



**FREE.SAFE.EDUCATED.**

**END CHILD  
LABOUR**

**ACTION PACK**



## WHY TAKE ACTION ON CHILD LABOUR?

At the end of the year, we often reflect on what we are grateful for and think of those facing injustice and hardship across the world. For many people, December is a time for gift giving and receiving. What many may not realise, is that some of the presents we buy at this time of year could have been made by children as young as 5, who have been forced into work to survive. By taking action and raising awareness of child labour this month, we can encourage those around us to think before they buy and hopefully choose more ethical options.

In November 2017, the International Labour Organisation (ILO) released a new report showing that progress on ending child labour has slowed down in the last four years. During this month we can ensure that the children who continue to be denied their right to be free aren't forgotten, and we can help support their right to enjoy their childhood.

This month's pack will give examples of what you can do, as a group or an individual, to help end 2017 by bringing the world step closer to ending child labour.

# STEP 1: KNOW

The first step to taking action on any issue is to build your knowledge on it so that you can convince others of its urgency and importance.

Many people are still unaware of the scale and impact of child labour, you might have even heard people thinking that it does not exist anymore. While we hope one day that is true, right now it is still a grave injustice facing millions of children.

Take the quiz below, on your own or with your campaign group, your friends or your family to see how much you already know about the reality of child labour today and learn more facts to share with others.

## TRUE OR FALSE QUIZ

- 1) There are 68 million children in child labour around the world.
- 2) Almost half of all child labourers are aged 5 to 11 years old
- 3) The most common type of labour children do is in factories.
- 4) Child labour only happens in developing countries
- 5) Nearly half of all child labours are in work that directly endangers their health, safety and moral development

*(All facts are found in [this report](#) published by the ILO in 2017)*

**FALSE** – the number is over 100 million – 152 million according to a new ILO report. That is almost one in ten of all children worldwide.  
**TRUE** – 48% are primary school age, between just 5-11 years old. 28% are 12-14 and 24% are 15-17  
**FALSE** – The most common type is Agriculture at 70.9%. Children in labour are involved in farming and livestock herding, dairies, fishing and forestry. Most of children's agricultural work is unpaid and takes place within the family, often hazardous in nature.  
**FALSE** – Child labour happens in almost every country. Although lower-income countries have the highest incidence of child labour (43%), over 28 million live in countries called "upper-middle" and "high" income countries.  
**TRUE** – 78 million children are in what's called 'hazardous work'. And half of these children are aged just 5-11 years

## STEP 2: CONNECT

To inspire as many people as possible help to end child labour, it is important to show how we are all connected to the problem, and therefore the role we can all play in the solution.

At this time of year, lots of people are thinking about buying gifts for their loved ones, but they might *not* be thinking about where these gifts have come from, who has made them and whether that person is a child. If people want to change that, refusing to buy products that use child labour is an important tool in persuading manufacturers to clean up their supply chains.

Asking questions is a great way to start a conversation about child labour and get people thinking about the power their everyday choices as a consumer hold. You could use the questions below to ask family members, friends, teachers and other people you know to learn about the perceptions of child labour in your community.

- 1. When you buy things, do you think about who made them?**
- 2. Would you buy them if you knew they were made using child labour?**

If you are part of a group why not make it more interesting by competing between you on who can talk to the most people in an afternoon? Or, if you are doing this on your own, you could ask the questions on Facebook, making a poll to collect the answers.

Let us know the results by using #100Million or emailing us on [campaign@100million.org](mailto:campaign@100million.org).

If people are interested to find out more, why not do the True or False quiz with them too?

## ACTION CASE STUDY

Earlier this year a 100 Million campus group in Madrid created leaflets with facts about how different products, such as coffee and clothes, might be made using child labour, with suggestions on where to buy child-labour free alternatives in Madrid.



The group handed these out across campus and raised awareness about the shameful realities of child labour, how large the problem is and crucially, how everyone can play a part in ending it in their community.



Just like the Madrid group we encourage you to design your own action for each of these steps and our example activities are just suggestions to inspire your creativity.

You know what will work in your community better than us! Watch their [video](#) about the action they took and read their blog for some ideas [here!](#)

## STEP 3: MOBILISE

After starting to raise awareness about child labour with those around you, you can take the next step and demonstrate the inequality of childhood around the world by taking part in a **#ThrowbackThursday** for justice.

Create a poster (or as many as you like if you are part of a group!) using a photo of yourself as a younger child, writing a sentence or two about your life at that age: what you were doing or your favourite person to play with for example.

Then show the different reality faced by children across the world with a fact about child labour today, written below your childhood memory. You can research your own or use one you learned in the quiz above. And, if you include our website [www.100million.org](http://www.100million.org) people who are angry at this injustice can find out more ways they can help.

Then post copies of your poster(s) around your community, school or university. You can also take a photo and share it online using **#100Million**.

Be as creative as you like with your poster or, if you're struggling for inspiration you can download a template of the example below to print and fill in [here](#).



**GEORGIA**  
1998  
5 YEARS OLD

WHEN I WAS **5** YEARS OLD I LOVED PLAYING WITH ANIMALS AND GOING TO THE PARK WITH MY LITTLE SISTER.

**BUT TODAY...**

**152 MILLION** CHILDREN AROUND THE WORLD SPEND THEIR CHILDHOOD WORKING IN PLACES LIKE FARMS, FIELDS, FACTORIES, HOMES, STREETS AND BATTLEFIELDS INSTEAD.

ALL CHILDREN SHOULD HAVE THE RIGHT TO BE **FREE**  
HELP **END CHILD LABOUR** TODAY.

## STEP 4: INFLUENCE

As individuals we all have the power to make a difference, but the more of us that raise our voice, the harder we are to ignore. From the 'Connect' step, we know that as consumers, and if schools, universities or local authorities join your demand an end to child labour, companies will need to listen – these bodies hold a lot of potential profit!

That's why for the final step to take action on child labour this December, we've written a suggested letter you could send to your Headteacher, Dean or local authority leader. Remember to add in why *you personally* care the issue!

DEAR

As *students/residents* at this *school/university/community* we are very passionate about ending child labour across the world. According to a new International Labour Organisation report released in 2017, there are still 152 million children who are working instead of enjoying their childhood and going to school, many of them in very dangerous jobs.

In our globally connected world we all have a responsibility to try and create the fairest world for all. We know it's not just governments who can create change but all of us. That's why we want to ask you two questions to begin exploring how our *school/university/community* could help:

- 1) Which companies are our main suppliers?
- 2) Do we have any checks or ask any questions to ensure these companies aren't using child labour?

*I/we* look forward to your response and meeting with you in future to help ensure every child has the freedom and childhood they deserve.

Yours sincerely

Let us know if you hear back from them ([campaign@100million.org](mailto:campaign@100million.org)) and we can help you with the next step!

You can use this information to do research online and see if any of the main suppliers for your school/university/town have been involved in child labour. Check the news function on Google for any up to date.

If your school doesn't have a system to check suppliers, why not signpost them to organisations such as [Fairtrade International](#) who could help suggest ways to ensure their products are child labour free. Or maybe you could suggest they include a question on child labour to their suppliers before signing any contracts?



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