



Doing more. Doing better. Reaching further.
Faire plus. Faire mieux. Avoir un plus grand impact.
Hacer más. Hacerlo mejor. Lograr más.
عمل المزيد. العمل على نحو أفضل. تحقيق المزيد.

World Red Cross Red Crescent Day

Youth on the move

Communications toolkit guidance



ICRC



International Federation
of Red Cross and Red Crescent Societies
www.ifrc.org Saving lives, changing minds.

INTRODUCTION

2

On World Red Cross Red Crescent Day and throughout 2012, we will celebrate together “Youth on the move”. Half of the 13 million Red Cross Red Crescent volunteers worldwide are young people. Their potential to lead positive change with their National Societies is extraordinary.

This year, we are calling upon young people to build on the existing Youth on the move initiative by taking action in one of three areas: 1) helping communities better prepare in the face of increasing disasters, 2) addressing health care in danger or inequitable access to health care, or 3) building a culture of non-violence and peace.

This communications toolkit aims to support National Societies in their mobilization of young people, and documentation of their achievements, as they address these humanitarian and development priorities. All materials are available in Arabic, English, French and Spanish and have been designed for National Society use and branding.

Inside this guidance document, you will find detailed information on the following campaign materials:

- Visual identity tools
 - > Poster
 - > Facebook Timeline photos
 - > Web banners
 - > Video
 - > Headers for documents
 - > Youth on the move logotypes
 - > Youth on the move slogan (logotype with tagline in 4 languages)

INTRODUCTION

- Written tools
 - > Key messages
 - > Press release template
 - > Social media tips
 - > Case studies (Philippines, Gambia and Lebanon)
 - > Reporting template

National Societies are encouraged to localize all materials with their local branding.

We also invite National Societies to use the reporting template in this toolkit to document young Red Cross Red Crescent achievements throughout 2012. We will share these impacts with National Societies worldwide and at the Global Youth Conference later this year, to further inspire youth action and collaboration.

All of the toolkit materials described throughout this document are available on FedNet at <https://fednet.ifrc.org/en/resources-and-services/external-relations/communications/communications/may-8-resource-centre/>.

VISUAL IDENTITY TOOLS

4



Posters

There are two poster templates available in this toolkit:

- Youth photos
- Youth on the move logotype

To localize these templates with your branding, download the PDF from FedNet and open the file in Illustrator, Photoshop or Adobe Acrobat.

Insert your National Society logotype here.

Facebook Timeline photos

We have created five “Timeline” images for Facebook, representing the various zones.

We encourage National Societies and their staff, volunteers and young people to post these images to their Timeline photos in the lead-up to and on 8 May to maximize our joint, global social media impact.

Timeline photos



VISUAL IDENTITY TOOLS

Web banners

5

Six different online banners are available for use on National Society web sites to promote local World Red Cross Red Crescent Day/Youth on the move activities.



Video

A 60 second video is available for National Societies to share with their internal and external audiences. The video features Red Cross Red Crescent Youth on the move around the world, coordinating local programmes and building stronger communities.



VISUAL IDENTITY TOOLS

6

Headers for documents

A variety of headers for documents are available as well as a Word document template.



E-mail headers and Word template



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vereros.

Accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio

YOUTH ON THE MOVE
World Red Cross Red Crescent Day – 8 May 2012

dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum.

VISUAL IDENTITY TOOLS

Youth on the move logotypes

7

The Youth on the move logotype is available with the tagline “Doing more. Doing better. Reaching further” in all 4 languages. The logotype is also available without the tagline.



Youth on the move slogan (logotype with tagline in 4 languages)

The Youth on the move logotype is also available with the tagline in all 4 languages in a single logotype (colour as well as black and white).



WRITTEN TOOLS

A series of written tools are available to support your outreach to your internal and external audiences. When applied by National Societies worldwide, these tools will ensure that we are communicating a consistent, Movement-wide message across the globe in the lead-up to and during 8 May.

Key messages

Use these high-level key messages to tell a consistent story globally.

