

A BETTER FUTURE FOR YOUNG PEOPLE IN CANADA

REIMAGINE PLAYBOOK

2022

BIPOC RIGHTS
CLIMATE CHANGE
GENDER-BASED VIOLENCE
HEALTHCARE EQUITY

UNICEF Canada extends our gratitude to:

The young people who contributed to writing this Playbook.

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Call: 1 800 567 4483
Email: info@unicef.ca

ABOUT THIS **PLAYBOOK**

This playbook represents the work of youth advocates who came together throughout 2022 to learn and share knowledge and skills about their human rights and how to advocate for them. These young people identified four interconnected issues that unite them in their passion for shaping a better country and a reimagined world: **Black Indigenous and People of Colour (BIPOC) Rights, Climate Change, Gender-Based Violence, and Healthcare Equity.**

Each group statement summarizes how young people are experiencing these issues in Canada and around the world. Each section includes recommendations from the youth for decision-makers, adult allies, and other young people on how we can support them in their advocacy. Please read and share them widely to amplify youth voices and experiences and help reimagine a better future for young people in Canada.

The playbook was formally released at the Youth Activism Summit on November 14, 2022, in recognition of National Child Day and World Children's Day (November 20).

A digital version of this playbook is available at www.unicef.ca 

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SPOTLIGHT: U-REPORT CANADA



U-Report is a polling platform developed by UNICEF for youth ages 13 to 24. It provides quick, real-time pulse checks of young people's views about issues they care about; to understand how different groups of youth are affected by decisions, policies, services and events; and to involve youth in decisions that affect them. There are more than 1,200 U-Reporters in Canada, and they reside in every province and territory.

Visit www.ureportcanada.ca for more information and to sign up for U-Report Canada.



A MESSAGE FROM THE YOUTH ADVOCATES

On taken land we stand, fire consuming the Earth,
Gender and race-based violence threatening our peace.
In today's divided world, we must assess our worth,
To grant equitable healthcare for all and for violence to cease.

We may only be young today...

This year, UNICEF Canada's Youth Advocacy Program brought together passionate young people from sea to sea to have difficult dialogue on the following student-identified priority areas: BIPOC rights, climate change, gender-based violence, and healthcare equity.

We may not be the world's decision makers...

Through progressive sessions and active participation in the program's opportunities, youth advocates worked to uphold UNICEF's mission statement of protecting rights to help the world's future leaders "reach their full potential." Currently, this potential is undermined by the generations waiting in the hospital; by the increasing rates of gender-based violence; by the discrimination against BIPOC individuals; and by the effects of climate change, with rising temperatures melting ice caps and raising sea levels, leading to extreme and unpredictable natural disasters.

We may be ignored on global issues...

Justice continues to be neglected,
Gender equality continues to be denied.
Mental health education must be advocated,
Youth are ready to spread their wings, and fly.

But we will fight for justice and what is right...

In this year's Reimagine Playbook, we not only discuss the future we wish to see in Canada but also the dreams youth wish to see in the world. With our diverse voices, we will share recommendations and experiences with fellow youth, adult partners, and decision-makers to express our concerns.

Because we are the leaders of today and tomorrow.

Through advocacy and research, our fighting spirit, and passion, we are not afraid to speak up for the future we want to see, because Earth is our home. We will most definitely use our prudence, generation after generation, to achieve it. We all have our own stories to share.

Are you ready to listen?

BIPOC RIGHTS



The Current State of BIPOC Rights

The 2030 Agenda for Sustainable Development by the United Nations provides 17 Sustainable Development Goals (SDGs), including Goal 4, which focuses on quality education. The mission is to “ensure inclusive and equitable quality education and promote lifelong learning opportunities for all”. As a member of the United Nations, Canada has a responsibility to adopt these global goals and provide an active and strong commitment to implementing them.

Within the country, BIPOC students experience educational inequity as a consequence of funding disparities, and racist and discriminatory schooling practices. Forty per cent of Black Canadian youth do not expect to obtain a bachelor’s degree or higher (Statistics Canada, 2020). The Toronto District School Board (TDSB), stated that Black students are less likely to attend postsecondary schools and are overrepresented in special education programs (James, Royal Society of Canada, 2020). This can be attributed to the treatment and perception of Black students by teachers, instructors, and institutions in general (York University, 2017). In a 2015 Student Census by the TDSB, it was found that 81 per cent of white students were in an academically challenging program in comparison to only 53 per cent

of Black students within that same cohort, nearly doubling the likelihood of white students going directly to college or university. Eighty-nine per cent of Indigenous People in Canada do not have a university-level certificate, diploma or degree (Colour of Poverty, 2019).

