



CHILD
FRIENDLY
CITIES &
COMMUNITIES

unicef 
UNITED KINGDOM

CFC SHORTS

**MAKING THE MOST OF
WORLD CHILDREN'S DAY**

A young girl with dark hair in braids, wearing black-rimmed glasses and a light blue patterned top, is smiling warmly. She is positioned on the left side of the frame against a light-colored brick wall.

CFC SHORTS: A SERIES OF PRACTICE SESSIONS

Supporting the UK Committee for UNICEF (UNICEF UK) Child Friendly Cities & Communities (CFC) Network to:

- Embed a child rights-based approach
- Learn about different aspects of the programme
- Contribute to the CFC community of practice

Third Wednesday of every month at 2pm, via Microsoft Teams



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OBJECTIVES OF TODAY'S WEBINAR

- Learn about World Children's Day
- Consider the opportunities to raise awareness locally and engage children & young people in your communications activity
- Sharing top tips and some examples from around the world

Reminder:

- Recording or taking images of the session is prohibited
- Practice should be anonymised before it is shared
- Best interests of the child are paramount in all we do



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ABOUT CFC

- Child Friendly Cities & Communities is a UNICEF UK programme that **works with councils to put children's rights into practice**
- The programme aims to create cities and communities in the UK where all children – whether they are living in care, using a children's centre, or visiting their local leisure centre – have a **meaningful say in, and truly benefit from**, the local decisions, services and spaces that shape their lives
- The programme is part of **Child Friendly Cities** – a global UNICEF initiative that reaches **over 30 million children in nearly 50 countries**



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WHAT IS A UNICEF CHILD FRIENDLY CITY/COMMUNITY?

- A place where the local council and their partners have committed to advance children's rights and have worked with UNICEF UK to put them into practice
- And a place that can demonstrate how **more children feel safe, heard, cared for and are able to flourish as a result**



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ABOUT WORLD CHILDREN'S DAY

World Children's Day is UNICEF's flagship global moment celebrated annually on 20 November to **raise awareness and accelerate progress toward realising children's rights**.

Millions of children and young people have taken part in World Children's Day, alongside hundreds of UNICEF partners and child rights supporters worldwide.

The day marks the anniversary of the **adoption of the Convention on the Rights of the Child (CRC)** in 1989, which outlines the fundamental rights of every child.



THE UN CONVENTION ON THE RIGHTS OF THE CHILD

On 20 November 1989 world leaders made a historic commitment to the world's children by adopting the **United Nations Convention on the Rights of the Child (UNCRC)**.

The Convention has become the **most widely ratified human rights treaty in history** and has helped transform children's lives and protect their rights around the world.

All activities for World Children's Day should uphold the principles of the Convention - including that rights **apply to all children without discrimination**.



WORLD CHILDREN'S DAY 2023: GOALS FOR COUNCILS & PARTNERS

- **Increase awareness** of child rights in your city or community through an integrated communications and advocacy campaign on the importance of child rights and the things you are doing locally to promote and protect them.
- **Generate support** for child rights locally and **foster collaboration** by engaging all of your partners and stakeholders – most importantly children and young people themselves.
- **Amplify and empower** the voices and actions of children and young people to elevate their perspectives on issues and recognise them as change-makers locally for child rights.



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Global messaging

Every child has the right to be taken seriously in decisions that affect them. Leaders everywhere, at every level, must listen to children and include them in decision-making processes.



Local messaging

Every child has the right to the highest possible standards of health. On World Children's Day, let's listen to the [percentage of children in city/community] who say they would like to see [X happen in their city/community].



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OPPORTUNITIES AND IDEAS LOCALLY

- **Youth-led** events
- **Co-creating content** with Youth Advocates and CFC Champions
- **Turn the city** or community blue
- **Engaging schools** and education contexts
- **Public partner** engagement



Sultan Ibrahim Stadium in [Malaysia](#)



More than 1500 landmarks in [India](#)



Tour Eiffel in [France](#)



Petra in [Jordan](#)



Offices of the corporate partners in [Maanolia](#)



Children painted the walls of the Etoug-Ebe Disability Center in [Cameroon](#)



Kids wearing blue and filling the blank with children's rights during the WCD event in [Lebanon](#)

Members of the Children Parliament gathered wearing blue in [Malawi](#)



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SPOTLIGHT: ENGAGING CHILDREN & YOUNG PEOPLE IN EVENTS & ACTIVITY

Events are a great opportunity for children and young people to **'take charge' or be empowered to put forward their views**, implement their ideas and take action in their city or community.

They provide children and young people with a chance to **explore their rights in a fun way** and to gain a better understanding of how decisions are made.

It is also an opportunity to **voice their perspectives** and propose solutions that are meaningfully listened to and implemented by adults and decision-makers.



TOP TIPS: PLANNING A SUCCESSFUL EVENT WITH CHILDREN & YOUNG PEOPLE

- **Plan well:** Draft a concept note with theme, objectives, potential partners, date and time, etc.
- **Identify how you will meaningfully engage children** in the opportunity. Consider prioritising children and young people from marginalised or underrepresented groups. Think about how you will prepare them and make sure there's space for raising questions and concerns.
- **Run through the event** in practice, so everyone is confident. Think about the things you will need in place on the day to protect and uphold children's rights.
- **Think about how you will promote** the event with children and young people, and how you will follow up afterwards.



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CHILD FRIENDLY PLANNING: KEY THINGS TO REMEMBER

Dignity – enable conditions that support children and families to have meaningful understanding of why the event is taking place, the objectives and their role within it. Think child friendly communication.

Participation – consider involving children in the design of events; finding ways to collaborate with them throughout planning, delivery and evaluation

Life, Survival and Development – utilise a risk assessment process well in advance of the event to ensure all children are protected from harm throughout e.g. impact of bringing different groups of children together

Non-discrimination – consider how, where appropriate, all children can access the event e.g. in-person, digitally, shuttle



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CHILD FRIENDLY PLANNING: KEY THINGS TO REMEMBER

- **Transparency and Accountability** – be clear about who is running the event, how they can be contacted by children and their families e.g. feedback
- **Best Interests** – utilise a child rights impact assessment (CRIA) to inform understanding about children’s best interests and outline any mitigations re. negative impact on children’s rights
- **Interdependence and Indivisibility** – think about services additional to those typically working directly with children and young people



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REFLECTIONS FROM YOUR PRACTICE

What are some of the things you've learnt from engaging children and young people in the creation or delivery of events locally?



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ANY QUESTIONS?



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THANK YOU

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