

CHANGEMAKERS

A GUIDE FOR
YOUNG ADVOCATES



CHANGEMAKERS

YOUR 5 MISSIONS

THIS BOOKLET...
is for children and young people who want to make a difference in their communities. Through fun activities and stories from around the world, you'll learn how to lead your own advocacy campaign and speak up for what matters to you.



1. SPOT THE PROBLEM!



2. PICTURE THE CHANGE!



3. PICK THE PEOPLE



4. MAKE YOUR MESSAGE



5. KEEP GOING!

WHAT IS ADVOCACY LED BY CHILDREN AND YOUNG PEOPLE?

IT'S NOT FAIR THAT SOME OF US NEVER GET HEALTHY FOOD. WHAT IF WE DID SOMETHING ABOUT IT?

THAT'S CALLED ADVOCACY: WHEN YOU TAKE ACTION TO MAKE THINGS BETTER.

GREAT IDEA!

YOU'RE NOT ALONE. TEAM UP WITH FRIENDS, CLASSMATES, OR JOIN A LOCAL OR NATIONAL CHILDREN'S GROUP.

ADULTS CAN SUPPORT US, BUT OUR VOICES GUIDE THE WAY.



TELL US ABOUT YOU!

AS CHILDREN, YOU HAVE THE RIGHT TO...

- ✓ Speak up.
- ✓ Be listened to.
- ✓ Take part in decisions that affect you.
- ✓ Be included, no matter who you are or where you come from.
- ✓ Join with other children to make your voices stronger.



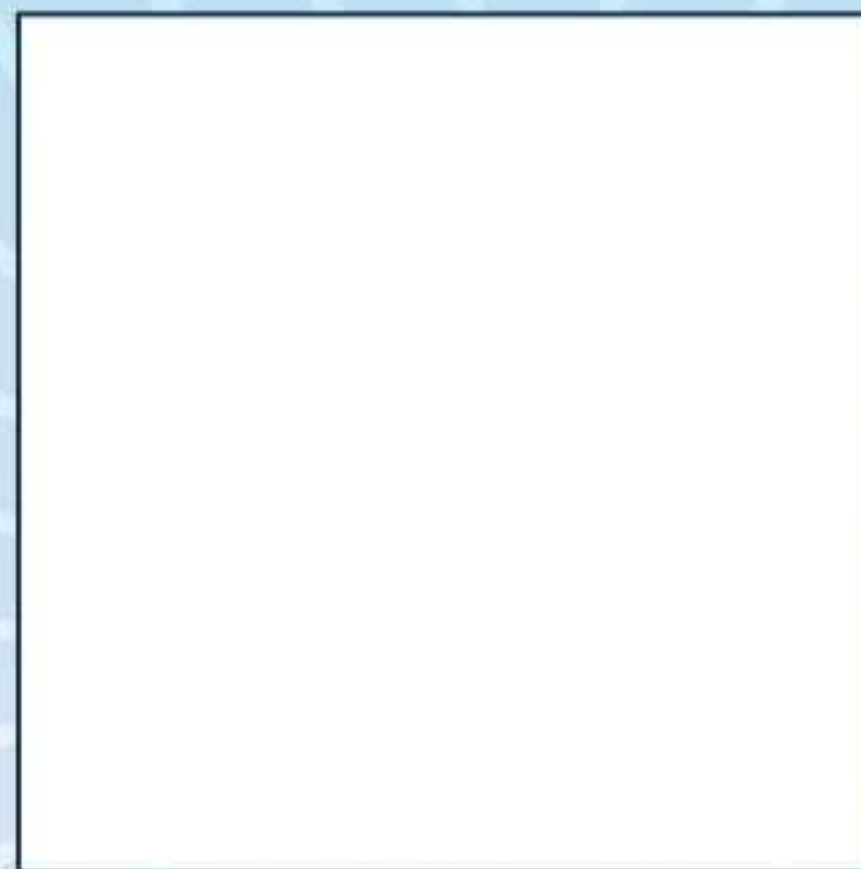
[CLICK HERE FOR THE FULL CONVENTION ON THE RIGHTS OF THE CHILD](#)



YOUR CHANGEMAKER PROFILE

Everyone has something to bring to a campaign. You don't have to be loud to make change. You might be a quiet thinker, a creative type, an organiser, or someone who speaks out.

DRAW YOURSELF AS A CHANGEMAKER!



My main strengths: What are you good at?

.....

My experience: Things you've done or care about

.....

CHILDREN AROUND THE WORLD SAID ADVOCACY IS...

