

# National Children's Day



**SOCIAL  
MEDIA  
TOOLKIT**

**18<sup>th</sup> May  
2025**

# About NCDUK

National Children's Day UK (NCDUK) is all about the importance of a healthy childhood, and how we need to protect the rights, freedoms and wellbeing of children, so that they can become happy, healthy adults.

It's a day of celebration, but it's also a great opportunity for anyone involved with children and young people to raise awareness about the projects they have been running and the things they are concerned about.

**We encourage everyone to run activities and events for the week up to and including the day**

**NCDUK 2025**  
[www.nationalchildrensdayuk.com](http://www.nationalchildrensdayuk.com)



# The Good Childhood Report 2024

Our Good Childhood Report 2024 shows the latest trends in children's wellbeing. Our research seeks to understand how young people feel about different aspects of their lives. This year's Good Childhood Report reveals that too many young people are unhappy with their lives. 11% of the children and young people who completed our survey in 2024 had low wellbeing. And shockingly, data from the Programme for International Student Assessment (PISA 2022) shows that the UK's 15-year-olds had the lowest average life satisfaction in Europe.

Children's

**happiness**

with their life as a whole  
has significantly

**decreased**

\*Understanding Society, children aged 10 to 15 in the UK, 2009/10 and 2021/22 data. Children's average happiness with their life as a whole was significantly lower in 2021/22 than when the Understanding Society survey started in 2009/10.

## Child Wellbeing (Good Childhood Report)

- In 2024, 10- to 17-year-olds who took part in our annual survey were, on average, most happy with their family (out of the 10 aspects of life asked about in our Good Childhood Index). More children and young people (14.3%) were unhappy with school than with the nine other areas of life they were asked about (that is, they scored below the midpoint on the measure of happiness with school).
- More children and young people said they were worried about rising prices, compared with the other eight societal issues they were asked about. Two in five (41%) children and young people were 'very' or 'quite' worried about this issue.
- 23% of parents and carers said that they had found it 'quite' or 'very' difficult to manage financially between January and March 2024, which indicates that their households were in financial strain.
- One in six (17%) children and young people living in households in financial strain had low life satisfaction. For children and young people living in households not in financial strain, this was just under one in ten (9%).







**THE CHILDREN'S  
WELLBEING & SCHOOLS BILL:  
WHAT PARENTS NEED TO KNOW**

<https://educationhub.blog.gov.uk/2024/12/the-childrens-wellbeing-bill-what-parents-need-to-know/>

## Child Wellbeing (Poverty)

Children & Young People's Mental Health Coalition

Save the Children **CHILD LOCK**

**CENTRE FOR MENTAL HEALTH**

# 4.3 MILLION CHILDREN

## IN THE UK ARE LIVING IN POVERTY.

Children & Young People's Mental Health Coalition

Save the Children **CHILD LOCK**

**CENTRE FOR MENTAL HEALTH**

**46%**  
of children from Asian and British Asian families

**&**

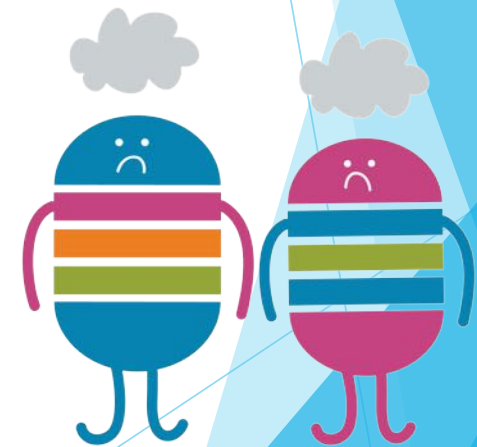
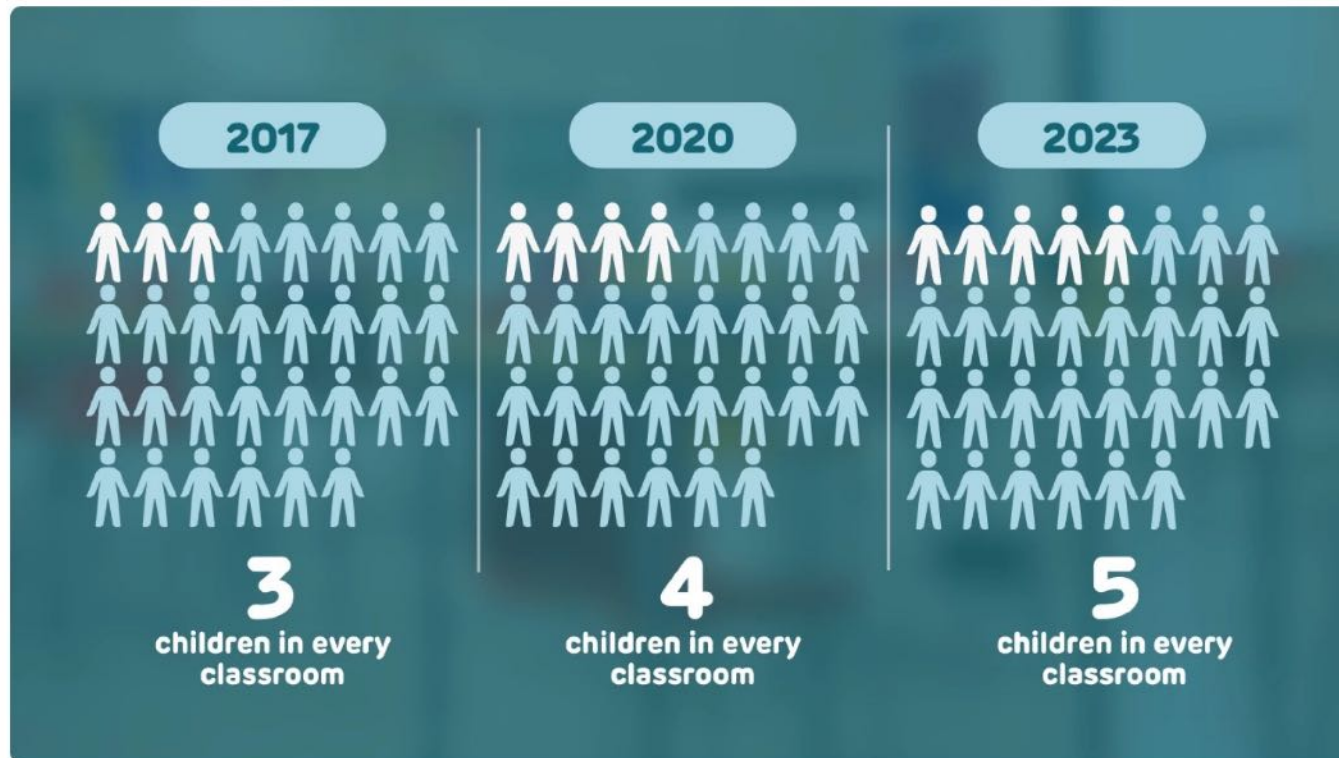
**51%**  
of children from Black/African/Caribbean and Black British families

