DK
HOW TO
make a
BETTER
WORLD
Keilly Swift
For every kid who wants
to make a difference

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How to make a BETTER WORLD

Written by Keilly Swift

Illustrated by Rhys Jefferys

Can I really change the world?

Every one of us has the ability to make a change. Yes, the world is a very big place, and we can't control a lot of what happens in it. If you start small, it is possible that one day your changes could influence a lot of people. But for now, just remember that whoever you are, wherever you're at, there's a way to make a change that is the right size for you.

Earth

We all know that the Earth needs our help, whether it's protecting animals or preventing pollution. Learn how to defend the Earth in **Chapter 4: Environment**

Activists use leaflets and posters to spread their message.

Humanity

Working for more fairness for everyone is one of the most amazing things a person can do. Become an amazing activist by reading **Chapter 3: Humanity**

Marches are a powerful way to protest.

Society

Society is made up of all the people living in the world. What our society is like is decided by how everyone chooses to behave. We each have a responsibility to make our society a kind, supportive, and safe place to be.

Conservation
Animals need to be protected from threats such as habitat loss and climate change. Helping animals survive is called wildlife conservation.
You
Before you help others, you often need to help yourself. Try some self-care tips to strengthen your mind and body in Chapter 1: You
Being an activist means using your voice.
Your journey to making the world a better place starts at home, with your family.
Teachers can help you with projects at school.
Community
Everyone needs to feel like they belong. Work to make your school, neighbourhood, or town a better place to be in Chapter 2: Community

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DK | Penguin Random House

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First published in Great Britain in 2020 by
Dorling Kindersley Limited
80 Strand, London, WC2R 0RL

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10 9 8 7 6 5 4 3 2 1
001–316625–March/2020

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A CIP catalogue record for this book is available from the British Library.
ISBN: 978-0-2414-1220-6
Printed and bound in China

A WORLD OF IDEAS:
SEE ALL THERE IS TO KNOW

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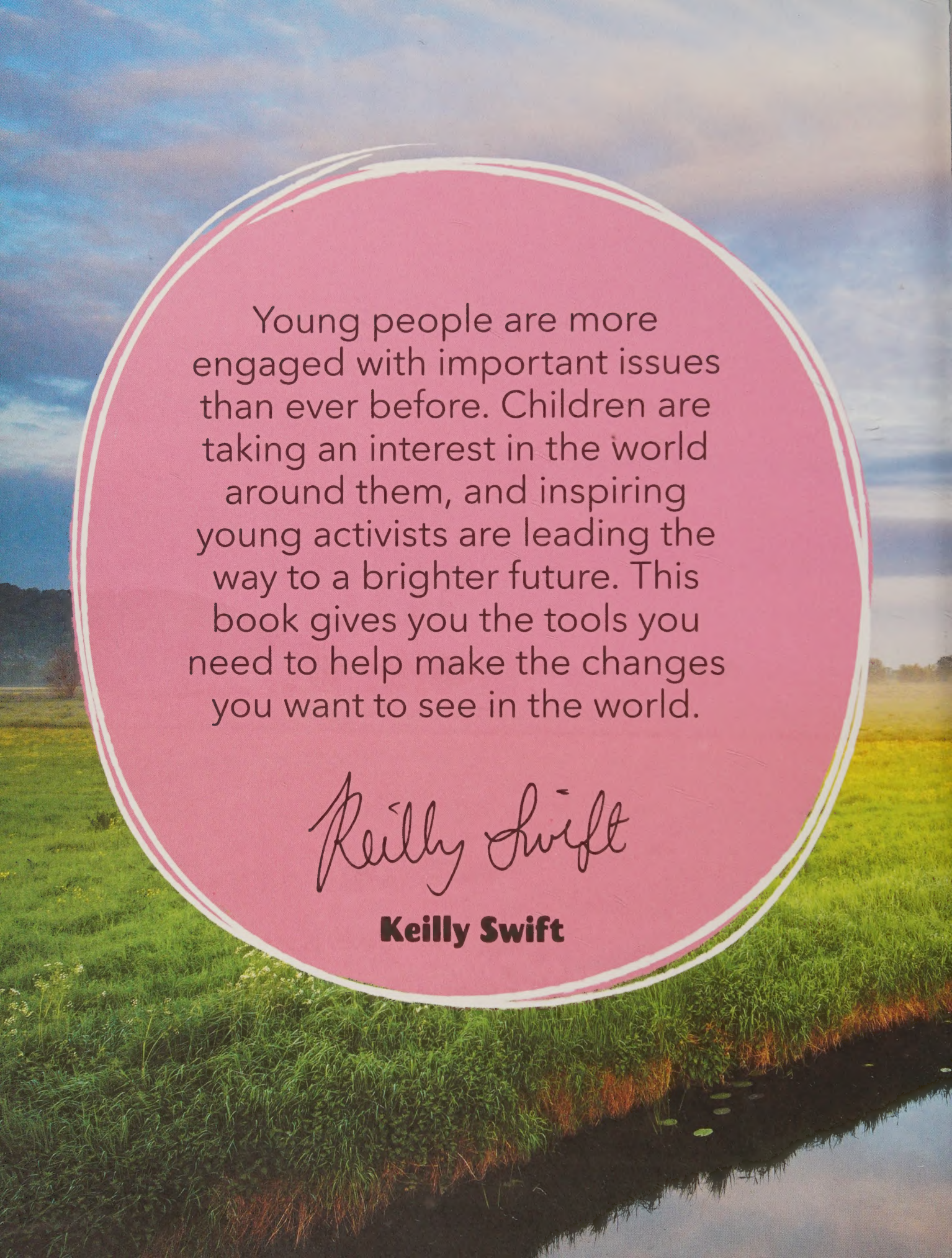


Young people are more engaged with important issues than ever before. Children are taking an interest in the world around them, and inspiring young activists are leading the way to a brighter future. This book gives you the tools you need to help make the changes you want to see in the world.

Keilly Swift

Keilly Swift

You

Feeling good, believing in yourself, and taking care of your mind and body are really important. Making a positive difference in the world starts by looking after yourself and those around you. This chapter looks at how the power to make a better world begins inside YOU!

What do you wish for?

If you could grant a wish for the world, what would it be? We can't wave a magic wand, but we can all work towards a better world. Just use your imagination...

Share your wish for the future...

Freedom of speech
I wish for a world where everyone can speak up for what they believe in.
Clean oceans
I hope that one day the world's oceans will be plastic-free, so sea creatures can live safely and freely.
Save the planet
I'd love to live in a world where everyone takes responsibility for keeping our beautiful fields, woods, streets, rivers, and beaches clean.
Better lives for kids
My hope is that our future is bright, and full of exciting opportunities and possibilities for all young people.
Kindness revolution
I'd like everyone to look out for each other so that no one feels isolated or excluded.

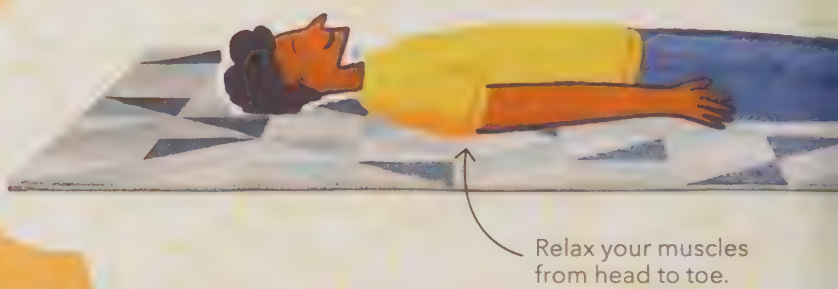
Fill up on healthy foods!

Keep your body running well by aiming for seven portions of different-coloured fruit and veg every day. Don't worry if you have the occasional day that's less healthy – everyone does! It's what you do most of the time that matters.

Snack on berries

Practise mindfulness

Focusing on what you can see, hear, smell, or taste in the present moment promotes calmness and wellbeing.



Take a deep breath

Self-care

Before you can help others, you need to make sure you're looking after yourself. Try some self-care tips to strengthen your mind and body.

