

A Future For The World's Children?

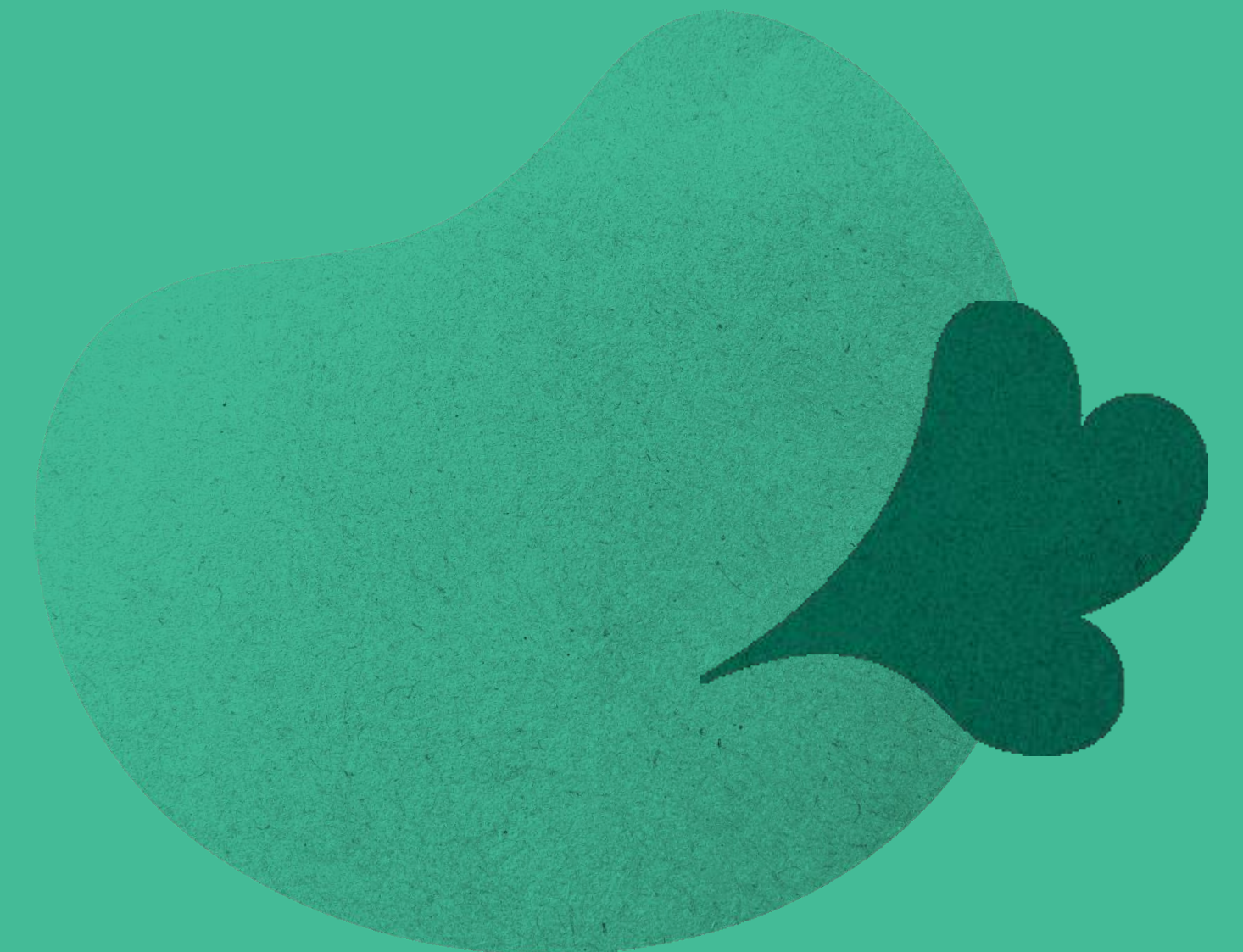
A WHO-UNICEF-*Lancet* Commission

Read the Report

www.thelancet.com/futurechild

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Commission co-chairs



H.E. Helen Clark, MA

Helen Clark Foundation & PMNCH



Awa Coll-Seck, MD

Minister of State, Senegal

“Our house is on fire”

— Greta Thunberg



Photo Credit: World Bank

Children are at risk today like never before

- Recent years have seen improvements in children's health, education, and survival
- But millions of children around the world still suffer from hunger, sickness, and violence
- New threats have also emerged:

ENVIRONMENTAL THREATS

to children's current health
and future well-being

COMMERCIAL THREATS

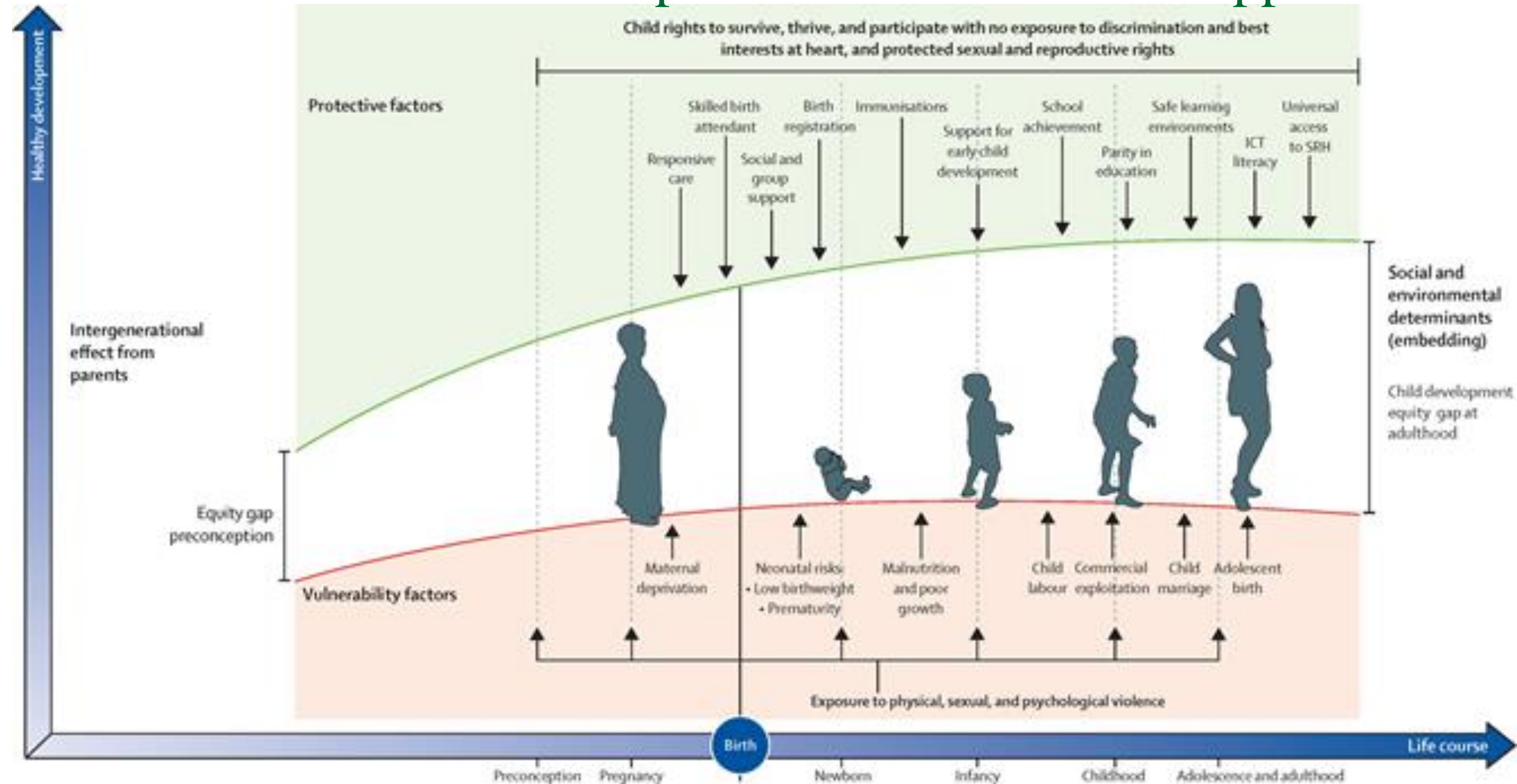
via targeted marketing
of harmful substances

Progress on the child-related SDGs is stalled

- More than 2 billion people, including half the world's poorest, live in countries affected by political fragility and conflict, problems increasingly linked with climate change
- Many countries are not reporting data on child-related SDG indicators



All children have the same potential – but different opportunities





The Commission

This Commission is a
science-led, multi-
disciplinary international
collaboration, aiming for
transformational change.

Why now?

- Under business-as-usual scenarios, the world is moving quickly towards exceeding global warming targets
- The effects would be devastating:

RISING

ocean
levels

DISRUPTION

of water and
ecosystems

INUNDATION

of coastal cities and
small island nations

INCREASED MORTALITY

from heatwaves

PROLIFERATION

of vector-borne disease

A CRISIS OF MALNUTRITION

because of disruption to
food production systems



Photo Credit: World Bank

Children during COVID-19

- Children are much less affected clinically, but may be the pandemic's biggest victims

SCHOOL CLOSURES

affecting at least
1.5 billion students

DOMESTIC VIOLENCE

increasing
globally

POVERTY & HUNGER

due to the global
economic crisis

- Adaptation provides an opportunity to build back better, for children & future generations

END FOSSIL FUEL SUBSIDIES

and tax carbon to raise
funds for children

CENTRE CHILDREN

in policies
across sectors

GLOBAL SOLIDARITY

via debt forgiveness
& a people's vaccine



Photo Credit: [Jerry Wang](#)

