



# SOCIAL PROTECTION IS SOCIAL JUSTICE!

## WHAT IS SOCIAL PROTECTION?

Social protection is a combination of policies and programmes that aim to reduce and prevent poverty and exclusion. This can come in the form of cash transfers (like child benefits and grants), in-kind benefits (like school feeding programmes), and access to public services (like healthcare insurance) – it might also be called social security, family credit, social benefits, or welfare, depending on your country. Being covered by social protection means that no matter what circumstances you are born into, or if something happens to increase your or your family's vulnerability, you have a foundation of government support which enables you to survive.

Social protection is a term that covers lots of policies that many people in the world's richest countries take for granted. For example, if your country has a minimum wage, that's social protection. If there is sick pay for when illness or injury means you can't work, that's social protection. If you get any money from the government when you're unemployed, that's social protection.

**Having social protection is like standing under an umbrella in the rain or heat: an umbrella offers shelter against the worst effects of the weather, social protection shelters you from the worst of circumstances.**

### **SOCIAL PROTECTION MEANS SOCIAL JUSTICE FOR THE MOST VULNERABLE CHILDREN**

Social protection should be available to everyone who needs it, but particularly the most vulnerable, marginalised or socially excluded communities. When families do not have any support for their basic needs like food and healthcare, and when incomes are too low to provide for everyone, children can be forced into child labour. Social protection is a vital lifeline for families to stop this injustice.

**So why, when there is enough money in the world to create a new billionaire every 17 hours during a global pandemic, are 74% of children still not covered by any form of social protection?**

Experts have warned that the poorest countries and communities are facing unprecedented levels of poverty and inequality in the wake of COVID-19. Children stand to be the most affected: over half the world's poor are under 15 years old. Between 2015-2019, global wealth grew by over \$10 trillion but the number of child labourers aged 5-11 increased by 10,000 every day. Strong social protection systems and a global commitment to social protection could halt and reverse this child rights catastrophe, if world leaders prioritise it.

## TAKE ACTION: UMBRELLAS FOR EVERYONE, EVERYWHERE

Social protection is a human right. Every single child, not just those in the richest countries, has the right to be covered by social protection policies and programmes from birth. This year there is a historic opportunity for world leaders to agree to achieving social protection systems everywhere in the wake of the pandemic – especially to protect children and young people. We're asking YOU to help make this demand impossible for governments to ignore by creating umbrellas in as many places as you can, all over the world.



# ACTION OPTION 1: CHALKING AN UMBRELLA

## STEP 1: Decide on and find a wall or pavement to chalk your umbrella(s)

Think about where they are most likely to be seen, maybe a famous public street, near a place of power such as the Parliament or somewhere important to people in your community. If these aren't possible, outside your own home or in your garden are great options too!

### ACTION CHECK-LIST:

- CHALK
- SMARTPHONE/ CAMERA
- PAVEMENT/WALL

## STEP 2: Chalk your umbrella

You can use the steps below to chalk a simple outline of an umbrella onto a wall or pavement. Try to make it as large, bold and clear as possible so that it stands out to anyone who passes!



## STEP 3: Get creative

To help people understand what your umbrella represents, you could add words or phrases in or around it or one of the campaign hashtags. Social protection schemes have different names in different countries so use the name most appropriate to your country. This could be social security, child benefit, child welfare, midday meal etc.

The more creative you can be the better! Hashtags around your drawing will also ensure anyone who sees your art and is inspired to find out more can follow along on social media – they might even post your umbrella!



## STEP 4: Share your action

The most important thing is to take a photo of your finished chalked umbrella, or a video of you making it, and post it on social media tagging your President, Prime Minister, or Finance Minister so they can hear your demand that every child is covered by social protection. If you tag 100 Million and the Fair Share to End Child Labour campaign we will also share your image: @100MilCampaign, @FairShare\_Now

You can find some suggested text to post on Twitter, Instagram and Facebook with your photo or video at the end of this pack.



