

4

1

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WHY WE MUST MAKE SURE THAT ALL CHILDREN COUNT

#CHILDRENCOUNT17

SUPPORTER TOOLKIT

3

6



5

IF YOU ARE NOT COUNTED, YOU DON'T COUNT.

Your government won't know that you exist or where you are,
and you will receive:

No education
No healthcare
No protection from harm.

Simply put, you will be left behind.

We do not know how many children grow up without a family, these include children who live in orphanages and other institutions, children on the street; children who have lost contact with their parents while fleeing war or disaster; children who have been trafficked; and many others.

These children are not counted because governments often don't know where to find them, or how to include them in data collection methods.

However, if we work together, we can change this
and make sure that **ALL CHILDREN COUNT**

700 MILLION CHILDREN OUTSIDE OF FAMILY CARE

- CHILD DOMESTIC WORKERS** (Illustration: A child sweeping a floor)
- STREET CHILDREN** (Illustration: A child standing by a trash can)
- TRAFFICKED CHILDREN** (Illustration: A man and a woman, one appearing distressed)
- CHILDREN IN ORPHANAGES AND OTHER INSTITUTIONS** (Illustration: A child and an adult in front of a building)
- CHILDREN ON THE MOVE** (Illustration: A child in a blue dress and headscarf standing next to a yellow tent)

WHAT YOU CAN DO

Lumos, together with our partners, is bringing together experts, government representatives, donors and civil society organisations to come up with a solution to solve this problem. We believe that not only it is **necessary** to start counting all children, it is also **possible** – with the help of technology and innovation.

We are hosting an event in New York from 18-19 July to make this happen. Before and during the event, we want you to join us on social media to help others understand why **all children count** – and why we must leave none behind.

REMEMBER: Use the hashtag #ChildrenCount17 to make sure we can see your content

1

Share any and all of our messages and graphics with your friends and family on social media, available to download below.

[Download graphics here](#)

2

Use one of the templates we have supplied to tell the world what being left behind means to you. Simply print and fill it in with your words and images, then share a picture of it on your social channels!

[Download materials here](#)

3

Create a short video of yourself explaining what being left behind means to you, and share this on your social channels. We want you to add your unique voice to this campaign!

[Watch some example videos](#)



WHAT WE'LL DO WITH YOUR SUBMISSION

Over the next week: we'll be sharing the best of these messages through the Lumos Twitter, Instagram and Facebook channels. We'll also be shouting you out for raising your voice for uncounted children everywhere.

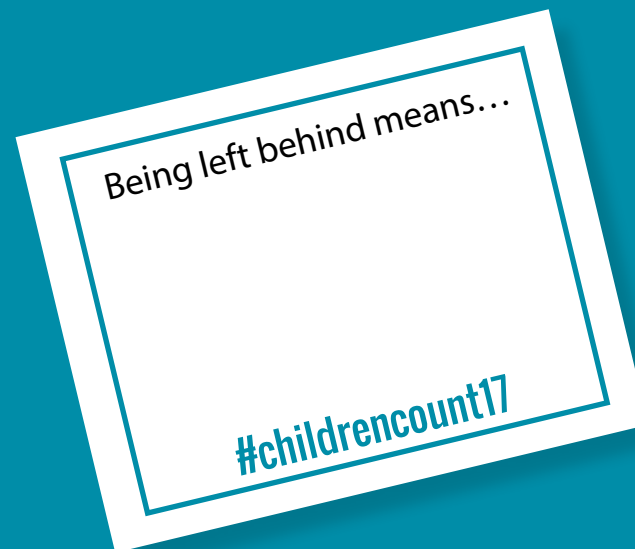
On the day of the event: we'll be showing all of your contributions on a 'wall of support' – so that everyone at the summit understands why we must count all children. Your words could help us change the game and close the data gap!



Being left behind means...



NOT HAVING A VOICE!



BEING LEFT BEHIND MEANS

POST 1

Being left behind means... not being included, and not being looked after.



