

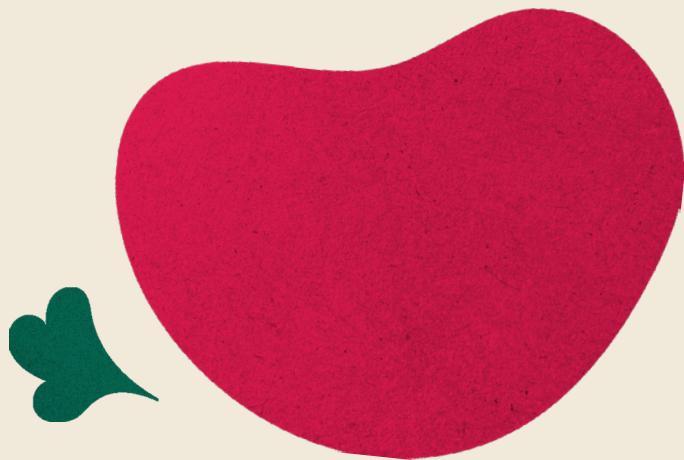
A future for the world's children?

A WHO-UNICEF-
Lancet Commission

Communications Toolkit



As climate and commercial threats intensify, WHO-UNICEF-Lancet Commission calls for a radical rethink on child and adolescent health.



Welcome to your toolkit: 'A future for the world's children?'.

This toolkit will provide you with ideas, tools and resources to help create a powerful movement to protect children's health and futures.

Your advocacy is crucial to achieving urgent action for children in every country!

The Commission
has produced a
landmark new report
on child health and
well-being.

It calls on **governments, civil society, communities and young people** everywhere to join a global movement that puts children and young people at the centre of the Sustainable Development Goals.

An investment in children is an investment in the future. There's a need for strong unified action today to protect them, and the world in which they live.

The report

The independent Commission report is the result of more than two years of work by more than 40 child health experts from around the world, led by Their Excellencies Helen Clark, former Prime Minister of New Zealand, and Awa Coll-Seck, Minister of State of Senegal.

Publication: 19 February 00:30 CET /
18 February 23:30 GMT / 18:30 EST
(report embargoed until this time).

For advanced access:
[thelancet-press.com/embargo/
childhealth.pdf](https://thelancet-press.com/embargo/childhealth.pdf)

Read the report:
thelancet.com/futurechild



Key messages

1 The **health and rights** of all children and adolescents are under threat. Some of the most pressing harms include a rapidly changing climate, mass commercial marketing of harmful products like sugar, fast food, tobacco and alcohol, and growing inequities.

2 When we **invest in children**, we invest in the future. Investing in a child's health, development and their environment bring benefits throughout life, and across generations.

3 We call on governments, civil society, communities and young people around the world to **join a global movement** that put child and adolescent health at the centre of the Sustainable Development Goals.

4 Strong, unified action today – including **stopping greenhouse gas emissions** as quickly as possible – is the only way to promote children's health and development and protect their rights.

5 A global movement for children cannot take place without them at the heart. Children and youth must be **invited into discussions**, meaningfully engaged, and their views respected as key stakeholders in decision making and policies that affect their health and their futures.

How to engage

You can join WHO, UNICEF and *The Lancet* for the high-level global launch on **19 February 2020, 14:00-16:00 CET** by watching the live webcast of the event on [this page](#), and following discussions on social media.

Following the event, there will be various national events happening around the world.

Follow WHO 

Follow *The Lancet* 
Use #FutureChild

Follow UNICEF 

We invite the media; governments; policymakers; international and regional organizations; civil society; health workers; parents; schools, teachers and academics; and the private sector to participate in global and national events near you.

Stay tuned at who.int/futureforchildren for more information!



We all have a role to play in creating a future for the world's children.

Here's what you can do:

Read and share the report,
and not just with child
health specialists. Protection
of children's health and
rights is a collective
responsibility!

Reach out to leaders
and decision makers. Tell
them that no country is
currently doing enough to
protect children. They must
act to ensure every child has
the best possible life, and the
best possible future.

Share the
report and key
messages online. Start a
conversation about what
you can do as a collective
to respond to the global
challenge children face.

Engage young
people. Whether
through photography,
profiles, essays or
media activities,
they are powerful
advocates for
change. Support
them in this
role!

Get engaged across your channels, before, during and after the report launch.

