“Children who have an education help their countries achieve economic and social progress. All youth deserve the opportunity to have a healthy and hopeful future.”
—Maite Perroni, Mexican actress, singer and campaign spokesperson

Overview

More than 2.5 million Mexican children must work to make ends meet. Roughly one third are under the age of fourteen and work at least 35 hours per week. Many of them work in unsafe or unhealthy conditions. PADF partnered with the Government of Mexico’s Secretariat of Labor and Social Welfare (STPS) to launch “Todos Contra el Trabajo Infantil” (Everyone Against Child Labor), an awareness campaign that reached more than 94 million people on social media and engaged students throughout the country.

Additional partners included the campaign ambassador Mexican actress and singer Maite Perroni, the International Labour Organization (ILO), the Telefónica Foundation Mexico, the Mexican Youth Institute (IMJUVE) and the Taipei Economic and Cultural Office in Mexico.

Objectives

The campaign empowered young people to become agents of change by offering them education on the issue of child labor and encouraging them to take action. More than 1,000 students attended university forums in Campeche, Tabasco, Puebla and Hidalgo, where they shared ideas about how to raise awareness in their communities and on social networks.
Activities

The “Todos” Campaign supported the Government of Mexico’s efforts to eradicate child labor. Mexican actress Maite Perroni kicked off the campaign in late 2016 at the Papalote Children’s Museum in Mexico City. The campaign also launched a multimedia web site with celebrity-driven public service announcements, a toolkit for youth action, facts about the issue and a social media photo contest.

This latest initiative builds on the success of a 2014 campaign against child labor in partnership with STPS, MTV Latin America, the International Labour Organization, Telefónica and Altos Hornos de México, the country’s largest steel plant.

Recent partners

Mexico’s Secretariat of Labor and Social Welfare (STPS), International Labour Organization (ILO), the Telefónica Foundation Mexico, the Mexican Youth Institute (IMJUVE), the Taipei Economic and Cultural Office in Mexico and actress and singer Maite Perroni.

94 MILLION
PEOPLE REACHED ON SOCIAL MEDIA

About PADF

The Pan American Development Foundation, a 501(c)(3) nonprofit organization, brings together many stakeholders to improve livelihoods, empower communities, strengthen civil society, support human rights, protect the environment and respond to natural disasters in Latin America and the Caribbean. Established by the Organization of American States in 1962, PADF has worked in every country in the region. In the last decade, PADF has reached more than 92 million people, investing more than $600 million in development resources throughout Latin America and the Caribbean.

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