The racism and discrimination that Black students face within their schools hinder the opportunity for success in education. For instance, under-resourced schools tend to have higher enrolment of BIPOC youth (Cameron & Jefferies, 2021). First Nations children living on reserve have received at least 30 per cent less funding for their education. For every dollar a province would spend on public schools, First Nations schools were only receiving 70 cents (Porter, 2016).

This purpose aligns with the group’s change statement as we are looking for funding to improve SDG 4 in formal and vocational schooling for BIPOC youths/students on a national level, specifically allocating funding to Black and Indigenous organizations and programs that provide financial aid and support the implementation of BIPOC rights in education.

How Young People are Experiencing Issues Surrounding BIPOC Rights

Due to the disparity in rights within the country, inequities in the education sector cause BIPOC students to suffer most. Most often, the schools that BIPOC students are enrolled in are underfunded and under-resourced. BIPOC representation in teaching is scarce across Canada. Indigenous students are less likely to finish high school and, along with other visible minorities, are less likely to attend college or university in contrast to white students. Many BIPOC students also face ignorant remarks regarding their own and others' races from both peers and institutions.

The impact that young people face is the result of unequal opportunities presented to BIPOC and non-BIPOC students, further surfacing the ongoing systemic racism crisis that is rampant in our country. This causes a disproportion in the future labour market between white and BIPOC students, feeding into systemic racism, which also creates generational trauma for BIPOC youth. The intergenerational effects of funding impact not only individuals, but families as well.

“ [Systemic racism] is so embedded and implicit within systems that it makes people think that everyone is equal and has the same access to resources.”

– U-Reporter, August 2020



BIPOC RIGHTS RECOMMENDATIONS

YOUNG PEOPLE

As young people, we must be able to recognize and acknowledge that systemic racism occurs within our schools. As powerless as we may feel, there are steps we can take in order to help make the BIPOC student experience better, equitable, and more inclusive.

- Celebrate the diversity around you.
- Be an ally! Start a club, a project or some other student-led initiative to promote BIPOC rights in the education system.
- Be honest with yourself and with the people around you concerning topics and issues around racism.
- Don't be a bystander; when you see racist or wrong behaviour in your school, workplace or community, take action and educate people on the impact it can have on others.

ADULT ALLIES

As allies, adults must do their best to learn and unlearn what Canada has enforced and to question its legacy. Being purposeful and deliberate with your words and your actions will allow you to become a better ally.

- Learn about the history of BIPOC rights in Canada.
- Minimize the disparity and inequality for BIPOC students by offering the same opportunities as non-BIPOC students.
- Create a safe environment for BIPOC students to express themselves.
- Empower young people to share their stories.
- Destigmatize the connotations of needing financial aid.

DECISION-MAKERS

As decision makers, you have the power to shape young minds and influence young lives. Listening to what young people have to say can create change that will impact the next generation.

- Decolonize education systems across Canada.
- Amplify youth voices on these subjects.
- Take real action regarding policy and legislation concerning BIPOC Rights.
- Create programs to encourage BIPOC students in education.
- Intentionally and accurately distribute funds across school boards to eliminate under-resourced schools, predominantly enrolled by BIPOC students.



78%

of U-Reporters have experienced or witnessed racism at school, or know someone who has.

(JANUARY 2022)



CLIMATE CHANGE



The Current State of Climate Change

The clock is running out to save our planet.

Climate change tends to identify itself in different forms: intense rain, heat waves, droughts, or floods. These events destroy crops, uproot households, and even result in fatalities. The lack of crops results in a large decrease in the crop market, which is substantial for many countries' economies. According to Kyle Davis, an environmental scientist, climate change has caused a significant drop in yield from India's main crop, rice. Davis also explains how India is more affected by the effects of climate change. India is just one of many low- and lower-middle-income countries that are forced to face the effects of climate change.

Climate change brings on extreme shifts in weather, and global temperatures are up 1.01 degrees Celsius since 1880, which has led to Arctic sea ice sheets reducing by 13 per cent since 1979. The recent Intergovernmental Panel on Climate Change report states that the world is set to reach the 1.5° C threshold within the next two decades. Scientists have been dreading these days for decades. The first known prediction of climate change was made over a century ago by Svante

Arrhenius, a Swedish scientist, who predicted that changes in atmospheric carbon dioxide levels could substantially alter the surface temperature of our planet. Scientists have concluded that only the most drastic cuts in carbon emissions from now would help prevent an environmental disaster. This can only be accomplished if everyone does their part.