Walk or cycle to school

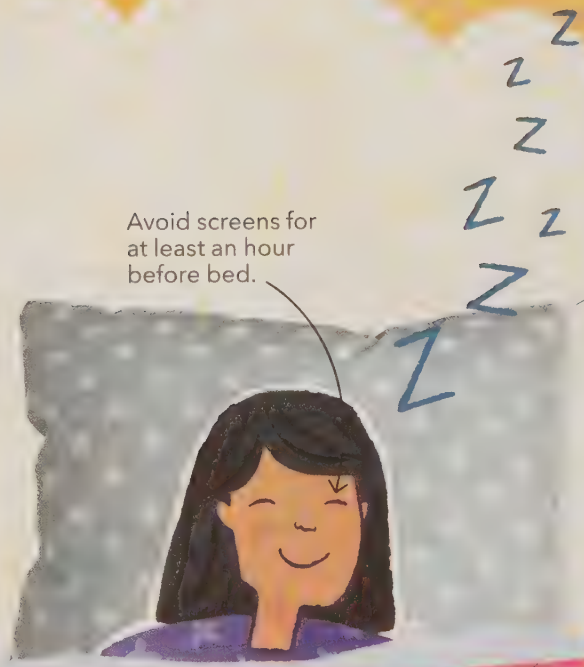
Get active

Exercise strengthens your body, gives you energy, and makes you feel great! The trick is finding something you enjoy, whether it's joining the football team, swimming laps, or walking with your family.

Listen to calming music

Get good sleep

Getting enough quality sleep is vital for good health. Kids need around ten hours every night. A regular bedtime and winding down before you sleep can help to make sure you catch enough Zzzzzzs.



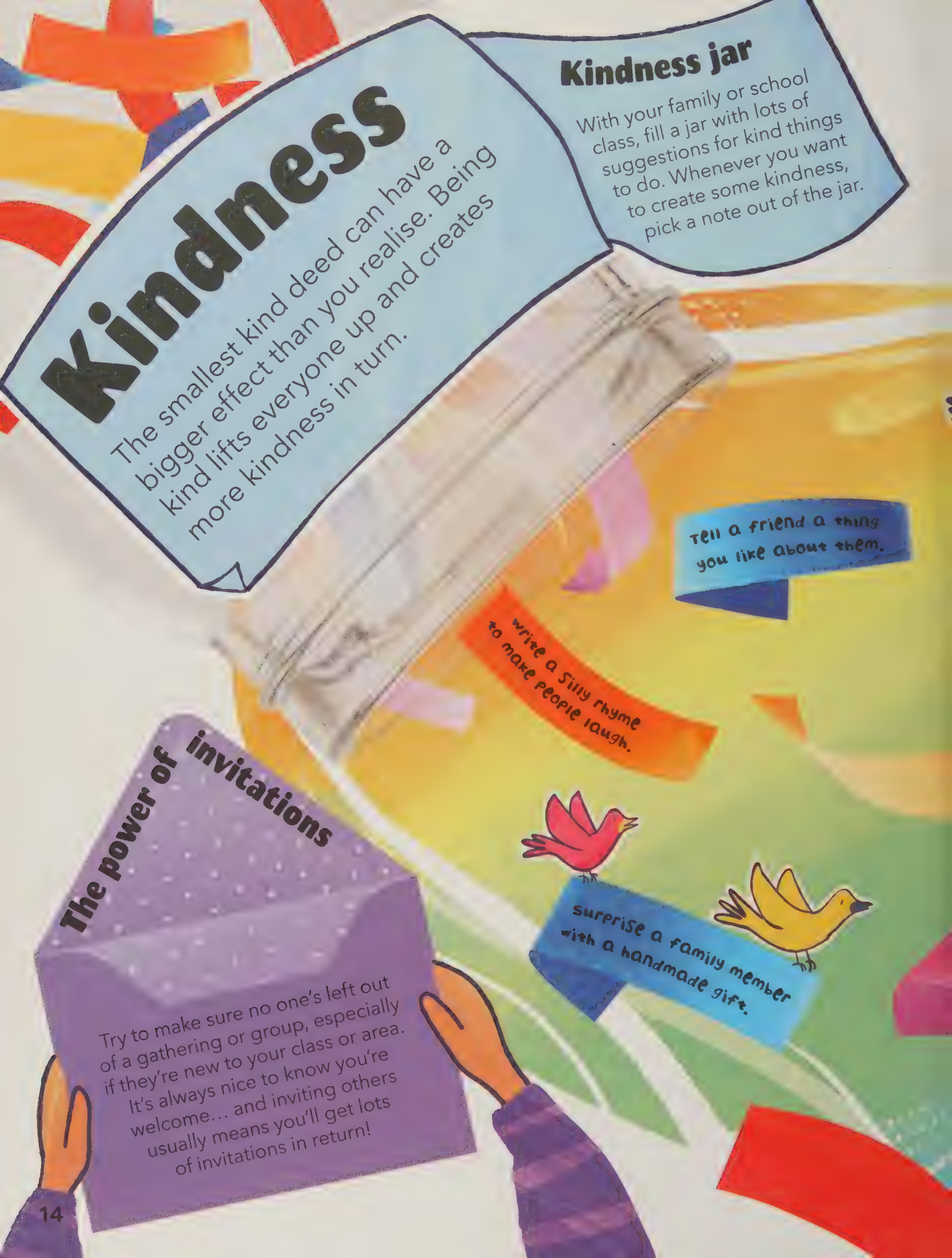
Stroke a pet's fur

Kindness

The smallest kind deed can have a bigger effect than you realise. Being kind lifts everyone up and creates more kindness in turn.

Kindness jar

With your family or school class, fill a jar with lots of suggestions for kind things to do. Whenever you want to create some kindness, pick a note out of the jar.

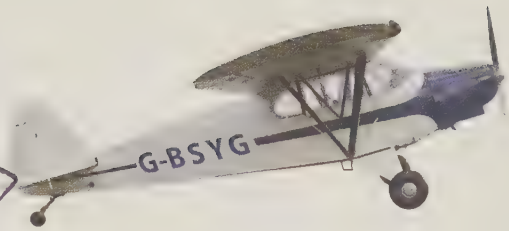


The power of invitations

Try to make sure no one's left out of a gathering or group, especially if they're new to your class or area. It's always nice to know you're welcome... and inviting others usually means you'll get lots of invitations in return!

Random acts of kindness

When you have a chance to be kind, take it! Keep an eye out for opportunities. Help an older person with their shopping, or pick up a baby's lost toy.



Offer a hug to someone who needs cheering up.

Do a chore you know someone doesn't like doing.

Talk to a relative or friend.

Make a cake for someone's birthday.

Pay it forward

When you help someone out, they might ask how they can repay you. Why not suggest that they do something kind for someone else instead? This is called "Paying it forward".

Ask someone how they are feeling.

Feeling life's ups and downs

Happy
Happiness can range from contentment to joy. What makes you happy?

Surprised
If something happens unexpectedly (good or bad), your body tenses in preparation for action.

