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**WORLD
CHILDREN'S
DAY** 20 November
2018


**GUIDANCE
FOR
TEACHERS**

#KIDSTAKEOVER SCHOOLS

KINDNESS FOR EVERY CHILD



MINISTRY OF
EDUCATION
MALAYSIA

THE
KINDNESS
PROJECT

WOMEN: girls

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#KidsTakeover Schools: Kindness For Every Child School Pack for Teachers, September 2018

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CHILDREN RESPECTING CHILDREN

For Every Child, Kindness

We live in a diverse nation made up of many different cultures, languages, races, and backgrounds. That kind of variety can make all our lives a lot more fun and interesting, but only if we get along with each other. And to do that we have to respect and be kind to one another.

Treating people with respect and kindness makes our world a nicer place to live in, whether it's at home, at school, or out in our community. And it's easy – all we have to do is treat people the way we would like to have them treat us.

Which is why for World Children's Day 2018, Ministry of Education, WOMEN:girls and UNICEF are inviting children, students, teachers and parents across Malaysia to come together on Monday, 19 November to spread kindness and respect among one another.

Whether you are a principal, a teacher, a counsellor, or a parent, we firmly believe that you can lay the foundation for lasting change.

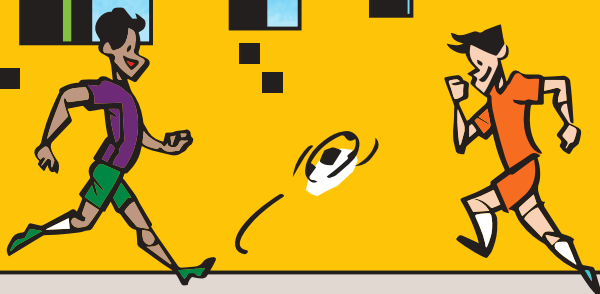


WORLD CHILDREN'S DAY

A day of action for children, by children

On Tuesday, 20 November – the anniversary of the Convention on the Rights of the Child – children around the world will come together to champion children and their rights to a happy, healthy and safe childhood, free from violence, abuse, neglect, discrimination, poverty, hunger and illiteracy.

On World Children's Day – children will raise their voices in solidarity with the world's most disadvantaged and vulnerable children. It's a fun day, with a serious message, where children across the world will 'take over' high-visibility roles in media, politics, business, sport, and entertainment to shine a spotlight on the most pressing challenges faced by their generation.



World Children's Day is a call to action for children, by children – demanding a better future for every child... Because if we get this right, every day will be World Children's Day.



SPREADING KINDNESS IN SCHOOL...

#KidsTakeover Schools Kindness Project

An integral part of World Children's Day is the idea of children doing things for children. With that in mind, this year's #KidsTakeover Schools Activation in Malaysia aims to motivate students across the country to learn about and exercise their rights, alongside their parents and teachers, as well as to spread kindness and respect among themselves and their teachers.

It's essential that the World Children's Day #KidsTakeover initiative contributes positively to the realisation of children's rights, that it's fun, and that it doesn't have any negative impact on the children and adults who are involved.

The theme this year is **Kindness For Every Child** as a means to end bullying in schools and to make learning safe. We believe we can find kindness in every single person. Which is why this World Children's Day, we're inviting children from across the country to start a kindness movement to create a better and happier world for everyone. Together, we can end bullying. Your school can lead the way to show Malaysia that empathy and kindness are recognised and rewarded, and schools can equip their students with emotional and social competency.



What is the #KidsTakeover Schools Kindness Project?

The #KidsTakeover Schools Kindness Project is a school activation for children to become a part of the solution to ending bullying in their schools. The power of our work lies in the participation of individuals like you and your students and children who work to create safe, caring, and respectful schools and communities. Our goal is to reach millions of children across the country to cause a tipping point that ends bullying in our generation. By signing up your school for this special initiative, you become a part of this extraordinary movement!

Why bullying, and why kindness?

In 2017, the global UNICEF World Children's Day Survey highlighted that 7 out of 10 children in Malaysia worry a lot about bullying, compared to only 3 out of 10 in Japan or in the UK, while the national Children4Change opinion poll revealed that 81% of children pledged to be kind and respectful to one another, regardless of race, gender or disability, as a way to build a better future for every child.



7 out of 10 children
in Malaysia worry a
lot **about bullying.**



What are the key activities for my students?

