**International Day for the Eradication of Poverty 2020**

**Communication plan and toolkit**

**Purpose**

The *International Day for the Eradication of Poverty* on 17 October 2020 presents an opportunity for the [Global Coalition](https://www.globalcoalition.org), and researchers, policymakers, practitioners, activists working on child poverty to raise awareness on the global challenge that is child poverty, and call on countries to take urgent and immediate actions to address it as part of the Sustainable Development Goals. This year, IDEP communication and outreach activities will focus on bringing attention to the impact of COVID-19 crisis on child poverty, the need to expand social protection coverage for children and build stronger national systems.

**Hashtags**

#EndChildPoverty

#IDEP2020

**Twitter handles**

Coalition handle: @globalcoalition

**Media assets**

1. **Emargoed until Oct 17, 2020 9 AM ET** Briefing paper (upcoming): 2020 Voluntary national reviews analysis
2. Call to action on expanding children’s access to social protection in the wake of COVID-19
3. Social media cards
Suggested tweets

Impact of the pandemic

- Millions of children have been pushed into poverty due to the #COVID19 pandemic - and the poorest are getting poorer. Now is the time to rapidly expand social protection systems, to mitigate the impact of the crisis on children.
- For children, poverty is more than just a lack of money. The number of children living in multidimensional poverty has soared to 1.2 billion - a 15% increase since the pandemic hit earlier this year.
- #COVID19 threatens to push 150 million additional children into poverty. Now more than ever governments must maintain and scale up their investments in child-sensitive social protection to avoid failing an entire future generation.
- To prevent #COVID19 pandemic from turning into a #childpoverty crisis, we are calling governments to:
  - Expand access to social protection
  - Scale up investments for social protection
  - Build shock-responsive and inclusive systems.
- On this #IDEP, we’re calling governments to urgently expand social protection measures for children, their parents and caregivers - and to build stronger national systems that can be scaled up to mitigate future crises.
- Children have the right to adequate standard of living, yet 1.2 billion boys and girls are not enjoying this basic right. To #endchildpoverty, countries must rapidly expand social protection coverage #foreverychild

Child poverty facts

- 385 million children globally are struggling to survive on less than $1.90 a day. Addressing child poverty effectively starts with solid data and measurement, and expansion of child sensitive social protection programmes.
- DYK that half of the world’s poor are children? Poverty affects children disproportionately and more brutally with lifelong negative impacts. To end poverty for good, we must #endchildpoverty first.
- Tackling child poverty is not only the right thing to do - it’s also the smart thing to do. By investing in nutrition, health and education countries can prevent intergenerational transmission of poverty + build prosperous societies

VNR analysis
• By focusing on children, countries can end poverty and achieve SDG1. We looked at this year’s #VNRs to assess whether and which countries are addressing child poverty through measurement, policies and budgets. Discover the results [link to the VNR paper]
• Children are twice as likely to be living in poverty as adults. A Child focus is crucial to end poverty for good. How many countries are prioritizing children in poverty reduction efforts? Find out [link to the VNR paper]
• With only 10 years left to 2030, countries must step up their efforts to achieve the SDG target of ending extreme child poverty. [link to the VNR paper]

Events and activities by the Coalition members

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<tr>
<th>Organization</th>
<th>Plan overview</th>
<th>Links</th>
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| Arigatou International        | Comms and advocacy campaign focusing on five types of activities:  
1. Children’s participation, through ‘Children’s Solutions Lab’ where they come up with ideas to tackle child poverty through education  
2. Virtual IDEP meet-ups  
3. IDEP Photo campaign  
4. Volunteers, Donation & resource drives at grassroots community levels  
| ATD Fourth World | IDEP theme: **Acting together to achieve social and environmental justice for all**  
- #30daysforEcoSocialJustice social media campaign, starting from Sep 17 on ATD Fourth World social media channel  
- Event: Global digital commemoration of the International Day for the Eradication of Poverty (IDEP) 2020, on October 17. | Social media guide: [https://docs.google.com/document/d/1Vyzxx2JiItsqi1xEOH69TO3l5ECwcal-AF1KvPeoM/edit#](https://docs.google.com/document/d/1Vyzxx2JiItsqi1xEOH69TO3l5ECwcal-AF1KvPeoM/edit#)  
Twitter: @ATD4thWorld / FB: ATD Fourth World  
Global digital commemoration of the International Day for the Eradication of Poverty (IDEP) 2020, next October 17.  
The theme of this year’s commemoration is “Acting together to achieve social and environmental justice for all”.  
- on Saturday, October 17, 2020: on YouTube and Facebook by RSVP at: endpoverty2020.eventbrite.com  
- on Monday, October 19, 2020: directly on [webtv.un.org](http://webtv.un.org) |
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| Bristol Poverty Institute | 1. COVID-19 and poverty webinar series, including:  
- Poverty and Inequality Dimensions of COVID-19 in Africa (early November)  
- Gender and Poverty Dimensions of COVID-19 in LMICs (December)  
2. Blog post on our involvement with Transforming Social Inequalities Through Inclusive Climate Action (TSITICA) project to coincide with IDEP  
3. Social media activity, including cross-promoting other members’ activities | Link to individual webinars will be provided in due course, and will all be listed on this page: [https://www.bristol.ac.uk/poverty-institute/events/](https://www.bristol.ac.uk/poverty-institute/events/)  
Twitter: [https://twitter.com/bristolpoverty](https://twitter.com/bristolpoverty) |
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<th>Organization</th>
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| UNICEF                | Feature articles and blog posts:  
  • Global web story on child benefits (forthcoming)  
  • Blog post on universal child benefits (forthcoming)  
New report:  
  • UNICEF’s social protection response to COVID-19: Strengthening social protection systems before, during and after crises  
Twitter: [www.twitter.com/unicefsocpolicy](http://www.twitter.com/unicefsocpolicy)  
Impact of COVID-19 on child poverty:  
  o Monetary child poverty [https://data.unicef.org/topic/child-poverty/covid-19/](https://data.unicef.org/topic/child-poverty/covid-19/)  
UNICEF’s social protection response to COVID-19: Strengthening social protection systems before, during and after crises |                                                                                      |