Everyone is affected by climate change, and especially youth. As a result of the lack of action from decision-makers, youth are forced to take on the burden of finding a solution and saving our planet. Climate change is imminent; it can't be pushed to the side anymore. Youth are constantly reminding the government of the effects of climate change, yet they are constantly being rejected for their insights. We can't leave this on the back burner anymore; climate change must be made a priority.

How Climate Change is Impacting Young People's Lives

As temperatures gradually increase, the climate is becoming more and more unpredictable. Natural disasters are occurring more frequently, and sea levels have begun to rise, threatening youth with the adverse conditions of climate change. Understandably, this makes us young people feel frustrated, disregarded and angry, since we are the ones impacted by the inaction of those who are most able to take action.

Time is running out, but few are taking initiative.

As youth, we are the most affected by climate change. In the future, when current policy makers are long replaced, only us, the youth, will remain. The planet's future depends on today, and it is up to us to secure a bright future by taking action now.

We are impacted in a multitude of ways. Most obviously, the everyday disruptions in our lives mean we can be easily overwhelmed. These disruptions range from increased temperatures, to homes destroyed by rising seas, to our jobs floating away. Unfortunately, scientists, of whom over 99 per cent agree that climate change is real and human-driven, are often ignored by policy makers and government officials, who prioritize present comfort over long-term sustainability.

As the climate continues to polarize into extremes, we will eventually be denied our rights to education and opportunities. Our futures are placed in jeopardy. How are we to live on an Earth that's too unbearably hot to sustain over 8 billion people? How are we to live the lives that our parents lived, when every day we worry about the worsening climate?

We cannot remain silent and inactive any longer.

We must take action before it becomes too late.

“It affects the way I think about what I eat, what I wear and buy, my transportation, my future career and family and housing, and how I spend my leisure time. I think about it at least once a day.”

– U-Reporter, November 2021



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CLIMATE CHANGE RECOMMENDATIONS

YOUNG PEOPLE

Take initiative; don't wait for others to solve the issue. Any way you can address this issue will be helpful. Even if it's a small action, a lot of small actions collectively are so strong! After all, we are the ones that will grow up on this planet, and be here in the future.

- Advocate for increased discussion of climate change prevention in education curriculums by contacting teachers, school boards, etc.
- Make contact with your local government (text, call, email, letter) to urge them to take action, and sign petitions.
- Attend and lead climate change rallies, protests, events, or fundraisers.
- Ride your bikes to school! Get some exercise in for the sake of your health and the planet.
- Spread the word on climate change impacts and use our social media platforms for awareness.

ADULT ALLIES

Adults, please consider voting for green and environmentally friendly parties. Invest in green alternatives and consider sustainable lifestyles, such as in your diet and when travelling. Lastly, develop a plan with your family to reduce energy use at home as much as possible. Make combatting climate change a priority; it is our only Earth!

- Consider green means of travel such as electric vehicles and public transit.
- Vote for parties that support the environment, and consider green parties.
- Support youth in their efforts to combat climate change by amplifying their voices and concerns.
- Adopt a green diet; consider purchasing from local farmers.
- Develop a family-endorsed plan for reducing energy use at home.

DECISION-MAKERS

We can't leave this on the back burner anymore; it needs to be made a priority. Bring climate change to the centre of discussions and ensure that policies are actively being made and revised to combat climate change.

- Listen to youth voices and bring them in on the discussions.
- Enact scientifically proven policies that balance the prevention of climate change with the economic downsides; for example, carbon taxes, carbon capture, etc.
- Increase investment in companies that manufacture electric vehicles to make them more accessible and affordable.
- Make public transportation more sustainable, accessible, and environmentally friendly.
- Promote the conversion of cities to Smart Cities to emphasize sustainability.



60%

of U-Reporters say candidates' environmental plans would be **"very influential"** in terms of who they vote for in an election.

(MAY 2022)

GENDER-BASED VIOLENCE



The Current State of Gender-Based Violence

Gender-Based Violence (GBV) is an incredibly pressing issue, evidenced by the fact that, in Canada, more than 4 in 10 women have experienced Intimate Partner Violence (IPV) throughout their lifetime; over 50 per cent of transgender people have experienced sexual violence at some point in their lives, and two-thirds (67 per cent) of LGB+ women who had ever been in an intimate partner relationship had experienced at least one type of IPV since the age of 15.