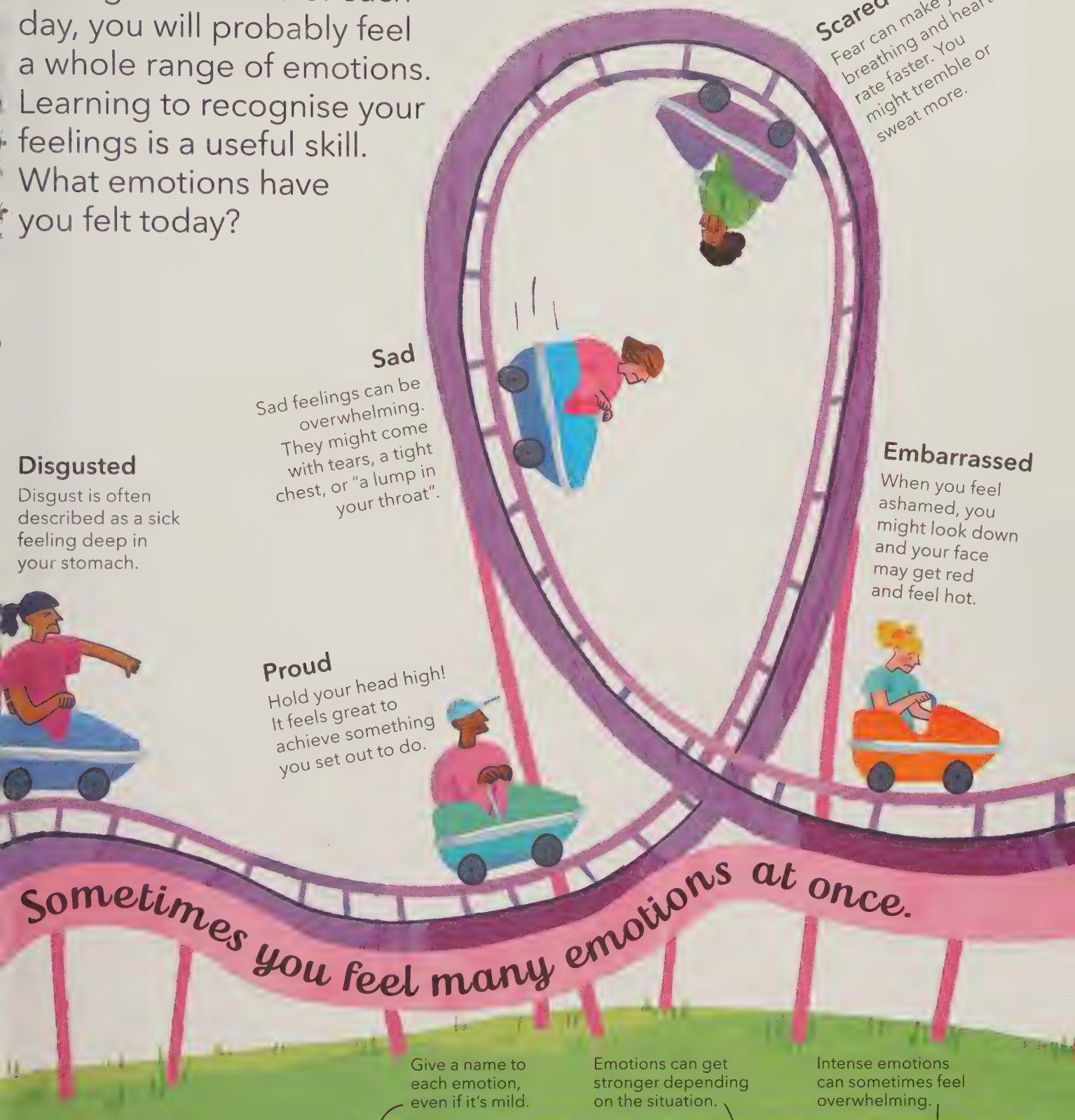
Excited
When anticipating something fun, you might feel jittery and your heart might beat fast.

Angry
Anger can make you feel hot and shaky, and like you want to shout or cry.

Emotions are like a roller coaster... they go from high to low or do a loop!

Noticing the strength of your emotions can be helpful.

During the course of each day, you will probably feel a whole range of emotions. Learning to recognise your feelings is a useful skill. What emotions have you felt today?



Scared

Fear can make your breathing and heart rate faster. You might tremble or sweat more.

Sad

Sad feelings can be overwhelming. They might come with tears, a tight chest, or "a lump in your throat".

Disgusted

Disgust is often described as a sick feeling deep in your stomach.

Embarrassed

When you feel ashamed, you might look down and your face may get red and feel hot.

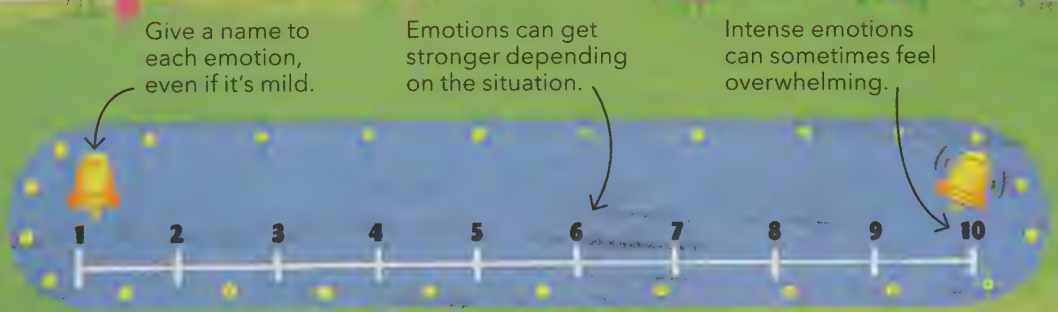
Proud

Hold your head high! It feels great to achieve something you set out to do.

Sometimes you feel many emotions at once.

Strength of emotion

Work out how strongly you feel an emotion by rating it on a scale of 1 to 10. Strong emotions can be hard to handle, but it's okay to feel them.

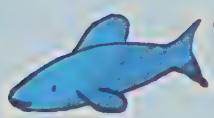


Waves of emotion

Powerful emotions can feel like waves crashing over you. They often come with physical sensations, such as a fluttery stomach or tight chest. Finding the right strategies can help you ride the waves.

Channelling emotions

Here are some of the ways you can give powerful feelings an outlet. Try a few different ones to learn what works best for you.



Try some breathing techniques

Focus your emotions into an art project

Express yourself in writing

Sailing through the storm

When you're having a tough time, you can feel isolated. It can often help to connect with people who have had similar experiences.

Try going for a run

Talk to someone you trust

Listen to music

Getting help

If you are struggling emotionally, speak to a trusted adult about whether you would benefit from seeing a counsellor.

The power of

Choose phrases that are personal to you.

I stand up for what I believe in.

I can do anything I put my mind to.

When you have doubts, give yourself a peptalk.

I have courage and confidence.

Repeat phrases that boost your self-esteem.

I will face my fears.

I can change things for the better.

Believing you have the power to do something makes all the difference.

Sometimes a goal seems too big or far away for you to succeed. Being positive makes a goal more likely to happen. Train your brain by repeating a positive phrase, known as an affirmation.

positive thinking

I get better every day.

Remind yourself of what you want to achieve.

I believe in my goals and my dreams.

My voice matters.

My challenges help me grow.

Not everything will go to plan, but keep thinking positively!

Repeat your affirmations every day.

It is enough to do my best.

It's okay to make mistakes.

I alone cannot change the world, but I can cast a stone across the waters to create many ripples.

Mother Teresa

A mood board of me!

A mood board is a collection of pictures, words and ideas with a theme. Try putting one together to reflect the different parts of you.

Get arty

Whether you use a pinboard or stick your items into a scrapbook, you can get as creative as you like with your mood-board display.

Your creativity

Add pictures of things you've created that make you proud. They could be poems, artworks, costumes, or crazy cakes!

Your pets and other favourite animals

Add photos of beloved pets, your top five animals, or cute critters doing funny things!

Your hobbies

Capture the ways you spend your free time, whether it's doing yoga, playing for a team, or going to a book club.

Important people in your life

Remind yourself of the people you care about with photos of parents, grandparents, and siblings (even if they annoy you sometimes!)

People you admire

Are you a fan of a particular singer, band, author, activist, or sportsperson? Add a photo of them in action, or write out one of their quotes in gorgeous handwriting.

A letter to future me!

Have you ever thought about what you might be like in the future? Picture yourself in five or ten years' time and try writing yourself a letter. Write about you and your life now, the things you've learned, what you hope for, and any advice you have for future you.

Agreeing to disagree

When you feel strongly about something, it can be hard to hear that someone disagrees. However, it's important to consider things from other points of view, even if you don't end up changing your mind.

Listen

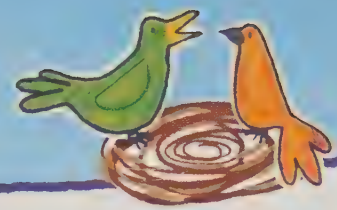
Pay attention to what the person is saying and don't talk over them or rush in with your view. Repeat their key points to show you were listening to what they said.

Say how you feel

When you respond, try saying things like, "That's an interesting view, but here's why I disagree...". If they try to interrupt, politely ask if they would mind letting you finish.

Show respect

Don't put the other person down, or dismiss their views with negative comments. Try to understand the reasons for the way they feel. It could be because of particular experiences they've had.



Don't get personal

Remember, it's just that one point of view you disagree with. Don't get angry with the person him or herself, and never resort to insults.

