Digital Toolkit
Launch Week: August 27 - September 2

*Theme of the Week.* Highlighting the global problem of attacks on education and the harm caused to children and communities in preparation of the International Day to Protect Education from Attack on September 9.

- @EducationAboveAll_EAA
- @EAA_Foundation
- EducationAboveAll.Org
- @international-day-to-protect-education-from-attack
- http://unitetoprotect.educationaboveall.org
- # UniteToProtect
#UniteToProtect Campaign

- On September 9, the world will come together to mark the first International Day to Protect Education from Attack. This International Day comes at a time where the world is confronted with an unprecedented global health crisis. Additionally, armed conflicts, forced displacement, climate-change-induced disasters and protracted crises have disrupted the education of 75 million children and youth globally* and that number is growing, exacerbating existing inequalities due to COVID-19.

- #UniteToProtect, a Global Campaign to Protect Education from Attack, has been launched with the aim to reduce the impunity for education-related violations of international law, create a strong ethos built on global justice, highlight the crucial need to strengthen mechanisms for the protection of education in private and public agendas, drive top-down and grassroots protection, and ensure uninterrupted access to quality education.

- This guide contains daily, social media content and downloadable material to be posted on your social media channels in order to raise awareness of and build momentum for the upcoming International Day and launch of the #UniteToProtect campaign.

- All social content in the toolkit can be adapted for different social media channels, and we encourage everyone to share the toolkit with their networks to post on their channels.

*May 2016, “Education Cannot Wait” report by Overseas Development Institute (ODI)
1- Setting the scene:
Launch of the campaign film, website and initial graphic.

Let’s #UniteToProtect! Today we are launching a global campaign leading up to first Int’l Day to #ProtectEducationFromAttack on Sept 9. Use #UniteToProtect to support the uninterrupted right to equitable quality education for all. @UNICEF @UNESCO @Qatar_Fund @SaveFutureNow

#Education is under attack and the number of attacks are only rising. September 9, the International Day to #ProtectEducationFromAttack is a necessary reminder to the global community. Join us and #UniteToProtect this fundamental human right from attack.

#DYK that education has been attacked over 11,000 times in the past 5 years? Urgent action is needed to #ProtectEducationFromAttack. We must #UniteToProtect Take the survey. End the culture of impunity. bit.ly/3gs4JFR

“No child should be buried in their school uniform” said Abdullah Fadil, @UNICEF Representative, following an atrocious attack that killed 5 high school students in Sudan last year. We must #UniteToProtect and #SaveOurFuture
2- Connecting the protection of education to today's world.

September 9 marks the International Day to #ProtectEducationFromAttack. Each year, school children, teachers and education personnel are directly targeted with killing, injury, abduction and detention. #UniteToProtect the world’s learners. Take the survey. bit.ly/3gs4JFR

Communities affected by conflict are the most vulnerable and marginalised. #COVID19 has further limited access to education. Strengthening the protection of education must remain a priority - we must #UniteToProtect.

#DYK? The #COVID19 pandemic has affected the education of more than 1.72 BILLION learners globally. This has had an unequal effect on communities living under conflict and insecurity. #UniteToProtect and take the survey. bit.ly/3gs4JFR
3- Introducing accountability:
Accountability will be a major theme in Week 2, but it’s key to begin to outline that the problem goes beyond the attacks themselves.

Why establish September 9 as the International Day to #ProtectEducationFromAttack? Because inaction and impunity are the responses when education is attacked. We must #UniteToProtect 🌍

#DYK? 22,000 students, teachers and academics were killed, injured, arrested or otherwise harmed in attacks between 2015-2019, @GCPEAtweets reports. What can be done? #UniteToProtect eu2020.protectingeducation.org

Attacks on education are systemic and deliberate - reflective of a disturbing trend around the world. Justice is the basis for sustainable peacebuilding. We must #UniteToProtect. Take the survey. 📋
4. Education as a lifeline for recovery, peacebuilding and empowerment.

On September 9, we commemorate the International Day to #ProtectEducationFromAttack, echoing HH Sheikha Moza’s words, “Destroying education in a conflict zone destroys a society’s chances of recovery, as the loss of education means the loss of a future.”

[As a poll] Why MUST we #UniteToProtect education from attack?
A) Education is a fundamental human right
B) It’s a lifeline for recovery
C) It empowers individuals and communities
D) It promotes social cohesion & peace
E) All of the above

Join us & take the survey bit.ly/3gs4JFR

Protecting education from attack means protecting the aspirations and futures of our learners. We must ensure their lifeline to recovery is protected. We must #UnitetoProtect to #SaveOurFuture 🌍
5. Presenting the link to SDG4 Quality education.

The multiplier effect that education can bring to social, economic and political rights and wellbeing cannot be achieved if education itself is being attacked. #UniteToProtect on the International Day to #ProtectEducationFromAttack on September 9. bit.ly/3gs4JFR

Education is a necessary step to achieving the UN #GlobalGoals for Sustainable Development, resilience and global peace. All children and youth deserve uninterrupted access to equitable quality education, especially in times of conflict and insecurity. #UniteToProtect #ProtectEducation

Equitable quality education has a crucial role to play in breaking the cycle of conflict and building peace. We must #UniteToProtect education as a transformative mechanism for peace and security. Take the survey and #ProtectEducation
Let us join forces on the International Day to #ProtectEducationFromAttack on September 9 to ensure this annual opportunity bridges all sectors and puts education as a priority for peace and development. Let’s #UniteToProtect

As members of the global community, we each have a role to play. We must do our part and #UniteToProtect education for the worlds’ learners. Get involved, raise awareness and take the survey. bit.ly/3gs4JFR

[As a survey] How can you #ProtectEducationFromAttack?
A) Learn about mechanisms that call for the protection of education incl. @GCPEAtweets #SafeSchoolsDeclaration
B) Raise awareness
C) Join movements for accountability
D) All of the above
bit.ly/3gs4JFR

6. Uniting to protect: Everyone has a role to play, we can all make a difference.
7. Looking ahead: There is a way out; there is hope if we all stand united.

On September 9, we must stand in unity to ensure that we end attacks on education to protect and secure undisrupted, equitable and quality learning, especially for the most vulnerable communities. #ProtectEducationFromAttack #UniteToProtect bit.ly/3gs4JFR

Advocate for academic freedom and action to protect children and youth in the world’s most vulnerable communities. Join us to #ProtectEducationFromAttack on September 9!

Protect.
Educate.
Rise.
#UniteToProtect
#SaveOurFuture @SaveFutureNow
Please contact UniteToProtect@eaa.org.qa with any questions