



# COVID-19: JUSTICE FOR EVERY CHILD

## ACTION PACK



**The coronavirus (COVID-19) pandemic has turned the world upside down, exposing the many inequalities that the world's most marginalized children are already facing.**

The leaders of the world's richest countries have made commitments of at least \$5 trillion to protect private businesses and economies, but 100 Million believes that protecting children should be a priority for every government – because they will suffer the most during the pandemic and in its aftermath.

As young people, we must stand together and demand that \$1 trillion – equivalent to 20% of government funds committed to the coronavirus recovery – should be dedicated to supporting the needs of the 20% most marginalized and excluded children and their families.

**This action pack explains 100 Million's global campaign on COVID-19, and how you can take action in support of it. Whether you live in a rich country or you belong to the most marginalized groups, we all can play a part in this campaign, and this pack explains how.**

### WHAT'S THE PROBLEM?

**As COVID-19 spreads across the world, nobody will feel the worst of its impact as painfully as the world's most marginalized young people.**

Children living in hard-to-reach villages, children in informal 'slum' settlements, children forced to work, children on the move – all of them and more will experience both immediate and longer-term suffering if the world does not act now.

In richer countries, families can stay at home and stock up on food, but millions of poorer children have no means to do the same. Nearly one in every five children in the world lives on \$2 a day or less, many of them in informal settlements too crowded to isolate or living with underlying health conditions that put them at risk if they contract the virus. If the food supply is affected, or their adult family members cannot work, they will go hungry and soon starve.

In previous crises children and young people have paid the highest price when countries try to recover, because governments pay for their debts and bailouts by deprioritizing investment in essential rights including children's education, health and nutrition.

As the economic impact of the pandemic has hit every country, governments have pledged trillions of dollars to help sustain economies and protect jobs and industries. However, very few commitments have been made to address the specific and urgent challenges being faced by children and young people.

**If decision-makers don't prioritize children and young people in their COVID-19 responses, they risk violating the fundamental rights of a whole generation, and undoing decades of progress towards eradicating extreme poverty, conflict and exploitation.**

# WHAT MUST HAPPEN - OUR CALL TO DECISION-MAKERS

World leaders must ensure \$1 trillion – equivalent to 20% of the global response funding – goes towards protecting the most vulnerable children and their families. Everyone must be included in the COVID-19 response and protected from the immediate and longer-term impacts of the pandemic, and none more so than the world's most vulnerable children.

We're calling on decision-makers to use this crisis as an important opportunity to address the existing inequalities which have excluded and marginalised children and young people for decades.

This will require commitment from all decision-makers from every country, rich and poor, to act urgently and boldly to ensure a sustainable and equitable recovery from this crisis for **everyone**.

## RICH COUNTRIES

Rich governments must commit to the following:

- Global funding to support the families of the nearly 20% of children around the world who live on less than \$2 a day.
- Making sure companies and businesses are paying their fair share towards supporting these families through paying their taxes and respecting human rights in their business practices.

The governments of these countries have an important role to play in delivering global justice.

As they control the majority of global trade and overseas aid funding, they have influence over how much money is shared with poorer countries and to whom within those countries these funds are allocated.

We've outlined the benefits that these actions could deliver to the world's poorest families on pages 5 and 6.



Families risk being trapped in poverty for years and children's futures will be lost if their rights aren't prioritized by their governments.

## COUNTRIES WITH THE WORLD'S MOST MARGINALIZED CHILDREN

Governments must ensure that marginalized and vulnerable children and their families receive their fair share of any response to COVID-19.

This means giving them a higher allocation to address the imbalance that has already long existed.

What this should look like in practice:

- Ensuring sufficient emergency healthcare services
- Maintaining or providing reliable clean water
- Protecting the supply of food
- Providing financial support to families with no income
- Considering the needs of those who don't have the means to self-isolate
- Supporting, not negatively targeting, marginalized communities and making sure that there is no risk to their lives from food and income insecurity.



In the wake of the pandemic, children may be more likely to drop out of education and be forced to work in order to make up for the income lost when their carers could not work during national lockdowns.

# HOW YOU CAN ACT: HANDS UP FOR THE 1 IN 5

We want every decision-maker around the world to hear our call for justice, so we need YOU to help raise the profile.