Stay calm

It can be a challenge to stay calm when you feel passionately about something. Take time out if you feel the discussion is getting heated!

It's not about winning or losing

You don't have to end up agreeing. It's hearing each other out and respecting another person's opinion that leads to a kinder, more understanding world.

Community

Communities happen when people gather together. They can be built around the school you go to, the place you live, or something special you have in common with others. In this chapter, you'll discover ways you can make the world better through amazing communities.

What is a community?

A community is a group you belong to, from the wider community you live in to smaller groups that have things in common.

After-school club

It's great to find a community of friends who share your interests. An after-school club is a fun way to share hobbies, whether it's drawing or sport.

Litter-pick Saturday

Everyone who lives in your area is part of the same community. See if you can join community activities, such as litter picking to keep the area you live in clean and pleasant.

Young carers club

Life can throw unexpected challenges at you. For example, young people who care for a relative often feel lonely and stressed out. Support groups of people going through the same things can help.

Shared history

Sharing and exploring your culture (and faith if you have one) is an important type of community for many people. Some people gather at places of worship, while others make sure to keep family traditions going in the home.

Befriending

Making friends across generations helps create strong communities.

Dare to be different

We can't all fit in all of the time. Maybe you're the only person you know who likes coin collecting, old music, or quirky fashion. Start a club and you might find others who think they're the only one of their kind too!

Games club

Try starting a new community with a shared activity. Organise a chess tournament, or a casual Snakes and Ladders club.

How to be a great friend

Strong friendships help us through bad times, and make the good ones even better. Here's a guide to the many ways that friends can be there for each other.

Help friends feel appreciated

Take time to say thank you. Send a handwritten note or just have a chat.

Make people feel included

It's nice to be part of a group, but check that no one's feeling left out or ganged up on. You'll make a bond with someone who will then be sure to look out for you, too.

Respect your friends' differences

Celebrate the things that make your friend unique and special, from their culture and heritage to their hobbies and interests.

Support and listen to each other

Whether it's talking through a problem or just taking their mind off things by having fun, a good friend is there when times are tough.

Lend a hand when you can

A tricky job takes far less time when it's shared. Then there's more time for playing.

Friendship fallouts

Even the best of friends have times they don't get along perfectly. Use these tips to get your friendship back on track. You might find it becomes stronger than ever.

- **Talk** it through.
- Be **forgiving** and don't hold a grudge.
- Be prepared to say **sorry**.
- Try to **understand** why they, or you, have behaved the way you have.
- **Discuss** your feelings with a grown-up for a different view.

Celebrating heritage

Heritage is something that's passed down through generations, in families and communities. People share and celebrate their heritage through old traditions and shared memories.

Yokohama, Japan, present day

The story of a place

What's the hidden history of where you live? Perhaps it has a surprising past, or is the site of an unsolved mystery. Your local librarian could help you find out.

Canals of Yokohama, Japan, 1922

It's a tradition

Traditions, such as the special days you celebrate, often come from your family's culture or faith. Your family may also have some unique traditions and rituals that you invented!

Mexican Day-of-the-Dead sugar skull

Food, glorious food

When you eat special food for a celebration or cook up an old family recipe, try imagining your ancestors enjoying the same feast.

Family recipe

Coffee cake

Sound of history

From Spanish flamenco guitar to Japanese taiko drumming, a country's heritage lives on through its music and songs.

Unlocking history

Ask older relatives about their history – they may be able to show you their photos. The past often holds dramatic stories, from love stories to journeys across the world.

Women's March 2017

When lots of people come together, they can make a big splash. This is what happened in the 2017 Women's March, the biggest protest ever seen in the USA.

One action...

...leads to another

One small step

Politicians

Elected officials such as US politician Alexandria Ocasio-Cortez make choices on behalf of the people who live in the area they represent. A letter from you could influence their opinion.

If you are new to activism, try something small like writing a letter to a local official. You might persuade them to take action on air pollution or books for schools.

Every big movement started somewhere. A small step could inspire someone else to make a change. Who knows where that person will take your message?

"You are never too small to make a

Parkland students

Inspired by the Women's March, students at Marjory Stoneman Douglas High School organised a huge protest against gun violence.

Greta's sit-in

In 2018, Swedish teenager Greta Thunberg heard about what the Marjory Stoneman Douglas students had done. She started protesting to draw attention to climate change.

Climate strike

Following Greta's lead, more than a million children across the world joined climate strikes on 20 September 2019.

Others may join you...

...to fight for change

#trending

Social media can be a powerful tool. You could ask a trusted adult to run an account for you.

Every great person in a history book had to start somewhere. You never know where your small steps will take you!

difference." – Greta Thunberg

Volunteering

A beach or park clean-up has huge benefits for you and your community. It's an easy way to get dramatic results and it's also a fun day out. See if there's one going on near you, or ask an adult to help you organise one.

Litter bugs
Every piece of litter dropped is adding to the pollution problem.

Plastic problems
Litter not only looks bad – it's a danger to wildlife. Animals can choke on or get tangled in pieces of plastic.

Join a beach clean-up

The problem of beach litter becomes easier to tackle when lots of volunteers come together at clean-up events. The difference it can make is staggering!

Good times

Volunteering is a good way to get active, be outside, and make new friends. It is proven to make people feel happier.

Avoid hazards on a beach clean-up by following the organiser's safety advice.

Put a stop to bullying

What is bullying?

Bullying is behaviour intended to hurt someone physically or emotionally. It may be aimed at a person because of their race, religion, background, disability, or other difference.

Cyber

Cyberbullying is when someone sends insults, makes threats, or bothers others online. It can be anonymous, which means you can't tell who is sending the messages.

If you are the one being bullied, you are not alone.

Create a circle of trust

Bullying can make someone feel lonely, anxious, and sad. Offering friendship and listening to them can make all the difference.

Physical

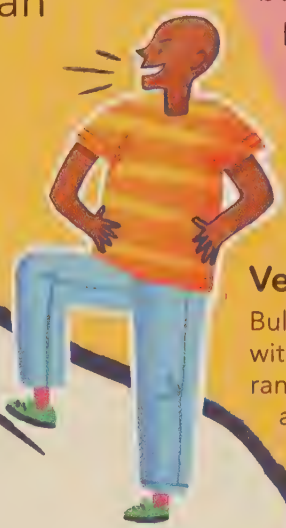
Bullying can take the form of physical hurt, including hitting or kicking, tripping people up, or stealing their belongings.

It's sometimes easy to get swept along with a group, but try to make sure no one ever feels bullied. You won't regret doing the right thing.

Bullying affects many people and has a big impact on their mental health. It can feel impossible to escape from bullying, but it can be done if we work together.

Stand up to bullying

It's important not to ignore bullying, but you should never put yourself in danger. The most powerful thing you can do is to speak up and report it.



Verbal

Bullying can be done with words, which can range from teasing and name-calling to making threats.

It's okay to share your feelings about bullying.

Social

This type of bullying includes spreading rumours about someone or leaving them out of a group.

Never okay

There are often reasons for bullying behaviour. Someone might be lashing out because they have a stressful home life, or have been bullied themselves. However, bullying should always be stopped.

10 December

Human Rights Day

Inspiring young people

A right to education

"One child, one teacher, one pen and one book can change the world. Education is the only solution." – Malala, addressing the UN Youth Assembly, 2013.

Malala Yousafzai

Malala is from Pakistan. She campaigns for education for all. She survived an attack by a gunman who was against girls going to school. She went on to become the youngest person to be awarded a Nobel Peace Prize.

Greta Thunberg

Swedish climate activist Greta Thunberg has inspired school climate strikes across the world. She says having Asperger's helps her to think differently.

Stop climate change

"It is still not too late to act. It will take a far-reaching vision, it will take courage." Greta, speaking at the European Parliament, 2019.

No matter how old you are, you can help to lead the way to a better world. Here are some young activists who have become known for speaking up for their causes and inspiring others to do the same.

Speaking up for kids

"I will speak out for the millions of children and young people whose voices have been silenced."
Millie, 2018.

Millie Bobby Brown

As a high profile actor, Millie is determined to put her fame to good use. The youngest ever UNICEF goodwill ambassador, she aims to shine a light on the rights of children across the world.