CHANGE

DEFENDING OUR RIGHTS

WELLBEING

ACTION

INFLUENCE

SPEAKING UP

FUTURE

WHAT DOES ADVOCACY MEAN TO YOU?

.....



CHILD-LED ADVOCACY AROUND THE WORLD

CHILDREN ARE MAKING REAL CHANGE ON THE THINGS THAT MATTER TO THEM, WITH SUPPORT FROM WORLD VISION.

TANZANIA

We made our schools safer and healthier with clean water.



CLEAN WATER

MOLDOVA

We helped improve school programmes on bullying and mental health.



MENTAL HEALTH

PERU

Our "We Are the Change" campaign mobilised 5,000 children and reached 60,000 people for climate action.



CLIMATE ACTION

BANGLADESH

Our "Child Marriage Free Villages" campaign helped stop early marriages in some areas.



END CHILD MARRIAGE

TEAM UP!

USE THE CAMPAIGN PLAN PAGE 16 AND GET STARTED!



MAKE A TEAM

- Invite friends or classmates who care about the change you want to make.
- Ask a trusted adult, like a teacher, for support.
- Choose a team name together.
- Decide who will do what.



WORK TOGETHER ONLINE AND OFFLINE

- Meet up in person if you can.
- If that's not possible, talk to a trusted adult to help you find a safer way to stay connected and supported.
- Be kind, listen, and help each other.



MANAGE PROBLEMS OR DISAGREEMENTS

- Take a break and do something fun.
- Talk calmly and listen to each other.
- Try to find a solution together.
- Remember why you started and don't give up!

NOTE FOR ADULT ALLIES: SUPPORTING YOUNG CHANGEMAKERS

- Adhere to World Vision's Safeguarding guidance.
- Listen to their ideas and take them seriously; foster confidence!
- Create safe spaces for discussion, online and offline.
- Guide them through options, don't tell them what to do.
- Support access to decision-makers when needed.

YOUR TEAM NAME:

TEAM MEMBERS:



MISSION 1: SPOT THE PROBLEM!

WHAT'S HAPPENING AROUND YOU THAT YOU'D LIKE TO CHANGE?