There's lots of exciting and fun activities for your school to take part in:

- Students can sign their school up for the World Children's Day #KidsTakeover Schools Kindness Project - in Malaysia on Monday, 19 November. All they need to do is create an activity or choose one from the Students Kit such as organising a townhall, a movie day, a carnival – all with a mission to end bullying with serving of kindness. (Check out details on page 12).
- Students below 25 years old can take part in the global UNICEF **School Superhero Comic Contest**. All they need to do is to create a comic superhero to help every child be safe to learn and stand a chance to win an opportunity to work with a young comic artist to develop a safe to learn in school themed comic. (Check out details on page 20).
- Students aged 8 to 17 can also get involved in the global UNICEF #ENDviolence Youth Manifesto by contributing ideas and solutions to end bullying. The Manifesto will be presented to ministers of education at the Education World Forum, 20–23 January 2019. (Check out details on page 22).

Inspire and guide your students and children to be the best they can be – and that includes **being kind!**



What can I do as a teacher/parent?

Whether you're a teacher or a parent, you have an important role to play to motivate, inspire and guide your students and children to be the best they can be – and that includes being kind! This Kit includes activity ideas from the **World's Largest Lesson #ENDviolence Pack** that you can use to guide your students and to get them involved.

Much of what we have put together in this kit, combined with your creativity, can be used year-round. Like any tradition in your community, the ones that repeat gain the most meaning. Be bold and creative!

How does #KidsTakeover Schools work?

Students and teachers can work together to design a school activation programme based on kindness. Children can either choose from the activities suggested in the Students activation pack or create their own, depending on what they find appropriate and what resources they have. Their activity should be planned for 19 November 2018 to celebrate World Children's Day. We'll be selecting five champion schools for World Children's Day!



WORLD CHILDREN'S DAY #KIDSTAKEOVER SCHOOLS KINDNESS PROJECT BE A CHAMPION SCHOOL!



Your students can select one of the four activities mentioned on pages 12 – 19 or create their own activity on how they will celebrate World Children's Day with the Kindness Project. These activities are also presented in the Students Guide.



The students can plan the activity with their friends in school on what they plan to do for World Children's Day and fill in the proposal form (Appendix page 37) and send it to us at shuen@womensgirls.org before 31 October 2018! Five proposals with the most creative and original way to embed the kindness theme into its activation will be selected as the 5 Champion Schools for #KidsTakeover Schools Kindness Project.

Your school can be one of the 5 Champion Schools for the #KidsTakeover Schools Kindness Project and have your World Children’s Day activation documented and shared by UNICEF Malaysia to the world!



Students, teachers and parents can follow UNICEF Malaysia’s Instagram @unicefmalaysia or follow the hashtags #KidsTakeover and #MYkindness2018 to check out the World Children’s Day preparation and excitement of participating schools.



On 19 November, all participating schools will organise their respective #KidsTakeover Schools Kindness project; and join schools across the world to celebrate World Children’s Day. Students, teachers and parents are encouraged to share photos and videos of your respective takeovers on social media with the hashtags #WorldChildrensDay #KidsTakeover #MYkindness2018... The five Champion Schools selected will get a professional documentation and social media team on the day to be featured by UNICEF Malaysia onto the global platform.

WORLD CHILDREN'S DAY #KIDSTAKEOVER SCHOOLS KINDNESS PROJECT ACTIVITY IDEAS FOR 19 NOVEMBER

We've assembled tools and resources to help you inspire and guide your students to create a more caring, respectful community and to end bullying.



YOU ARE THE MAYOR OF KIND CITY!

In this activity, students can create a mini city in their school which is the kindest city in the world.

What they need to do is:

1. Create the name of their city!
2. Select a Mayor and a town council
3. Come up with a set of rules to make their city the kindest city in the world!
4. Use the space within their school to create safe city zones for students
5. Decorate their city with inspiring kindness signs – for example at the entrances to the school and classroom - to remind people to remember to practice acts of kindness.

