

A future for the world's children?



The numbers that count



World Health
Organization



THE LANCET

WHO, UNICEF and *The Lancet*

are fully dedicated to
improving child health
and well-being,
tackling both old and
new challenges





2 major new child health challenges

Degraded environment

Harmful commercial marketing



1 key message:

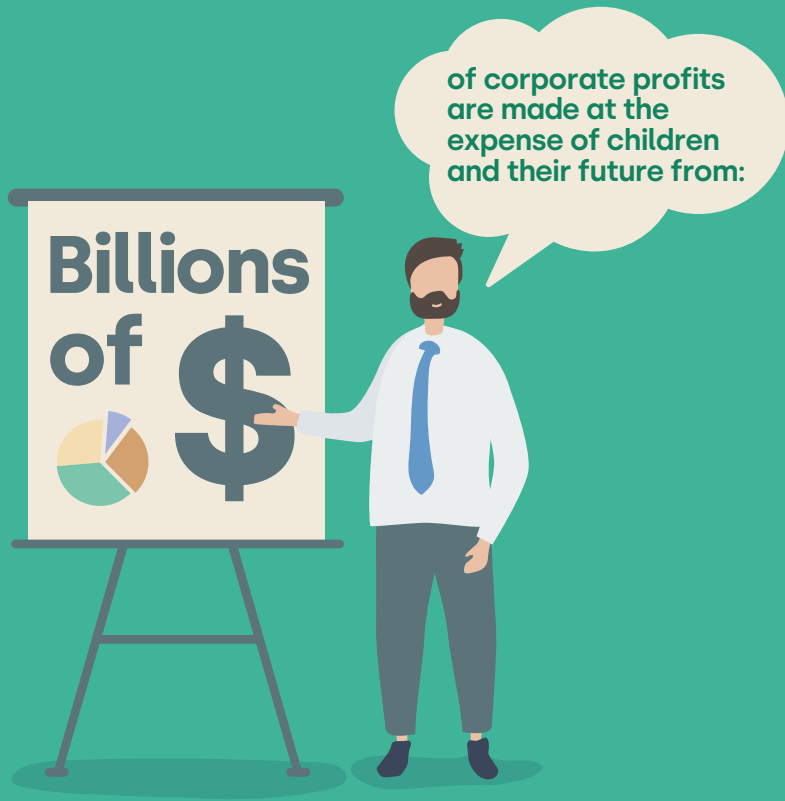
urgent action is needed to guarantee children's health and well-being



0 excuses



0 time to lose



Degrading the environment





1.5 million

students participated in climate strikes in
2000 cities worldwide in March 2019

01.2019



**Our house is
on fire**

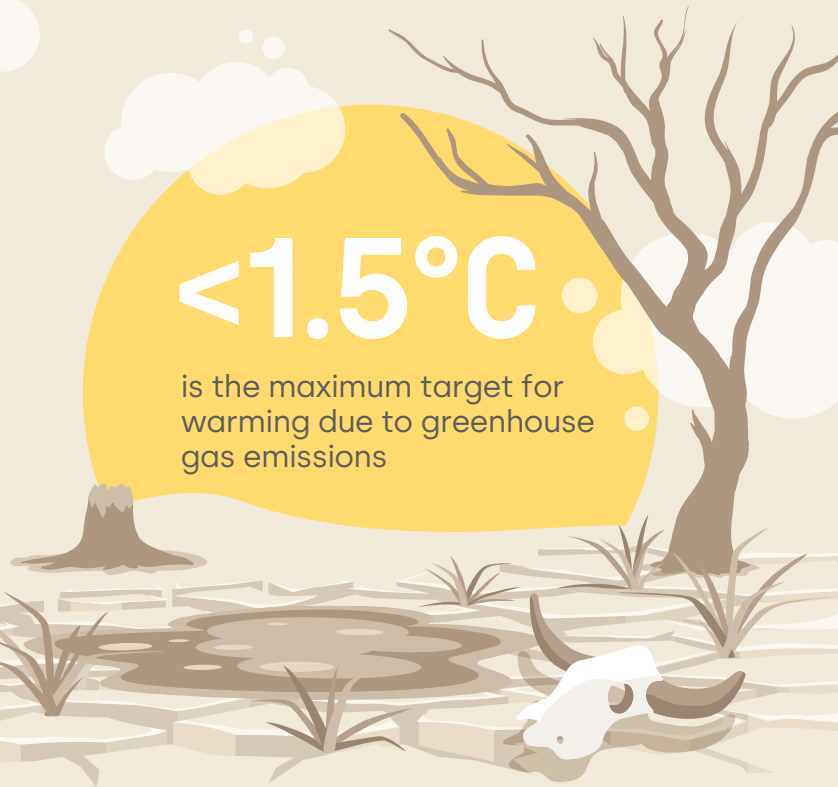
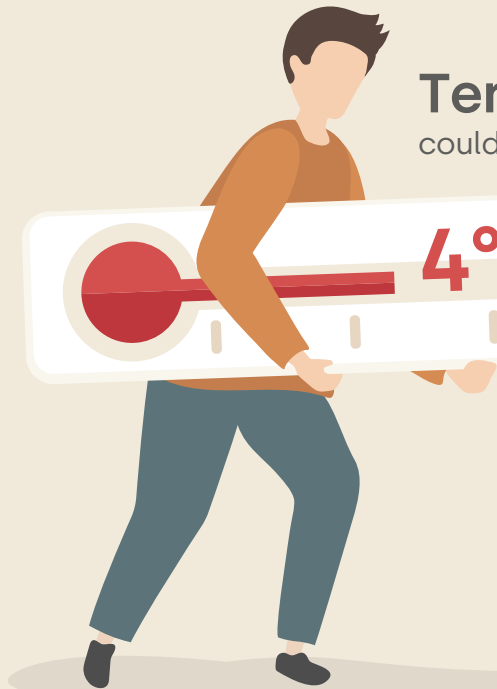
Greta Thunberg

