

Children's rights awareness raising

This scenario was developed to help consider what a children's human rights approach might look like in practice.

A community learning and development team in a local authority is looking to raise awareness of the UNCRC in the local community. The team know that involving children and young people will help them design the campaign and campaign materials.

The team:

- Set a clear budget and staff capacity for the project, so they could set realistic expectations with the children and young people from the outset.
- Considered the age range of children and young people they were hoping to work with, and which groups in their authority have rights at risk, to ensure there was representation from those children and young people.
- Designed promotional material to encourage children and young people to participate. The material was eye catching, designed to be shared on posters, by email and social media. It contained all the key information about the project, including the time commitment, how the project would be organised, the compensation for their involvement, how to volunteer, and the planned outcome of their participation.
- Reached out to partners in community centres, leisure centres, cultural facilities, schools, and third sector organisations who specialised in working with groups of children and young people whose rights were at risk, to advertise this opportunity to help promote children's rights.
- Selected volunteers from the children and young people and informed any unsuccessful applicants of the outcome.
- Set up the first session with children and young people in person, making sure it was led by trained staff who had Protecting Vulnerable Groups (PVG) Scotland Disclosure checks and child protection training, and who were experienced in working with children and young people. The session plan considered how to meet the needs of all the children and young people, and to ensure they were not put at any risk through their participation.
- Used the first session to introduce all staff involved in the project, and each child and young person to each other through fun games and activities. Then they completed a variety of activities designed to ensure everyone participating had a shared understanding of the UNCRC.
- Ended the first session by gathering the children and young people's ideas for how the other sessions would progress.
- Held the rest of the sessions as specified by the children and young people, which included online and in person work, and a mix of activities to meet most of the ideas given by the children and young people.
- Ensured that children and young people's ideas for promotional materials were acted on quickly, so what was given as input in one session was demonstrated in the next session.
- Held a launch session and thank you event where the children, young people, and their families were invited to highlight the work through the whole project.
- Prepared feedback to email to all the children and young people who participated in the project detailing the outcomes of the campaign.



This resource was developed as part of the Children's Rights Skills and Knowledge Framework project funded by Scottish Government.

Children's rights awareness raising

Reflection questions

Is there an area of your work that would benefit from children and young people's involvement?

How is your organisation promoting the UNCRC and how could you involve children and young people in campaigns to raise awareness of children's rights?



This resource was developed as part of the Children's Rights Skills and Knowledge Framework project funded by Scottish Government.