

YOUTH ACTION PLAN: Bookmark Campaign, Iowa City, IA

We, Children Helping Innocent Laborers Democratically (C.H.I.L.D), are a youth non-governmental organization composed of approximately 20 concerned students. Our mission is make a global change on this atrocity of child labor.

In April 2004, we launched our **bookmark campaign** at the Iowa debut of the anti-child labor documentary film *Stolen Childhoods*. The bookmark consisted of some facts that we thought were important pertaining to child labor, what the average American could do in their life to combat child labor, and a short inspirational poem. Attached to the bookmark was a single purple ribbon, to be attached to one's car antenna representing one's opposition to child labor.

This is how we went about it:

- It all started with/evolved from our wanting to attach a ribbon to cars to raise awareness of child labor. We had extensive discussions about the color of the ribbon and on which cars to tie them.
- We chose the color purple symbolizing justice, hoping that people would tie the ribbons to their cars as would be specified on the bookmark.
- We researched **facts** pertaining to child labor, i.e. It is estimated by the International Labor Organization that 246 million children are currently working.
- We brainstormed **strategies** that anyone can do, i.e. buy fair labor products.
- We sat around a table for long periods of time, trying to make things rhyme for a **poem** that was put on the bookmark: *Our bodies, our minds and voices, child labor takes away all our choices. Tie this ribbon to your car, and spread CHILD's message wide and far.*
- We gave multiple **reference web sites** for people to refer to (i.e. www.globalmarch.org) to learn more about child labor.
- We integrated all this information into a template for a two-sided bookmark, learning page making and graphics in the design process.
- A member of CHILD wrote a **letter to Staples** asking for a donation of cardstock paper and copy services. Staples not only provided the paper free of charge, but also the printing services for the production of 1,000 bookmarks.
- We bought purple ribbons and tied them to our bookmarks.
- We distributed the bookmarks throughout the community, i.e. to all local bookstores and libraries.
- Local organizations requested copies of the bookmarks, and we could hardly keep up with the demand.