

In 2024 children at a UK primary school chose how to present images relating to rights.  
“We wanted to do a rights protest so people will know how to respect us and give us our dignity.” Lana

UNITED KINGDOM  
**unicef**   
for every child



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## **CHILDREN AND YOUNG PEOPLE MAKING CHANGE**

### **The UK Committee for UNICEF (UNICEF UK) OutRight Campaign Parliamentary Briefing**

June 2025

## OutRight campaign

OutRight is an annual youth campaign created by UNICEF UK. Children and young people are empowered to actively explore their rights and to speak out in support of children's rights in the UK and around the world.

### Through OutRight we aim to:

- Help children and young people develop their knowledge and understanding of their rights and the UN Convention on the Rights of the Child (UNCRC).
- Empower children and young people to speak up on child rights in their school, local community and at a national level.
- Elevate children's voices and encourage their active participation in our child rights advocacy.

This year OutRight focused on Changemaking – encouraging children and young people to use their voice, their campaign skills, and their knowledge on democracy and global citizenship for positive change. We encouraged children and young people to write to their MP's and local decision makers and teach them about the UNCRC.



More than 2,225 teachers and youth workers registered to run OutRight 2024/2025, **engaging an estimated 66,000 children and young people across the UK**. This is increasing each year, almost doubling from 2019.

### How does OutRight work?

Each year children and young people learn about a different topic and take action. OutRight is open to a variety of settings, including schools, youth groups and local authorities. The facilitator pack for teachers and youth workers contains five structured learning activities, and a creative campaign action. We produce two versions – for under 11's and over 11's.

### OutRight in all constituencies

Registrations span nearly all UK constituencies, with Birmingham Hodge Hill and Solihull North leading, followed by Ilford North. Cardiff North and Penarth and Cardiff South also rank highly, with consistently high levels of sign-ups across London.

This year, OutRight schools were encouraged to contact their local MP to inform them about their campaign. We hope you heard directly from children and young people.



### OutRight in all nations

OutRight is a UK focused campaign with content relevant to all nations. Currently 43% of sign-ups are in England, 32% in Scotland, and we are working to expand in Wales (from 5%), Northern Ireland (from 2%) and the Channel Islands (from 0.5%).



## What is the Rights Respecting School Award?

You may know of UNICEF UK's long standing Rights Respecting Schools Award (RRSA). Working with over 5,000 schools across the UK, we seek to transform education through child rights, giving children and young people the best chance to grow up empowered, inspired, and ready to make a difference in the world. RRSA places rights at the heart of school policy and practice, enabling schools' leaders and staff to strengthen pupil safety, engagement, wellbeing, and pupil voice. RRSA helps create an environment for great learning.

### How does OutRight work with RRSA?

Schools do not have to be on the Rights Respecting journey to take part in OutRight, but a significant amount of Rights Respecting Schools do take part in the campaign. This year, 56% of our signups are schools at various stages of the award.

### Did you know?

A big part of OutRight is to make campaigning accessible and exciting – and something that everyone can do. We engaged children through someone familiar – Paddington Bear is a champion for children through the OutRight campaign. He features in our learning activities and encourages children and young people to stand up for the things they care about.



In 2024 children at a UK primary school chose how to present images relating to their rights. These children chose the right to play.

## Case studies

### Whishaw Primary Academy

📍 Motherwell and Whishaw, Scotland

Whishaw Primary Academy surveyed children and young people on what to campaign for and came up with dog fouling! They invited their local councillor to a Q&A, including how to escalate this to other decision makers, which they continued to do. Their councillor is now more aware of children's rights, proudly displaying a UNCRC poster in her office and pledging to raise awareness of OutRight.

### Woodgreen Academy

📍 Wednesbury and Tipton, West Midlands

The Rights Respecting Ambassadors at Woodgreen Academy attended Sandwell Council's Democracy Summit to present a campaign on the UNCRC. They also had a 20-minute audience on child rights with Sarah Coombes MP, two councillors, and Sally Giles, Director of Children and Education. It inspired the councillors to visit Woodgreen Academy to learn more.

### Chingford Primary School

📍 Chingford and Woodford Green, Greater London

Chingford Primary School invited Sir Ian Duncan Smith MP to visit. They presented a booklet about their experience of being a Rights Respecting School and their campaign on local traffic. Sir Ian Duncan Smith spoke with the children and offered to support their campaign.

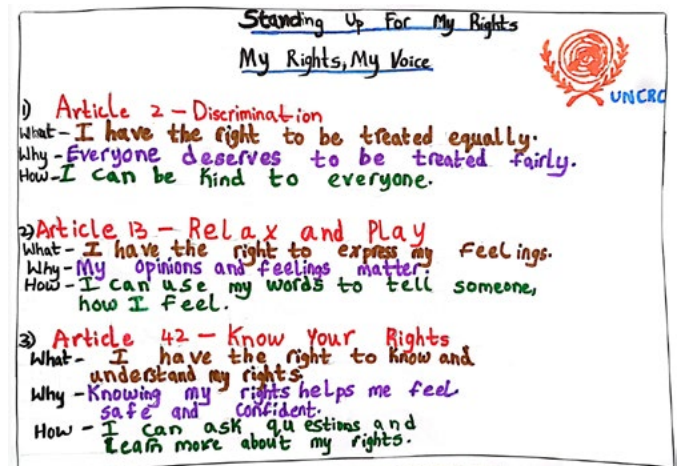


### SS Peter and Paul's Catholic Primary School

📍 Ilford South, Greater London

SS Peter and Paul's Catholic Primary School have campaigned with OutRight year upon year and are now confident campaigners. This year, they started by refreshing their learning on rights.

"We have launched a whole school project on designing banners, posters and leaflets to tell other people why it's important to stand up for children's rights."



They organised a Q&A with their councillor on the process behind making improvements to their area including housing, roads, pollution, noise pollution, mental health and clean spaces.



In 2024 children at a UK primary school chose how to present images relating to their rights. They created their ideas in small groups, tested them with cameras themselves, and then briefed in the favourites to a professional photographer.



## What you can do

We are developing OutRight 2025/2026 with a brand-new theme launching in August. You can recommend OutRight by encouraging settings to sign up. To find out if you have any OutRight settings or Rights Respecting Schools in your constituency, **please email [ZhaneE@unicef.org.uk](mailto:ZhaneE@unicef.org.uk)**.

## About UNICEF UK

UNICEF operates in more than 190 countries around the world, responding to emergencies and building long-term resilience. UNICEF UK raises funds for UNICEF's emergency and development work and advocates for lasting change for children worldwide. Guided by the UN Convention on the Rights of the Child (UNCRC), our work is focused on ensuring the rights of all children are protected and fulfilled, wherever they live. In the UK we deliver programmes in the hospitals where children are born, schools where they learn and communities they grow up in, reaching around 3.25 million children every year.