Children need protection from *every* sector (1/2)



Photo Credit: DFID



Photo Credit: World Bank



Photo Credit: World Bank



Photo Credit: World Bank

TRANSPORT

road injury is the leading cause of death for children and young people aged 5–29 years

AGRICULTURE & TRADE

subsidies, trade rules, and food policies expose children to under-nutritious and/or obesogenic diets

URBAN PLANNING

lack of “playable” spaces reduces physical activity

ENVIRONMENT

air pollution exposure reduces lung function; and increases the risk of cardiovascular disease, obesity, type 2 diabetes, and metabolic syndrome

Children need protection from *every* sector (2/2)



Photo Credit: World Bank



Photo Credit: World Bank



Photo Credit: World Bank

FAMILY SERVICES

violence against children violates their rights and is strongly linked with anti-social behavior as an adult

HOUSING

40% of children live in informal settlements, with risks of overcrowding, health hazards, poor access to services, poverty and social exclusion

EDUCATION

libraries, schools, and recreation centres are positively associated with child physical health, social competence, and wellbeing, and negatively with vulnerability to developmental delay

Commercial marketing of harmful products

The commercial sector exploits children's developmental stage to sell harmful products: alcohol, tobacco, & unhealthy foods



51M

Children in Australia viewed 51M alcohol adverts in a single year



68%

of 5- and 6-year-olds in Brazil, China, India, Nigeria, and Pakistan could identify at least one cigarette brand logo



24M

Adverts for e-cigarettes reach 24M children in the USA each year

<https://www.cbsnews.com/news/kid-influencers-companies-make-millions-law-hasnt-kept-up-cbsn-originals/>

By TAYLOR MOONEY / CBS NEWS / August 26, 2019, 6:19 AM

Companies make millions off kid influencers, and the law hasn't kept up

<https://www.telegraph.co.uk/technology/2019/04/03/children-young-six-bombarded-gambling-ads-online/>

Technology Intelligence

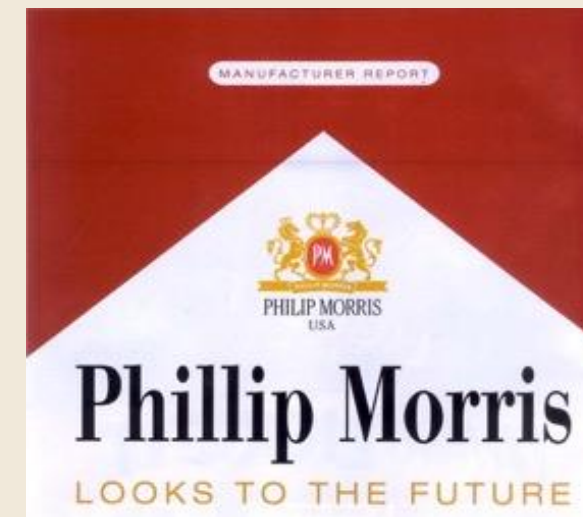
Children as young as six bombarded by online gambling ads

<https://usrtk.org/academic-work/coke-pr-campaigns-tried-to-influence-teens-views-on-health-impacts-of-soda-study-says/>

NEWS RELEASES

Marketing to Children

Coke PR Campaigns Tried to Influence Teens' Views on Health Impacts of Soda, Study Says



Industry self-regulation *does not work*

Studies in Canada, Mexico, New Zealand, the US and Australia – among others – have shown that self-regulation has not hampered the ability or propensity of businesses to advertise to children

What children told us they value



**FAMILY
TOGETHERNESS**



**CLEAN
ENVIRONMENTS**



**ACCESS TO EDUCATION
AND CULTURE**



**THE OPPORTUNITY
TO PLAY**



Photo Credit: Paula King (personal communication from work in preparation of Doctoral thesis "Oranga Moko pūna - ethical co-designing for the pluriverse", February 7, 2020)

Children are rarely consulted in decisions that impact their current & future well-being

[Being healthy] is
playing with my
extended family

**Maōri boy,
New Zealand**

When other
people are happy,
we are happy.

**Young girl,
Lebanon**

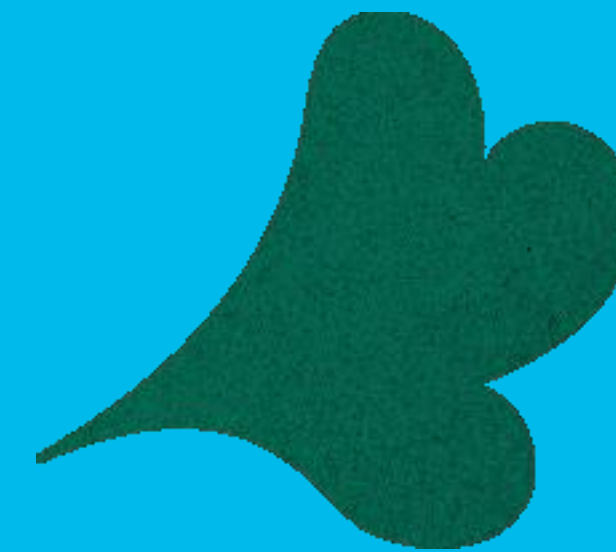
When people
know each other,
there's less
violence