Difference is wonderful

Schuyler Bailer

Schuyler was the first openly transgender swimmer in the USA's top league. Being trans means feeling a different gender from the one you were born with. In Schuyler's case, he was born with a female body but now lives as a male. He has won awards for his activism and sporting achievements.

Nikki Christou

Nikki was born with a rare medical condition called AVM (arteriovenous malformation), which affects how she looks. She started a vlog under the name Nikki Lilly to raise awareness of facial disfigurement and promote the acceptance of difference.

Little community library

Setting up a small free library creates community spirit. People can stop by to pick up a book, drop off ones they'd like to donate, and share their favourites with the community.

Share the love

A book can take you on a magical adventure or teach you a useful skill. Not everyone has books at home, but everyone can borrow from the library.

Little libraries don't have to look like school libraries. You can decorate them however you want.

Shake it off

People might take a book and not put one back. Try not to worry – not everyone will understand your library project, but you're doing something great.

Put a clear sign somewhere on your library so people know they are allowed to take the books.

Spark a change

Little libraries show that someone in the neighbourhood is working to build a better community. It may even inspire people to make cool things themselves.

Put your library somewhere that people can easily find it. You want plenty of people to share the books.

You're in charge

People will enjoy using a well-cared-for library. Check for any leaks in the roof. If any books get damp and mouldy, recycle them and replace with new, fresh reading material.

Get your voice heard

Throughout history, great speakers have inspired others to take action with stirring speeches. Public speaking can be a bit scary, especially at first. Here are a few useful tips.

Crafting a great speech

To write a great speech, focus on two or three main points, grab attention with powerful facts, and use a style you're comfortable with speaking aloud.

Where can you make your voice heard?

A debating club, or giving a presentation in class, are good ways to practise public speaking.

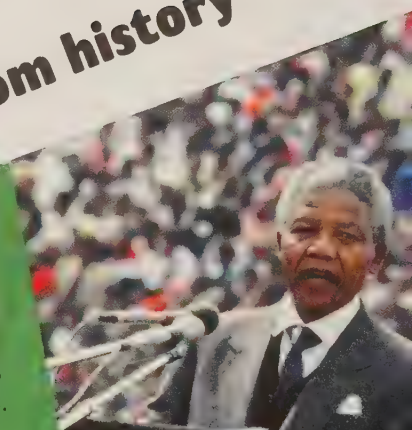
Speaking with confidence

Practise in front of friends, or video yourself to see what works. Look up at your audience and speak clearly. Breathe deeply to calm any nerves.

Great speakers from history

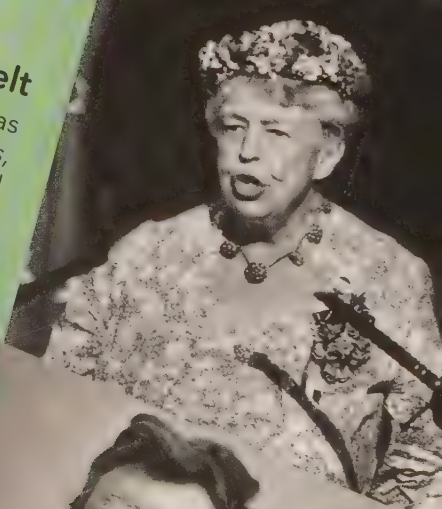
Nelson Mandela

Mandela's powerful speeches include one he made when he was sent to prison for his political views in 1964.



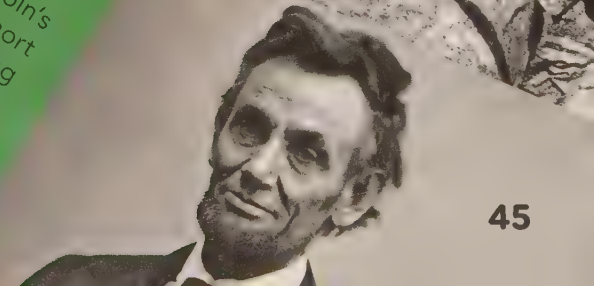
Eleanor Roosevelt

Roosevelt's brilliant speeches, such as 1948's *The Struggle for Human Rights*, helped to bring about the Universal Declaration of Human Rights.

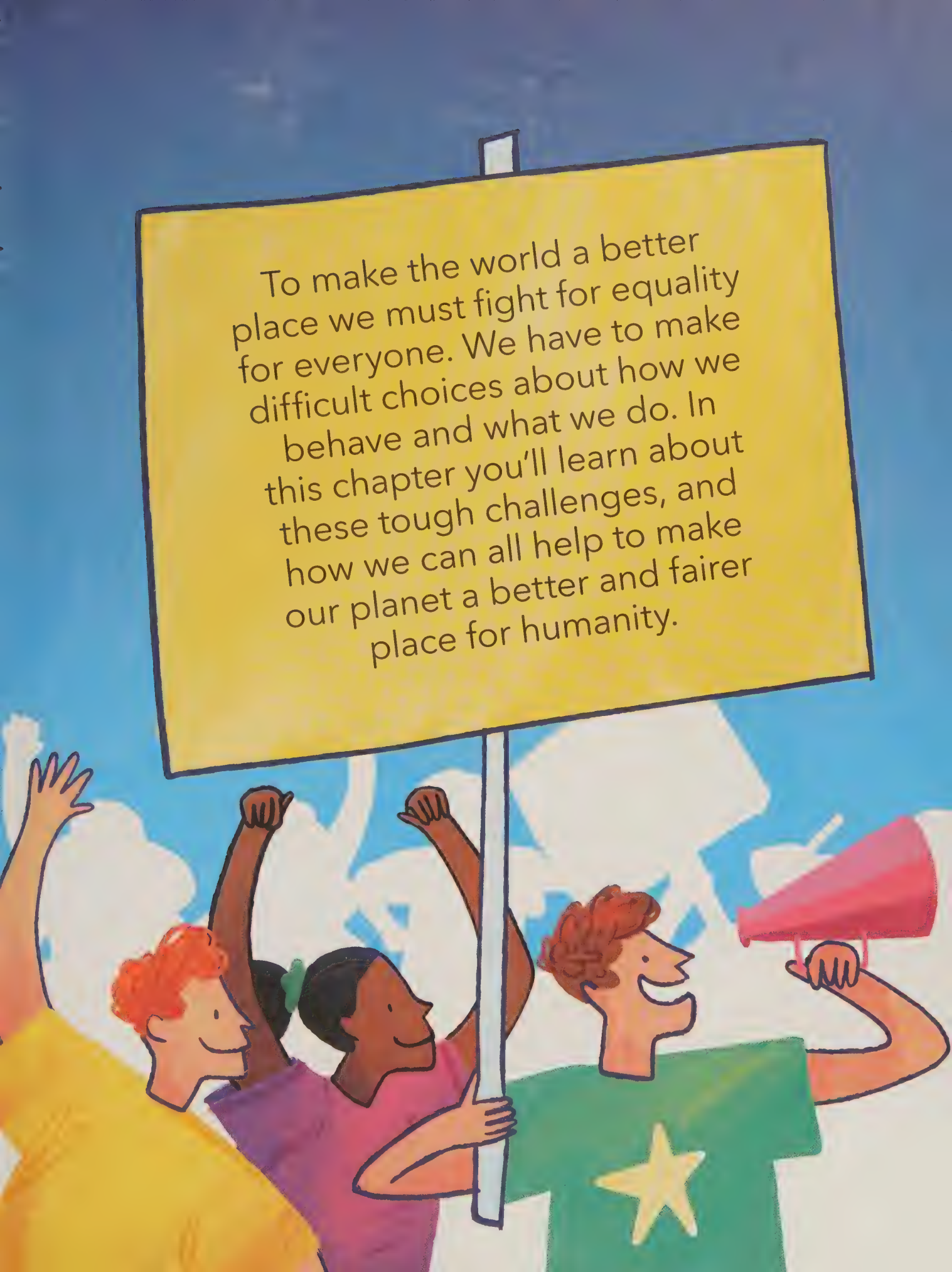


Abraham Lincoln

Spoken in 1863, Lincoln's *Gettysburg Address* was a short speech that created an inspiring image of America.



Humanity


To make the world a better place we must fight for equality for everyone. We have to make difficult choices about how we behave and what we do. In this chapter you'll learn about these tough challenges, and how we can all help to make our planet a better and fairer place for humanity.