Our campaign icon is a hand with a colored thumb to represent the 1/5 (20%) most marginalized children who must be prioritized by governments and decision-makers. There are 4 simple steps you can take to support the campaign and we've laid out all you need to know on the next few pages:

**STEP 1:  
SIGN AND SHARE  
THE PETITION**

**STEP 2:  
CREATE YOUR  
IMAGE**

**STEP 3:  
SHARE YOUR  
IMAGE**

**STEP 4:  
CONTACT YOUR LOCAL  
DECISION-MAKER**

**(MOST IMPORTANT STEP!)**

## STEP 1: SIGN AND SHARE THE PETITION

The first step is to officially add your voice to our collective demand for change and sign the petition calling on decision-makers to protect the world's most vulnerable children. You can find the petition on our website at, [www.100million.org/demand-justice](http://www.100million.org/demand-justice).

Once you've signed it, be sure to share it on your social networks and encourage friends and family to sign too!

## STEP 2: CREATE YOUR IMAGE

How you wish to create your version of the thumb image is up to you. You can simply color in your thumb with whatever you have available — pen, paint, makeup, mud, chalk, or coal dust, for example. Or you can create your own poster by drawing around your hand or covering your hand in paint and pressing it onto the paper — much more fun!

However you create your colored-thumb image, try to capture it on camera so you can share it online. You can also download a hand icon template, as well as other activism resources, at [www.100million.org/justice-for-every-child](http://www.100million.org/justice-for-every-child)



**JUSTICE FOR  
EVERY CHILD**

## STEP 3: SHARE YOUR IMAGE

For this campaign to be successful we need everyone in the world to be aware of the threat COVID-19 poses to the most marginalized children, and for them to join our call for action.

You can help by sharing these images and messages with your decision-makers, friends, relatives, classmates and colleagues, and inviting them to join the campaign.



### IF YOU'VE CREATED A PHOTO:

- Share the photo with us on social media and target your local decision-maker, if you can.
- In your social media post, include your key demands in support of the campaign as well as the following:

#JUSTICEFOREVERYCHILD

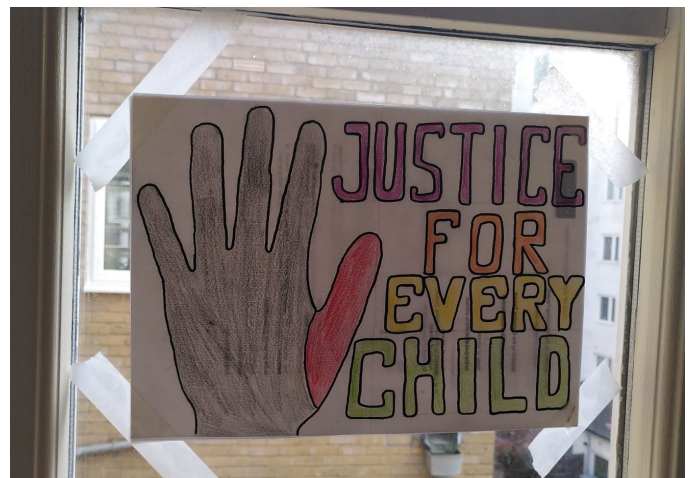
Twitter: @100MilCampaign

Instagram: @100\_million\_campaign



### IF YOU'VE CREATED A DRAWING/POSTER:

- Display it visibly in your window or on an outside wall of your home to raise awareness of the campaign with your neighbors.
- Take a selfie of yourself and share it on social media
- Send your picture by post to your decision-maker along with a hand-written letter (using our template to help you).



## STEP 4: WRITE A LETTER TO YOUR DECISION-MAKER

One of the most powerful things you can do to support this campaign is to contact your Member of Congress and call upon them to represent your views and champion this issue.

If they hear from people like you, they will feel compelled to listen to our demands and prioritize the most marginalized 20% in their COVID-19 response. We have included a template letter to help you, including the key demands agreed by representative youth leaders from around the world.

### TEMPLATE LETTER:

Dear [Insert Name],

As one of your constituents, I am writing to demand your immediate action to prevent a global child rights disaster from happening as a result of COVID-19. This issue is particularly important to me because... [you can use this space to add one or two sentences and make your letter personal to you. This will make your decision-maker more likely to listen to your demands.]