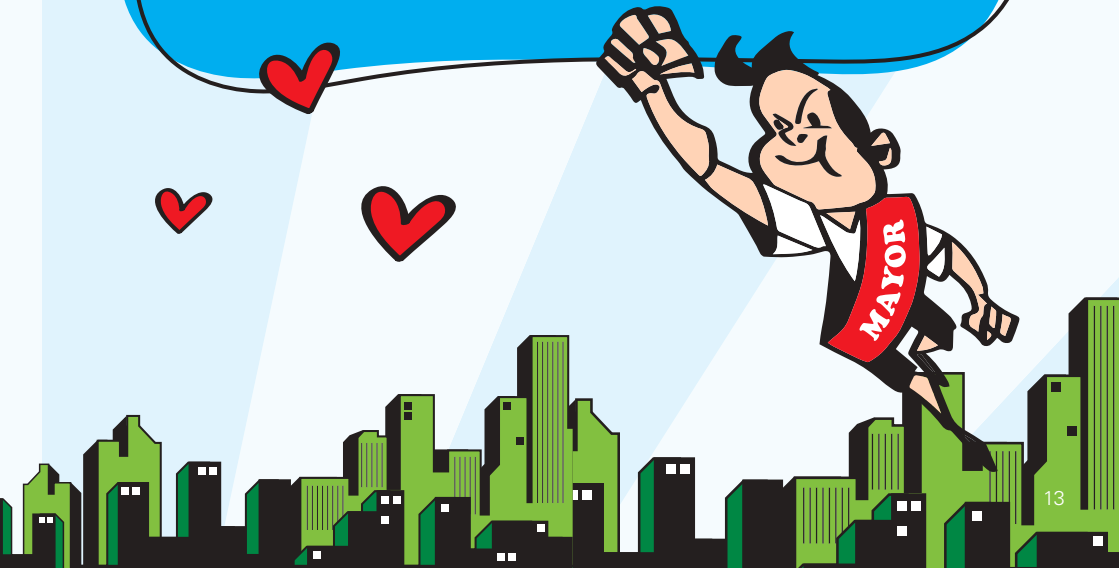
They need to get everyone in the school to participate and work in harmony with fairness.

This will encourage and allow them to experience building and structuring a city and probably develop interests in becoming the mayor of their town one day!



TEACHER'S GUIDE TO KICK-START THE IDEA:

1. Conduct a class to introduce the students to ways of building a safe city by identifying location and safe zones such as walkways and access routes, play and relax areas, study areas, eating areas as well as the culture of the people of this city.
2. Get students to brainstorm what can make their city the kindest city in the world, using signages and campaigns.
3. Identify the jobs that are needed for people in the city and how these jobs can use approaches that are kind and respectful when dealing with people.
4. Share with them best practices that you can find from local communities or from other countries so students have good references to start with.
5. Be part of their planning and assist them in accessing resources that they might need in building the city within the school.
6. Also consider to take them on a trip around their own neighbourhood, town or city so they can identify what can be improved for their creation of the Kind City.





EVERYONE SHOULD BE SAFE TO LEARN

In this activity, students can create their own set of rules for their School's Safety Charter for Children and help protect other children too!

1

First, they can learn all about their rights under the Convention of Rights of the Child (CRC) so they know what they can include based on their rights for a safer environment. This is available in the Student Guide on page 21.

2

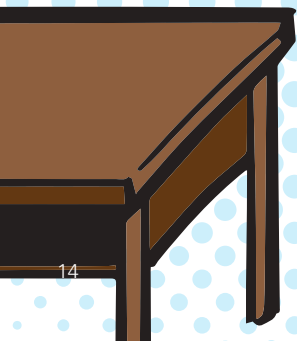
Second, they need to gather a group of students in their school to generate ideas on the safety issues they face and what they think should change in order to protect the safety of the children.

3

Third, they must plan for a debate in their school on 19 November and invite important people from their local councils as well as PIBG members to talk about creating a safe space for children so there is no space in their school and community where bullies can use to harm other people.

4

Fourth, right after the debate, they must sit down in a workshop to create a Safety Charter for Children and present it to their audience so everyone can agree and sign in the Charter, created by them, the Children!



TEACHER'S GUIDE TO KICK-START THE IDEA:

1. Guide them and show them examples of parliamentary debates and how it looks like.
2. Show them templates and examples of a Safety Charter.
3. Explain their rights within the CRC so they understand what their rights are.
4. Assist and accompany them to do a safety audit within the school area so they can identify risky areas to be included in the Charter.
5. It is an opportunity to develop a more exposed and capable student's council in your school!



ACTIVITY
3

SING IT, KIND SINGERS!

In this activity, students can organise a music competition ala-concert where contestants hack popular songs and put in words of kindness into the lyrics.

They can use their own creativity and get inspiration from American Idol or Gegar Vaganza. They can even bust a move and conduct a flash mob, whether it's panama dance, or even their own Kindness dance!

