



The United Nations Children's Fund (UNICEF) has been working in Ukraine since 1997 to protect children's rights and improve their well-being. UNICEF works even in the most dangerous corners of the world to help every child. Since the outbreak of full-scale war, UNICEF and partners have been working on the ground in Ukraine and neighbouring countries to provide children and their families with humanitarian assistance, including support in the areas of child protection, water and sanitation, health, nutrition and education.

UNICEF is looking for partners who are ready to support informationally the projects:

Important like never before (Важливо як ніколи)

A series of audio and video clips designed to deliver important messages to children and parents during the war (about mine safety, education, health, including psychological, education, parenting, etc.). The goal of these videos is to draw attention to current problems and help families in Ukraine survive these difficult times. The format is audio clips approximately 15 seconds long (which we are ready to adapt to the partner's needs). Look [here](#) for the examples of clips.

Mine safety for children, parents and teachers

A communication campaign to raise awareness, change attitudes and behaviour of children, their parents and teachers about mine safety. The goal of the campaign is to prevent casualties through a specially designed programme that promotes safe behaviour with explosive devices. The campaign was designed in cooperation with the ministries of Ukraine, the State Emergency Service and other partners, and should cover offline and online activities (nation-wide online lesson, teaching and methodological materials, board games, posters, cartoons, banners, posts in social media, etc.). Examples of the materials can be found [here](#).

Leave no Child Alone (Дитина не сама)

UNICEF has developed recommendations for parents, volunteers and regular citizens, and is implementing a national information [campaign](#) that explains how the procedure for adoption and providing shelter is organized today, how to help children who have lost their relatives, are lost, have experienced trauma or whose rights have been violated. Unaccompanied children are a particularly vulnerable group for trafficking and exploitation. The number of such children is growing every day both in Ukraine and abroad. The [campaign](#) includes video and audio clips, banners, posters, indoor advertising, posts on social media platforms, etc.



How can business contribute?

Business can become the voice of these campaigns and help share this important information with as many people as possible.

In particular, the campaigns will be reinforced if the company joins UNICEF and utilize their platforms to disseminate information to its customers and employees through:

- LED-screens and loudspeakers (in the shopping area, ATM machines, etc.),
- places for pasting posters, placing flyers,
- publications in social networks, banners on websites and in mobile applications,
- other means of information dissemination.

How to join?

Write us an email to Ldrannikova@unicef.org (Lyzaveta Drannikova, Partnerships Officer).

Join our webinar, during which we will tell in more detail about the most critical needs, the campaigns and the format of interaction, as well as answer your questions.