Get information

Read books, follow the news, listen to podcasts, and consider things from different angles to get a fully-rounded picture.

Use your talents

Activism can take lots of different forms. Try doing some things you enjoy, whether it's making music, designing banners, or writing poetry. Have fun!

Join forces

It's good to share thoughts and ideas with others. Find out if there's a local group you could join, or team up with other people who share your passion.

How to be an

Start speaking out

You don't need to launch a formal campaign to start getting your message out there. Voice your opinion and try to make an impact.

"I believe we are here on the planet Earth to live, grow up and do what we can to make this world a better place for all people to enjoy freedom." Rosa Parks, US civil rights activist (1913–2005)

activist

Are you someone who wants to campaign for ways to make the world a better place? Here's how to get started.

Finding your cause

There are so many good causes out there, it's difficult to know where to start! This quiz will help you find the issue closest to your heart.

1 **What do you dream of being when you grow up?**

- **A.** A vet
- **B.** A teacher or doctor
- **C.** An author or an artist
- **D.** A scientist

2

What is your dream pet?

- **A.** A horse
- **B.** A dog
- **C.** A cactus
- **D.** I prefer animals to live in the wild

3

Which of these things would you be most willing to give up?

- **A.** Eating meat and fish
- **B.** Being driven to school
- **C.** The latest cool trainers
- **D.** Flying on a plane to exciting holiday destinations

4

If you could get everyone to make only ONE change for a better world, what would it be?

- **A.** Going vegetarian
- **B.** Putting their rubbish in the bin
- **C.** Helping homeless people and refugees
- **D.** Stop using plastic

5

If you could put one picture on your wall, what would it be?

- **A.** A puppy
- **B.** A picture of you and a friend
- **C.** A sports hero
- **D.** A photo of the Earth from space

6

If you could go back in time, which period would you visit?

- **A.** The age of the dinosaurs
- **B.** The time of the very first human beings
- **C.** The ancient Egyptians
- **D.** The moon landings

7

If scientists could invent just ONE of these inventions, which one should it be?

- **A.** Hologram pets so you could keep a tiger in your room
- **B.** Teleportation so you could visit anyone you like in a split second
- **C.** A backpack with infinite capacity to carry all your stuff
- **D.** Hoverboards or broomsticks so you could fly

8

Which of these human rights is the most important to you?

- **A.** The right to play
- **B.** The right to an opinion
- **C.** The right to choose your friends
- **D.** The right to healthy food and clean water

9

What's your favourite subject at school?

- **A.** Science
- **B.** Art
- **C.** History
- **D.** Geography

10

What is your dream holiday?

- **A.** Seeing the wildlife in Serengeti National Park
- **B.** A week in a bustling city such as New York or Singapore
- **C.** Making friends somewhere new to you
- **D.** A sustainable tourism trip to the Great Barrier Reef

Mostly As

You're passionate about animals of all kinds, from anteaters to zebras, which means you'd make a brilliant **animal rights activist**.

Mostly Bs

You're sociable, curious, and always finding ways to make the place you live in better for everyone. You'd be an amazing **community activist**.

Mostly Cs

You care deeply about big issues affecting humanity and would be a fabulous **human rights activist**.

Mostly Ds

You understand the importance of protecting our planet and tackling climate change. You would make a great **environmental activist**.

Poster power

Well-worded flyers, brilliant banners, and punchy posters can be powerful tools in getting your message across. Use these top tips to create your own unique campaign materials.

Stick to bold colours and use large text.

Test out eye-catching slogans or try a simple play on words. This poster plays on the term "Plan B", meaning a backup alternative.

Banners

When there is a news story about a protest, it is often the banners that appear on the front pages of newspapers around the world.

Posters

A poster is designed to be hung up somewhere it will be seen. It is used to tell people about an issue or a planned event, so it's important to ensure all the relevant details are on there, such as the time and place of your event.

Don't forget to check your spelling and grammar. You don't want your message to be noticed for the wrong reason!

Flyers

Smaller than a poster, a flyer is often handed out or sent through the post. Flyers take time to distribute, but they can help you reach large numbers of people.

Remember that the person reading the information might not know anything about the subject yet. Keep it simple.

Stand up for your rights

In 1989, an international agreement set out the rights of every child in the world, no matter who they are or where they are born.

The Rights of the Child

Not all children live in situations where their rights are secure. Their governments and families are responsible for protecting them.

You have the right to a safe place to live.

You have the right to food.

You have the right to go to school.

You have the right not to be hurt or mistreated.

You have the right to privacy.

Bring out your best

The Rights of the Child treaty includes a section encouraging children to develop their talents and abilities, respect others, and protect the environment.

What is discrimination?

Discrimination is when someone is treated unfairly because of who they are. This might mean their race, religion, gender, gender identity, age, sexual orientation, disability, physical difference, or any other characteristic.

Spotting it

Discrimination can be obviously nasty behaviour, or a more subtle way of treating people differently.

Why does discrimination happen?

People discriminate against others, sometimes without realising, to put them down and make themselves feel better. It can be a type of bullying.

What is

Nobody has the right to treat someone else badly or unfairly. Discrimination can take many forms, so it's important to

Less = more

A world without discrimination means less hatred and more happiness, less intolerance and more inclusivity, less unfairness and more equality!

Prejudice

A prejudice is a negative, fixed idea about someone that's not based on facts. An example of prejudice is thinking someone of a different race is inferior.

Stereotypes

Stereotypes are broad, general ideas that a group of people are all the same. For example, "all teenagers are lazy".

Lack of understanding

When people aren't encouraged to appreciate diversity, they might fear people who are different from themselves.

Assumptions

Without realising it, people make assumptions based on stereotypes. They might not want to trust a teenager with something important if they think they are all lazy.

Barriers

Some disabled people are prevented from participating equally. For example, a wheelchair user cannot use steps to access a building.

discrimination?

understand what it is. We have to do whatever we can to tackle it, and make sure our society is equal for all.

Turn it up!

As well as expressing emotions, music has the power to reflect issues in society and spread a message. These are just some of the musical artists who have called for change throughout history.

Sam Cooke
Soul singer and activist Sam Cooke's 1964 song "A Change is Gonna Come" captured the struggle to end racial discrimination in 1960s America.
Lady Gaga
Gaga is known for using her fame to promote social issues, particularly equality, which is the subject of her thumping 2011 hit "Born This Way".
Nina Simone
A powerful singer who also cared about justice, Simone was actively involved in the 1960s civil rights movement in the US. She released the civil rights anthem "To Be Young, Gifted and Black" in 1970.
Bob Marley
Jamaican reggae singer Marley wrote happy songs about human rights. Songs such as his 1975 hit "Get Up, Stand Up" gave a voice to poor and oppressed people across the world.

My campaign

A campaign is a series of things you do to help your cause. A good campaign has to be planned out.

Get set...

Set a goal

Write down what you aim to achieve with your campaign.

- Raise awareness
- Get people to change their behaviour
- Get a change in the law or the rules
- Raise money for charity

Research

Before you start your campaign, do as much research as you can.

- Talk to lots of different people to get their views
- Double-check your facts
- Read news stories about your cause
- Find out about what worked well on similar campaigns

Choose your methods

What is the best way to achieve your goals?

- Put up posters and give out flyers
- Get the local newspaper to cover the campaign
- Ask your headteacher how you can achieve your goal at school
- Start a petition

Go!

Change can take some time

Lift off!

Starting a campaign is exciting, but don't be disheartened if things don't happen straight away.

Learning from things that don't go to plan is an important part of the process

Flying high

What is working well and what isn't? Remember, plans can change as you go along.

Success

Give yourself credit for everything you achieve. The sky is the limit!

Marley Dias

Frustrated that all her school books featured white, male characters, Marley Dias campaigned for 1,000 books with black female main characters. She collected 9,000!

Save the porcupines!

Ahmet and Ismail wanted to stop porcupines being run over. Their brightly coloured signs helped reduce porcupine deaths by 60 per cent.

WWF

WWF-Türkiye

Raising money

A great way to help a charity or cause is to raise funds for them. Whether they're providing aid after a natural disaster or buying equipment for a hospital, charities are always in need of support.

