A future for the world’s children?

Two dozen key numbers
WHO, UNICEF and The Lancet are fully dedicated to improving child health and well-being, tackling both old and new challenges.

1 key message
Urgent action is needed to guarantee children's health and well-being.

42

1 key question
Is there a future for the world's children?

2 major new child health challenges
- Degraded environment
- Harmful commercial marketing

0 excuses
0 time to lose
Billions of $ of corporate profits are made at the expense of children and their future from:

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

7 million deaths each year (2014) due to air pollution.

<1.5°C maximum target for warming due to greenhouse gas emissions.

Temperatures could rise by around 4°C by 2100.
Billions of $ of corporate profits are made at the expense of children and their future from:

Marketing harmful commercial products

Up to 30,000 TV ads seen by some children in 1 year, many for harmful products.

124 million children and adolescents affected by obesity (2016).

Up to 86% of young children can identify at least one cigarette brand logo.

Up to 1–4 alcohol ads seen every day by some children.

30,000 Billions of $ of corporate profits are made at the expense of children and their future from:
An investment that pays

- 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.

Falling short

- 0 countries have reported on more than 70% of child-related SDG indicators.
- $195 financing gap per person to deliver child health and well-being by 2030.

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Age 0 to ∞

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Our solutions

2.4 billion
children in the world
having their say.

1 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.

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Please visit
http://bit.ly/AFutureForChildren