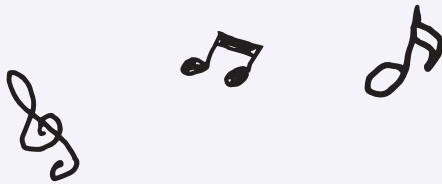
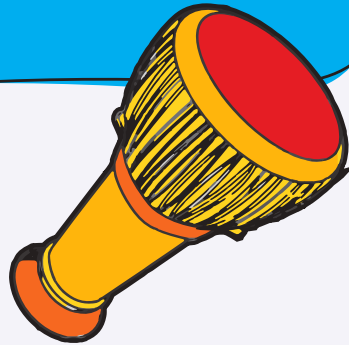
The idea is to initiate a fun physical activity that is very relevant to their generation, and of course where they can showcase their talent and musicality.





TEACHER'S GUIDE TO KICK-START THE IDEA:

1. Do class exercises on the kind words and vocabularies they can use in hacking song lyrics.
2. Guide them in terms of resources – allow them to use the computer lab to research for references.
3. Allow and guide them to audition for singers within the community.





CAMPAIGN TO MAKE SCHOOLS SAFER



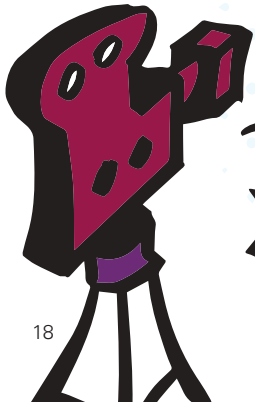
In this activity, students can create a video campaign contest where they can spend 19 November to shoot their own short film – like a mini short film production fiesta.

First, each participating team within the school will need to come up with their own short film script/storyline about a bully who has decided to apologise to the person he/she has bullied and wants to be a better person.

Then, the teams must create their own storyline based on stories that they know or based on their own experience.


After that, they need to create the characters, write their script and dialogues and what will happen in their short movie! If your school is chosen as one of the five Champion Schools, maybe the best team gets their short films produced and shared to the world. This will be such a great opportunity to add as a pool of talent in your school.

The students who choose this activity will also have to create a digital campaign plan on how the video can be shared and promoted to all the social media platforms.





TEACHER'S GUIDE TO KICK-START THE IDEA:

1. Guide them in terms of sharing templates of short stories, scripts and movies and allow them extra hours in the computer lab with your supervision.
 2. Allow them to have mini auditions to get their casts and production crew.
 3. Should you need technical advice (in terms of how to shoot videos and write storylines) in terms of developing ideas for this activity please contact nora@womensgirls.org
 4. It would be great to have your input on what kind of references they can use to develop their own short film.
- 



SCHOOL SUPERHERO COMIC CONTEST



We're looking for superheroes to keep our schools safe!

This global UNICEF comic contest is for students below 25 years old, who have a superhero imagination and a passion in drawing. We're inviting children and young people to create a superhero character and adventure that will keep schools safe and peaceful, free of bullying. This is also an opportunity for them to create a real comic book that will be represented at the United Nations! (p/s last year a Malaysian student won this annual contest!)

Important Timeline:

5 October 2018

Comic Contest Launched

21 October 2018

Final day to submit superheroes online

16 to 25 November 2018

Digital Global Vote

December 2018

Winner announced

July 2019

Final comic book launch at UN global forum where Education and Peace Goals (4 and 16) are under review



WHAT SHOULD THEY DO?

1. They need to choose a Bully scenario for their superhero character to solve (make sure they map out the possible kindness solutions, so they can create their storyline).
2. They need to come up with the superpower they want to use in solving their bully problem.
3. They need to develop their own characters – for example, they must create a superhero name, origin, nemesis and other characteristics for the character.
4. They can outline an adventure for their superhero in order to solve the problem. They can use the X-Men, Avengers, BoBoiBoy and Agent Ali as their references. Their adventure must have:
 - **Beginning:** Explain where and why the problem takes place
 - **Middle:** Introduce their superhero and explain how their hero can solve the problem
 - **End:** Portray how the superhero overcomes the problem and how the world now looks
5. After all treatment and storyline developed, they can start drawing and bring all the characters to life in their precious cool artform.
6. The submission form (Appendix) and Parent Consent Form (Appendix) are available on page 35–36 for them to submit their entry.

More information: www.unicef.org/school-superhero-comic-contest

UNICEF #ENDVIOLENCE YOUTH MANIFESTO

This is an opportunity for students in your school to put themselves on the map by being part of a global movement of children and young people committed to making their schools safe for learning.