Certain at-risk groups may be likely to become a victim of GBV. Specifically, “self-reported data collected in 2018 shows that Indigenous women (61 per cent) were more likely to experience some form of IPV in their lifetime (since the age of 15) compared with non-Indigenous women (44 per cent)”; “more than half (55 per cent) of women with disabilities reported experiencing some form of IPV in their lifetime (since the age of 15)”; “women living in rural areas of the provinces of Canada experienced rates of intimate

partner violence that were almost twice as high as women living in urban areas (860 versus 467 victims per 100,000 population)”; and “qualitative research shows that other groups experience high levels of GBV as well, including: Black women; newcomer women to Canada.”

But GBV doesn’t only affect direct victims; indirect victims, such as children who witness violence, can also be gravely impacted. Most gravely, “children who witness violence in the home have twice the rate of psychiatric disorders as children from non-violent homes.” Furthermore, even just bearing witness to GBV can have “long-lasting and negative health, social and economic effects that span generations, which can lead to cycles of violence and abuse within families and sometimes whole communities.”

How Young People are Experiencing Gender-Based Violence Issues

Young people are experiencing issues surrounding gender-based violence in a multitude of ways: they can be victims of gender-based violence; they can witness GBV in their homes; they can live in communities with high rates of GBV; and, among other things, can experience the negative consequences of GBV as a result of any encounter with this type of violence. Young people also face issues with social media and the internet's role in perpetuating violent ideas. Online GBV consists of targeted harassment, prejudicial views, the sharing of discriminatory content, sexual harassment, threats, cyberstalking, doxxing, etc., and predominantly affects women. However, people of other gender identities may be affected.

Experiences with abuse and violence during adolescence can also interfere with normal developmental processes, including developing a sense of self and self-perception. Other psychological impacts include problems with body image, anxiety, depression, suicidal ideation or attempts, poorer psychosocial functioning, and deterioration in self-esteem and psychological well-being. Finally, there is evidence of the negative impacts that violence can have in developing relationships by survivors or witnesses of GBV. These include difficulties in recognizing toxic behaviours, or becoming a victim of GBV again, among others.

65%

of U-Reporters say they notice gender inequality in their everyday life.

(MARCH 2022)



GENDER-BASED VIOLENCE RECOMMENDATIONS

YOUNG PEOPLE

Young people most uniquely have an opportunity to use their youth to confront and change their beliefs before they become fiercely held. Young people can learn and apply understanding about the role of the internet in perpetuating GBV, work on becoming mindful about the content they share, form habits of reporting harmful content, and even use the internet to learn about GBV.

- Seek out ways to understand Gender-Based Violence and learn how to protect yourself and help those around you who may be experiencing GBV. Additionally, learn about warning signs that someone may be experiencing GBV.
- Have discussions, raise awareness, and think critically about GBV. Consider the many ways that GBV is normalized in society, why certain groups may be more likely to be victims of GBV, and how survivors of GBV may be affected.
- Hold yourself and others accountable regarding ways that you or others may be perpetuating ideas rooted in sexism, homophobia, or discrimination.
- Learn to become assertive. Speak out against harmful ideas and injustices whenever it is safe to do so. Report online content that may promote discriminatory ideas, and be mindful of what you share/say online.
- Listen to, believe, and support survivors of GBV.

ADULT ALLIES

Adult allies, with more opportunities to address gender-based violence through political and financial means, can significantly impact the rate and method by which issues such as GBV are addressed. Furthermore, with more life experience and less vulnerability than young people, adult allies are able to assume more responsibility in standing up against injustice, holding others accountable, advocating for these issues, and educating others.

- Stand up for survivors of GBV by exercising your civil right to protest, contacting your elected officials, voting for those who make addressing GBV a priority, and/or donating to organizations that support victims of GBV.
- Seek opportunities to learn about GBV generally and in society, how GBV is perpetuated, and how certain groups may be affected differently, etc.
- Educate your children, family, friends and others about GBV. Have difficult conversations about GBV and gender inequality. Discuss toxic masculinity, unequal access to resources/opportunities, respect towards women and 2SLGBTQIA+ individuals, how GBV and gender inequality uniquely impact minorities and vulnerable populations, etc.

- Familiarize yourself with the warning signs of GBV (such as the violence at home 'signal for help') and learn how to support someone who may be a victim of GBV.
- Contribute to establishing safe spaces to discuss GBV and related gender issues, support victims of GBV, educate yourself on ways that you may be perpetuating harmful ideas, and confront your beliefs and actions.

