ca and visiting www.unicef.ca/ncd. In case you require assistance, or have any additional questions, please contact us at policy@unicef.ca.

2. I am an interested MP. How can I participate?

We are pleased to have as many MPs participate as possible. A downloadable Event Kit for “Bring your MP to School Day” at www.unicef.ca/ncd contains materials to support interested MPs to approach a school of their choice in their ridings and discuss the initiative. If your office would like assistance identifying a school in your riding, or if you have any additional questions, please contact us at: policy@unicef.ca.

3. Our school is interested in participating. How can we get started?

We are pleased to have as many schools participate as possible. A downloadable Event Kit for “Bring your MP to School Day” at www.unicef.ca/ncd contains materials to support interested schools to approach their MPs and discuss the initiative. You can find your MP by entering your school postal code on the Parliament of Canada webpage at: <http://www.parl.gc.ca/Parlinfo/Compilations/HouseOfCommons/MemberByPostalCode.aspx?Menu=HOC>

UNICEF Canada expects school administration to participate according to any applicable school and/or school board/district policy. If your school would like assistance, or if you have any additional questions, please contact us at: policy@unicef.ca.

4. What resources are available to participating schools and MPs?

UNICEF Canada offers an Event Kit for participating schools and MPs which can be downloaded at www.unicef.ca/ncd.

The Event Kit contains helpful information, including:

- **An Invitation** to join, plus **How to Participate** and **Best Practices** Guides
- **Introductory Letters** for MPs to send to Schools, and vice versa
- **Media kits**
- **Resources** to educate students about the role of Parliament and their MP and the meaning of National Child Day

5. Can the event be publicized through media?

Schools and MPs may wish to publicize their involvement in this year's activities, with approval from both the school and the MP. Schools and MPs may also use their own communications (Web site, Facebook, Twitter) to raise awareness about National Child Day and the "Bring your MP to School Day".

UNICEF Canada also invites participating schools to provide permission to UNICEF Canada for the use of any photography/videography taken by participants at the event, and the use of students' quotations for potential use in UNICEF Canada's communications.

Photographs/videos that feature children's faces/identifying features must be accompanied by UNICEF Canada's release form (available by emailing policy@unicef.ca).

It should be mutually understood that the use of quotations and photographs/video should not be used for advancing particular political platforms but will be used in the spirit of raising awareness of National Child Day and students' civic participation. Following the school visit, UNICEF Canada will issue a press release on November 20 to raise additional awareness about Bring Your MP to School Day and the importance of National Child Day.

6. What is National Child Day?

National Child Day has been celebrated in Canada since it was officially declared with the *Child Day Act* in 1993 to commemorate the UN Declaration on the Rights of the Child and the UN Convention on the Rights of the Child. The day coincides with Universal Children's Day, proclaimed by the United Nations General Assembly in 1954 to encourage all countries to institute a day to promote mutual exchange and understanding among children and to take action to promote the well-being of the world's children. In addition to UNICEF Canada's efforts to promote National Child Day, it is also celebrated widely across the country and promoted by civil society organizations and various levels of government. For more information visit: unicef.ca/ncd or childday.gc.ca

7. Why did UNICEF Canada choose "Bring Your MP to School Day" as its theme for National Child Day?

Building on UNICEF Canada's historic role in commemorating National Child Day, we have launched a "Bring your MP to School Day" initiative so that children's voices, concerns and interests find expression in and enjoy meaningful attention from Parliamentarians. The link between Members of Parliament and their constituents is at the core of the representative function of Parliament. Engaging with children and youth – generally a quarter of the population – helps inform decisions that affect this vulnerable but non-voting population, and advances the civic education of Canada's youngest citizens.

8. Who should I contact for more information about this initiative?

For more information about this initiative, please contact UNICEF Canada at: policy@unicef.ca. You can also visit our National Child Day website for helpful information and a downloadable Event Kit at www.unicef.ca/ncd.

