unicef CANADA | National Child Day

Kids Takeover

on

National Child Day

This toolkit is for children and youth, organizations, governments, businesses, families and others to celebrate and engage young people to take over National Child Day.

On November 20, 1989 the United Nations adopted the **Convention on the Rights of the Child (CRC)**, a promise to children that we would do everything in our power to protect and promote their rights to survive, to learn and grow, to make their voices heard and to reach their full potential. Canada ratified the CRC in 1991, cementing our commitment to children in Canada and around the world. To recognize children's rights, Canada established November 20 as **National Child Day**, which is celebrated by Canadians including child-focused organizations and governments at all levels. It's a day *for children, by children* – our chance to hear from children and youth about the issues and solutions that matter to them.

#KidsTakeOver is a way to celebrate National Child Day in Canada with creativity, fun and a serious message that young people have important voices and their views matter. On November 20, kids in Canada and around the world will take over roles in organizations, government, business, sport, media and entertainment.

What can #KidsTakeOver in your organization?

This toolkit offers ideas to engage young people to "take over" on National Child Day. Many organizations and individuals in Canada recognize National Child Day in unique ways. We can also join

together to make it stand out with #KidsTakeOver. Please join UNICEF Canada to demonstrate the importance of their participation not just once a year, but every day.

On November 20, Go Blue for Every Child

Show your support for #KidsTakeOver by incorporating blue into your day. In Canada and around the world, we want to create a sea of blue to show our support for children's rights everywhere. There are a few simple ways you can do this:

- Wear blue clothes (t-shirts, hats, ties, scarfs, bandanas, etc.)
- Turn your light bulbs or your set/backdrop blue
- Turn logos, emblems, text and other communications blue
- Encourage anyone participating/watching/listening/reading to Go Blue
- Be creative!

Organization Takeover Ideas

- Organizations of any size can participate – daycares, advocacy organizations, health centres, libraries and drop-in centres are just some examples of organizations that celebrate National Child Day in Canada
- Invite young people to:
    - Take over a leadership role for the day
    - Host an event
    - Take over social media, write a blog or make a speech
    - Participate in a decision
    - Lead a meeting or activity
    - Design something
- Ask governments, businesses and media in your community to have #KidsTakeOver – there are ideas and resources in this toolkit to inspire how

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The Ontario Trillium Foundation: Kids Had Their Say

"If you had the chance to fund anything to better help kids, what would it be?" The staff of the Ontario Trillium Foundation asked their own kids what they would do if they could make the Foundation's decisions for #KidsTakeOver. The answers were so good, it made the staff wonder why they don't ask kids for their opinions more often.

Media Takeover Ideas

- Kids take on-air roles on visible programming such as:
    - Sports Broadcast
    - News Anchor
    - Interviewer
- Child-focused and –led interviews and editorial content
- Kids decide on and author/produce content
- Publish an open letter or news item by a young person

https://www.youtube.com/watch?v=z65ffkzv91o (kids take over radio stations in Indonesia)

https://www.youtube.com/watch?v=XaawgD0zKe0 (kids host take over press conference on Turkish television stations)

Government Takeover Ideas

- A young person is Mayor for the Day
- Kids accompany an elected official for the day, providing input and perspectives
- Young people are invited to a discussion on issues they want to talk about
- Kids take over/provide content for social media feeds
- Kids develop questions or statements for parliament or legislature or reply to questions
- Kids are listened to in committees
- Kids interview elected officials
- Announce a new Minister of _____ for the day – filled by a young person (appointed or elected by their peers)

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Individual & Family Takeover Ideas

- Kids take over parents' role or a decision(s)
- Kids take over family social media
- Kids take over meals
- Create a family video and post it: kids answer the question, "what's something you're better at than your parents?"

https://www.youtube.com/watch?v=IBVE06AW9Vs (kids take over YouTube channels)

School Takeover Ideas

- Kids design emojis or posters on issues important to them
- Kids host discussions or an assembly on a topic they choose
- Kids take over morning announcements
- Kids take over the roles of principal, teacher and coach
- Teach about children's rights with kids
- Kids host an event