DECISION-MAKERS

It is critical that gender-based violence is addressed through legislation and government efforts. Therefore, decision-makers have the ability and responsibility to advocate for GBV, develop solutions, and create change.

- Make reducing GBV a priority and commit to improving the state of gender equality. Take special care to consider how minorities and vulnerable groups may uniquely experience GBV and how they may need to be supported.
- Work to reform our current educational curriculums to be more inclusive regarding conversations and perspectives about gender-based violence, gender inequality, and other gender issues.
- Reform laws to better protect and support victims rather than offenders.
- Allocate funds to initiatives, organizations, etc. (existing and otherwise) on multiple levels (locally, regionally, provincially, nationally) that address GBV.
- Develop and implement regional, provincial, and federal strategies to address GBV.



94%

of female-identifying U-Reporters agree that their gender influences how they feel about their safety.

(MARCH 2022)

HEALTHCARE EQUITY



The Current State of Healthcare Equity

Healthcare is fundamental to the well-being of all youth. However, youth across Canada continue to face a myriad of challenges accessing quality healthcare services, where and when they need it. In fact, approximately 40 to 60 per cent of Canadian youth who have a health-related concern have difficulties consulting a healthcare provider. Even among youth who seek care, the majority indicate that they have experienced unmet healthcare needs (Korenblum et al., 2013).

These data are particularly worrisome given that they shed light on the different barriers youth may encounter when accessing healthcare services. According to Canada's first-ever State of Youth Report released in 2021, these barriers include not having a primary care physician, transportation challenges for youth in rural and/or reserve communities, as well as other out-of-pocket costs associated with going to see a doctor such as missed school and missed work. The list goes on.

These challenges that youth face are particularly evident in school-based settings. While provincial and territorial health authorities develop, implement and coordinate school-based healthcare services (e.g., immunization programs) and health education curricula, most students do not have readily available access to healthcare services in schools on

a regular basis in Canada. This is in stark contrast to the United States, where almost 2,300 school-based health centres (SBHCs) in partnership with local health departments serve more than 2 million students in preschool through high school, to provide a diverse array of primary, mental and dental healthcare, as well as substance abuse counselling, nutrition and health education.

Several school districts in Canada have followed suit and established SBHCs. In Pickering, Ontario and Cape Breton, Nova Scotia, SBHCs have collaborated with local provincial health authorities to provide a range of health services as well as targeted prevention and health promotion measures. The positive outcomes of SBHCs within schools in Canada and the United States have been very promising, as research points out that youth with access to SBHCs are more satisfied with their health and engage in more health-promoting activities. Considering that youth spend a substantial part of their days in school settings, it is imperative that there is a greater push for youth-focused strategies geared towards improving healthcare accessibility. School districts must explore innovative and interdisciplinary approaches utilizing schools and campus grounds for effective health outreach and promotion.

Healthcare Equity Challenges Young People Are Facing Today

Today's youth struggle to access healthcare services in a timely manner with increasing wait times to see healthcare providers across the country. This barrier is of particular concern regarding access to mental health services. According to Children's Mental Health Ontario, there are as many as 28,000 youth waiting to access mental health services for as long as 2.5 years in Ontario alone. When youth (including those who may be more reluctant to seek help) reach out for support, the prolonged wait time can often result in delayed diagnosis and treatment, as well as tragic health outcomes.

Youth also experience insufficient and limited resources when it comes to accessing quality healthcare services, specifically with respect to comprehensive sexual health services and education. According to the Public Health Agency of Canada, there has been an alarming increase in the rates of sexually transmitted and blood borne infections (STBBI) in Canada amongst youth, which has only been exacerbated by the negative stigma that create vulnerabilities to STBBIs. Increased awareness and more accessible STBBI services for youth should be prioritized to ensure that all young people can seek the support they need.

Last but not least, these health inequities have been amplified for youth in marginalized and under-represented communities. Compounded by the lack of culturally sensitive and trauma-informed healthcare resources and supports, these systemic issues continue to perpetuate the significant service gaps experienced by Indigenous, marginalized, LGBTQ2 youth, and youth with disabilities, impacting their ability to access appropriate health services.

“ There are a lot of resources but the timelines of service is an issue. We need more free programs... that can support parents and young people while they are on waiting lists for other supports. There needs to be more supportive steps along the way while we wait for care.”

