



NATIONAL CHILD DAY PROCLAMATION PLANNER

Proclamations are an excellent way of providing valuable education and information to raise public awareness of National Child Day on November 20.

What is a Proclamation? Proclamations are ceremonial documents issued and signed by the Mayor to recognize the value and importance of a person, an event, a campaign, or an organization for a certain day, week or month.

To officially recognize National Child Day (NCD) in your city or town request that municipal officials formally proclaim November 20 through an event. Events could involve community attendance at a Council meeting or invite elected officials to present a proclamation at a community event you host.

How do I request a Proclamation?

- Submit a request in writing each year, on organization letterhead to your municipal office a minimum of six weeks before the event. Include written details about your organization, and the relevance of the proclamation to your community.
- Take note of upcoming Council meeting dates, elections, and other special events to find a suitable opportunity to involve Council members in your event.
- Visit your local municipal website for specific information regarding proclamation requests.
- Include in your request a sample proclamation for National Child Day, see the appendix A. Most jurisdictions may already have standard proclamation formatting and language.

How to host a Proclamation Event:

- Identify possible tie-in events, and/or groups in which to partner with such as schools, local organizations and programs for children and youth, businesses and/or recreation facilities. Broad-based partnerships are the best way to increase public awareness. Associate with other events and appropriate initiatives in your community, city, or region as much as possible.
- Host an event or coordinate activities related to the yearly National Child Day theme. Visit www.nationalchildday.ca for resources.
- Invite media, local personalities and politicians, police, businesses and organizations, members of the community, children, youth and their families.
- Distribute royal blue lapel ribbons to hand out to the community. Ribbons can be ordered from local suppliers or create your own. See appendix B for instructions on making paper ribbons. Include a card with the ribbon explaining that wearing a blue ribbon on National Child Day shows you support Canada's children having prime consideration in all economic, social and political decisions, policies, programs and expenditures.



Tips for a successful event:

- Start today. There is little time to spare when it comes to planning your National Child Day Proclamation event.
- Recognize your organization's limits (time, money, energy) and plan an event that works in those limits.
- Delegate. Use the strengths of your committee, staff and volunteer base to build a strong team for your event.
- Create an event budget and stick to it. Seek support from local businesses and consider working with other organizations on a similar event.
- Invite local reporters. Call your local TV and radio stations and newspapers to invite them to attend. List your event's important details (when, where, what time, who will attend, a contact name and number, and a few lines about your organization) in a news release and e-mail it to reporters who are interested. A sample news release is available in appendix C.
- Make your event accessible to everyone in the community. Choose a venue that are accessible by public transportation and is accessible for anyone with a physical disability.
- Understand your audience. Make your event interactive to encourage guests to participate.

Community Engagement:

- Tap into the wealth of resources and volunteers in your community. Try to include children and youth or members of the community who have a personal story to tell about children's rights. Look into existing volunteer resources from community groups and organizations or religious networks. Ask them for ideas on planning an event or invite them to participate on your organizing committee.
- Meet with members of your local Chamber of Commerce and business improvement associations and encourage them to participate in your event. Offer to supply materials for their websites or newsletters, and invite them to share their perspectives on children's rights.
- Students in many provinces must perform a minimum number of hours of community service to graduate from high school. Consider recruiting students to develop, plan and organize events in their schools, or seek their input into potential community events.

Promoting your event:

- Get the word out! Use social media avenues available to you
- Post information about National Child Day and your event on your website, or contact community groups to promote NCD and your event on their websites.
- Follow @NatlChildDay on Twitter and tweet about your event using the hash tag #NCDAlberta
- Market your event using local media, including television, radio and newspapers.
- Display posters or a flyer in public areas such as in front of the local police station, in community centres, at local stores, libraries or other public places.
- Work with local businesses to print messages related to National Child Day on their packaging. For example, arrange to have the web address - www.nationalchildday.ca and facts about National Child Day printed on pizza boxes and distributed the week leading up to November 20.

APPENDIX A

NATIONAL CHILD DAY

SAMPLE Proclamation

WHEREAS: National Child Day is celebrated on November 20th each year; and

WHEREAS: This date marks the occasion when Canada adopted the United Nations Convention on the Rights of the Child; and

WHEREAS: Communities help to create the environments that children need to thrive and succeed; and

WHEREAS: The [municipality] _____ recognizes that the future success of any community is largely reliant on the positive developments of its children; and

WHEREAS: The children of today will be leaders of tomorrow.

RESOLVED THAT: I, _____, [title] of the [municipality] of _____, do hereby proclaim November 20, 2014 as National Child Day in the [municipality] of _____ ;

RESOLVED THAT: During National Child Day and throughout the year, [municipality] _____ will recognize children and those who assist them and be it further

RESOLVED THAT: [municipality] _____ will remain committed to honoring the rights of the child.

Authorized by _____ on this _____ day of _____, 20XX

APPENDIX B

Participate in the National Child Day Blue Ribbon Campaign by making your own ribbons and share them with others. Wearing a blue ribbon on November 20 shows that you support Canada's children having prime consideration in all economic, social and political decisions, policies, programs and expenditures.

How to Make an Origami National Child Day Ribbon

Things you will need:

- Blue origami paper, printer paper or construction paper
- Scissors
- Safety pin(s)
- Optional—Markers

Instructions:

1. Make a square sheet of paper. If you're using origami paper, you're paper will already be in a square, but if you're using construction paper or printer paper, you'll need to adjust it. Fold diagonally to form a triangle and cut off the remaining edge.
2. Fold you square in half. Unfold and cut on the center crease that you made with the fold, so that you have two equal sides.
3. Taking one of the sides, fold it in half and unfold once more. Now, using this new center crease as a guide, fold the top and bottom sides up to meet this center crease.
4. Edge fold the corners of each side, bringing the points in and lining the outside edges with the center fold.
5. Fold the paper in half, so that the open edges from your folds are closed inside the new fold. Crease all the sides using your nail or the side of a pencil.
6. Fold the paper in half to determine the center. Unfold and, using this center line, fold the right arm over and down so that its top edge crosses the center of your middle crease. Repeat it on the left side, so that the left arm crosses over the right arm. Adjust as necessary and crease to flatten.
7. Optional—Decorate your ribbon by adding the words 'National Child Day' or 'It's our Right to Play' or add a drawing
8. To wear the paper ribbon, carefully run a safety pin through the back layers of paper and secure it to your clothing or bag.



NEWS release

November 20, 20XX

National Child Day Proclamation

City... The City/Town/Village/Municipality of XX proclaims November 20 National Child Day in recognition of the United Nations Convention on the Rights of the Child. Each year, the City/Town/Village/Municipality works with families and community partners to ensure City/Town/Village/Municipality's children and youth have the support, encouragement and respect necessary to reach their full potential.

This year's theme is "It's Our Right...XXX"

Event Details

"Quote."

National Child Day is recognized on November 20th each year. The date marks the occasion when Canada adopted the *United Nations Convention on the Rights of the Child*, spelling out the basic human rights for children and youth.

The Alberta National Child Day Collaborative is comprised of a broad based provincial committee who support regional and local initiatives. Visit www.nationalchildday.ca for a listing of collaborative partners and for more information on National Child Day resources and events happening in Alberta.

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Media inquiries may be directed to:

XXXX, Communications

City/Town/Village/Municipality; xxx-xxx-xxxx; email