In richer countries, families can stay at home and stock up on food, but millions of poorer children have no means to do the same. Nearly one in every five children in the world lives on \$2 a day or less, many of them in informal settlements too crowded to isolate or living with underlying health conditions that put them at risk if they contract the virus. If the food supply is affected, or their adult family members cannot work, they will go hungry and soon starve.

In the US there are an estimated 300,000-400,000 children between the ages of 12-17 working in agriculture, considered essential workers during this pandemic, many without the proper protective gear. A further 30 million children in the US rely on school for meals and are now at risk of going hungry.

Trillions of dollars are being allocated to the COVID-19 response, but the vast majority has gone to those best able to cope and some of the richest companies are benefitting the most. I believe world leaders must ensure 20% of the global response funding goes to protect the most vulnerable children and their families.

Until the virus is defeated everywhere it won't be defeated anywhere. We have the ability to include everyone in the response to COVID-19 and protect the world's most vulnerable children from the immediate and longer-term impacts of the pandemic.

I am a member of the 100 Million campaign, founded by Nobel Peace Laureate and child rights activist Kailash Satyarthi, to end child labor and stand up for children's rights around the globe. I stand with millions of these young people to demand justice for every child and look forward to learning more about your commitment to the world's most marginalized children.

We look forward to your leadership during this time. Yours sincerely,

[Your Name]

Once you've written it, you can send it by mail or email, along with a copy of your thumb image, and reach out to them by social media to request a response. You will be able to find their email or mailing addresses on [House.gov](#) or [Senate.gov](#), and you can search on Twitter, Facebook, and Instagram to see if your Member of Congress have a profile on social media.

# WHAT COULD BE ACHIEVED IF WE SUCCEED?

By standing and working together, we could prevent a child rights disaster happening during and after the COVID-19 pandemic.

Over \$5 trillion has been committed by wealthy governments to help bailout companies and economies. While some of the amounts being offered to companies are loans, the fact is that never before has so much money been offered in response to a global crisis.

If our leaders respond to our demands for \$1 trillion for the most vulnerable 20% of children worldwide – equivalent of a 20% share of the \$5 trillion for businesses – the futures for millions of children could be transformed.

## WHAT THIS \$1 TRILLION IN GLOBAL RESPONSE FUNDING COULD PAY FOR:

Over \$5 trillion has been committed by wealthy governments to bailout companies and economies. While some of this amount is in loans, never before has so much money been offered in response to a global crisis.

If our leaders respond to our demands for \$1 trillion – equivalent to 20% of this economic response– for the most vulnerable 20% of children worldwide, the futures for millions of children could be transformed. For example:

1. The UN's Global Humanitarian Response Appeal, the Global Alliance for Vaccinations and Immunizations (GAVI) and future WHO COVID-19 appeals could be fully funded, helping ensure the most vulnerable children are protected. = \$11 BILLION
2. If two years of all external debt payments due from the governments of low-income countries in 2020 and 2021 are cancelled, the funds could protect their vulnerable citizens. = \$50.4 BILLION
3. Closing the financing gap for the Sustainable Development Goal on health in low- and lower-middle-income countries by 2030. = \$523 BILLION
4. The Sustainable Development Goal on water and sanitation could be achieved for the next two years – this is critical for protection from COVID-19. = \$228 BILLION
5. For two years, we could cover the shortfall in financing to ensure every child gets 12 full years of education, helping to stop the spread of COVID-19. Marginalized children would be able to go to schools when they reopen, preventing a generation lost to child labour. = \$78 BILLION
6. We could create a new global children's social protection fund, to ensure no child is forced to work or go hungry – with \$10 billion per year to 2030. = \$110 BILLION

*For all calculations, please see [www.100million.org/act-now](http://www.100million.org/act-now)*

## GET IN TOUCH

For any questions about this campaign, or if you would like to share any successes or challenges you're having, be sure to connect with the 100 Million team, as well as other fellow activists using the details below.

You can also email or engage with the U.S. 100 Million team at [usa@100million.org](mailto:usa@100million.org) or on Twitter @100millionUS



sean@100million.org  
[www.100million.org](http://www.100million.org)



[www.facebook.com/  
100MilCampaign](https://www.facebook.com/100MilCampaign)



@100MilCampaign  
#100Million



@100\_million\_campaign  
#100Million



FREE. SAFE. EDUCATED.