**Boy in poor community,
Argentina**

It's fun to
be a kid because
you have the
opportunity
to play

**Hearing impaired child,
Nigeria**

A Plan of Action





1 Children at the centre of the SDGs

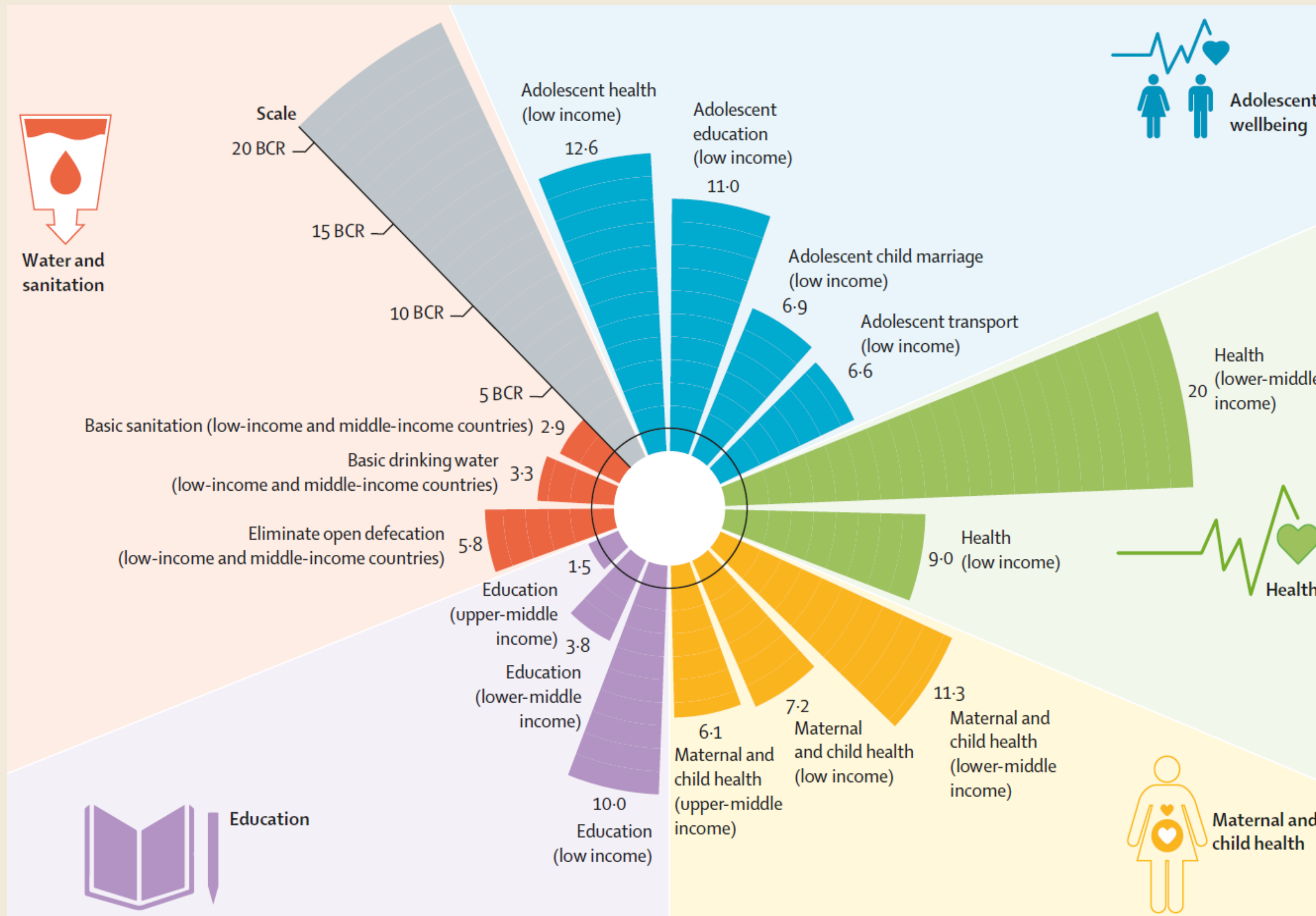
Governments, civil society and communities must put child health & well-being at the centre of the SDGs

COST OF INACTION

not improving child development through universal preschool, home visits, and improved nutrition, could reach >10% of GDP in some contexts

CURRENT ESTIMATED FINANCING GAP

just US\$195 per capita in low-income countries



Benefit cost ratios

very high returns
on every dollar
invested

... across the
lifespan & across
generations

2 Unified, multi-sectoral action

Heads of state and government must take leadership & have a long-term view

Coordinated multi-sectoral policies for children are needed across government

Children must be involved in decisions about their current and future well-being.