Small change

You'll be surprised at how much you can save just by collecting coins in a jar or money box. Try putting in any small change you get in shops, or saving a little of your pocket money.

Donate it
Donate things you don't need to charity shops. They can sell them to raise money.
Resale value
If old toys or games are gathering dust, you could ask your parents to sell them online and donate the proceeds.
2440
Hallowe'en hijinks
Why not plan a themed event and sell tickets to it? Apple bobbing at Hallowe'en is always popular.
At the car wash
Earn money by washing cars... bucket, soap and sponge at the ready!
Smart donation
Charities can make money from recycling old phones and tablets, even broken ones.
Race against time
Take the challenge of a sponsored swim or fun run for charity.
Bake up a storm
Hold a cake sale with some friends. Who can bake and sell the tastiest cupcakes?

Protests from the past

Emmeline Pankhurst

The Suffragettes broke laws as a type of protest. They damaged property and went on marches until women in Britain were given the right to vote. Some of them were sent to prison.

Mahatma Gandhi

Gandhi was a maste of peaceful protests In 1930 he went on very long march across India, which attracted worldwid attention. Gandhi eventually helped India to gain independence from Britain.

You are the latest in a long line of amazing activists who have used the power of protest. Here are some smart ways to make a change from famous figures of the past.

Dream big

When it comes to making a change, nothing is more important than imagination. Before you can make a real change, dream about how a better world could be.

Dr Martin Luther King Jr.

Dr King was a powerful speech-maker. He used the magic of words to help people see how the world would be better without racist laws and attitudes.

Sports protests

Black Power salute

At the 1968 Olympics, African-American athletes Tommie Smith and John Carlos each raised a black-gloved fist to protest against racism.

Aboriginal flag

Cathy Freeman raised the Aboriginal flag during the Olympic games in 2000. This was to celebrate her indigenous Australian heritage.

Taking the knee

In 2016 American football players including Colin Kaepernick (centre) went down on one knee during the US national anthem, to protest against racism in the US police force.

How to go on a protest march

One way to show people power is to join a protest march for your cause. Marches get an issue noticed, which helps to change laws and shape history.

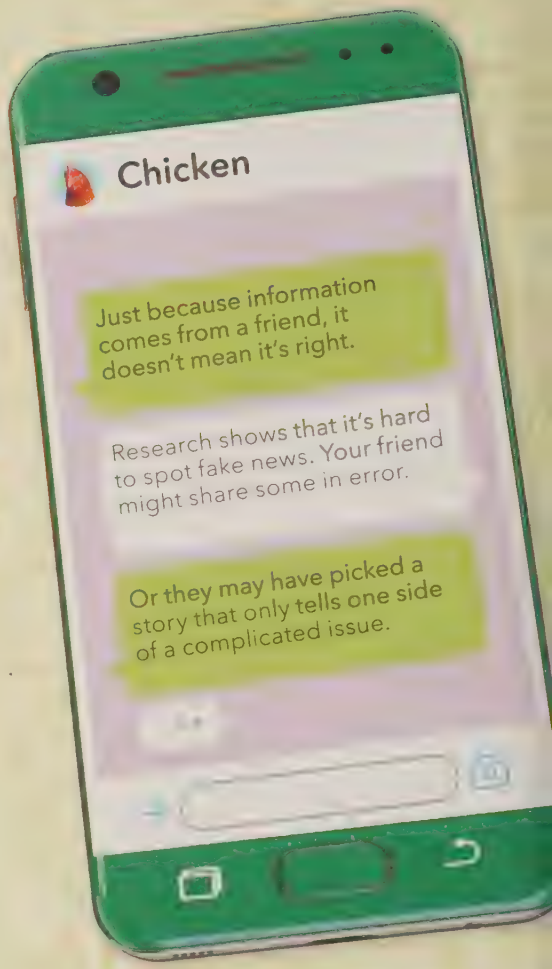
If you're feeling worried

Large crowds can be overwhelming. Being prepared will help you to stay calm and safe.

- Have a plan for what to do if you get separated.
- Check the schedule and the planned route before the march. This is often published on a website or in the local press.
- Carry contact numbers for everyone in your group.
- Tell your group if you need to stop for a break.
- Arrange exactly where you will meet at the start and end.

Spotting fake news

"Fake news" means stories that have been made up or exaggerated to influence people. It's trickier than ever to work out which stories you can trust, as so much information is available. Here are a few common signs to look out for.



Ask yourself if the news source is well-known, reliable, and if the article was written by a proper journalist. Does this website look like a good place to find news?

THE DAILY NEWS

Chicken lands on Moon

Headlines can be misleading...

News stories often have shocking headlines designed to make people buy the publication or to boost the number of people visiting a website. Reading on, you might find that the story doesn't back up the headline or that you have to read through several pages to find anything relating to the headline at all.

... and so can pictures

Software can be used to alter images and show things that never happened. It's especially hard to tell if low-quality images on the Internet have been faked.

Try reading about the same event from a few different news sources to get a balanced picture.

"Fact-checking" means making sure a fact is true by consulting reliable sources, such as people who saw something happen. YouTubers aren't under pressure to fact-check – they can say anything! YouTube can be amazing, but remember to make up your own mind about things.

Environment

Protecting the environment is vitally important for the future of our planet. This chapter explores how you can be part of making a better world for all life on Earth, from protecting animals to slowing down climate change.

How to be an environmental activist

If you're passionate about protecting our planet and you're looking to get involved in environmental activism, there are a host of ways to help.

"My dad taught me that we have a responsibility to protect the Earth the way our ancestors did. The world is seeing how powerful young people are."
Xiuhtezcatl Martinez, US climate change activist, 2018
Join a movement
Consider joining a national or international organisation to keep up to date with news and campaigns.
Don't be defeated!
Remember that every single step you take to help matters.

Animal activism

As they can't speak up for themselves, animals need us to use our voices for them. We can help protect animals by making good choices.

Animal testing

Make sure that the products you buy are cruelty-free. Testing beauty products on animals is illegal in many countries, but not everywhere.

Respect wildlife

Enjoy getting out into nature, but take care not to disrupt any creatures living there, including when you go on holiday.

Wild garden

You can create a sanctuary for wildlife no matter how small your space. Plant a mix of flowers and plants that will attract birds, butterflies, and bees.

Protect habitats
Oil palms, which produce palm oil, are grown on huge plantations. Rainforest is cleared to make space for them, leaving orangutans with nowhere to live. So, try to choose products without palm oil.
Be the best pet owner
Before getting a pet, it's important to research everything they will need. You need to be sure you can give your pet a happy, healthy life.
Eat organic
Animals farmed organically have more space, natural food, and higher standards of welfare. Choose organic meat and eggs where possible.

A meaty problem

A huge number of animals are raised for food. This is damaging the environment and contributes to climate change. Swapping meat for vegetables is a big way to make a difference, whether it's going vegetarian on certain days, or giving up animal products altogether.

Fart!

Cows create **65 per cent** of the greenhouse gases that come from farming.

Buuurrp!

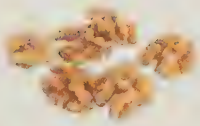
Most methane from cows comes from burps. More than a billion cow burps happen every 90 seconds!

Too many cows

Cows provide us with beef, milk, cheese, and materials such as leather. Their poo can even be used as garden fertiliser. There is such high demand for these things that huge areas of rainforest have been cleared to raise cattle.

Food energy

Farming animals for food uses much more energy and water than growing vegetables or grains. Meat production uses a lot of land, but provides only 18 per cent of the energy people get from food. Non-meat foods usually do less damage to the environment.

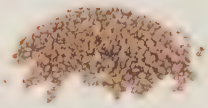


Nuts

Growing nuts creates only 1 per cent of the greenhouse gases as the same amount of beef.

Farmed fish

Farming fish such as salmon creates only 17 per cent of beef's greenhouse gases.



Lentils

Lentils have a similar impact to nuts and are a protein-packed alternative to meat.

Eat the rainbow

Did you know that different-coloured plants provide us with different vitamins? Try eating as many colours as you can!

Veganism

Vegans avoid food that comes from animals, including meat, milk, and eggs.

From the top down

A "green roof" that's covered in plants improves air quality and is a haven for wildlife.

