

World Children's Day 2023 Key Messaging

- World Children's Day is **UNICEF's global day of action for children, by children**, marking the adoption of the Convention on the Rights of the Child (CRC) on November 20.
- On this day, **UNICEF advocates, raises awareness, and raises funds** for the most pressing issues facing children. It is a day to recognize children as rights holders, celebrate the progress that has been made for and with children, and to call on States to accelerate action needed to protect and fulfill the rights of every child, without discrimination..
- From [Auckland] to [Amman], [New York] to [Nairobi], the **world is turning UNICEF blue** in support of children's rights.
- Children are **taking over and making their voices heard**. Every child has the right to be taken seriously in decisions that affect them. Leaders at every level **must listen to children** and include them in decision-making processes.
- Children's rights are intricately linked to achieving the Sustainable Development Goals (SDGs). By **prioritizing children's rights**, we can all contribute to a more sustainable and equitable future for all.
- **Investing in children today** secures a better future for them, and us all. On World Children's Day, UNICEF calls for increased investments in children to prioritize the fulfillment of their rights, and to build resilient and thriving societies.
- **Children's rights are human rights**. However, in too many places today, children's rights are under attack. This World Children's Day, UNICEF is calling on governments, the private sector, partners and communities around the world to **take action for the rights of every child, everywhere**.

All UNICEF priority areas have at their heart a focus on child rights. It's easy to integrate explicit child rights messaging into these priority areas. Here are some suggested key messages to link child rights to other UNICEF priority areas.

- Every child has a right to an **education**, yet two-thirds of all ten-year-olds globally can't read and understand a simple story. On World Children's Day, let's remind our leaders to provide children with the foundational learning they need for their futures.
- The **climate** crisis is a child rights crisis, affecting the rights of children across all areas of their lives. On World Children's Day, let's listen to the calls of children and young people demanding climate action and justice prioritize their empowerment, protection and participation.
- Every child has the right to the highest possible standards of **health**. On World Children's Day, let's remind our leaders to ensure access to health, nutrition and immunization services for every child.
- A child's right to health, includes their right to **mental health** support. On World Children's Day, let's take children's experiences seriously, promote good mental health and break the stigma.
- Children's rights apply in all contexts, including during **humanitarian crises**. On World Children's Day, let's remind leaders to keep their commitments to the UNCRC including to protect the lives and wellbeing of every child.