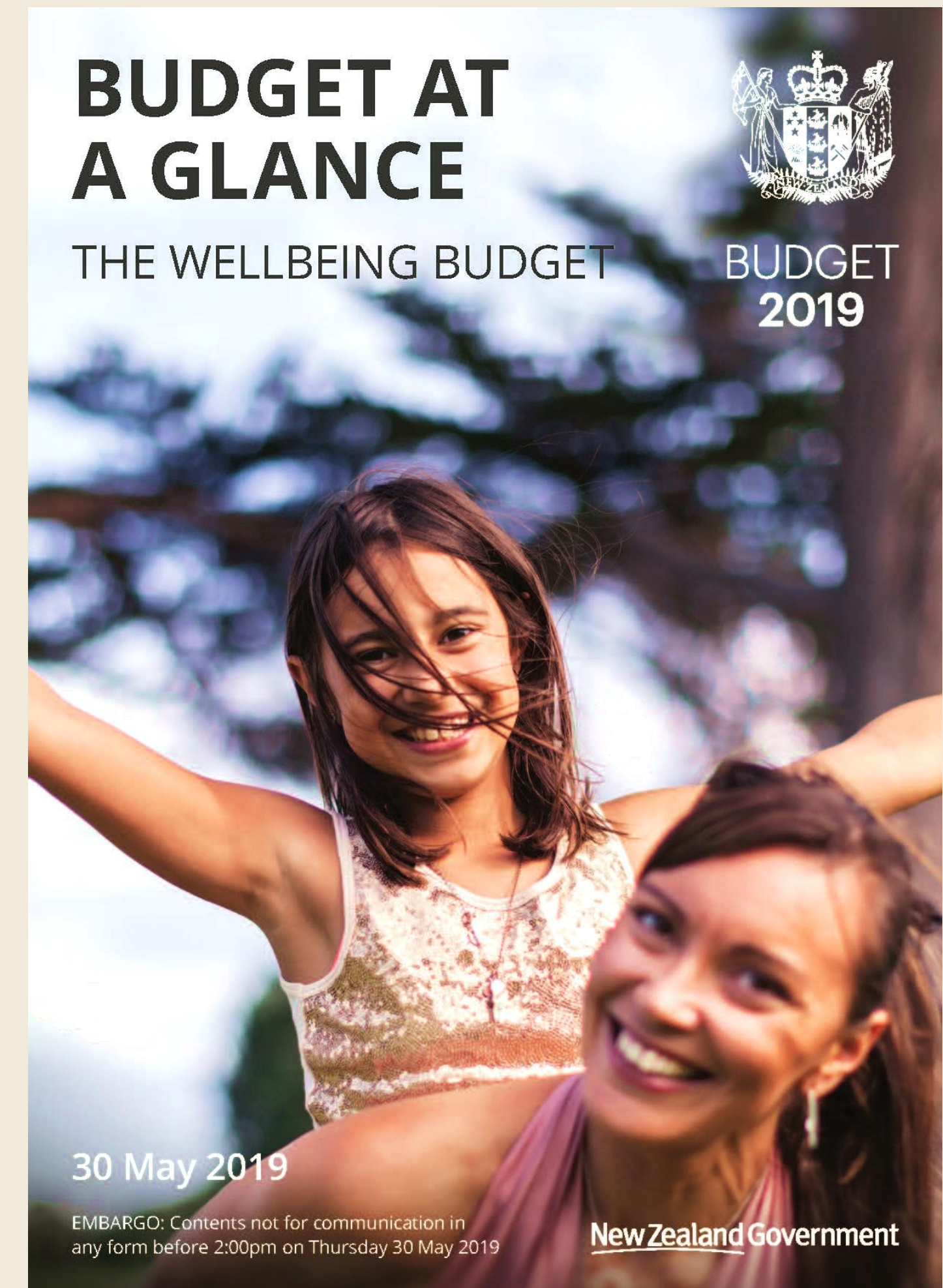


Photo Credit: New Zealand Government



3 Act on climate – now

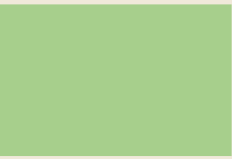
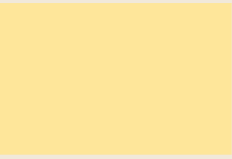



No sense working toward children's health today – if they won't have a future tomorrow

Stopping greenhouse gas emissions as quickly as possible is our most urgent priority