CHILD LABOUR

BULLYING

MALNUTRITION

CLIMATE CHANGE

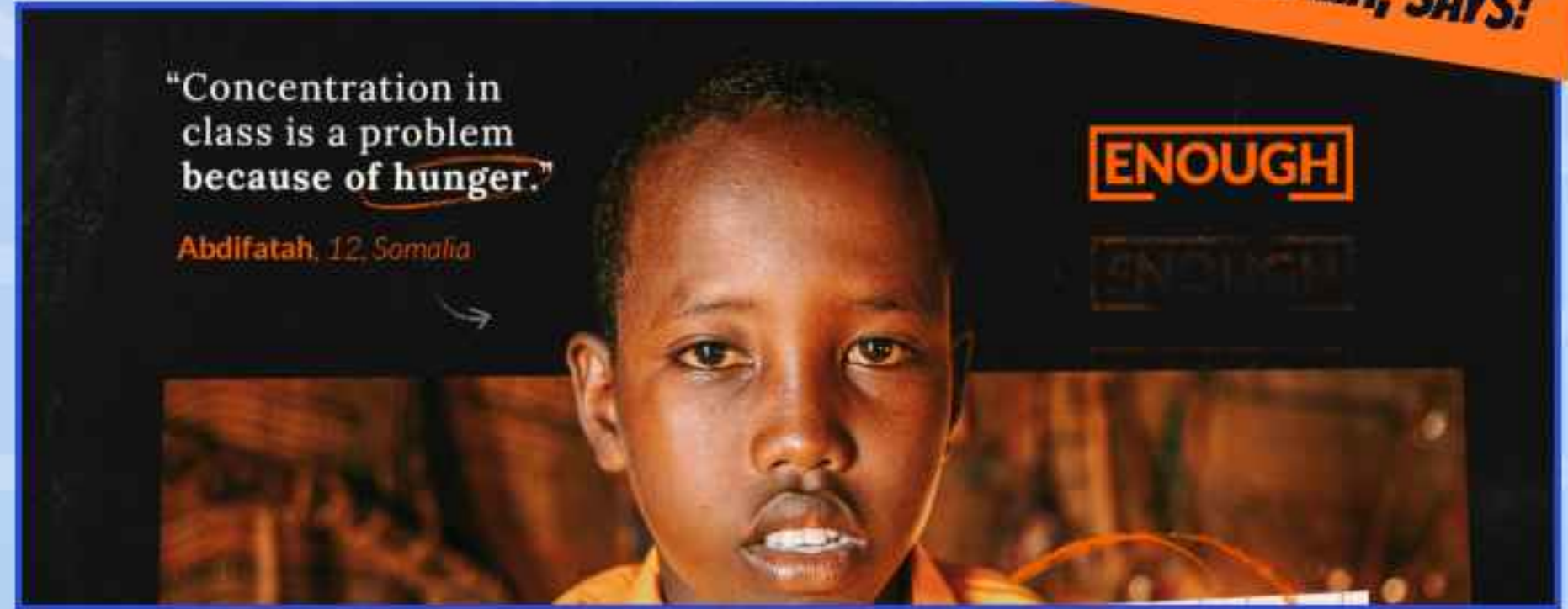


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ABDIFATAH, FROM SOMALIA, SAYS:



"Concentration in class is a problem because of hunger."

Abdifatah, 12, Somalia

YOUR SAFETY CHECKLIST

- Do I feel comfortable working on this problem, or is it too personal?
- Do I have people I trust, like friends, teachers, or adults, who can support me if it feels hard or if something worries me?
- Could speaking up about this make anyone around me upset or angry?
- Do I need to protect my identity or others' identity or share my ideas in a safer way (for example, using a group name or asking an adult to share my message)?

PICTURING CHILD RIGHTS

MATCH THE CHILD RIGHT TO THE PICTURE

- ADD THE PICTURE NUMBER TO EACH RIGHT.
- THEN THINK OF AN EXAMPLE FOR EACH.



The right to:

- a. Being healthy and feeling well
- b. Going to school and learning
- c. Feeling safe and protected
- d. Being heard and listened to
- e. Not being treated differently because of who you are or where you come from

NOW TALK WITH YOUR GROUP AND CHOOSE THE PROBLEM YOU WANT TO CHANGE!



MISSION 2: PICTURE THE CHANGE!

WHAT DOES 'BETTER' LOOK LIKE?



WHAT IT LOOKS LIKE NOW
Show the problem or what feels unfair.

WHAT IT COULD LOOK LIKE
Draw the solution or the change you seek.



**WATCH FRANTZ-TARLINE'S VIDEO
FROM HAITI ON HOW SCHOOL
MEALS CHANGED HER LIFE**



MISSION 3: PICK THE PEOPLE

WHO CAN HELP YOU MAKE A DIFFERENCE?



World leaders and big organisations like the United Nations.



Country leaders like ministers and parliament members.



Local leaders like your mayor, school principal, community elders and faith leaders.



Friends, classmates, families and neighbours.

TIP BOX

INCLUDE EVERYONE

- Choose words that make everyone feel welcome, for example, use 'everyone' or 'people' instead of 'boys' or 'girls'.
- Don't use words that can make people feel hurt or labelled.
- Remember that difference should be celebrated not excluded.

LET YOUR MESSAGE COME FROM YOUR OWN VOICE, FEELINGS, AND IDEAS. THAT'S WHAT MAKES IT POWERFUL.



MESSAGE MATCH

MATCH WHICH MESSAGE FITS BEST WITH WHICH AUDIENCE.

Let's start a cooking club and make healthy food for our friends!

1

1 National leader

We need healthy food to learn well in class.

2

2 Mayor

Children in our village don't have healthy food, please help us fix this.

3

3 Friends and classmates

Make sure all schools across the country have healthy meals for children.

4

4 Teacher

Answers: 1.c. 2.d. 3.b. 4.a.



MISSION 4: MAKE YOUR MESSAGE!

RESEARCH THE PROBLEM



Gather facts and information about the problem by looking online and talking to people around you.

WHAT'S BEEN DONE?



Have children campaigned on this problem before? What happened?

MAKE YOUR MESSAGE



Keep it short, simple, and powerful. One idea is easiest to remember.

TELL YOUR STORY YOUR WAY



Use real examples from your life or people you know to connect.

A SOCIAL MEDIA TILE WITH A POWERFUL STATISTIC...



I WAS SCARED TO SPEAK AT FIRST BUT PRACTISING WITH MY FRIENDS REALLY HELPED. NOW I FEEL PROUD SHARING MY IDEAS.

Just **27%** of school children receive school meals in **low-income countries.**

ENOUGH



ACTIVITY: 1 MINUTE PITCH CAMPAIGN

PREPARE YOUR PITCH AND SAY IT TO YOUR GROUP OR IN FRONT OF THE MIRROR!