UNICEF is inviting students from across the world to submit ideas to end bullying in schools. We're collecting students' thoughts on what they commit to and what they need from others in order to be safe to learn in a bully-free school environment. All these ideas will feed into the UNICEF #ENDviolence Youth Manifesto which will be presented to ministers of education at the Education World Forum, 20-23 January 2019.



WHAT SHOULD THEY DO?

1. You can help guide your students in a discussion about how they would like to make schools safe. Below are the questions you can ask them to answer in a brainstorming session:
 - Is there a need for strong laws to end bullying, including in and around schools?
 - If there is, can they develop an Anti-bullying school policy that promotes kindness?
 - What do they feel about bullying and do they accept bullying as “normal” or are they able to change the people around them?
 - Please remember that children are able to speak up and take action to keep themselves and their friends safe. This includes making good decisions online.
2. Help them to understand and discuss all the ideas. Which of these things do they personally feel most strongly about? Which of these things do you think children and young people can influence? How?
3. They must learn to create a charter, poster or banner of their solutions and action ideas once you’ve finished this discussion with them.
4. Get them to take a photo of their action ideas. Make it fun and creative.
5. Upload the photos to the **World’s Largest Lesson Digital Map**. Select “UNICEF” from the dropdown menu “I am taking part in the World’s Largest Lesson thanks to...”
6. Remember, submissions must be received via the WLL digital map by 25 November 2018.

HERE IS THE CALENDAR ON GLOBAL ACTIVATION LEADING UP TO WORLD CHILDREN'S DAY

**5th September 2018
(Wednesday)**

Kick-off of World's Largest Lesson 2018 global activation with the Safe to Learn Activity Pack (Goals 4 and 16) to ignite student and youth-led action toward the Global Goals to #ENDviolence.

**7th September 2018
(Friday)**

World Children's Day #MYkindness2018 #KidsTakeover Schools Activation Launch in Malaysia! Time to start planning your proposals! Don't forget to download your activation kit or get it from your teacher.

**25th September 2018
(Tuesday)**

Calling all students – Contribute your ideas and solutions to the #ENDviolence Youth Manifesto! Share your photos and videos on the **World's Largest Lesson Digital Map.**

**5th October 2018
(Friday)**

#ENDviolence – **School Superhero Comic Contest** launch in New York City Comic Conference (Comic Con).

**21st October 2018
(Sunday)**

Deadline for School Superhero Comic Contest. Make sure you've submitted your superhero comic, okay!

**31st October 2018
(Wednesday)**

Deadline for #MYkindness2018 #KidsTakeover Schools proposal submission! Don't forget to submit so you can be one of the 5 Champion Schools on World Children's Day!

**5th November 2018
(Monday)**

Announcement of 5 Champion Schools for #MYkindness2018 #KidsTakeover!!

**19th November 2018
(Monday)**

#MYkindness2018 #KidsTakeover Schools happening today!

**20th November 2018
(Tuesday)**

World Children's Day. It's YOUR Day! Don't forget to join the conversation on social media #WorldChildrensDay #KidsTakeover

**25th November 2018
(Sunday)**

Deadline for UNICEF #ENDviolence Youth Manifesto submissions. Quick! Last chance to share your ideas with us!

20th - 23rd January 2019

Unveiling of #ENDviolence Youth Manifesto at the Education World Forum in London.

**5th February 2019
(Tuesday)**

Safer Internet Day - #ENDviolence Online – Let's fill our digital lives with kindness!

BULLYING

Our world, sadly, is tainted with meanness, cruelty and violence. A good deal of this violence can be traced to prejudice. Children's opinions and attitudes are influenced by what the people around them think, do and say. Children learn prejudice through living in and observing a society where prejudice and violence are allowed to exist.

Children may then feel justified in discriminating against some other children and trying to repeatedly hurt them with words and actions. If no one addresses these negative attitudes and behaviours, a child may grow up thinking that this is the way it is supposed to be, and that children belonging to certain groups and communities deserve this treatment because they are inferior in some way.

This is why it is so important to address issues of prejudice and discrimination when and wherever they occur, to point out inequities, and to let children know such ideas and actions are unacceptable in a democratic and just society.



IS BULLYING A PROBLEM?

UNICEF data reveals that worldwide, close to 130 million students between the ages of 13 and 15 experience bullying. Meanwhile in Malaysia, Ministry of Education has recorded 14,000 cases of bullying in schools between 2012 and 2015.

The Malaysian Crime Prevention Foundation, says

- 84% of children have been bullied
- 33% children have been bullied online
- 45% of kids say they've bullied others offline;
- 15% have committed cyberbullying acts

WHAT IS BULLYING & WHERE DOES IT HAPPEN?