Collective action on climate is the duty of everyone who cares about children

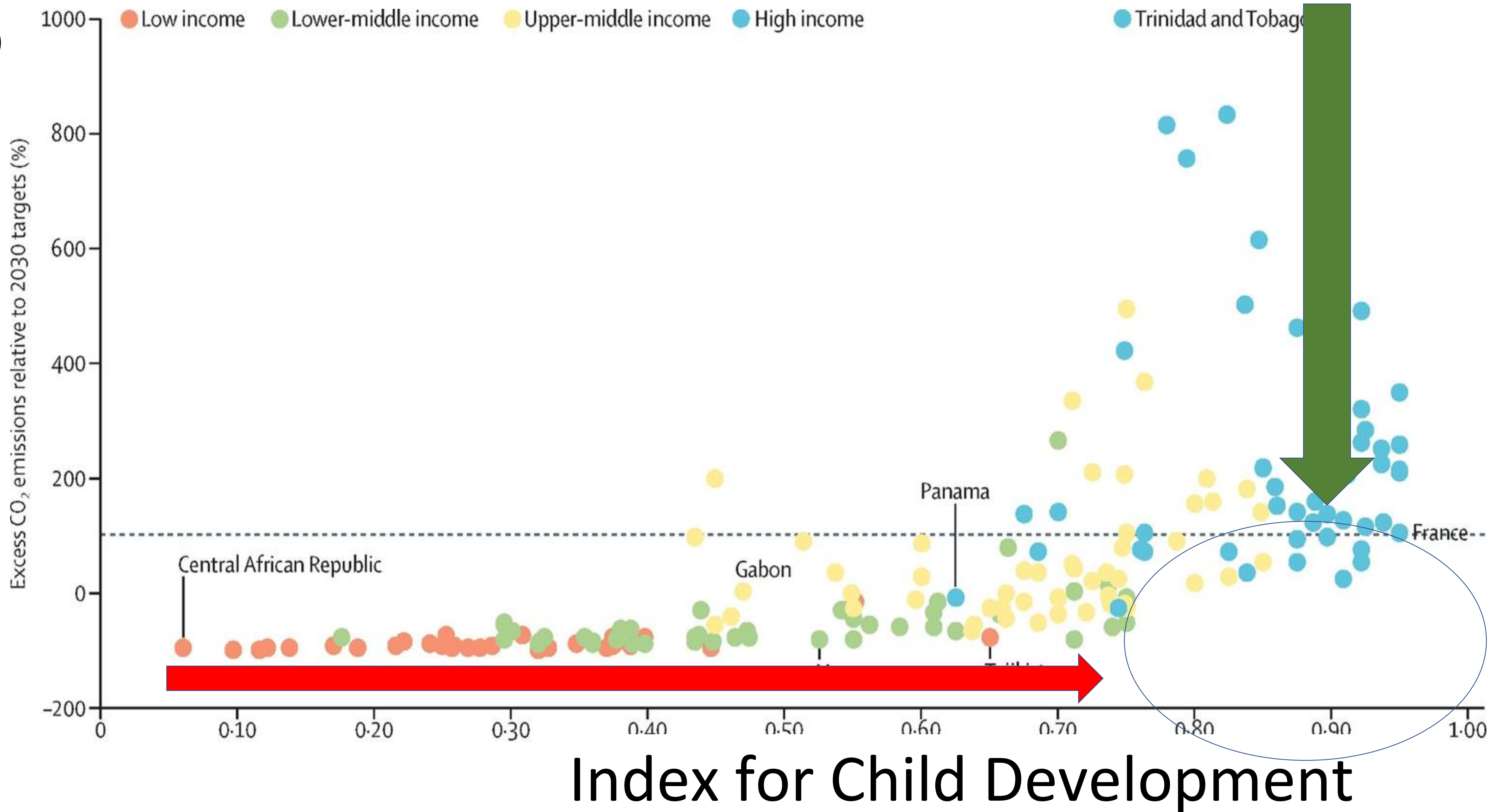
4 Measure & rank country progress

- Countries that do well on indicators of child health and well-being have the highest excess CO2 emissions, threatening children’s future – and vice versa.
- The Child Flourishing & Futures Profile charts the performance of 180 countries on 1) a composite measure of children’s health & well-being and 2) excess CO2 emissions
- No country does well on both

| | Child flourishing index | Excess CO ₂ emissions relative to 2030 targets (%) |
|---|-------------------------|---|
|  | 1-40 | <0 |
|  | 41-80 | 1-100 |
|  | 81-120 | 101-200 |
|  | 121-160 | 201-300 |
|  | 161-180 | >300 |

Rating system of Child Flourishing & Futures profile

CO2 emissions vs 2030 target





Children meeting the U.N. Secretary-General as the General Assembly adopts the CRC in November 1989.

