

National Children's Day UK



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TOOLKIT

12th May
2024

About NCDUK

National Children's Day UK (NCDUK) is all about the importance of a healthy childhood, and how we need to protect the rights and freedoms of children in order to ensure that they can grow into happy, healthy adults.

It's a day of celebration, but it's also a great opportunity for anyone involved with children and young people to raise awareness about the projects they have been running, or the things they care about.

We encourage everyone to run activities and events for the week up to and including the day

NCDUK 2024
www.nationalchildrensdayuk.com



Alongside the amazing work that is
already going on nationwide

we are particularly interested in all
the things that are being done to
protect our beautiful planet

the voices of children
and young people

and the resources that
everybody has been producing to
share with others





Child Wellbeing

Most adults think that children are worse off today than when they were children (Yougov)

Almost a quarter of English children are now obese at the end of primary school (PLOS One Study)

Young Minds is warning of a UK mental health emergency

NCDUK2024 will take place on **Sunday 12th May**, but people can raise national awareness about their activities for the week up to and including the day. It's an opportunity for everyone to raise awareness about the things they care about. This year we will be promoting the activities of all the great organisations that are working so hard to raise awareness about child wellbeing – and especially those that are actively working with schools and young people. So we are encouraging every community to get involved!



Climate Anxiety

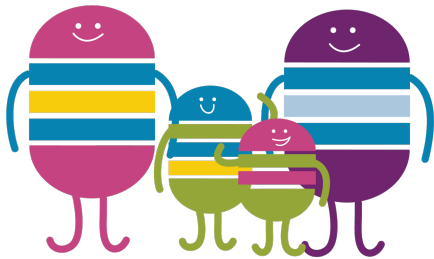
Climate anxiety has been rising in children in the UK, with **70% worried about the world they will inherit**

75% of the 3,000 children surveyed by Save the Children in 2023 **want the government to take stronger action** on the climate and inequality crisis.

60% think climate change and inequality **are affecting their generation's mental health in the UK.**

More than half (56%) believe it is also causing a deterioration in child mental health globally.

Children at the Table



The Children's Charities Coalition, a newly formed partnership of the leading children's charities: Action for Children, Barnardo's, The Children's Society, the National Children's Bureau and NSPCC, has been raising serious concerns about the lives of UK children and young people.

'The Children at the Table Campaign', which is a collaboration with young people and has the support of over 75 charities, is **calling on the Government to put babies, children and young people at the heart of policy making.** <https://childrenatthetable.org.uk>

Children are a priority

Children are a priority for people across the UK, **with 84% of adults saying that they think it's important for political parties to outline their plans for children and young people in their manifestos.**

It's estimated that more than **1 in 4 UK children now live in poverty** and **1.4 million are thought to have a mental health disorder.**

Research from The Children's Society last November found that an estimated **1 in 5 children (20%) are worried about how much money their family has**, while half are 'sometimes' worried (52%).

When asked what they would like politicians to focus on to improve children and young people's lives, **more than a quarter of children (27%) said helping families struggling with money and having the basic things they need.** Nearly one in five (18%) want children and young people's mental health prioritised.

62% of UK children think that politicians don't understand the issues that affect children and young people today. Almost three quarters (73%) don't feel that children are listened to by politicians and 66% don't feel they have a say when it comes to decisions politicians make about things which are important to them.

As an NCDUK2024
supporter or
participant

Let us know what great
work you are doing, and we
will share it on our website
and social media platforms



All children deserve to
live in worlds that
enable them to flourish

We are @NCDUK2024 on Twitter and Facebook and
#NCDUK2024 for posts on the day. You can use any of the
material in our online media pack to help promote the day

www.nationalchildrensdayuk.com/media-pack.html

As a commercial sponsor or benefactor

We are always looking for people to support our ongoing development and activities.

Please get in touch

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I know nothing of hatred, intolerance, racism, sexism, bigotry, indoctrination, homophobia, and prejudice.

I don't yet understand things like love, compassion, Integrity, tolerance, human decency and truth.

For the first, most important formative years of my life, all I will know IS WHAT YOU TEACH ME.

Choose well.



Stay in touch

The need to highlight children's rights and wellbeing is not all over in a day though.

Our team is active all year round, drawing people's attention to the latest issues and supporting and promoting organisations that work, day-in and day-out to help children flourish.

We will post information about all this year's activities on our website - and there is a contact form on the website, in case you want to get in touch
www.nationalchildrensdayuk.com/contact.html.

You can keep connected to us throughout the year via @NCDUK2024 on X and Facebook.



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Get involved!!

www.nationalchildrensdayuk.com