- On World Red Cross Red Crescent Day and throughout 2012, we celebrate “Youth on the move”. Half of the 13 million Red Cross Red Crescent volunteers worldwide are young people. Imagine their potential to lead positive change in their communities.
- In 2009, youth representatives on behalf of young Red Cross Red Crescent volunteers worldwide made the Solferino Declaration: a commitment to do more, do better and reach further in service to vulnerable people. Based on that commitment, youth around the world continue to make a significant impact in their communities today.
- This year we call upon young volunteers to advance the ambitions of the Solferino Declaration, to continue to make their communities stronger by taking action in one of three areas: 1) helping communities better prepare for disasters and emergencies, 2) increasing access to health care, or, raising awareness around the lack of safe access to health care in armed conflict and other emergencies, and 3) building a culture of non-violence and peace.
 - > We will document young Red Cross Red Crescent achievements throughout 2012 and share their impacts at the Global Youth Conference later this year, to further inspire youth action and collaboration worldwide.
- In the face of major world challenges, such as climate change, conflicts and violence, urbanization and migration, young people everywhere are showing that they want to be part of the solution. They give time, talent and energy. They harness the power of technology. They are helping communities prepare for disaster, increase access to health care and promote a culture of peace.
 - > For example, in the Philippines, young people are planting mangrove trees to protect homes from storm damage and protect fish-pond dykes to ensure livelihoods.
 - > In Gambia, young musicians are delivering musical messages at local events about vaccines, malaria prevention and HIV/AIDS to increase community access to health care.
 - > In Lebanon, youth are participating in activities such as the Peace Festival and the Guinness World Record’s printed hand canvass for diversity, to build a culture of non-violence and peace.

- In National Societies, we call upon leaders to adopt the youth policy presented at the 2011 statutory meetings and to embrace and empower young people to fulfil leadership roles as true leaders in National Societies worldwide.

Press release template

Localize the press release with statistics and a quote from someone in your National Society to promote your World Red Cross Red Crescent Day/Youth on the move activities in the local news.

Social media tips

#RCRCDay Use this hashtag and suggested tweets to generate dialogue and maximize Red Cross Red Crescent social media impact worldwide in the lead-up to and during 8 May.

Case studies

Three case studies feature the work of young people in the Philippines planting mangrove trees for disaster preparedness, youth in Gambia promoting access to health care through musical messages and Lebanese youth building a culture of non-violence and peace at community events. Share these case studies to inspire your young people and help share the Red Cross Red Crescent story of Youth on the move around the world.

Reporting template

Share your “Youth on the move” success stories, and your statistics! Please complete the reporting template and return it to the IFRC by 15 June. We will share global campaign results with all National Societies so we can celebrate joint successes. The information that you provide will also help inform future global initiatives that we embark on together.

FedNet

All of the toolkit materials described throughout this document are available in all 4 languages on FedNet at <https://fednet.ifrc.org/en/resources-and-services/external-relations/communications/communications/may-8-resource-centre/>.

Cumulus

The audio visual online library of the IFRC is available at <https://av.ifrc.org>

Flickr

In addition to images in the cumulus library, National Societies can access Red Cross Red Crescent photos on Flickr at <http://www.flickr.com/photos/ifrc/>.



For more information

Contact jason.smith@ifrc.org at the IFRC or omiltcheva@icrc.org at the ICRC anytime if you require further information about this toolkit or 8 May World Red Cross Red Crescent Day / Youth on the move activities.

OUR PRINCIPLES

The Fundamental Principles of the International Red Cross and Red Crescent Movement

Humanity

The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace among all peoples.

Impartiality

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality

In order to continue to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

Independence

The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

Voluntary service

It is a voluntary relief movement not prompted in any manner by desire for gain.

Unity

There can be only one Red Cross or Red Crescent society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

Universality

The International Red Cross and Red Crescent Movement, in which all societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.



For more information, please contact:

**Communications department
International Federation of Red Cross and Red Crescent Societies**

P.O. Box 372
CH-1211 Geneva 19
Switzerland
Tel.: +41 22 730 4454
Fax.: +41 22 733 0395
E-mail: jason.smith@ifrc.org
Web site: <http://www.ifrc.org>

International Committee of the Red Cross

19, avenue de la Paix
CH-1202 Geneva
Switzerland
Tel.: +41 22 734 6001
Fax.: +41 22 733 2057
E-mail: movement_conference@icrc.org
Web site: <http://www.icrc.org>