



HOW TO PARTICIPATE IN “BRING YOUR MP TO SCHOOL DAY”

Thank you for choosing to participate in Bring Your MP to School Day! We're happy to have you joining us. Please use this sheet to help you prepare and achieve the best possible engagement with your constituents!

Confirm your Participation

If you haven't already done so, register your event online at <http://www.unicef.ca/en/bring-your-mp-to-school-day-mps>.

Preparing for the Visit

- Share the Event Kit for MPs (available at www.unicef.ca/ncd) with appropriate staff in your office
- Raise awareness about the upcoming activity:
 - print the provided promotional poster (www.unicef.ca/ncd) and post it in your constituency office
 - share information about this initiative at your caucus meeting and encourage other MPs to participate in their own ridings
 - post information through Facebook and Twitter – consider uploading a photo of yourself from your school days in advance of your activity; use #timetobeheard and tag @UNICEFlive
- Prepare a few opening remarks about your role as a Parliamentarian, and why you personally believe that it's important to listen to the ideas and concerns of young people

Conducting the Visit

- Arrive 20 minutes early and proceed to the head office – a contact will be there to meet you and escort you to the assembly hall/classroom.
- Deliver your opening remarks, and then participate in an open discussion with the young people about their ideas and concerns
- Thank the students for taking the time to share their ideas with you

- Provide some indication of what you will do to put their ideas into action (e.g. share their ideas in the House of Commons, make an amendment, reconsider a policy, etc)

After the Visit

- Send a thank you letter to the school
- Share the messages you heard from children in the House of Commons. You can also write about what you heard from young people in an op-ed or letter to the editor for your local paper
- On National Child Day, November 20, print off the 'quoteable photo' bubble image from the Event Kit for MPs, write your thoughts in it, and post a photo of you holding it on social media with #timetobeheard and @UNICEFlive. You can also post an extract of your discussion with the students.
- Take action to implement the ideas that children shared with you
- Stay tuned! UNICEF Canada will be contacting you the week after your visit for the following feedback:
 - A "highlight" and/or key point raised during the activity (e.g., I didn't realize young people care so passionately about...)
 - A quote from you about the activity (for possible use in UNICEF Canada's press release)
 - A short evaluation survey on the process to gather suggestions for next year

A few Tips

- Please avoid promoting particular policy and/or party interests
- Use simple, clear and concise language and avoid jargon

For more information please visit www.unicef.ca/ncd or contact UNICEF Canada at 416-482-4444 ext. 8848, policy@unicef.ca.



SAMPLE AGENDA FOR “BRING YOUR MP TO SCHOOL DAY”

1. **Welcome - from Principal/School Representative** (5 minutes)
2. **Introduction to MP – from Master of Ceremony (MC) for the visit** (5 minutes)
3. **Introductory remarks – from MP** (5 minutes)
4. **Question and Answer period – students to pose questions and discuss views with MP, moderated by the MC** (40 minutes)
5. **Closing remarks from MP** (2 minutes)
6. **Wrap up and thank you – from Principal** (3 minutes)

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 or 416 482 4444 ext. 8848.

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 or 416 482 4444 ext. 8848.

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 or 416 482 4444 ext. 8848.

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 or **416 482 4444 ext. 8848**. You can also visit our National Child Day website for helpful information and a downloadable Event Kit at www.unicef.ca/ncd.



TEMPLATE – LETTER FROM MP TO SCHOOL

Dear <School Name>,

I am writing to invite you to join me in celebrating National Child Day 2016 through UNICEF Canada's nationwide initiative, "Bring your MP to School Day". To participate in this initiative, I would welcome the opportunity to visit your school between the 7th and 11th of November.

National Child Day has been celebrated in Canada since it was officially declared with the *Child Day Act* in 1993 to honour the UN Declaration on the Rights of the Child and the UN Convention on the Rights of the Child. "Bring your MP to School Day" is a UNICEF Canada initiative to commemorate National Child Day and ensure that children's voices, concerns and interests enjoy meaningful attention from Parliamentarians.