POST 2

Being left behind means... you cannot let someone know what you need, or how you feel.



POST 3

Being left behind means... not feeling safe, included or valued



POST 4

Being left behind means... not having a voice!



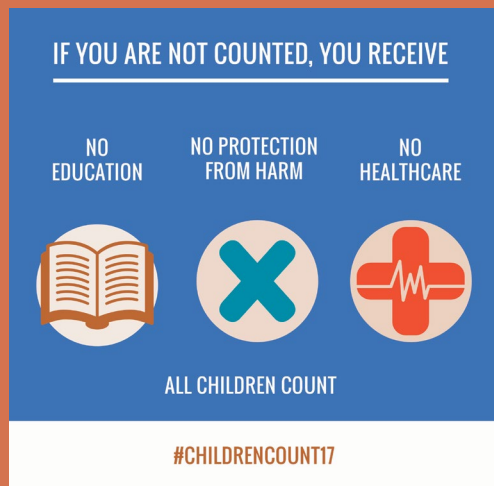
DOWNLOAD THE BANNER AND MAKE YOUR OWN VIDEO

A RECAP OF THE TOOLS YOU'LL NEED

SOCIAL IMAGES

We have pre-made some social media images that you can use on your own channels.

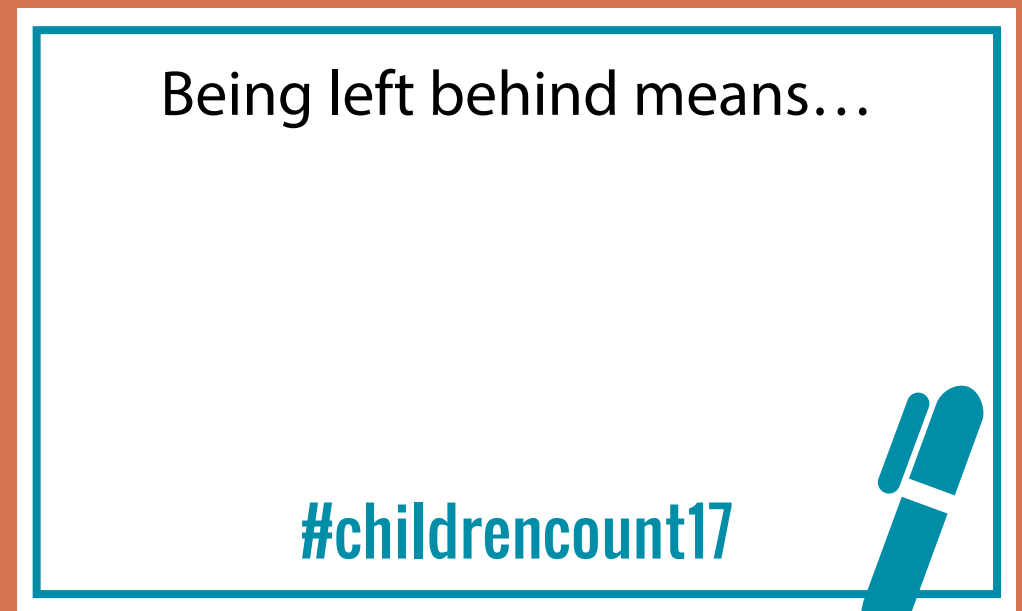
[Download graphics here](#)



CREATE YOUR OWN

Make your own sign or image and use the #CHILDRENCOUNT17 hashtag to support the campaign.

[Download materials here](#)



A RECAP OF THE TOOLS YOU'LL NEED

ADD A TWIBBON

Add a Twibbon to your profile picture to show support for the campaign.

Add a profile frame



MAKE A VIDEO

Make your own video and tell us what YOU think it means to be left behind.

Watch some example videos



PARTNERS



To read more about the campaign, please visit
wearelumos.org/get-involved/take-action/counting-uncountable-number-children-currently-left-behind

#CHILDRENCOUNT17