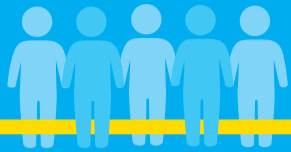


Poverty...

# THE ONE LINE

we want our kids to cross



Report Card 10

[unicef.ca/irc10](http://unicef.ca/irc10)

## Are children falling too far behind?

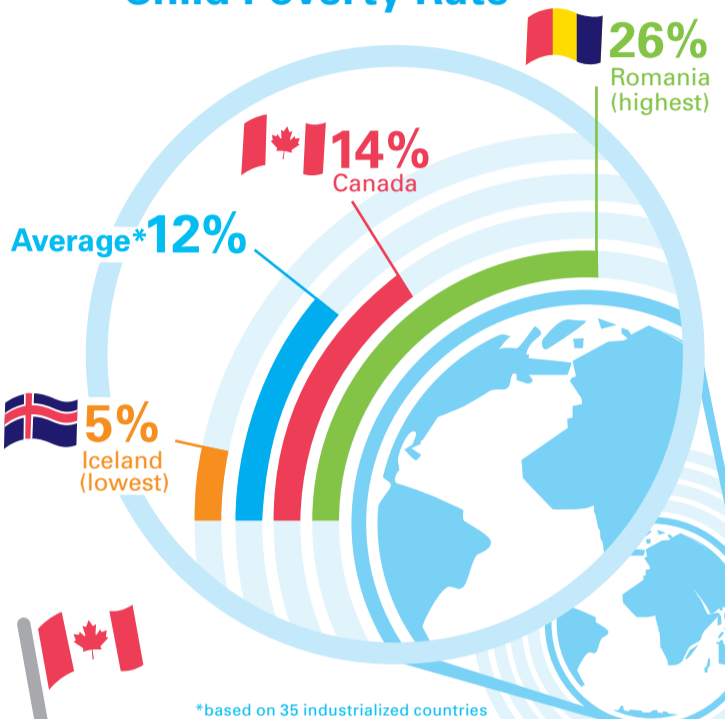
Too many children in Canada live in poverty. With a 14 percent child poverty rate, Canada ranks higher than the average and places 24<sup>th</sup> of 35 industrialized countries.

## Children in Canada are more likely to live in poverty than the overall population.



It's time to make children our priority.

## Child Poverty Rate



## Canada can do better.

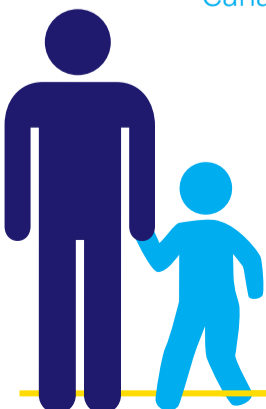
Allowing children to grow up in poverty limits individual potential, reduces economic prosperity and increases social costs for all, such as:

- Courts and social protection
- Social assistance
- Health and hospital services

## Put children first!

Canada needs:

- A national strategy to eliminate poverty, with a focus on children.
- National Commissioner for Children and Young Persons to protect the rights of Canada's most vulnerable children.
- Improved child benefits.
- Measures to enable low-income families to keep more income.



# Take action!

Join UNICEF Canada to tackle child poverty. Learn about the issues by reading UNICEF Report Card 10: Measuring Child Poverty and ask your MP to put children first.

[unicef.ca/irc10](http://unicef.ca/irc10)