"Bring your MP to School Day" is an opportunity for our youngest citizens and their community's elected representative in Parliament to engage in a meaningful discussion and learn from each other. Engaging with children and youth – about a quarter of the population – helps inform decisions that affect this often vulnerable but non-voting population, and advances the civic education of Canada's young people.

As the Member of Parliament for <insert riding name here>, I would be pleased to offer your school a one-hour visit during the week of November 7 – 11 to celebrate National Child Day and "bring Parliament to children and youth". I hope that this event will promote dialogue and understanding and help me to take action to promote the well-being of all constituents in our community.

Please let me know if you would be interested in holding such an event at your school and, if so, some possible dates available in the week of 7 - 11 November. UNICEF Canada offers tips and resources to facilitate this event, at www.unicef.ca/ncd.

I look forward to hearing from you. If you have any queries please contact <insert contact details here>.

Sincerely,

< Name>

MP Office

it's our
time

TO BE
HEARD!

unicef
canada



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Bring Your MP to School Day in celebration of National Child Day

WHO?

WHAT?

A celebration of National Child Day and an opportunity for MPs to hear from children and youth in their ridings

WHEN?

WHERE?

WHY?

To celebrate National Child Day and hear from Canada's youngest citizens by "bringing Parliament to children and youth"

unicef.ca/NCD

National Child Day

#timetobeheard

unicef.ca/NCD





MP MEDIA KIT CONTENTS

1. Tips for Media Engagement: MPs
2. Sample Media Release for MPs
3. Social Media Tip Sheet
4. Stump Story

TIPS FOR MEDIA ENGAGEMENT: MPs

If participating schools and MPs wish to invite media to publicize UNICEF Canada's "Bring your MP to School Day," please refer to the tips below.

Before the Visit:

- Seek approval from the school's administration before submitting a press release to the media.
- Request that the school obtain written permission from students and guardians to collect photos, video footage and/or quotes from students, if not already provided for in school waivers/permission forms. UNICEF Canada's release form can be requested by emailing policy@unicef.ca.

During your visit:

- If student volunteers participate in interviews, a responsible adult school staff person should be present during all student interviews and intervene as needed to ensure a safe and appropriate experience.

After the Visit:

- Share the media coverage with your constituents. This can be done on your website, in your next newsletter and with social media, for example.
- Share photos and quotes from your activity with UNICEF Canada at policy@unicef.ca. UNICEF Canada can share these with our networks through our website, social media and other communications, and in our press release on November 20 to raise additional awareness about UNICEF Canada's "Bring your MP to School Day."

If you have any questions about media engagement, please contact policy@unicef.ca.

SAMPLE MEDIA RELEASE FOR MPs
“BRING YOUR MP TO SCHOOL DAY”

CELEBRATE NATIONAL CHILD DAY WITH <MP>, <SCHOOL> AND UNICEF CANADA

<CITY>, **November <day>, 2016** – To celebrate National Child Day, <MP name> heard from students at <school name> as part of UNICEF Canada’s “Bring your MP to School Day.” The initiative gave young Canadians and their elected representatives the opportunity to participate in a meaningful exchange and learn from each other.

“It’s encouraging to see MPs engage children in discussions on issues that concern them,” said David Morley, President and CEO, UNICEF Canada. “UNICEF Canada’s “Bring your MP to School Day” is a great opportunity for students to share their opinions and for elected officials to hear first hand from our youngest citizens. For many students this may be their first experience with a parliamentarian and we hope it is inspiring for both the students and the MPs.”

<MP name> addressed issues such as: <conversation topics>. In particular <comments/observations from the event>.

<Quote from MP about UNICEF Canada’s “Bring your MP to School Day.”>

Engaging with children and youth – who make up about a quarter of the population – helps inform decisions that affect this often vulnerable but non-voting population, and advances the civic education of Canada’s youngest citizens.

