



National Child Day Toolkit



Go Blue for National Child Day!

November 20 is National Child Day in Canada. It is also World Children's Day, championed by UNICEF to mark the date in 1989 when the United Nations adopted the **Convention on the Rights of the Child**.

The Convention on the Rights of the Child is a promise to children that their governments will do everything in their power to protect and promote their human rights. To recognize children's rights, Canada established November 20 as **National Child Day**. It's a day for children, by children – our chance to hear from children and youth about what matters to them.

This year, we're encouraging everyone to **Go Blue** to recognize, promote and commit to the rights of children and youth in Canada. The toolkit is full of ideas on how you can join us and participate in this important day. Don't forget to share how you are marking this day using the hashtags **#NationalChildDay** or **#EveryRightForEveryChild**.



Go Blue Online

Share our videos and social graphics on your social media feeds or create your own and tell your followers why you are championing children's rights. You can also wear blue and download the **Go Blue** photo props to create a great selfie!



I have the right to [insert a right you are championing]. Recognize **#EveryRightForEveryChild** on National Child Day!



On **#NationalChildDay**, @UNICEFCanada is celebrating the birthday of the Convention of the Rights of the Child. Help us promote children's rights with the National Child Day toolkit: unicef.ca/NationalChildDay

Make sure you use **#NationalChildDay** or **#EveryRightForEveryChild**!

Show Your Support: Facebook Cover Photo and Twitter Banner

Download and use the **Go Blue** National Child Day Facebook Cover Photo and Twitter Profile Banner graphics! Get them at unicef.ca/NationalChildDay.



Youth: Join the Youth Advocacy Summit

Join UNICEF Canada, young people, partners, adult influencers and decision-makers on November 20 for an intergenerational event to showcase young people's recommendations for the future they envision in Canada and around the world.

Youth leaders from across Canada are hosting a virtual showcase to discuss their recommendations to reimagine the future and recover together, with a specific focus on: Climate Change, Gender Equality, Healthcare, and Racial Justice and Indigenous Rights.

Learn more and RSVP

Help Promote the Youth Advocacy Summit

Register Now!

Join
UNICEF
Canada's
Youth
Advocacy
Summit:
November 20



I'm joining youth leaders from across Canada at **@UNICEFCanada's** Youth Advocacy Summit on Nov. 20. Join me and learn about **#EveryRightForEveryChild!** Sign up here: unicef.ca/NationalChildDay



Go Blue at Home or School



Colour the Sidewalk Blue



Paint Your Nails Blue



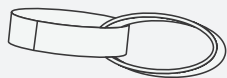
Wear Blue Clothing

Activities

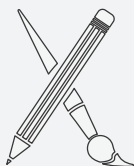
In our Toolkit you will find the following activities to help you Go Blue at home, school or daycare. These are fun crafts for you to do while learning about your rights at the same time.



**Use Our
Cootie Catcher**



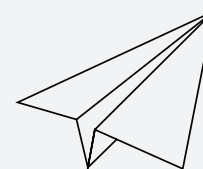
**Build a DIY
Children's
Chain of Rights**



**Colour
Your
Rights**



**Make Your
Mark: Window
Sign**



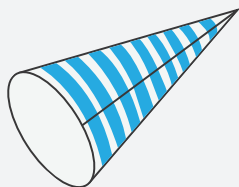
**Paper Airplane
for Rights
Around the
World**



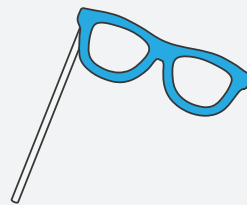
**Puppet
Show for
Your Rights**

Photo Props

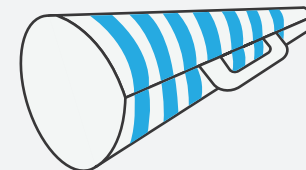
Our Toolkit also includes these photo props. Print, decorate and use them to Go Blue!



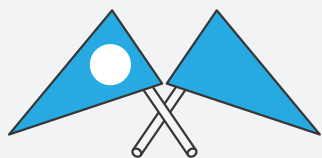
**Colour and Wear
a Party Hat**



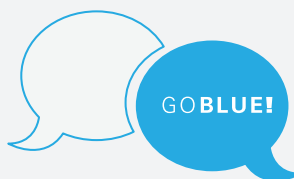
**Seeing the Future:
DIY Party Glasses**



**Get Loud: Make a
Megaphone**



**Raise the
Children's Flag**



**Speech
Bubble Fun**

**Don't forget to snap
a photo or take a video
and post it online
using the hashtags
#NationalChildDay and
#EveryRightForEveryChild
to share what you've
done!**

Go Blue at Work



Host a Kids Takeover

Keep reading below for our guide to a safe and effective Kids Takeover.



Blue Logos

Turn your logo blue on social media to show your support for National Child Day. Use blue font in your emails.



On the Agenda: Wearing Blue

Ask your colleagues and others in your workplace to wear blue on Monday, November 20 to raise awareness for National Child Day!



Make Your Background Count

Use our National Child Day #EveryRightForEveryChild Zoom background in your virtual meetings the week leading up to National Child Day.

KIDS TAKEOVER

► What is a Kids Takeover?

Kids Takeover is a way to celebrate National Child Day in Canada with creativity, fun and a serious message that young people have important voices and their views matter.

Governments, businesses, media, entertainment, sport and other organizations invite kids to 'take over' high-visibility roles to shine a spotlight on the most pressing challenges faced by their generation, either on November 20 or during the week leading up to the big day.

Organizations of any size can participate – even families can join in, involving kids in decisions on National Child Day.

