

PRESS RELEASE

For immediate release



www.nationalchildrensdayuk.com

National Children's Day UK (NCDUK2026): Putting Children at the Heart of the Nation's Future

Sunday 10 May 2026 (and the week leading up to it)

www.nationalchildrensdayuk.com

National Children's Day UK (NCDUK2026) returns on **Sunday 10 May, 2026** inviting families, schools, charities, professionals, communities and policymakers across the UK to come together to celebrate childhood – and to confront, collectively and constructively, the growing challenges facing children and young people today.

Children make up **one fifth of the UK population – and 100% of our future**. Yet the evidence is increasingly clear: too many children are growing up under pressure, with long-term consequences for society as a whole.

The State of UK Child Health & Wellbeing – The Latest Picture

Recent UK data paints a stark but motivating picture:

- **27% of children in the UK live in poverty** – over 4 million young lives affected by financial insecurity (Children's Charities Coalition).
- **1 in 6 children aged 7–16 has a probable mental health disorder**, with NHS services under severe strain (NHS Digital).
- **Almost 1 in 4 children aged 10–11 are classified as obese**, raising serious concerns for lifelong physical health (National Child Measurement Programme).
- **The UK has the lowest life satisfaction scores for 15-year-olds in Europe** (The Children's Society, *Good Childhood Report*).
- **Nearly 70% of children report anxiety about climate change**, with many feeling unheard or powerless (Save the Children).
- **Early years provision is under mounting pressure**, with rising closures, staffing shortages and unsustainable funding models (Early Years Alliance).

Behind every statistic is a child navigating school, family life, friendships, screens, uncertainty and a rapidly changing world.

What National Children's Day UK Stands For

NCDUK is both a **celebration and a call to action**. It provides a national platform to shine a light on the issues people care about most, while sharing solutions, hope and practical ways forward.

In 2026, NCDUK will spotlight:

- **Children’s rights and voice** – ensuring children are heard, not just spoken about
- **Whole-child wellbeing** – physical, mental, emotional and spiritual health
- **Play, creativity, wonder and awe** – essential foundations, not “nice extras”
- **Nature connection** – every child’s right to a living relationship with the natural world
- **Digital life & media literacy** – supporting healthy, age-appropriate engagement
- **Equity and inclusion** – tackling poverty, disadvantage and systemic barriers
- **Future generations** – because short-term thinking is not working

A Week of Action, Creativity and Care

From **Monday 4 May to Sunday 10 May 2026**, individuals and organisations are encouraged to:

- Run events, activities or campaigns
- Share projects, research, concerns and success stories
- Involve children and young people directly
- Use art, play, dialogue, nature, learning and community action
- Raise national awareness through schools, workplaces and social media

Whether it’s a classroom project, a community walk, a panel discussion, a play day, a policy conversation or a moment of collective pause – it all matters.

How to Get Involved

- Visit www.nationalchildrensdayuk.com to access the media pack
- Share your plans – NCDUK will amplify activities across its platforms
- Join the conversation using **@NCDUK2026** and **#NCDUK2026**
- Organisations, partners and sponsors are warmly invited to collaborate

Because supporting children shouldn’t be a once-a-year gesture – but one day can spark a movement.

A Word from the Founder

“National Children’s Day UK is about remembering what really matters. If we want a healthier, kinder, more resilient society, we must start by creating the conditions for children to flourish – not someday, but now.”

Wendy Ellyatt, Founder, National Children’s Day UK

National Children’s Day UK (NCDUK2026)

An initiative of **The Flourish Project C.I.C.**

Celebrating childhood. Championing wellbeing. Shaping the future.

Contact:

www.nationalchildrensdayuk.com/contact.html