



# # EMBRACE ALBINISM

WORLD CHILDREN'S DAY 2022

*Social Media Toolkit*



World Children's Day takes place on November 20th every year. For World Children's Day 2022, UNICEF is calling on partners and supporters to share a positive message of equality and inclusion for every child.

**We are using this key moment to bring into sharp focus the issues faced by children with albinism in Africa—and what we can do about it.**

Albinism is a genetic condition that affects hundreds of thousands worldwide and millions are estimated to carry the gene. The condition results in little or no melanin production meaning most people with albinism have white skin, and blonde hair and are overall pale in appearance compared to their family and community members.



A majority also have vision impairment due to the reduced pigmentation in their eyes. Due to skin and vision impairment, people with albinism are generally people with disabilities.

People with albinism often face social stigma due to their appearance and have difficulty accessing education, employment opportunities, or healthcare services. In some countries, they are attacked for the harvesting or forced removal of their hair and other body parts such as limbs for use in purported witchcraft-related harmful practices and rituals.

We must raise our voices in support of the needs of children with albinism. We must call out the injustices they face and make it clear that no one should be persecuted because of their impairments, colour appearance.

# KEY DATES

16

**NOVEMBER**

Soft launch of campaign

17

**NOVEMBER**

Run campaign 17th to 21st November - four days before World Children's Day and one day after Children's Day which will fall on a Sunday.

20

**NOVEMBER**

World Children's Day

# CALL TO ACTION

**We must work together to ensure that children with albinism have the same rights and opportunities as all other children.**



Photo: Patricia Wilocq

# KEY MESSAGES

We recommend: 1 post on each key date



PUBLICATION DATE	GRAPHIC/ANIMATION TITLE	MESSAGE (Copy the messages below and use accompanying graphic)
17th	Inclusion for every child	Many children with albinism have to overcome many obstacles to their livelihoods and wellbeing. Many are abandoned or killed at birth or die of skin cancer. We must raise our voices and act now to protect the lives of children with albinism #AlbinismAfrica #EmbraceAlbinism
18th	I have a right to education	More must be done to ensure equal access to education for children with albinism. Schools should train and specifically task staff to ensure the safety of children with albinism. Here are useful security tips: <a href="http://bit.ly/albinismsecuritytips">bit.ly/albinismsecuritytips</a> #EmbraceAlbinism
19th	Don't leave me behind	A child with albinism faces many learning challenges due to vision impairment, exclusion and bullying from their peers. Teachers can help learners navigate school successfully by understanding their needs both in and out of the classroom. #AlbinismAfrica #EmbraceAlbinism
20th	Children with albinism need our support	It would be ideal if all schools had special-needs teachers to support children with albinism. When this is not possible, schools can contact the Africa Albinism Network for local contacts @ <a href="mailto:info@afrikaalbinismnetwork.org">info[at]afrikaalbinismnetwork.org</a> #AlbinismAfrica #EmbraceAlbinism
21st	#EmbraceAlbinism	Children with albinism face challenges accessing education & healthcare services, limiting their prospects & quality of life. Monitoring & accountability are essential to ensuring progress toward achieving the AU Plan of Action on albinism. #ChildrensDay #EmbraceAlbinism

## GRAPHICS ([DOWNLOAD HERE](#))



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## GRAPHICS ([DOWNLOAD HERE](#))



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# CREDITS AND TAGS

Make sure to tag Africa Albinism Network on all posts so that we can relay your posts:

- Facebook: <https://www.facebook.com/africaalbinismnetwork>
- Twitter: <https://twitter.com/AfricaAlbinism>
- Instagram: <https://www.instagram.com/africaalbinism/>
- LinkedIn: <https://www.linkedin.com/company/africaalbinism/>

Make sure to use the following hashtags in every post:

#AfricaAlbinism #EmbraceAlbinism (each word starts with a capital letter)

**Please direct any questions to: Haingo Rakotomalala – Advocacy Officer**  
**Email: [haingo@africaalbinismnetwork.org](mailto:haingo@africaalbinismnetwork.org)**



Photo: Engage Now Africa