Bullying is when someone is being hurt either by words or actions on purpose, usually more than once, feels bad because of it, and has a hard time stopping what is happening to them. Bullying is repeated behaviour and it involves an imbalance of power.

Bullying can happen anywhere – at school, while going to / returning from school, at the bus-stop, the playground, and while online.

WHY CHILDREN BULLY?

Some bullies pick on other children to make themselves feel more important, popular, or in control. They would pick on those who seem emotionally or physically weaker, or just act or appear different in some ways.

Sometimes bullies torment others because that's the way they've been treated. They may think their behavior is normal because they come from families or situations where everyone regularly gets angry, shouts, hits, or calls names.

Some popular TV shows even seem to promote meanness —people are “voted off,” shunned, or ridiculed for their appearance or lack of talent.

TYPES OF BULLYING

- Verbal:** Teasing, name-calling, making fun and laughing at someone, as well as insulting and threatening someone.
- Relational:** Gossiping, starting rumors or telling lies about someone, undermining and excluding a person from a group.
- Physical:** Pinching, poking, tripping, pushing, shoving, punching, kicking, fighting, extortion, destruction of property,
- Cyber:** Using phone, internet, to send mean text messages, spread rumours and gossip, make unkind posts about someone, post/share pictures to undermine, insult, threaten someone.

BULLYING

Deliberate
(on purpose)

Repeated
(more than once)

Power Imbalanced
(unequal power)

RELATIONAL (Friendships)

Excluding, spreading rumours

CYBERBULLYING (Social media)

Using digital to insult, threaten, harass

VERBAL (Words)

Taunting, insulting, yelling

PHYSICAL (Actions)

Pushing, hitting, kicking

IF A CHILD DISCLOSES BULLYING PROBLEMS WHAT YOU CAN DO...

The following guidance will help you know how to respond if a child discloses any information about themselves or another child that suggests they have experienced bullying.

Of course, it is just as possible that this will not happen! The guidance here is not aimed to scare you but to prepare you and reinforce your confidence. It can act as a refresher for those who are already experienced.

Before the activity, think through in detail what you would do in different scenarios. The more you do this, the more confident you will feel. If you are not sure about something, speak with other colleagues. What you will do depends largely on the local context. Some countries have very clearly defined policies and procedures to follow whereas others do not.

PREPARING IN ADVANCE:

- Familiarise and understand the Guidelines for Managing Bullying in School (Panduan Pengurusan Menangani BULI Di Sekolah) which is published by Ministry of Education with full reporting framework available to teachers in reporting bullying cases internally and to an external authority.
- Check if your school has specific policies and procedures in dealing with bullying cases.

- Consult the school's Students Affairs department and counsellors about child protection or safeguarding measures and action that the school has implemented. Ask them for advice on what to do if a child discloses violence to you.
- Below are the local and national advice/hotline number for you or a child to call if help is needed outside the internal school safeguarding framework.

Befrienders

A group of volunteers, with the help of professional psychiatrists and psychologists, lend their ears and shoulders to cry on with no judgement at all.

BEFRIENDERS CENTRE	HOTLINE	SERVICE HOURS	EMAIL FOR BEFRIENDING
Penang	04-281 1108 / 281 5161	3pm–12am, Mon–Thursday 5pm–11pm, Sat and Sun	pat@befpen.org
Ipoh	05-547 7955 / 33	4pm–12am daily 24hrs on Sunday	–
Kuala Lumpur	03-7956 8145	24hrs daily	sam@befrienders.org.my
Seremban	06-632 1772 / 3	7pm–10pm, daily	–
Malacca	06-2842 2500	7pm–12am, daily	–
Muar	06-952 0313	8pm–11pm, daily	–
Johor Bahru	07-331 2300	4pm – 12am, daily	–
Kota Kinabalu	088-255 788	7pm–10pm, daily	befrienderskk@gmail.com 016-803 6945 (WhatsApp only)

Childline / Talian Kasih: 15999

- If you haven't received any safeguarding trainings, please seek advice with the designated department or counsellor that handles safeguarding. This is also an opportunity to have a refresher training for all the teachers in your school.
- If there's no specific framework: ask colleagues if bullying cases have come up previously, and if so, what happened, as well as what should happen in an ideal situation; read through the guidance here, and think through the ramifications of different courses of action, bearing in mind relevant legislation and the best interests of the individual child, as well as the best interests of any other children who may be at risk of bullying from the same perpetrator(s) or situation.