### LIVE IN POVERTY

whereas the figure for white families is **24%**.  
(HBAI, 2024)

**THE IMPACT OF POVERTY ON CHILDREN'S & PARENTS' MENTAL HEALTH**

## Child Wellbeing (Mental Health)





## Climate Anxiety

Climate anxiety has been rising in children in the UK, with **70% worried about the world they will inherit**

75% of the 3,000 children surveyed by Save the Children **want the government to take stronger action** on the climate and inequality crisis.

60% think climate change and inequality **are affecting their generation's mental health in the UK.**

More than half (56%) believe it is also causing a deterioration in child mental health globally.





## As a sponsor or partner

We are always looking for people to support our ongoing development and activities.

Please get in touch

[harriet.broadfoot@ncduk.org](mailto:harriet.broadfoot@ncduk.org)

# CALLING FOR CHILDREN'S CHAMPIONS: BECOME PART OF THE SOLUTION.

NCDUK offers a unique opportunity for partners and sponsors to help promote the importance of children's rights and freedoms. We are looking for people and organisations that want to help us make a real difference in the way

that childhood in the UK is understood and protected - and that want to show that fun, play and creativity are all part of the process!

There is no more important period of life than early childhood. It is when we lay down the foundations of who we will become as adults and, as such, it shapes the nature of society. What kind of world do we want for our children and our children's children? And are we doing everything that we can to bring it into being?

As an NCDUK2025  
supporter or  
participant

Let us know what great  
work you are doing, and we  
will share it on our website  
and social media platforms



All children deserve to  
live in worlds that  
enable them to flourish

We are @NCDUK2025 on Twitter and Facebook and  
#NCDUK2025 for posts on the day. You can use any of the  
material in our online media pack to help promote the day

[www.nationalchildrensdayuk.com/media-pack.html](http://www.nationalchildrensdayuk.com/media-pack.html)

## Make sure you stay in touch

The urgent need to highlight children's rights and wellbeing is not all over in a day though. We keep in touch with people all year round so that we can help to highlight areas of concern.

We will post information about all this year's activities on our website - and there is a contact form on the website, in case you want to get in touch

[www.nationalchildrensdayuk.com/contact.html](http://www.nationalchildrensdayuk.com/contact.html).

You can keep connected to us throughout the year via @NCDUK2025 on X and Facebook.

NCDUK  
2025







Share your thoughts, concerns  
and actions on [@NCDUK2025](https://twitter.com/NCDUK2025)

**2024 Ofcom Report**

25% of UK kids and teens show signs of smartphone addiction. And 20% kids aged 3-4 years old have their own phone, usually a smartphone.

**NCDUK2025**  
[www.nationalchildrensdayuk.com](http://www.nationalchildrensdayuk.com)

It's a day to  
raise national  
awareness  
about the  
things you  
care about

# NCD UK 2025

[www.nationalchildrensdayuk.com](http://www.nationalchildrensdayuk.com)

## Get involved!!

Children and young people  
need everyone's help

[www.nationalchildrensdayuk.com](http://www.nationalchildrensdayuk.com)