– U-Reporter, January 2020



HEALTHCARE EQUITY RECOMMENDATIONS

YOUNG PEOPLE

Change can start at the individual level. We need to do our part; we need to be aware of the resources at our disposal in order to speak up, empower others, and advocate for a positive change.

- Educate yourself to be aware of your own rights in the healthcare setting.
- Raise awareness to help end negative stigma associated with seeking healthcare services, and empower other youth to make an even greater impact together.
- Be mindful and take advantage of the various healthcare resources that are available for you. Locate other resources and help promote these readily available resources.
- Create safe and inclusive spaces and recovery-friendly programs at schools for intersectionality.
- Don't be afraid to reach out to others and seek support.

ADULT ALLIES

Youth have their own stories, recommendations, and solutions to share. It is therefore crucial for adults to treat youth with respect, provide the necessary support they may need, and be willing to learn and work alongside them to allow youth to create an even greater impact.

- Treat youth with the same respect as adults.
- Raise awareness and help promote different healthcare resources that are available for youth.
- Include and help amplify youth voices at the table and provide the support they need.
- Actively partake in training rooted in scientific and evidence-based approach (i.e., trauma-informed rather than “common sense,” and cultural competency) to better attend to different health situations that may arise.
- Educate yourselves on the matter, as well as be informed of your children's mental health and provide them with the necessary support.

DECISION-MAKERS

Positive changes at the government level can come in effect through policy changes and efforts from decision-makers. Today, no youth should encounter barriers accessing the quality healthcare they have the right to, where and when they need it. Decision-makers must listen and work alongside youth to ensure that our health needs are met.

- Provide more regular services and drop-in sessions with healthcare providers (physicians, nurse practitioners, public health nurses, counsellors, social workers, etc.) in school settings.
- Review and update health education curricula regularly to ensure that content provides comprehensive health education that is better equipped to meet the ever-changing health needs and demands of youth.
- Implement learning modules and trainings that are culturally sensitive and appropriate for a diverse youth audience.
- Expand the healthcare system to better implement more accessible healthcare services (e.g., better equipped walk-in clinics, low-cost therapy/counselling programs).
- Actively engage youth in the decision-making process; champion youth participation and help bridge the gaps between legislators and youth.



84%

of U-Reporters feel like they could benefit from mental health support.

(JANUARY 2022)

A MESSAGE FROM THE PARTNER ORGANIZATIONS

The Reimagine Playbook is an important tool for elevating diverse youth voices on a national scale. And the calls to action articulated herein represent a tremendous opportunity for impact.

When young people speak, we need to listen. We **all** need to listen. Then we need to act. We **all** need to act – and we need to do it together.

The issues identified for attention by young people are urgent, systemic and impact us all – albeit differently, depending on our identities. This means that we need to pay attention, and with intention individually and collaboratively support and amplify the solutions and responses being called for.

We are grateful for the opportunity to partner with young people around this country to advance a collective vision for Canada and the world that reflects a commitment to sustainability, equity, justice, and wellbeing. We acknowledge our responsibility to continue learning and commit to being active participants so we can work to amplify their voices in this intergenerational project for a better present and future.

United we can drive the change needed to make Canada the best place in the world for children and youth to grow up and thrive - as the leaders of today and tomorrow.

Sincerely,



Danny Glenwright
Danny Glenwright
President and CEO
Save the Children Canada



David Morley
David Morley
President and CEO
UNICEF Canada



Odette McCarthy
Odette McCarthy
Executive Director
Equitas Center for International
Human Rights Education



Owen Charters
Owen Charters
President and CEO
BGC Canada



Peter Dinsdale
Peter Dinsdale
President and CEO
YMCA Canada



Sharif Mahdy
Sharif Mahdy
Executive Director
The Students Commission
of Canada, Centre
of Excellence for
Youth Engagement



Simran Sarwara
Simran Sarwara
Co-Executive Director
International Institute
for Child Rights and
Development



Sarah Sandy
Sarah Sandy
Co-Executive Director
International Institute
for Child Rights and
Development



About UNICEF Canada

UNICEF is the world's leading organization for children and adolescents. Created by the United Nations, UNICEF is one of the few organizations that works in Canada and internationally. UNICEF Canada is the face of UNICEF in Canada. We secure young people's rights and well-being by mobilizing resources for children and youth, advocating forever-improving policies and practices and engaging diverse young people as rights-holders and advocates. We are calling on Canadians to take action and do better for children and youth.

UNICEF is supported entirely by voluntary donations.

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