REMEMBER!

It might never happen, but it's good to be prepared just in case it does! Openly and sensitively discussing ways to end violence against children is a positive step to empower children and adults to take action, breaking through cultures of silence and helping every child to realise their rights to protection and to education.

Thank you for helping to make this a reality!

LISTENING TO A CHILD'S DISCLOSURE OF BULLYING:

1. [If relevant] Help the child get urgent treatment such as first aid and/or consultation with an expert.
2. Allow the child to say what they want to say and do not react or pick up on it during the session.

3. If there are policies, procedures and/of a safeguarding focal point in your school:

- Follow the procedures.
- As soon as possible make a written note of what the child has said, including the name of the child.
- Report the information to the safeguarding focal point in the school immediately after the session. It is your duty to report the bullying case, even if you're not sure about the details. It is their role to take the matter further.
- Although some children may describe what we might consider to be "low level violence," it's important not to make a judgement at this stage about how serious it could be. All bullying incidents should be reported to the safeguarding focal point who will then follow the correct procedure for escalating any concerns if necessary, as directed in the school's safeguarding policy.

4. If there are no policies, procedures or a safeguarding focal point in your school:

- Speak to the child after the session. Explain that you want to help them, but do not promise secrecy: you may have to tell someone else in order to help them properly. At this point, the child might choose not to disclose anything further, in which case, respect their decisions and do not force them, but make it clear that they can talk to you at any time if they change their mind.
- You can also give them details of the hotlines stated previously.
- If the child chooses to tell you more, detailed advice on how to react, what to say and what not to say can be found in the ChildHope Child Protection Policies and Procedures Toolkit: How to Create a Child-Safe Organisation (link here - http://createsolutions.org/cp_toolkit.htm)
- At the end, let the child know what you are going to do next and that you will let them know what happens.
- Take appropriate action based on your preparatory discussions with colleagues, the legal framework in which you're working, and consideration of the best interest of the child and of any other children who may be affected. This may or may not involve reporting the case to external authorities such as the police or social services. If external authorities are involved, it is their responsibility to investigate the incident, not yours.
- Seek help for yourself if you feel you need support.



GUIDING PRINCIPLES



It is essential that the #KidsTakeover Schools for World Children's Day contributes positively to the realisation of children's rights, that it's fun, and that it does not have any unintended negative consequences for children or adults who are directly involved or who are impacted in some other way. The initiative should be based on a child rights approach and comply with international good practice requirements for child participation.

Before committing to a #KidsTakeover activation, first consider whether this initiative can be implemented in your particular context in a way that is consistent with a child rights approach. You may find it useful to think through these guiding questions:

1. Does this initiative proactively further the realisation of children's rights as set out in the CRC and other international human rights instruments?
2. Does this initiative help build the capacity of duty-bearers to fulfil their obligations?
3. Does this initiative help build the capacity of children as rights-holders to claim their rights?
4. Does this initiative contribute positively to – and avoid harming – children's right to life, survival and development?
5. Is this initiative discriminating against any individual or groups of children?
6. Is this initiative in children's best interest?
7. Are family and community stakeholders involved?
8. Are all children able to participate in an ethical and meaningful way?
9. Is the initiative being adequately, sustainably and ethically resourced by those responsible?

If you decide that your local context is not yet ready for a #KidsTakeover initiative, possibly for political, social or cultural reasons, then it may be worth discussing with advocacy, child rights education and programme

colleagues what longer term preparation would be needed for this to take place next year. In the meantime, see what other activities in this activation pack would be suitable to mark World Children's Day in 2018.

If you decide the World Children's Day #KidsTakeover Schools Kindness Project can be implemented in your context with a child rights approach, then it also needs to comply with the more specific international good practice requirements for child participation. In other words, child participation must be:

1. Transparent and informative
2. Voluntary
3. Respectful
4. Relevant
5. Facilitated with child-friendly environments and working methods
6. Inclusive
7. Supported by training
8. Safe and sensitive to risk
9. Accountable



In order to ensure that children are listened to in this #KidsTakeover initiative, action will be needed to ensure that they have the following:

Space: They must be given a safe and inclusive space in which to form and express their views. Efforts must be made to reach out to all children, including the most marginalised.

Voice: Children must be supported and helped to express their views. They need the opportunity, time and information with which help them form views on bullying and how kindness is the most appropriate and apt response to it.

