

National Children's Day



A Celebration of **Childhood**

www.nationalchildrensdayuk.com

**MEDIA
TOOLKIT**

**10th May
2026**

NCDUK 2026
www.nationalchildrensdayuk.com



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

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



**Majority of children will be overweight
or obese in nine areas of England by
2035, study shows**

**Exclusive: Analysis by Royal Society for Public Health
suggests obesity rates will rise in 90% of the country**



Children are
one fifth of
our population
and all of our
future



01/09/2025

New report highlights state of outdoor play in primary schools

NCD UK
2026



11/06/2025

Play Commission Report - Everything to Play For: A National Wake-Up Call on Play

Children's

happiness

with their life as a whole
has significantly

decreased

*Understanding Society, children aged 11 to 15 in the UK, 2009/10 and 2019/20
Data on children's average happiness with their lives as a whole was significantly lower in
2019/20 than when the Understanding Society survey started in 2009/10.

**Britain's teenagers are
the unhappiest in
Europe, and experts are
alarmed about the
worsening Gen Z mental
health crisis**



Children's Media Literacy Report 2025

3-5



19% have their own mobile phone

85% use any device to go online.

To go online: **69%** use a tablet, **34%** use a mobile phone, and **12%** use a laptop

56% use messaging sites/apps

91% use video sharing platforms

49% use live streaming sites/apps

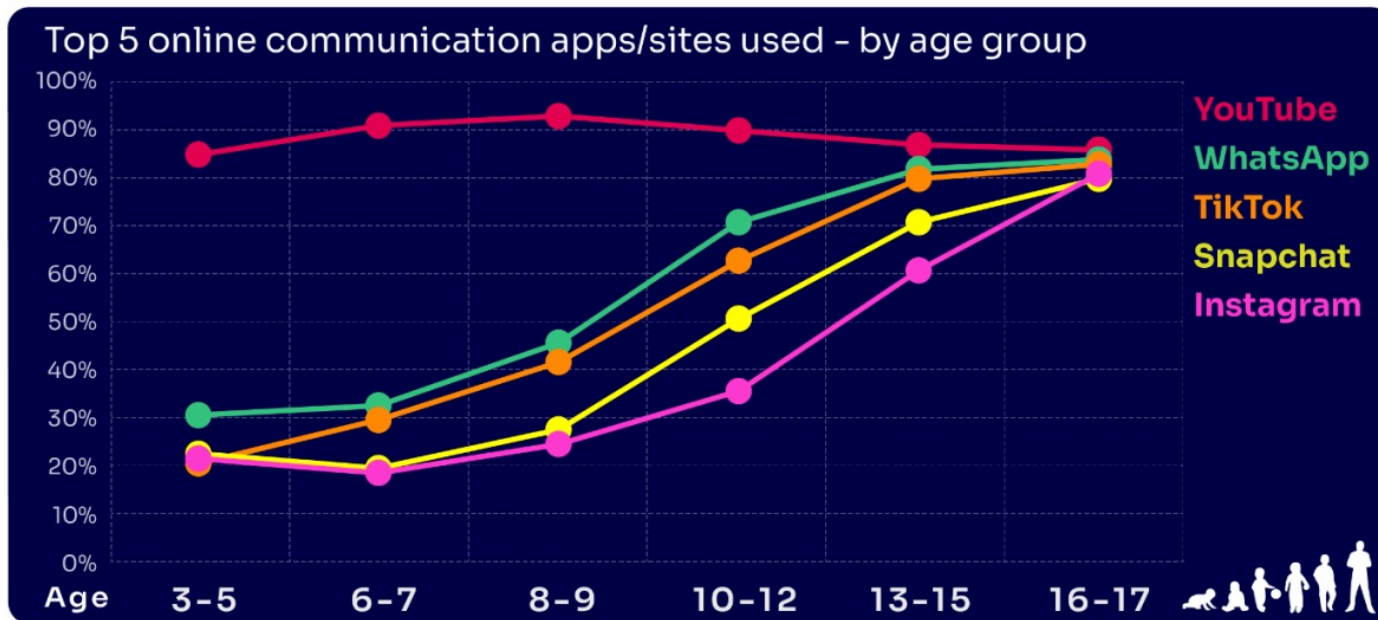
37% use social media and **60%** have their own social media profile

