

UNICEF AND YOU

Strategic Plan
2022–2025

Produced for UNICEF by Small World Stories
Text and illustrations: Sara Khamkoed
Design: Mar Nieto

Published by UNICEF, Division of Data, Analytics, Planning and Monitoring
3 United Nations Plaza New York, NY 10017, USA
www.unicef.org
ISBN 978-92-806-5329-8
© United Nations Children's Fund, February 2022

UNICEF AND YOU

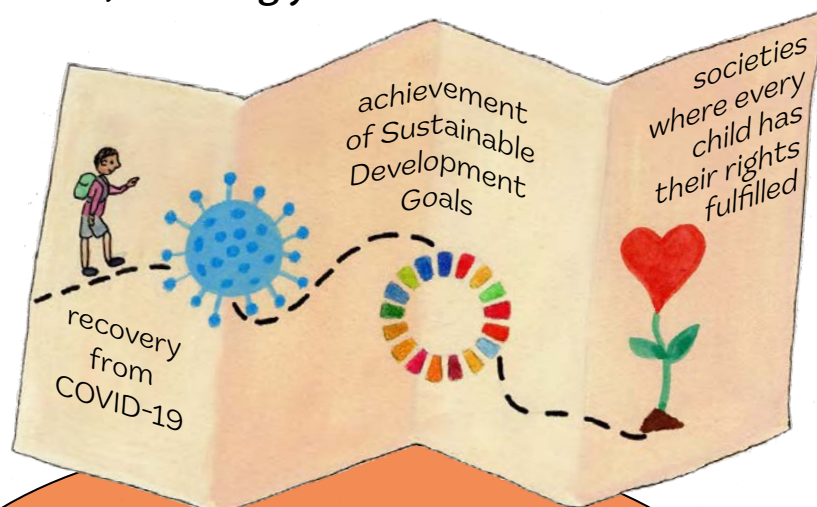


unicef 

INTRODUCTION

UNICEF is committed to realizing the rights of every child, everywhere, including yours!

UNICEF's Strategic Plan 2022–2025 maps a course for



Our world has been turned upside down. COVID-19 has increased poverty, inequality and discrimination. Children and young people face conflict, displacement and the climate crisis.

To meet these challenges **BIG** change is needed.

Children and young people have been leading the call for **PEACE**, **SOCIAL CHANGE**, **JUSTICE** and **EQUITY**.
Your voices are loud and clear.



To meet the goals of the Strategic Plan, UNICEF will use its strengths including its vast network of partners and experts in over 190 countries. Each country programme will be customized to their local context and priorities.

UNICEF cannot do it alone. Working with communities, children and young people (like you) is essential to make an impact.

WHAT YOU SAID IS IMPORTANT



UNICEF is a child- and youth-powered organization. You have a right to be heard on matters that affect you!

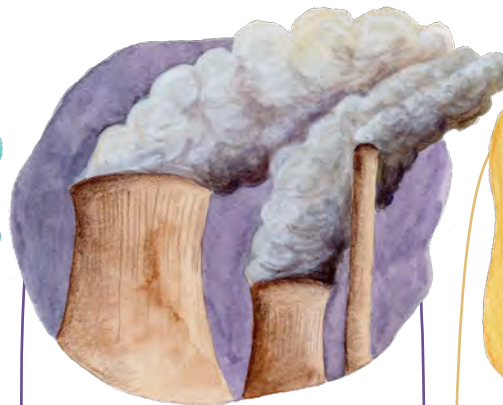
UNICEF surveyed more than 214,000 children and young people from all over the world.

You showed concern and interest about three main areas:



MENTAL HEALTH

In many countries, mental health does not get the attention it deserves. Your mental health is a priority for UNICEF. It is a key part of UNICEF work in health care, schools, and conflict situations.



CLIMATE CHANGE

Climate change is one of the biggest challenges we face. UNICEF works to protect you and your community from the impact of climate change, and partners with young activists calling for climate action.



INEQUALITY AND DISCRIMINATION

Children and young people everywhere suffer from racism, gender inequality and other forms of discrimination, including against those with disabilities. UNICEF supports movements for social justice to give children and young people the services they deserve.

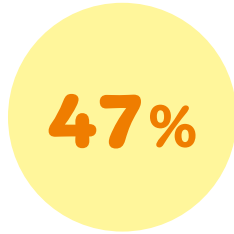
58 per cent of you said you **would like to learn about mental health from professionals, non-governmental or other organizations, rather than parents, teachers or friends.**



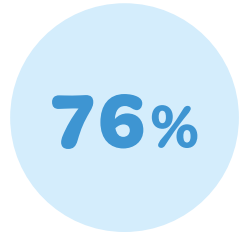
Over 40 per cent of you think **children and young people need the support of adults** like parents and teachers to fight discrimination.



Only 47 per cent of you feel you have **the digital skills needed in life.**

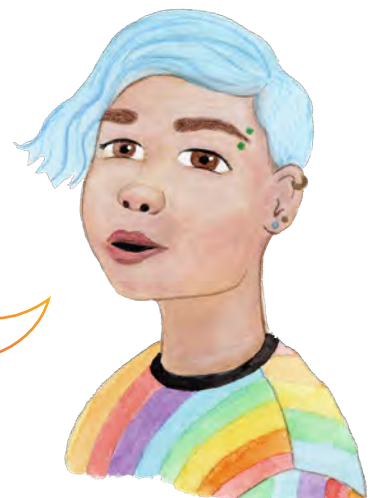


76 per cent of you said you feel you have a **responsibility to tackle climate change.**



“Respect for diversity has to be promoted from an early age. Small children suffer prejudice for being black, for being a girl and keep accumulating trauma. Minority groups are never represented. We have to find ways to change this with policies around quotas and affirmative actions.”
(Young person from Brazil)

“Many people still think that sexual orientation is an illness, that gender and sex are the same thing or that boys should be ‘masculine’ and girls should be ‘feminine’. We’re all unique and beautiful in our own ways.”
(Young person from Romania)



Children and young people are
UNICEF's most important partners in

GETTING RESULTS and **MAKING CHANGE**



“We are most at risk [from climate change]. Even though the older generation may have caused this to happen, we are the ones at risk, we have to step up. We deserve the same opportunities as the people who lived before us to breathe fresh air and go to the beach. We have a right to those things, and it is important that everyone is engaged in the discussion because we all have to step up, no matter what challenges we face.”

