#THISISMystreet
School Resource Pack
The Child Health Initiative’s #thisismystreet campaign offers schools, individuals and community groups the opportunity to be part of a global campaign for clean air and healthy streets. Together we can make a difference in not just our own communities, but also contribute to global change.

THE CAMPAIGN

#thisismystreet calls for safe and healthy journeys for every child and young person globally. It aims to empower citizens – particularly young people – to demand a cleaner, safer world. We believe every child has the right to safe streets; to breathe clean air; to an education; to explore in safety; to protection from violence, and; to be heard.

The campaign asks leaders to prioritise the health, rights, and futures of young people by committing to and investing in proven policies for clean air and safe streets, including designs for safe walking and cycling that protect vulnerable users, promote health for all, save lives, and protect and improve the environment.

#thisismystreet allows campaigners to join forces with others from around the world in sharing young people’s experiences of the issues that affect their lives. The Child Health Initiative, together with other leading agencies, is therefore leading calls for a Global Adolescent Summit so that the voices of young people are heard.

#thisismystreet encourages individuals, communities, and organisations to take ownership of these issues affecting their day-to-day lives, and those of their loved ones, and demand action from decision-makers.

The resources provide guidance about how to demand action from decision-makers on social media, write letters and run media campaigns to encourage leaders and decision-makers to commit to action.

CAMPAIGN ACTIVITIES

Students can raise awareness with their school, through different activities and activities to share within the school, with parents, and on school social media channels. Students can share their learnings and call for safer, cleaner places to live, study and play.

Campaigning can be done in the following ways:

1. **On social media using the ‘This is My Street’ campaign materials.** Call on local, city and national leaders to take action to make the streets safe and healthy for young people.

2. **Get support from the wider school body, parents and local residents to call on action from leaders.** This should be done through virtual networks if students can’t physically meet up due to Covid-19.

3. **Write a letter to your local or national leader asking for commitment to address outdoor air quality and support global action for adolescents.** You may even be able to invite them to or engage online or (if Covid-19 allows) arrange to meet with them separately.
Covid-19 has brought many challenges for young people. Around the world children have been unable to attend school, and everywhere, everyone is practising social distancing which has become the new norm. In some places, and for some children it is not even yet clear when they will be returning to school - and it is possible that there will be continual lockdowns. However, more than ever before it is become vital that children have a safe place to go out and play, and that our streets are safe for young people. Walking and cycling are vital as we respond to Covid-19, both to get around and to stay fit and healthy, for physical and mental well-being.

When campaign events cannot take place physically, we suggest you get together virtually, using video conferencing tools with all the online safety you would use at school. Now more than ever before it’s vital that you keep in touch, and keep up the pressure on our leaders for safe streets.

For more on young people and Covid-19, and the need for safe streets as a priority alongside all other priorities for adolescents visit www.adolescents2030.org

---

1 Social media:

Build momentum on social media for #thisismystreet. Schools could use their social channels to get widespread support for safe and healthy journeys for young people.

This can be done using photographs of campaigning, videos from individual students (please note written authorisation should be sought from parents) and groups. By using the #thisismystreet hashtag you will be able to link your activities to all schools involved and the worldwide campaign and we will be able to track and showcase all initiatives around the world.

2 Online engagement

Given the Covid-19 situation it will be difficult to hold campaign events. However, students should be encouraged to hold virtual engagement using video conferencing tools. Many people are being encouraged to walk and cycle but are our streets safe enough? Hold a online video conference to raise the issue of safe walking and cycling in your community. Then invite decision makers and local leaders to discuss what can be done to improve the safety of your streets.

Use the campaign signboards for photographs and ask participants to visit mystreet.org to add their name the campaign.

3 Letters

Write to your government, community leaders or local authority calling for action.

Letters should highlight the importance of cleaner air and safe streets, and can include details such as the impact on school age children and their personal experiences. As far as possible, it should focus on local issues and potential solutions, but also be put in the context of wider national issues and policies.

Each country has different structures of government, so schools can decide about the right person or people to whom they should send letters, and whether this is appropriate. Examples of potential decision-makers to approach include: local Members of Parliament, Mayors, Secretary or Minister at a Transport Department; Secretary or Minister with responsibility for Youth or Education; Secretary or Minister responsible for Environment and Air quality. This letter (and any replies) can also be incorporated into social media messages.
RESOURCES

The Child Health Initiative provides digital resources using the #thisismystreet branding, which can be used across all activities.

This includes sign boards with messages that can be printed and used in photographs, or others that include white space for students to write their own personal messages. Resources can also be made available in different languages on request.

Here are some examples of suggested social media messages to accompany posts.

MESSAGE BOARDS

Here are some examples of message boards - to download the full set please go here:

- We have the right to clean air for our health, education and future
  #thisismystreet, and we call for global action!
  Join us at mystreet.org
  ****************************************************

- We all have the right to:
  🌱 Use safe streets
  🍃 Breathe clean air
  📚 Access education without risk of injury
  🌍 Explore the world in safety
  ✌ Use streets free from violence
  🗣 Be heard!
  Join us ➡️ mystreet.org #thisismystreet

This is MY STREET

I have the right to use safe streets

I have the right to be heard

I have the right to breathe clean air
Sample of outdoor event promoting streets for all with #thisismystreet branding

Sample of child focussed event with #thisismystreet branding and local language slogans

Policy focused events with NGOS and decision makers