<Quote about issues affecting young people in the MP’s riding.>

To learn more about National Child Day or UNICEF Canada’s “Bring your MP to School Day,” visit www.unicef.ca/ncd. Canadians can also celebrate National Child Day by joining the Twitter conversation with the hashtag #timetobeheard.

For more information, contact:

<MP’s name>

<Riding>

<Telephone number>

<Email address>

SOCIAL MEDIA TIP SHEET

GENERAL TIPS



Follow [@UNICEFLive](https://twitter.com/UNICEFLive)

- Re-tweet @UNICEFLive and thank those who re-tweet your messages.
- Include the campaign hashtag #timetobeheard in your tweets.
- See which topics are trending to join relevant conversations. The Twitter community may adopt a hashtag for National Child Day that you can include in your tweets.
- Provide a link to the campaign for more information (unicef.ca/ncd).



Like us at facebook.com/unicefcanada

- Follow UNICEF Canada on Facebook for updates and content to re-broadcast.
- Tag UNICEF Canada in your pictures or posts.
- Encourage your community to “Like” or “Share” posts.
- Provide a link to the campaign for more information (unicef.ca/ncd).

IDEAS

- Change your Twitter and Facebook profile photos to one of you as a young student to encourage conversations and/or use NCD logos and banners where possible.
- Mention the school you are visiting by including their Twitter handle.
- Re-tweet messages from the school you are visiting.
- Include the hashtag for Canadian politics (#cdnpoli) to connect with individuals who may be interested in how MPs are supporting the community.
- Include the NCD banner on your email signature during National Child Day and encourage your staff members to do the same.
- Print the ‘Quotable Photo’ Bubble from www.unicef.ca/ncd and write your National Child Day message in it, then take a photo of yourself with it and share broadly on social media

Sample Tweets

- Today, I'm going back to school to celebrate National Child Day with students. It's their #timetobeheard! <http://unicef.ca/ncd>
- As part of @UNICEFLive's Bring Your MP to School Day, I'm engaging with students at <School Twitter handle>. <http://unicef.ca/ncd> #timetobeheard
- Here's a photo of me in grade 5. What would the 10-yr-old me say to an MP if given the chance? <http://unicef.ca/ncd> #timetobeheard

- Today is National Child Day. Join @UNICEFLive to celebrate the young leaders of tomorrow. It's their #timetobeheard. <http://unicef.ca/ncd>
- Young people have a right to be heard. Join @UNICEFLive to celebrate National Child Day: <http://unicef.ca/ncd> #timetobeheard #cdnpoli

Sample Facebook posts

- Here's a photo of me in grade 5. I wonder what the 10-year-old version of me would have said to an MP if given the chance?
- For National Child Day I'll engage with students at [school name] as part of UNICEF Canada's "Bring your MP to School Day." It's their time to be heard.
- Today is National Child Day. Join UNICEF Canada and I as we celebrate our youngest citizens. It's their time to be heard!
- Learn more about how we are celebrating National Child Day here: www.unicef.ca/ncd
- To learn how you can celebrate National Child Day, visit: <http://unicef.ca/ncd>

STUMP STORY

CELEBRATE NATIONAL CHILD DAY WITH <MP>, <SCHOOL> AND UNICEF CANADA

National Child Day is celebrated on November 20 in Canada. To mark this special occasion, UNICEF Canada organized its annual “Bring your MP to School Day,” connecting members of Parliament with schools across the country. Students were given the opportunity to share the issues that matter to them and engage in hands-on civic engagement. MPs responded and discovered how the students’ views could inform their work.

Embracing the theme of “It’s our time to be heard,” the students discussed what a Canada where all children truly belong looks like. For many students, this activity was their first engagement with a parliamentarian and their first opportunity to influence government decisions that affect them. It was an inspiring exchange for both students and MPs.

To learn more about National Child Day or UNICEF Canada’s “Bring your MP to School Day”, visit www.unicef.ca/ncd.

