

BlueForNauru

Overview

A teacher in New South Wales approached World Vision Australia asking to wear **blue** to show support for refugee children stuck on the Island of Nauru and the #KidsOffNauru campaign.

WVA propose expanding the idea of groups and individuals wearing or posting something **blue** into a national solidarity action for November 13th – one week before #KidsOffNauru wraps up on 20 November 2018 (Universal Children’s Day).

Being on Nauru makes kids “**blue**” – Lack of mental health services, resignation syndrome and other mental health conditions, self-harm, and general poor living conditions and uncertainty over the future are having a negative impact on them.

Register your school/organisation/event at www.kidsoffnauru.com/blue to receive a pack, including a pre-written press release and letter to invite your local MP and media to your event.

KidsOffNauru partners can promote the **blue** Tuesday to their lists and social media in the month leading up to November 13th.

Supporter Actions

- Wear **blue** on Tuesday to show solidarity with and raise awareness of refugee children on Nauru. Show compassion and spread the word. by inviting your classmates, colleagues, family and friends to wear **blue** to get #KidsOffNauru.
- Individuals: Take a **blue** selfie/photo/video and post your support on social media, including Instagram, Snapchat, Facebook and YouTube. Hold a **blue** dinner or organise your own event with friends and family.
- Schools & kindys (teachers, student leaders, unions): Hold a casual day or otherwise “turn your school **blue**” for the kids on Nauru. Could use streamers, face-paint, nail polish, hold a **blue** cake-stall, etc.
- Other organisations: Go **blue** with your crew and organise your workplace, school, church, family and friends to participate. Decorate your office/business **blue**, have staff participate and share with your customers.
- Register your **blue** event and receive a pre-written press release to modify and send to your local paper, and a pre-written letter to modify and send to your MP
- Turn your social media **blue** for Nauru: use a **blue** frame, post your own content about why you’ve gone **blue** to get the #KidsOffNauru

Intended outcomes

- Build urgency through highlighting a “one week to go” timeframe.
- Create a large moment of low-barrier User Generated Content on Social Media to activate supporters and reach our intended audience with KidsOffNauru frame and some messaging about the mental health crisis on Nauru.
- Facilitate grassroots interactions and conversations in communities across Australia.
- Generate grassroots community pressure on as many MPs as possible, including drawing them into conversations or public engagements with constituents.
- Generate community newspaper attention in as many electorates as possible, providing further outreach and pressure on MPs.
- Put focus on universal values around children through encouraging schools to take action.
- Get KidsOffNauru onto the agenda ahead of the Nov 20 deadline.