Here are some ideas how:

Government Takeover Ideas

- Let a young person take on the role of the elected official for a day
- Have a child accompany an elected official for the day, providing input and perspectives
- Invite young people to a discussion on issues they want to talk about
- Have kids take over/provide content for social media feeds

School Takeover Ideas

- Let kids take over morning announcements
- Have young people take over the roles of principal, teacher and coach
- Teach about children's rights with kids

Business Takeover Ideas

- Invite a young person to take over as CEO
- Have kids participate in key meetings and ask questions
- Listen to kids' ideas on issues affecting them in your industry
- Invite a young person to take over your company's social media feeds

#EveryRightForEveryChild

Use the ideas in this Toolkit to add flair (and some blue) to your event.



► How to Ensure Meaningful Child and Youth Participation

The Essentials

- Create opportunities for diverse youth, considering gender, ethnicity, abilities, financial situation, etc. Support them to be their authentic selves, without risk.
- Youth should feel like they matter, they are heard and they can make a difference, rather than as tokens or 'decoration'.
- Offer a welcoming environment by providing dedicated support to the participating young people, and providing what they need to participate (including food!).
- Cover all direct and indirect costs for youth participation (e.g., transportation). Honoraria and/or volunteer-hour credits are usually welcome ways to recognize youth participation.

► How to be an Effective Adult Ally on Kids Takeover Day

1. **Trust the process:** Get ready to give up control, and be comfortable with a little discomfort. It's important to avoid taking control because you want things to get done right, predictably or quickly. Remember that the process is just as important as the product. If you create a welcoming and supportive opportunity, young people will respond.
2. **Create a safe space:** For youth participants to feel safe and comfortable all day, create an environment that

is inviting, non-judgmental and inclusive; where they feel at ease to be themselves and share their ideas and opinions. All of these tips will help achieve a safe space, but here are some ways you can do this during planning and during the event:

- Start from a place of respect; be open-minded and friendly
- Introduce yourself, your role and some of your responsibilities
- Ask for their name, gender pronoun(s) (for example, they/them, he/him, she/her), how they're feeling and some things they'd like to do today
- Introduce them to everyone and make sure the team around you is aware of what's going on
- Housekeeping: show them where the washroom is, where food and water are, how to find their host person, and allow them to take breaks whenever they need them
- Make sure they have food and transport
- Involving more than one young person will help avoid any last-minute issues that prevent their involvement and take the pressure off

3. **Provide appropriate structure:** KidsTakeover is not about creating a rigid program or a minute-to-minute agenda. Young people benefit from a variety of experiences, including ones that are organic and self-driven.

This means some advance planning informed by youth, possibly with some collaboration from a youth organization, to set up a good experience. It is also

important to be clear about what they cannot do. Then, give them autonomy, options and clear boundaries, and provide ongoing support. They need opportunity, time and information with which to form views. When children express views, they need to be confident that adults are prepared to take them seriously.

4. **Be yourself. Don't try to be cool:** Authenticity and honesty are the qualities youth respect most in adults, not coolness, humour or popularity. Share appropriately who you are. Don't try too hard; they see right through that!
5. **Use child- and youth-friendly language:** Avoid using acronyms and specific terminology related to the workplace or your position. Check now and then whether or not they need clarification or have questions or suggestions.
6. **Avoid adultism:** "You're so young you wouldn't know what I'm talking about." "Oh my god, you're so adorable." "Wow, that's very clever for your age." Adultism is behaviours or beliefs related to the assumption that adults have all the answers, rather than recognizing the diverse knowledge and contributions young people bring to the table. Ask questions about their views, rather than about overly personal experiences or sensitive information. Create an opportunity for young people to express views not just on the obvious 'kids' issues of school and play, but also, for example, transport, justice, environment, health, housing and social inclusion.

► Questions to Help Plan a Takeover

Some guiding questions to consider:

- Will this initiative contribute positively to children's safety, health and development? Is it appropriate for their age?
- What potential risks might occur (including for young people, the host organization and the audience) and how can they be avoided, minimized and prepared for?
- Will young people have a say in the creation of the event and is their participation voluntary and informed?
- Is the opportunity to participate (in roles/other activities) meaningful or tokenistic?
- Is the process inclusive and supportive of the young people involved or are there problematic barriers to participation?
- Are family and community stakeholders appropriately involved?
- Is the initiative adequately resourced with supportive people, time and budget for preparation and implementation?
- Is there a link from this event to the development and strengthening of ongoing, sustainable structures and mechanisms for rights-based child participation in the medium and longer term?
- How can lessons learned be captured and shared for next year?

► Keep the Ultimate Goal in Mind

KidsTakeovers are fun, but the goal is to leave children feeling empowered and motivated, not feeling that they have been used for a publicity stunt and that their views will be ignored after the stroke of midnight on November 20.

Likewise, adults need to be fully prepared to: listen to, and seriously consider, children's views as expressed during the takeover; experience children's participation as a positive, non-threatening partnership resulting in useful outcomes; and consider ways to expand opportunities for children's participation on an ongoing basis, beyond the 24 hours of National Child Day.

Because if we get this right, every day will be National Child Day.

Thanks again! Remember to incorporate 'Go Blue' into your organization's KidsTakeover. Check out the Go Blue ideas in this Toolkit.

► Should You Do a KidsTakeover?

Thanks for your interest in organizing a KidsTakeover to celebrate National Child Day!

It is essential that any KidsTakeover initiative contribute positively to the realization of children's rights, that it be fun and that it not have any unintended negative consequences for children or adults who are directly involved or an audience.

If you decide that your organization is not ready for a KidsTakeover, there are many other ways to participate in National Child Day. Take a look at our Go Blue ideas for easy, fun ways to show your support for children's rights. Contact: oneyouth@unicef.ca