# ACTION OPTION 2: TAKE AN UMBRELLA PHOTO



## ACTION CHECK-LIST:

- UMBRELLA
- CHALK / PAINT (OPTIONAL)
- SMARTPHONE / CAMERA

## STEP 1: Find an umbrella

Any umbrella will do for this action, but if you have a spare, a broken one, or one you don't mind decorating even better!

## STEP 2 (OPTIONAL): Prepare a message

Holding up words or drawings alongside your umbrella can help visually demonstrate what you are demanding with your action and stand out! You can even write on the umbrella itself. You could add in types of social protection in your country, such as child benefits, or free school meals, or even a demand or hashtag like "social protection for every child now!" and #FairShare4Children



## STEP 3: Find a place to stand and take your photo

By yourself or with your friends, colleagues or family, find somewhere meaningful to stand. This could be a place of power, community or support - open your umbrella and stand underneath! If you're by yourself, you can take a selfie but ideally you would have someone else take the photo of you and anyone else who joins you under the umbrella with the place you've chosen in shot too.

## STEP 4: Sharing your action

Share your photo online using the hashtags below and tag your decision-maker to let them know how important it is to you that the world's most vulnerable children are covered by social protection. If you tag 100 Million and the Fair Share to End Child Labour campaign we will also share your image: @100MilCampaign, @FairShare\_Now. You can find some suggested text to post on Twitter, Instagram and Facebook at the end of this pack.

If you have written on your umbrella you could go one step further and actually deliver the umbrella TO your decision-maker. Leaving it outside their office with a message attached and letting them know on social media that they have a special delivery!

## WHEN SHOULD YOU SHARE YOUR UMBRELLA?

FROM 6  
SEPTEMBER

Plan your images  
& let us know if  
you're taking part!

FROM 8  
SEPTEMBER

Social campaign  
goes live! Share &  
tag your images!

8-27 SEPTEMBER: 100 Million & Fair Share will share on socials

22 SEPTEMBER

Images shared at campaign  
event at UN General Assembly

28 SEPTEMBER

Images shared at World Leaders'  
event at UN General Assembly



## MESSAGES FOR SOCIAL MEDIA

#SocialProtection can #endchildlabour – but only 26% of the world’s children have access to even ONE type of social protection! [TAG THE HANDLE OF YOUR DECISION MAKER HERE] we demand protection for EVERY child: a #FairShare4Children & a #FairShareToEndChildLabour!

Children are suffering the worst impacts of the pandemic: 150m more children live in poverty & 160m children are in #childlabour. We know #socialprotection can help end these injustices: [TAG THE HANDLE OF YOUR DECISION MAKER HERE] we demand a #FairShare4Children & a #FairShareToEndChildLabour!

In rich countries, #socialprotection gets the BIGGEST share of govt budgets - but their aid to social protection in poorer countries is tiny. If every child had their right to protection, we could #endchildlabour. [TAG THE HANDLE OF YOUR DECISION MAKER HERE] we demand a #FairShare4Children & a #FairShareToEndChildLabour!

Without #socialprotection, 160m child labourers will never be free. [TAG THE HANDLE OF YOUR DECISION MAKER HERE] & other world leaders: we demand FUNDING for social protection for every child – none of us should be in #childlabour, ALL of us should be in #education! #FairShare4Children #FairShareToEndChildLabour

A child rights disaster is happening right now – we can end this with #socialprotection. [TAG THE HANDLE OF YOUR DECISION MAKER HERE] & other leaders: we need INCREASED budgets & a Global Social Protection Fund to #endchildpoverty & to #endchildlabour NOW! #FairShare4Children #FairShareToEndChildLabour

Don't forget to tag us in your pictures – we will share your messages too!

100 Million: @100MilCampaign (Twitter/Facebook) or @100\_million\_campaign (Instagram)

Fair Share to End Child Labour: @FairShare\_Now (Twitter) or @FairShareToEndChildLabour (Facebook)



#SocialProtection #EndChildLabour  
#FairShare4Children  
#FairShareToEndChildLabour