We encourage you to:

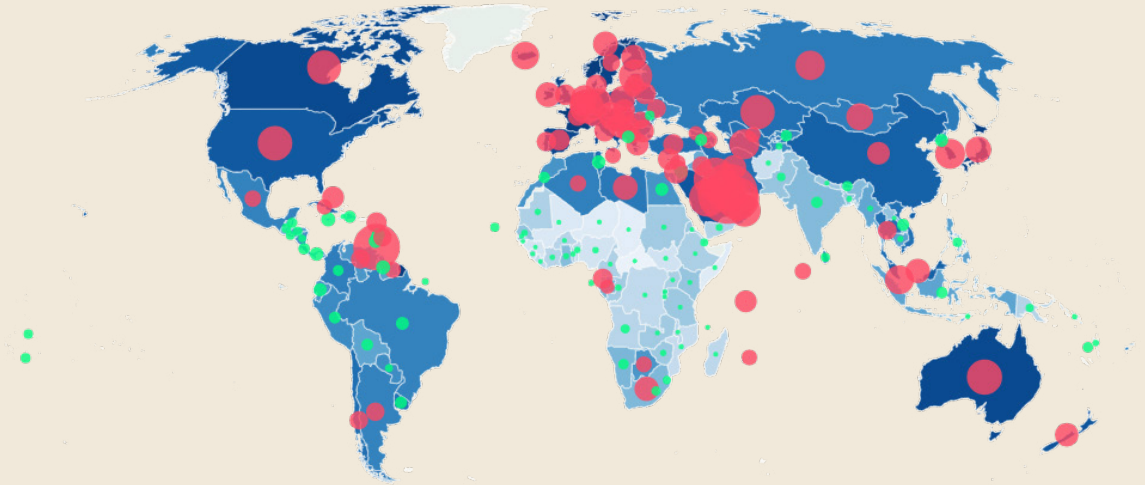
- Share the launch videos with your networks (we will be communicating via **WHO**, **The Lancet** and **UNICEF**), and use the **#HealthForAll** and **#FutureChild** hashtags
- Visit our **website** for more information
- Use our child health **Gifs, tiles and videos** on your social media profiles to unite and show support
- Share our child health messages on social media and translate into other languages
- Organise a debate, panel and/or Q&A about the health and future of children in your community



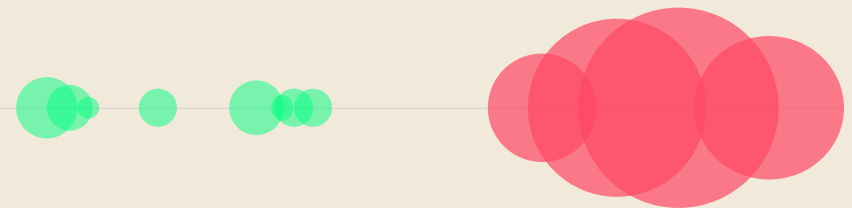
Interact with our data

What is your country doing to protect child health, wellbeing and their futures?

Look into country stories and performance on child health, wellbeing, and sustainability.



For interactive data, visit:
thelancet.com/infographics/child-health



Engage children and youth

Millions of children around the world are speaking up about what matters to them. Here's how you can help amplify these powerful voices for change.

- Ensure young people are involved and consulted in all decisions and activities.
- Create communications material in simple, child-friendly language.
- Engage youth led or focused organizations, building partnerships with young people.
- Create space for children and adolescents to share their stories, needs and own recommendations for change – we can all listen more!

Looking for inspiration? Here's some great examples of how you can showcase youth voices:



voicesofyouth.org



unicef
for every child

[unicef.org/world-childrens-day/
unicef-youth-ambassadors-and-youth-
advocates-2019](https://unicef.org/world-childrens-day/unicef-youth-ambassadors-and-youth-advocates-2019)

Social media messages

1 NO country is protecting children's health, their environment and their futures. Children have a right to be protected.

2 Risks to a child's health are all around us, from:

- A rapidly changing climate
- Polluted air
- Harmful marketing
- Displacement
- Conflict
- Inequality

3 Investing in children is an investment in everyone's future.

4 Let's build a future for the world's children. Leaders must:

- Invest in children
- Ensure children's voices are heard
- Reduce carbon emissions now
- Regulate against harmful marketing



**We must build a future
fit for children.
#HealthForAll
#FutureChild**

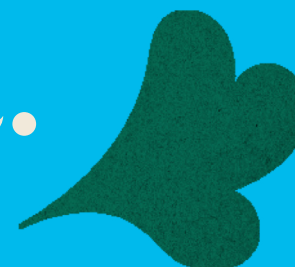
Additional resources

Policy briefs explaining all the recommendations of the report will be coming soon, available [here](#) and [here](#).

The Lancet will be focusing on child and adolescent health throughout 2020. Here's what's planned: thelancet.com/campaigns/child-adolescent-health



We thank you for
your support.



who.int/futureforchildren
thelancet.com/futurechild
unicef.org/sdgs

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