

MEDIA RELEASE

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Australian primary school children to live simply for Just One Day so children in poor communities overseas can simply live.

Not all primary aged children will be going back to school this year. In fact, globally, 58 million children will miss out on primary school education.

To raise awareness and much needed resources to provide access to school for children in some of the poorest countries in the world, International Needs Australia is launching Just One Day, a unique and exciting program for Primary School children, teachers and families.

More than just a fundraiser, Just One Day engages local Australian children within the classroom environment in learning about global issues affecting children overseas who lack the opportunities for the education that we take for granted.

In April this year, thousands of children in Australian primary schools will be taking up the challenge to live simply for Just One Day; eat simple food, turn off screens and use water thoughtfully, to experience difference and raise money to keep poor kids in developing countries in school.

Facilitated through primary schools and classroom teachers, children participate in tailored workshops where they learn about real life experiences of children in developing countries through interactive media and fun outdoor activities.

The workshops, titled *Just Like Me?* have been running successfully within Melbourne for four years, in over 70 schools, educating over 13,000 students. Complementary teaching resources are provided, developed to fit into the VELS (Victorian Essential Learning Standards) and reinforces the Australian Curriculum including Geography, and Civics and Citizenship.

Just One Day was built on the success of *Just Like Me?* and developed out of a demand for a tailored fundraising option specific for primary school children that was simple to roll out within a classroom environment.

“Education has the power to break the cycle of poverty. There’s no better way of raising awareness for the lack of access to education overseas than to engage Australia’s young generation, schools and teachers,” says Pri Fernando, CEO of International Needs Australia.

In its launch year, International Needs Australia is hoping to raise \$500,000, supporting their projects in Africa and Asia empowering children to access primary education.

Education is a vital element in sustainably reducing poverty. The UN estimates that 170 million people can be lifted out of poverty if all students in poorer countries had basic reading skills.¹ Sadly,

¹ United Nations News Service Section, “UN News Centre - Remarks at the World Education Forum on,” *UN News Service Section*, accessed January 21, 2016, http://www.un.org/apps/news/infocus/sgspeeches/statments_full.asp?statID=2608#.VqAjky96Uk.

100 million children will not finish primary education, and even if they do, poor quality has children leaving school without basic skills.²

Children in poorer communities overseas don't have access to education for a variety of reasons; with barriers including poverty, gender, ethnicity and location, with significant issues still in child labour, child marriage, violence and conflict, and health and hygiene concerns.

“Educating the poor transforms communities, affecting generational change and outcomes from increased life opportunities, a reduction of infant mortality rates and builds healthier, stable families,” Pri explains.

To learn more about Just One Day campaign: www.justoneday.org.au

Check out the promotional video: <https://youtu.be/lu71IRQIW0o>

Just One Day TV footage showreel: (view) <https://youtu.be/G0XasVhy4Zc>

(download) <https://www.internationalneeds.org.au/Media>

For further information, hi-res photos and interviews please contact:

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Figure 1

Fig.1 Raven, a sponsor child in the Philippines is able to access primary school education through the programs International Needs Australia runs in her community.



Figure 2

Fig.2 Local primary school students fill a bucket with water from an outside tap as a part of Just One Day activities.

International Needs Australia

International Needs Australia is an International aid and development organisation with a 40 year history of working with the poorest of communities through child sponsorship and projects designed to lift people out of poverty. Currently working in Uganda, Ethiopia, Ghana, India, Sri Lanka, Philippines, Myanmar and Nepal, INA is fully DFAT accredited and a member of ACFID.

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² UNESCO (United Nations Educational, Scientific and Cultural Organisation) 2015. *Education for all 2000-2015: Achievements and Challenges*, Available at: <http://en.unesco.org/gem-report/report/2015/education-all-2000-2015-achievements-and-challenges#sthash.ycaOYNKG.dpbs> [Accessed 21 Jan. 2016]