(Young person from Barbados)

UNICEF is increasing opportunities for you to
BE INVOLVED
in decisions that affect your life
and your community.

FIVE MAIN GOALS

UNICEF aims to achieve long-term results in five Goal Areas. These are linked to **YOUR RIGHTS** under the Convention on the Rights of the Child.

UNICEF wants to shape a world where you and all other children and young people...

1

Survive and thrive, with access to nutritious food, quality health care, a caring environment and essential supplies



2

Learn and gain skills for the future

3

Are protected from violence, exploitation, abuse, neglect and harm



4

Have access to water, sanitation and hygiene, and live in a safe and sustainable climate and environment

5

Have access to inclusive social protection and live free from poverty

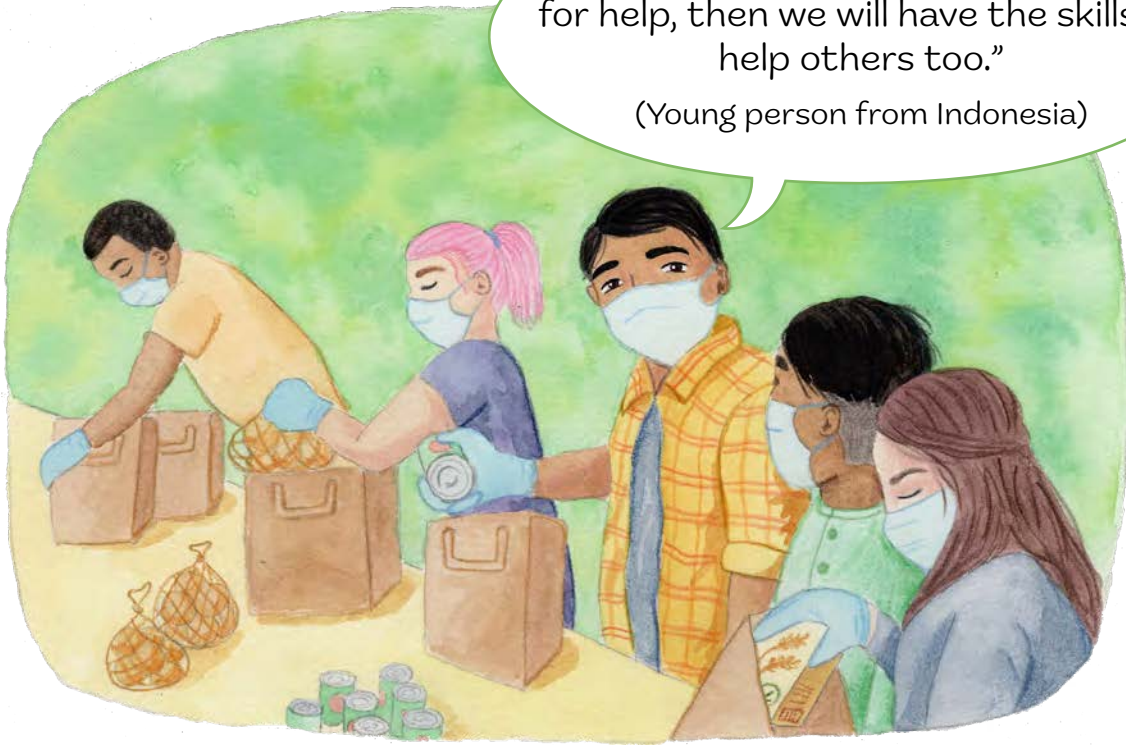


LET'S WORK TOGETHER

UNICEF aims to make big changes in the world.
To do that, we need you!

"If we have the skills to ask
for help, then we will have the skills to
help others too."

(Young person from Indonesia)



Together, we can build a future where every child and young person can **THRIVE**, have their **RIGHTS FULFILLED**, and can shape their future to their own **IDENTITY** and **VISION**.



You can **GET INVOLVED** by heading to:



Voices of Youth is UNICEF's digital community where young content creators, aged 13 to 24, from around the world can exchange stories, illustrations, poems, photos, videos, ideas and actions for a better world.

Voicesofyouth.org    @voicesofyouth



U-Report is UNICEF's digital platform where you can share what matters to you and be part of positive social change. Responses from all around the world are analysed and displayed in real-time, ensuring that young people's feedback can be actioned by local and national decision makers.

ureport.in  @UReportGlobal  @ureportglobal



There are 33 National Committees that organize a variety of projects to raise funds and promote child rights.

Go to: www.unicef.org/unicef-national-committees
or
search: UNICEF + name of your country



Produced for UNICEF by Small World Stories
Text and illustrations: Sara Khamkoed
Design: Mar Nieto

Published by UNICEF, Division of Data, Analytics, Planning and Monitoring
3 United Nations Plaza New York, NY 10017, USA
www.unicef.org
ISBN 978-92-806-5329-8
© United Nations Children's Fund, February 2022