- I will work with...
- The problem I've chosen is....
- I learnt that... 1-2 important facts from your research
- In my campaign I will...what's the story?
- My campaign / message is....



THIS IS SHEYLA'S MESSAGE

"Governments should provide more resources to let school meals reach all children."

Sheyla, 17, Peru



ENOUGH

STOP - THINK - CHECK FACTS

- ✓ Be extra careful with social media - always check if the source is official.
- ✓ Use trusted sources like World Vision, UNICEF, schools, or local news.
- ✓ If you're not sure, ask a teacher, or parent to help you double-check.

HOW WILL YOU SEND THIS MESSAGE?

MAKE A CAMPAIGN POSTER



**YOUR SLOGAN
(MAIN MESSAGE)**

DRAWING OR IMAGE

**1-2 KEY FACTS
OR STATISTICS**

**YOUR CALL TO ACTION:
WHAT YOU WANT
PEOPLE TO DO**

Put it up in your classroom/ take a photo to share it on social media.

OTHER THINGS YOU CAN DO

- Write letters or start a petition.
- With adult support, you could put on an event to raise money, a clean-up day or a sports match.
- Create a short play, dance, or song to perform at school or in your community.

OFFLINE



HOW WILL YOU SEND THIS MESSAGE?

MAKE A SELFIE VIDEO

- "Hi, my name is [first name only] and I am [age]."
- "I care about [issue]."
- "Here's what we can do about it."

Make sure no one can see where you are - avoid school names on clothes or signs behind you.

Watch it together:

Is the message clear? Positive? Safe?

Adults can help review videos before sharing anything publicly.



WATCH NOMU'S SELFIE VIDEO

Click on the link or scan the QR code.



OTHER THINGS YOU CAN DO

- Share posts, videos, reels or artwork on social media.
- Make a campaign hashtag so others can join in.
- Create a digital poster, photo collage, or social media challenge to spread your message.
- Record a short message or interview with your friends.

SOCIAL MEDIA SAFETY

- ✓ Be respectful and kind.
- ✓ Keep your accounts private.
- ✓ Think before you post photos or videos.
- ✓ Don't share your or others' personal information like full name or school.
- ✓ Don't share false or harmful content.
- ✓ Only talk with people you trust.
- ✓ Ask for help if you feel uncomfortable and leave any group that doesn't feel right.



[CLICK HERE TO KNOW YOUR RIGHTS IN THE DIGITAL WORLD](#)

ONLINE

MISSION 5: KEEP GOING!

**DID YOU GET A RESPONSE FROM YOUR AUDIENCE?
WHAT'S YOUR NEXT GOAL?**



FOLLOW UP

Ask trusted adults or leaders how to keep moving forward.



KEEP A CALENDAR

Decide key dates and moments for your plan.



CELEBRATE SMALL WINS

And invite new friends to join your campaign!



SELF-REFLECTION BOX

What did I enjoy most about my campaign?

.....

What would I do differently next time?

.....

What is one new strength I discovered?

.....



FEEDBACK BOX

Ask your friends, teachers or people in your community:

What was the best thing about my campaign?

.....

What is one thing I could do differently next time?

.....

What is one strength they saw in me?

.....

MY CAMPAIGN PLAN (THE 5 WS)

CAMPAIGN TITLE:



WHO

WILL I WORK WITH?

Tick the boxes:

- Friends
- Classmates
- Family
- Teachers
- Community members

WHAT

WILL I DO?

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WHEN

WILL I TAKE ACTION?

Define key dates and moments.

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WHERE

WILL MY CAMPAIGN HAPPEN?

Tick the boxes:

- School
- Community
- Home
- Online
- Somewhere else

WHY

DOES THIS MATTER TO ME AND OTHERS?

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**CALLING ALL
CHANGEMAKERS!**



YOUR VOICE MATTERS. MAKE IT HEARD!

Even when things feel hard, don't stop speaking up for what you believe in and for your rights. Be creative, try new ideas, and work together with friends, adults, or organisations.

You don't need superpowers to change the world, just your voice, and a few friends by your side.

NOW IT'S YOUR TURN TO GET STARTED!

MORE RESOURCES



[WORLD VISION CHANGEMAKERS](#)



[CHILD-FRIENDLY NUTRITION DIALOGUES](#)



[CHILD-LED RESEARCH](#)

SUPPORT

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Jhostin from Ecuador
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Koki from Kenya
Teddy from Uganda
Yumina from Mozambique
Tadiwanashe from Zimbabwe
Fapaziande from Chad
Maman Lawan from Niger

World Vision 