Sport Takeover Ideas

- Kids take over coaching school or community games
- Kids take over roles in major league sport teams/events
- Kids take over side-line broadcasting and interviewing
- Kids take over team social media

Business Takeover Ideas

- Kids take over as CEO
- Kids participate in key meetings and ask questions
- Kids report on issues affecting them in your industry
- Kids take over companies' social media feeds
- Develop and launch a child-friendly policy such as:
    - Advertising to children and youth
    - Employing youth

  - Selling to children and youth
  - Consulting young people
- Kids host a tour
- Kids make a decision
- Convene a physical or virtual meeting with kids from your stakeholder communities, asking for their feedback on what the contributions and impacts of your company's activities are on them and their families and friends
- Establish a regular youth advisory group whose input will be meaningfully and seriously considered
- Conduct a child-friendly review of a business location or practice, looking at everything from a child's perspective
- Demonstrate how you are implementing one or more of the Children's Rights and Business Principles:
- Review with young people and communicate how you respect young people in your code of conduct, hiring, protection and safety, environmental impacts, people policies, or community investment projects

https://www.youtube.com/watch?v=bwklceardx4 (kids take over UNICEF supply division)

https://www.youtube.com/watch?v=f1dqgbd3f58 (kids take over QANTAS airlines)

https://www.youtube.com/watch?v=gpzzx_i7b9q (kids take over desalination plant in Gaza)

Participate In #KidsTakeOver Social Media

Let children and youth take over social media! By using #KidsTakeOver you can spread your messages far and wide!

Quick Tips:

- Incorporate the hashtag #KidsTakeOver in your messages. Check @UNICEFCanada and @OneYouthCanada for other relevant hashtags.
- Use the context that best represents your organization's work: National Child Day or World Children's Day
- Try Instagram videos or a Facebook bot

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Twitter

- Follow @OneYouthCanada and @UNICEFCanada
- #DYK it's National Child Day? November 20 is Canada's official day to celebrate the Convention on the Rights of the Child #KidsTakeOver
- Kids have 54 guaranteed international rights in the Convention on the Rights of the Child. November 20, we celebrate those rights #KidsTakeOver
- KidsTakeOver here! We are proud to celebrate National Child Day by listening to children and youth on #KidsTakeOver
- Meet [name]! For #KidsTakeOver we're handing over [organization/company name]'s social media to [name] for the day, so keep checking for updates!
- [Organization] has been taken over by kids for #KidsTakeOver – here's a selection of the best moments!

Facebook

- Today [organization] recognizes the adoption of the United Nations Convention on the Rights of the Child in Canada. The Convention guarantees children's rights here and around the world.
- Our office is being Taken Over! To celebrate National Child Day we are putting youth in positions of power. Follow us throughout the day for more updates and highlights.
- The Convention on the Rights of the Child is the most rapidly and widely ratified international human rights treaty in history. Today [organization] recognizes National Child Day. Kids have rights and they have important things to say! https://www.unicef.org/crc/
- Meet [name]! For Kids Take Over Day, [organization] has handed control of our social media accounts to [name] so be sure to check back to see what's going on at [organization] offices, and join in the conversation about children's rights!
- Did you know that today is National Child Day? November 20 is officially recognized as National Child Day in Canada to celebrate the signing of the Convention on the Rights of the Child.
- Have you heard? [Organization] has been taken over by kids in celebration of National Child Day and #KidsTakeOver! Check out the gallery for highlights from the day and see what changes they're making to [organization].