5 Protection from commercial marketing

- To protect children from marketing of tobacco, alcohol, formula milk, sugar-sweetened beverages, gambling, and the inappropriate use of their personal data ...
- The Commission proposes a binding treaty – an Optional Protocol to the U.N. Convention on the Rights of the Child

A future for the world's children



World Health
Organization



THE LANCET

Call To Action:

A Global Movement

Photo Credit: World Bank



A Call to Action

To ensure a healthy future for all children, collective action is needed:

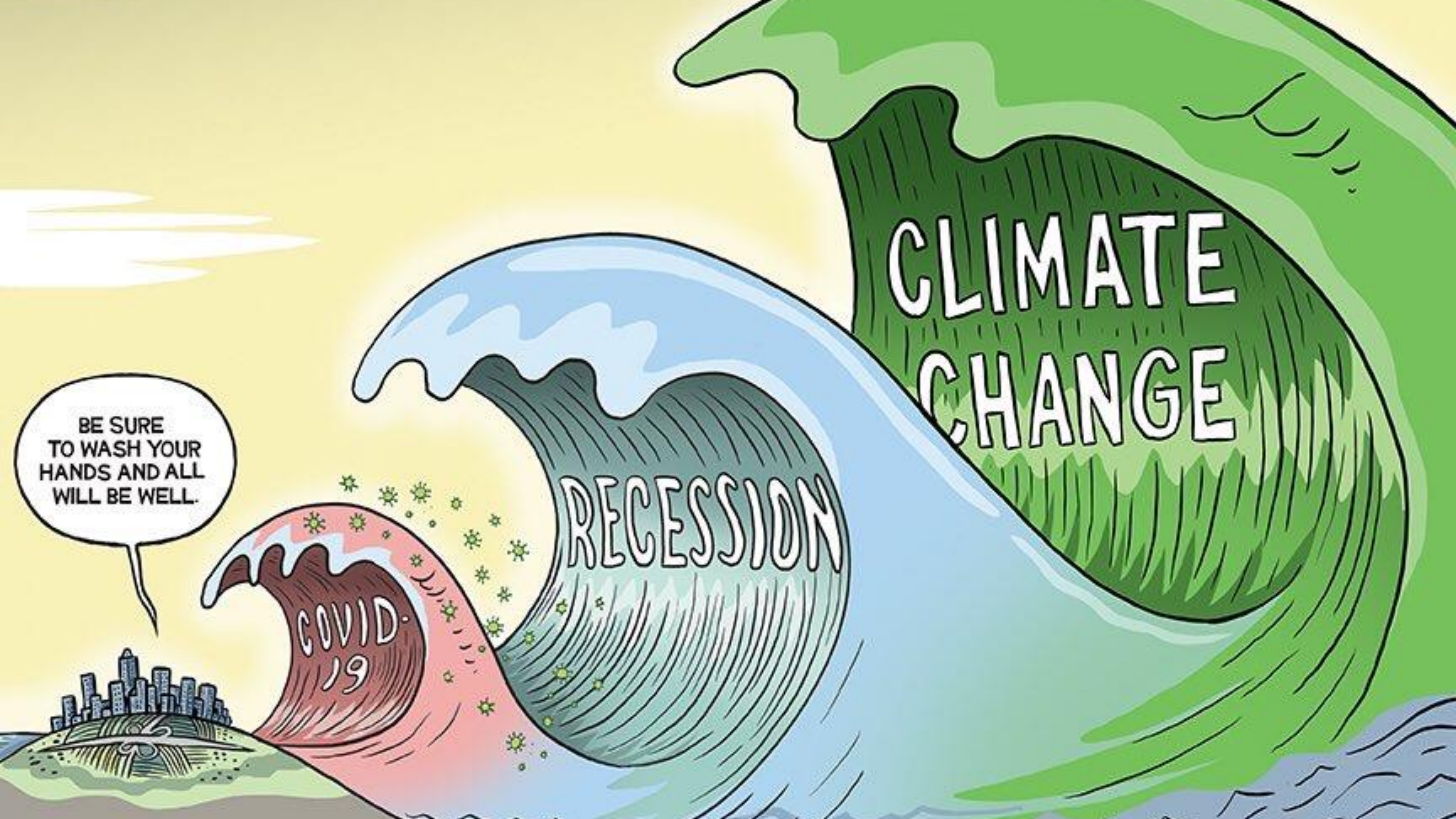
- From political leaders,
- From civil society,
- From international agencies,
- From communities,
- From families,
- And from children.

GlobeLife



Six major transformations to achieve the SDGs





BE SURE
TO WASH YOUR
HANDS AND ALL
WILL BE WELL.

COVID-
19

RECESSION

CLIMATE
CHANGE



Sustainable Health

To concretize the ambitions in the Sustainable Development Goals, sustainable health is a multisectoral area for study, research, and practice towards improving the determinants of health and wellbeing, while staying within planetary boundaries that sustain life-supporting ecosystems’.

Engaging global networks and communities in reciprocal innovation and learning, it strives to implement knowledge through resilient systems to achieve health equity for all people worldwide.