Temperatures
could increase by around

4°C by 2100

<1.5°C

is the maximum target for
warming due to greenhouse
gas emissions





7 million

deaths each year (2014)

due to air pollution

The infographic features a large, light beige stone-like monument with a rounded top, standing on a patch of green grass. The monument displays the text '7 million deaths each year (2014) due to air pollution'. The number '7' is large and brown, while 'million' is in a bold, dark font. Below this, the text 'deaths each year (2014)' is in a smaller, dark font, and 'due to air pollution' is enclosed in a simple brown cloud-like outline. The background is a dark teal color with stylized, rounded shapes representing trees and buildings. A person is shown bending over in the foreground, and a car is visible in the background, suggesting an urban environment affected by air pollution.

due to air pollution



Marketing harmful commercial products



Up to

30,000

TV ads seen by some
children in 1 year, many
for harmful products



124
00
000



124 million
children and adolescents
affected by obesity (2016)



1-4

alcohol ads
seen every day
by some children



Up to
86%

of young children
can identify at least
one cigarette
brand logo

Falling short



180

countries ranked on
child flourishing and
sustainability



0

countries provide all
conditions needed to
support every child
to grow up and have
a healthy future.

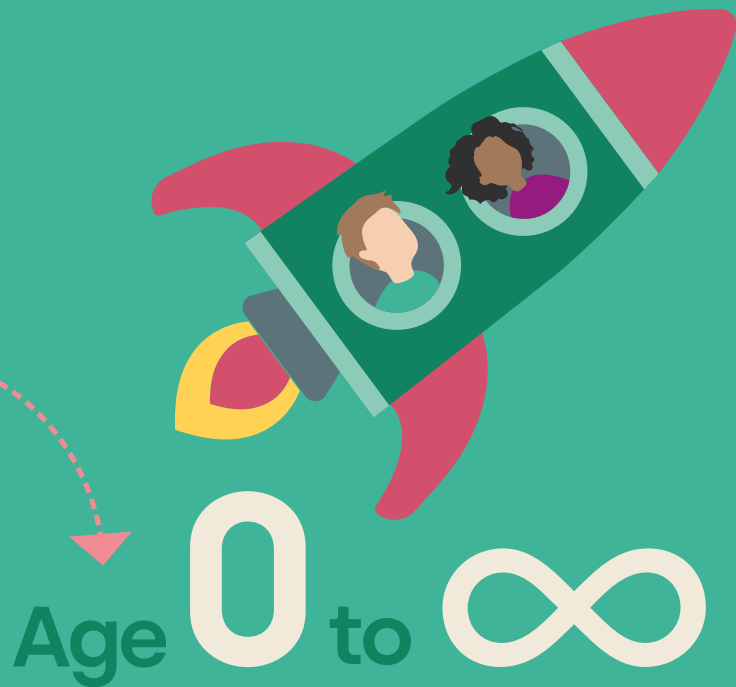


An
investment
that pays



\$10-20

benefit for every dollar
invested in health in
lower income
countries



health benefits from investing in
children extend to adulthood and
future generations

Our solutions



high-level national
government child health
coordinator to lead action
across multiple sectors





17

Sustainable Development Goals

with children at the heart of every policy

1

package of international human rights laws and regulations working to effectively protect children from harmful marketing, along with new national laws.

Heidi



2.4 billion

children in the world
having their say



