



CHILD-FRIENDLY MUNICIPALITY ACTION PLAN 2020-2023

Summary of the objectives and activities



OULU

Vision of the action plan:

BRILLIANT OULU IS CHILD-FRIENDLY



THE FIVE THEMES OF CHILD RIGHTS IN THE CHILD-FRIENDLY MUNICIPALITY MODEL:

- 1) Right to life and development
- 2) Best interest of the child
- 3) Child participation
- 4) Non-discrimination
- 5) Child rights in municipal structures



OBJECTIVES OF THE ACTION PLAN



RIGHT TO LIFE AND DEVELOPMENT

“Children are considered in the municipality’s climate work of reducing greenhouse gas emissions systematically and preparing for the changing climate conditions.” **LEVEL 3.**

BEST INTEREST OF THE CHILD

“Child impact assessments are systematically carried out in the municipality.” **LEVEL 3.**

CHILD PARTICIPATION

“Participation of vulnerable children is also ensured and evaluated in the municipality.” **LEVEL 3.**

NON-DISCRIMINATION

“The growth of inequality and inherited low level of education among children is prevented by the municipality through environmental and city planning” **LEVEL 2.**

CHILD RIGHTS IN MUNICIPAL STRUCTURES

“Children’s rights are seen and fulfilled in the municipality’s communications.” **LEVEL 2.**



ACTIVITIES FOR THE THEME OF RIGHT TO LIFE AND DEVELOPMENT



- **ACTIVITY 1.** Agenda 2030 guide for early childhood education is prepared.
- **ACTIVITY 2.** Theme days, project weeks, courses e. g. on climate change are organised in schools together with different agents.
- **ACTIVITY 3.** Litter in the environment is to be reduced. Youth-led activities for cleaning the environment are suggested to vote in the participatory budgeting (OSBU) 2021.
- **ACTIVITY 4.** School meals are developed in accordance with Oulu's circular economy roadmap. This is a circular economy roadmap activity.

ACTIVITIES FOR THE THEME OF BEST INTEREST OF THE CHILD



- **ACTIVITY 1.** Child impact assessment model of Oulu is described and applied in all sectors and decision-making.
- **ACTIVITY 2.** The systematic approach to the child impact assessment processes is increased.
- **ACTIVITY 3.** City government's decision on the child impact assessments is regularly discussed in the Child Friendly Municipality coordination and steering group meetings.
- **ACTIVITY 4.** A digital child impact assessment form is created and uploaded on the website www.hyvinvointikertomus.fi .
- **ACTIVITY 5.** A review of the city government's decision is made during 2021.
- **ACTIVITY 6.** Staff and decision-makers are trained in child impact assessment.
- **ACTIVITY 7.** A model is designed to make child impact assessment part of construction project planning.
- **ACTIVITY 8.** City government's decision from the year 2019 is implemented. A "toolkit" for child impact assessment is prepared.



ACTIVITIES FOR THE THEME OF CHILD PARTICIPATION



- **ACTIVITY 1.** A roadmap and an assessment tool for child and youth participation is created.
- **ACTIVITY 2.** A concrete assessment tool is created to assess which children or groups of children do not have access to participation.
- **ACTIVITY 3.** Participation of vulnerable children and their chances to influence their growth environments is improved together with the city and the services of the area.
- **ACTIVITY 4.** Members of staff are systematically trained to understand the situation of vulnerable children and youth. Training for identifying, reaching and involving vulnerable children is provided.

ACTIVITIES FOR THE THEME OF NON-DISCRIMINATION



- **ACTIVITY 1.** The growth of inequality among children is actively prevented (Measures 1 and 2). Cooperation between organisations is intensified by sharing expertise by experience to broaden the range of influential tools in inequality prevention.
- **ACTIVITY 2.** In all neighbourhoods, demographic and socio-economic indicators are used to achieve the most balanced and mixed population structure possible through zoning, land allocation and land use agreements.
- **ACTIVITY 3.** The city strategy and city-level plans are reviewed in the light of the Non-discrimination Act when they are updated, with a particular focus on vulnerable children.

ACTIVITIES FOR THE THEME OF CHILD RIGHTS IN MUNICIPAL STRUCTURES



- **ACTIVITY 1.** Communication is targeted to children and youth. The view of the child and comprehensibility are taken into consideration. Children, youth and families with children are considered in the communication of all sectors. Social media channels used by children and youth are used for communication and/or other current channels of communication are brought to their use. Paid social media advertising is used to reach young people. Matters that interest children and young people are observed when planning the media content.
- **ACTIVITY 2.** The view of the child and the youth is better taken into consideration when communicating about participatory budgeting. Specific measures are planned for the communication targeted at children and youth about participatory budgeting.
- **ACTIVITY 3.** Particular attention is paid to accessibility and clear, non-bureaucratic language.
- **ACTIVITY 4.** Promoting diversity: Diverse children and families are represented in the communication, also in pictures. Pictures and photographs of different population groups and minorities are added to the city's image bank.

ACTIVITIES FOR THE THEME OF CHILD RIGHTS IN MUNICIPAL STRUCTURES



- **ACTIVITY 5.** The new Oulu brand is adopted by children and youth. Children, young people and social media influencers are appointed as brand ambassadors. Children and youth are observed when implementing the new Oulu brand.
- **ACTIVITY 6.** Decisions concerning children and families are communicated in the child impact assessment processes. Child impact assessments are published on the website www.hyvinvointikertomus.fi.
- **ACTIVITY 7.** The Child Friendly Municipality coordination group and organizations working with families with children cooperate when organizing events and communicating. The ILON PÄIVÄ (Day of Joy) event is cooperatively organised every year. Child rights is the theme of the event.
- **ACTIVITY 8.** Agenda 2030 videos and Early Childhood Education anniversary videos on children's rights are used in communication of child rights to children and young people. New child right info videos are produced together with children and young people in case one right is insufficiently represented in the already existing materials.





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