Audience: When children express views, they must be listened to respectfully. They need to be confident that the relevant adults are prepared to take them seriously.

Influence: Children's views must be acted on. This does not mean that everything they propose must happen, but it must be given proper consideration.



APPENDIX

SCHOOL SUPERHERO COMIC CONTEST FORM

What is your name? _____

How old are you? I am _____ years old. Country: _____

Gender: Female Male I do not identify as female or male
 Other: _____

Tell us a little about yourself!

(like what do you like to do in your free time and which school you go to)

Please create your own drawing of your superhero. Remember, we will not focus on your artistic ability. We want to see interesting, unique and diverse superheroes!

Superhero Name: _____

Superpower: My superhero can _____

Write a synopsis of the story on how your superhero respond and save a bully scenario with kindness *(in 300 words)*

Attach your comic script with this form together with your parents consent form.

Contest opens on 5th October 2018.

Visit www.unicef.org/school-superhero-comic-contest to enter and submit your form!



PARENT CONSENT FORM FOR COMIC CONTEST

School Superhero Comic Contest! Parental consent form

From 5 October – 21 October 2018 UNICEF will host a School Superhero Comic Contest inviting children and young people worldwide to submit a concept for a superhero who is helping every child to be safe to learn. A panel of judges from UNICEF will select a collection of the top submissions and from 16–25 November 2018, these will be shared online for a global vote. The winner of the vote will work with a professional team to create their own comic which will be launched online and at the Global Goals High Level Political Forum (July 2019). Throughout the contest UNICEF will share their favourite superhero concepts on social media. To learn more about the contest and to read the full Terms and Conditions please visit the contest website: <https://uni.cf/SSCC-en>

If you have any additional questions please email: engage@unicef.org

By signing this form I, _____, hereby give permission for my child, _____, to participate in UNICEF's School Superhero Comic Contest and I am aware that his/her drawings may be shared on social media.

Signed: _____ (parent/caregiver) Date: _____

Signed: _____ (participant) Date: _____



KINDNESS PROJECT PROPOSAL FORM

School Name: _____

State: _____

Project Leader Name: _____

Age and Class: _____

Activity Proposed on Monday 19th November 2018:

What we want to do at our school for #KidsTakeover Schools #KindnessProject?
(Select from either the activities suggested or create your own!)

How do we want this activity to happen?
(make sure it's all about your style and way, okay!)

Why do we want to do this activity?
(Reasons why you choose this activity and what you want to achieve for this activity)



Who will participate in this activity?

(Who are you inviting and how many do you think will attend and participate in this activity)

From what time to what time will this activity happen?

(What time will the activity start and end)

Starts at _____ and ends at _____

Where will this activity take place in our school?

(List down where it will happen, whether it's the school hall, or corridors, all the areas involved)

Scan and Submit this form together with your principal consent form via email to shuen@womensgirls.org before 31st October 2018 and don't forget to put the subject title: KINDNESS PROJECT SCHOOL SUBMISSION.

We hope your proposal will be one of the selected 5 Champion Schools!



SCHOOL PRINCIPAL CONSENT FORM

Ministry of Education, WOMEN:girls and UNICEF are inviting schools across Malaysia to participate in the World Children's Day #KidsTakeover Schools Kindness Project on Monday, 19 November 2018.

Schools that wish to participate in this World Children's Day initiative are required to submit an activity proposal on how they aim to spread Kindness in their school as a response to ending bullying. The activity proposal must be attached with this School Principal Consent Form.

Five champion schools will be selected by a panel of judges from Ministry of Education, WOMEN:girls and UNICEF from the proposals received. A professional video and social media team will be deployed to each of the 5 Champion Schools to document the activity to share on UNICEF Malaysia social media platforms as part of the World Children's Day global activation.

Important Dates:

7 September – 31 October 2018: Call for Proposals

5 November 2018: Announcement of Champion Schools

19 November 2018: World Children's Day #KidsTakeover Schools #MYkindness2018

For more information, please email: shuen@womensgirls.org

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I, _____, Principal of _____
_____ (*school*) hereby give permission for my students,
under the leadership of _____ (*name of student*) to participate in the World Children's Day #KidsTakeover Schools Kindness Project on Monday, 19 November 2018. I confirm that I am aware that this activation may be shared by UNICEF Malaysia on its social media platforms.

Signed: _____

Principal's Name: _____

Date: _____



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unicef



WORLD
CHILDREN'S
DAY 20 November
2018

#KIDSTAKEOVER SCHOOLS

#MYKINDNESS2018