Across these categories the top 3 sites/apps used by this age group are Youtube (**85%**), WhatsApp (**31%**) and Snapchat (**23%**)

31% play games online

76% watch TV or films on any type of device other than a TV set (**77%** on a TV set)

32% watch live TV | **77%** watch SVoD (Such as Netflix, Amazon Prime or Disney+)



Over half of young children (3-7s) use sites/apps to communicate with others



Top 5 types of video content watched



% 3-12 year olds

% 13-17 year olds



Cartoons, animation, mini-movies or songs

66

1

75

Funny videos, jokes, pranks or challenges



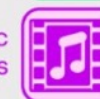
Funny videos, jokes, pranks or challenges

65

2

62

Music videos



Videos that help to learn new things/schoolwork/homework

47

3

52

Personalities or influencers from TikTok or YouTube



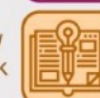
Music videos

44

4

50

Videos that help to learn new things/schoolwork/homework



Game tutorials, walk-throughs, or watching others playing games

41

5

49

Game tutorials, walk-throughs, or watching others playing games





National
Literacy
Trust

Change your story

Reading for
pleasure among
children and
young people is
in crisis.

Just 1 in 3 children
and young people
aged 8 – 18 say
they enjoy reading
in their free time.

Only 1 in 5 children
and young people
are reading daily
in their free time

Reading enjoyment has
declined across all age
groups. The steepest
drop in reading
enjoyment is among
those aged 11 – 16.

The gap between
the number of
girls and boys who
enjoy reading has
nearly tripled in
the last year.



Why investing in children's mental health will unlock economic growth

The decline in young people's mental health is one of the biggest health, social and economic challenges of our time. After a sharp rise in recent years, more than one in five children and young people in England now have a diagnosable mental health condition. Despite this, the NHS is only able to support around 40% of those in need and fewer still are getting the right care for them. Mental health services are unable to keep up, and millions are suffering.



Children & Young People's
Mental Health Coalition

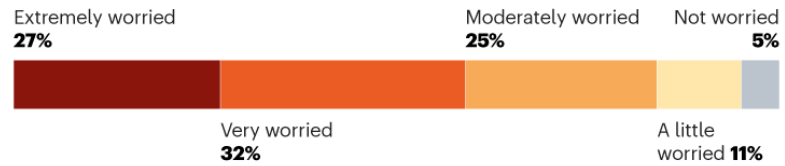
PRUDENCE
TRUST



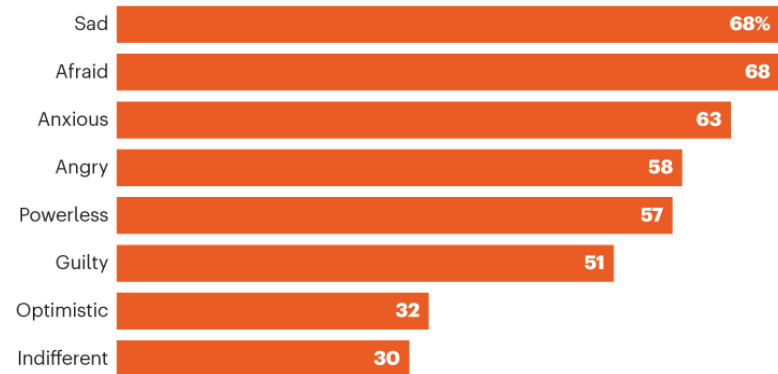
CLIMATE ANXIETY

A survey of 10,000 young people shows that negative feelings about climate change can cause psychological distress.

How worried are you about climate change?



Climate change makes me feel...



©nature



As an NCDUK2026
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 @NCDUK2026 on Twitter and Facebook and
#NCDUK2026 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

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

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?

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.

www.nationalchildrensdayuk.com/contact.html.

You can keep connected to us throughout the year via @NCDUK2026 on X and Facebook.





Get involved!!
Children and young people
need everyone's help
www.nationalchildrensdayuk.com