Instagram

- [Name] is taking over [organization]'s social media channels today for #KidsTakeOver to celebrate the ratification of the Convention on the Rights of the Child. Kids have the right to be heard today and every day!
- UNCRC is a) a new KPOP act, b) the secret code to access Club 33 at Disney World, or c) the acronym of the United Nations Convention on the Rights of the Child? Here's a hint - google "November 20" or just check out our social channels on #KidsTakeOver and you'll find the answer!
- Today [organization] is celebrating the adoption of the United Nations Convention on the Rights of the Child. The Convention guarantees children's rights around the world! Let kids have a voice – leave us a comment letting us know which rights you are supporting today #KidsTakeOver
- Have you been following [organization] on social media today? If so, you might have noticed something's going on at our offices – we've been taken over! To celebrate National Child Day, kids took us over. Click through the gallery to view highlights and don't forget to check out #KidsTakeOver on Instagram and Twitter to see what other organizations were taken over!
- Have your Instagram story taken over by a youth who can focus on an issue that is important to them

Ensure Meaningful Child and Youth Participation

The Essentials

- ✓ All young people should feel like they belong regardless of their orientation, gender, ethnicity, abilities, background, etc. Encourage them to be their authentic selves.
- ✓ Youth should feel like they matter, that their ideas matter and that they can make a difference.
- ✓ Value young people's voices and make sure young people feel heard.
- ✓ Create youth-friendly environments that empower young people to be autonomous, use their voice and contribute to change.
- ✓ Facilitate opportunities for youth to meaningfully contribute.

How to be an effective adult ally on Kids Takeover Day

1. **Trust the process:** Fasten your seatbelts. This is a true takeover. Get ready to give up control, practice patience and hand over the power. It's important to avoid taking control because you

want things to get done right or quickly. Trust that they will make the right decisions and let them do their thing. Remember that the process is just as important as the product.

2. **Create a safe space:** In order to ensure young people have the best experience on takeover day, it is important for them to feel safe and comfortable all day. This means promoting and upholding an environment that is **inviting, non-judgmental and inclusive,** where they feel at ease to be themselves and share their ideas and opinions. Here are some ways you can do so:
    - Start from a place of respect, be open-minded and friendly
    - Introduce yourself, your role and some of your responsibilities
    - Ask for their name, preferred gender pronoun(s) (for example, they/them, he/him, she/her), how they're feeling and some things they'd like to do today
    - Introduce them to everyone in the office and make sure the staff team is aware of what's going on
    - Housekeeping: show them where the washroom is, water, allow them to take breaks whenever they need them, etc.
    - Make sure they have food and transport

3. **Check your assumptions:** Challenge any negative assumptions you and or other adults may have about young people. Leave your biases at the door. Not all youth are the same. See young people as valuable contributors that bring different skills to the table.

4. **Provide appropriate structure:** Kids Takeover Day is not about creating a rigid program or a minute-to-minute agenda. Young people benefit from a variety of experiences, including ones that are organic and self-driven. This means giving them autonomy, options and clear boundaries, and providing support. It is also important to be clear about what they *cannot* do.

5. **Turn your statements into questions:** When we turn our statements into questions, magic happens. Avoid the assumption that adults have authority and know all the answers. Ask questions so youth can work through problems themselves, instead of providing answers. If something is inaccurate or inappropriate, ask questions to prompt critical thinking.

6. **Be yourself. Don't try to be cool:** Authenticity and honesty are the qualities youth respect most in adults; not coolness, humour or popularity. Share appropriately who you are. Don't try too hard, they see right through that! A successful youth-adult partnership is one that is dynamic, reciprocal and collaborative.

7. **Use child and youth-friendly language:** Avoid using acronyms and specific terminology related to the workplace or your position. Do your best to simplify things, and ask whether or not they need clarification or have questions.

8. **Avoid adultism:** "You're so young you wouldn't know what I'm talking about." "Oh my god, you're so adorable." These are some examples of comments that are all too common to the ears of young people. Adultism is behaviours or beliefs related to the assumption that adults have more value and rights than children, rather than recognizing the value and contribution young people bring to the table.

Overview of One Youth

One Youth is a national campaign designed for and with kids in Canada. We are showing that when it comes to our children, better is necessary. More than that, better is possible.

We want every Canadian to know how children and youth are really doing across Canada and we're using a developmental approach to tackle the inequality challenges that exist.

We're collecting data, designing solutions and influencing decision-makers. We won't stop until we become the best country in the world for kids.

For more information, visit us at www.oneyouthcanada.ca.

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Visual Assets

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Journée nationale de l'enfant

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NATIONAL CHILD DAY – Cree

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