Thank You

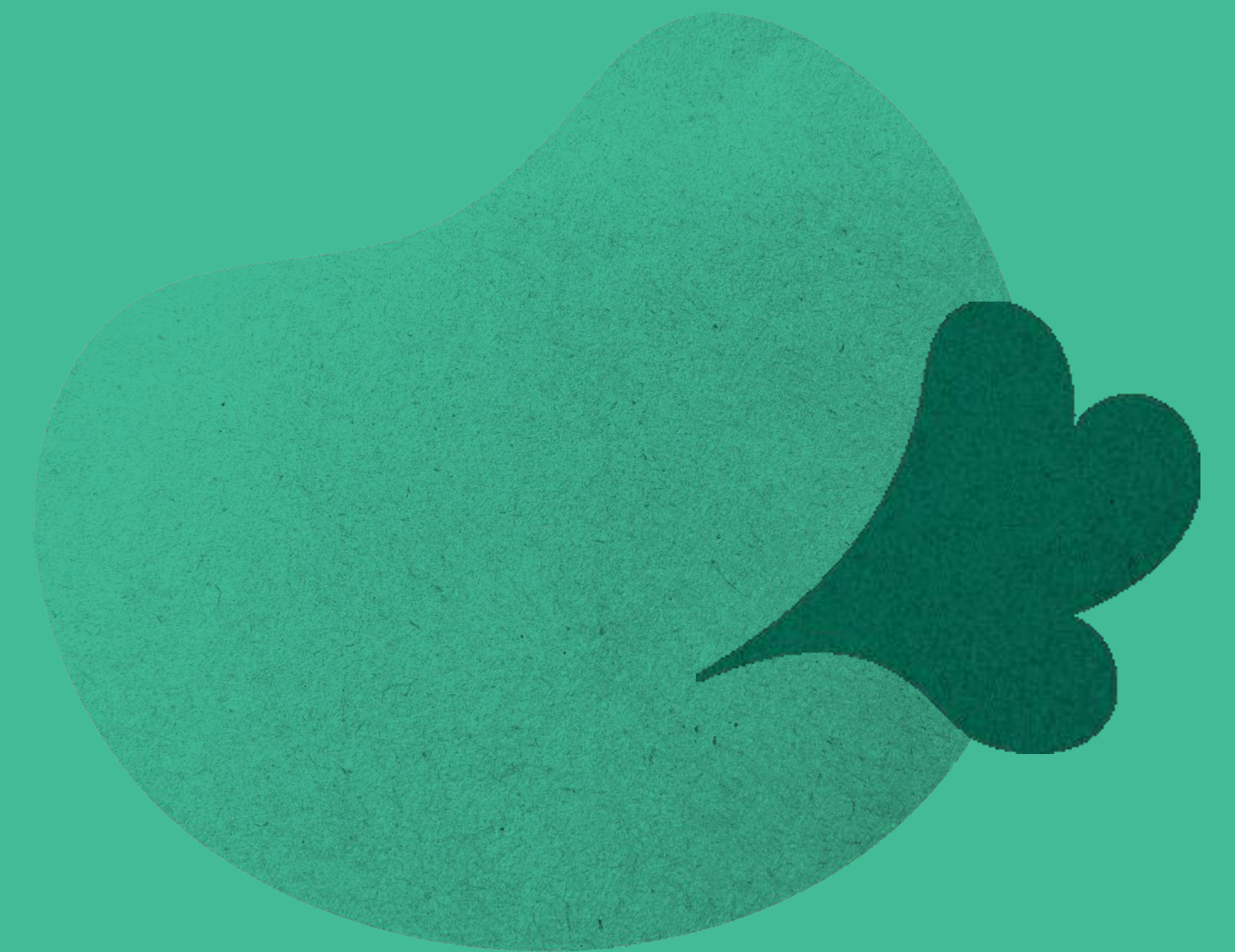
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Recommendations

Heads of state/government should create a high-level mechanism to coordinate work across sectors and assess the effect of all policies on children

Heads of state/government should track budget allocations to child wellbeing and mobilise domestic resources for additional investment

Government officials and research institutions should develop strategies to improve data reporting for SDG indicators measuring child wellbeing, equity, and carbon emissions

Local government leaders should establish cross-cutting teams for child health and wellbeing, involving civil society

Global children's advocates should mobilise for child-friendly wellbeing and sustainability policies

Leaders should reframe their understanding of the SDGs around children and the threat to their future from greenhouse gas emissions

Children should be given high-level platforms to share their concerns and ideas and claim their rights

Country leaders should work towards an Optional Protocol to the UN CRC to protect children from harmful commercial practices

The UN should work towards a simplified, effectively multisectoral UN architecture

Heads of UN agencies coordinate action to support countries to achieve the SDGs, with children at the center



In memory of ...

Maharaj Kishan Bhan
(1947-2020)

Paediatrician, scientist, and tireless
advocate for the health of children

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THE LANCET

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A future for the world's children?
A WHO-UNICEF-Lancet Commission



"Governments must harness coalitions across sectors to overcome ecological and commercial pressures to ensure children receive their rights and entitlements now and a liveable planet in the years to come."



 | for every child

A Commission by *The Lancet*