Green living

More than half of the world's population now lives in cities, and that number is growing. Whether you live in a city, a smaller town, or somewhere more rural, it is vital to make sure that where you live is as eco-friendly and healthy as it can be.

Home sweet home
Green buildings have lots of natural light. They are also energy-efficient, staying cool in summer and warm in winter.
Energy-saving street lights switch on only when someone is passing.
Flower and herb boxes brighten up grey urban streets.
Trees produce oxygen, absorb pollution, shelter wildlife, and look beautiful.
Restricting the use of polluting vehicles makes the air cleaner. Breathing in good quality air is great for our health.
Getting around
Providing safe cycling lanes means more people will choose to travel by bike.
LOW EMISSION ZONE
Pet owners are more likely to talk to their neighbours. Chatting to other people builds a community.
Clean air makes it much nicer to get outside for some healthy exercise.

Climate change

The temperature of our beautiful planet is rising to dangerous levels. We know that human activity is causing this. So, what can we do?

What is global warming?

Burning fossil fuels increases carbon dioxide and other greenhouse gases in our atmosphere. These gases trap the Sun's heat. More gases mean that the atmosphere warms up, creating global warming.

Reduce, reuse, recycle

Constantly buying new things and binning the old ones takes a big toll on the environment. Reducing the amount we buy and throw away helps to save huge amounts of energy.

Repair torn clothes rather than throwing them away.

Grow it yourself

A good way to ensure your food doesn't have to travel far is to grow your own. You don't need much space for a small fruit or vegetable patch.

Foods grown in your home country have the lowest carbon footprint.

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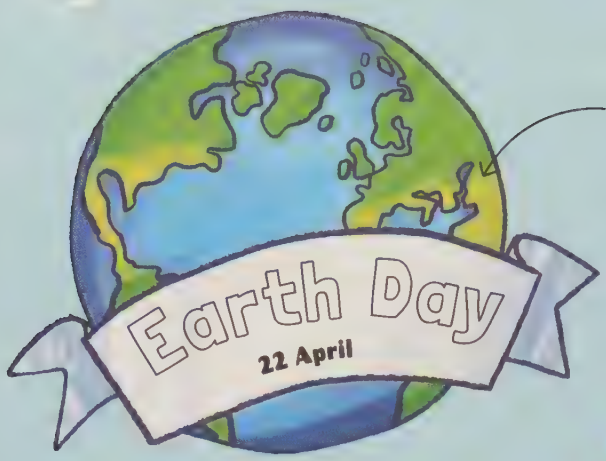
Green heroes



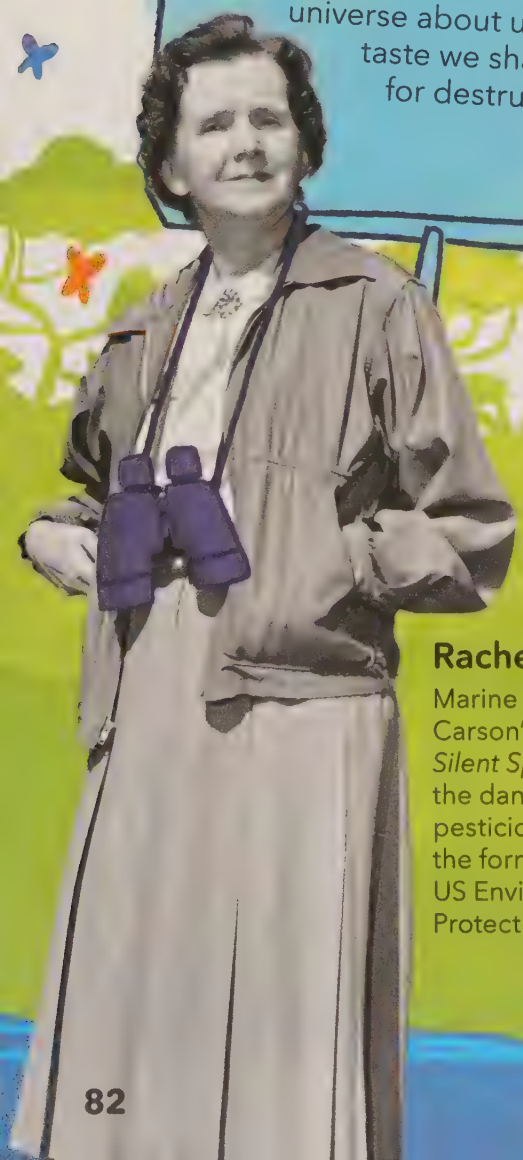
Every year on this date, people around the world celebrate the beauty and power of nature.

Preserve nature

"The more clearly we can focus our attention on the wonders and realities of the universe about us, the less taste we shall have for destruction."

Celebrate our planet

"The natural world is the greatest source of excitement. It is the source of so much that makes life worth living."



Rachel Carson

Marine biologist Carson's 1962 book *Silent Spring* showed the dangers of chemical pesticides, sparking the formation of the US Environmental Protection Agency.

Sir David Attenborough

Through his incredible TV shows such as *Blue Planet*, Attenborough has inspired millions of people to take better care of nature.

Environmental activists raise awareness of the importance of protecting our planet. Just one person can make a big difference!

Start a change

"You cannot protect the environment unless you empower people. You [must] help them understand that these resources are their own."

Wangari Maathai

Maathai founded the Green Belt Movement, a campaign that helps Kenyan women to improve their lives by planting trees. They have planted more than 51 million so far!

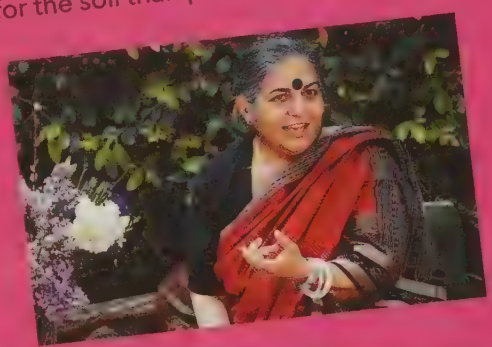
Defending the land

Chico Mendez

Chico Mendez was a brave community organiser. He led a group of rubber plantation workers who joined together to protect the Brazilian rainforest from deforestation.

Vandana Shiva

This scientist set up a programme that promotes organic farming and planting a wide range of crops, which is better for the soil than planting just one.



Julia Butterfly Hill

To stop a logging company from cutting down trees in California, USA, Hill lived in a 1500-year-old redwood tree for more than two years.

The plastic problem

So what's the problem?

Our oceans have become a dumping ground for the plastic we throw away. Plastic pollutes the water and harms sea creatures if they eat it.

Use paper straws instead of plastic ones.

Research what products are made of before you buy.

For over 100 years we have used plastic for everything from packing food to making furniture. Plastic stays in the environment for a very long time, so all this waste has created a big problem.

Inspiring sisters

The Bye Bye Plastic Bags campaign was set up by schoolgirls Melati and Isabel Wijsen from Bali, Indonesia. It led to single-use plastics being banned in Bali.

Choose products that aren't packaged in plastic.

What can we do?

The choices we make every day can make a big difference. Try choosing plastic-free products, and recycle as much as possible. One person can't solve the problem alone, but together we can do it!

Don't buy plastic bags, bottles, and cutlery.

Animals are threatened by hunting, pollution, and habitat loss.

Conservation **success** stories

Human activity has changed the face of the planet, leaving less space for wildlife. Conservationists are people who help protect animals and their habitats. They have helped some species come back from the brink of extinction.

Giant panda
A crackdown on poaching (illegal hunting) and the creation of panda reserves in China have helped save the giant panda from extinction.

Tamarin
Since conservation efforts began in the 1980s, golden lion tamarin numbers have increased from just 200 to more than 1,000.

Save the whales

A huge campaign by members of the public led to a **ban** on hunting whales being introduced in most countries in 1986.

Kestrel
The Mauritius kestrel lives only on the island of Mauritius, in the Indian Ocean. It became one of Earth's rarest birds, but the species has now bounced back.

Parakeet
The echo parakeet also lives only on Mauritius. At one point only 10–12 birds remained, but now there are over 500.

Humpback whale
Known for their complex songs, humpback whales were once nearly wiped out, with only 10,000 animals remaining. There are now 80,000.

How are people helping?

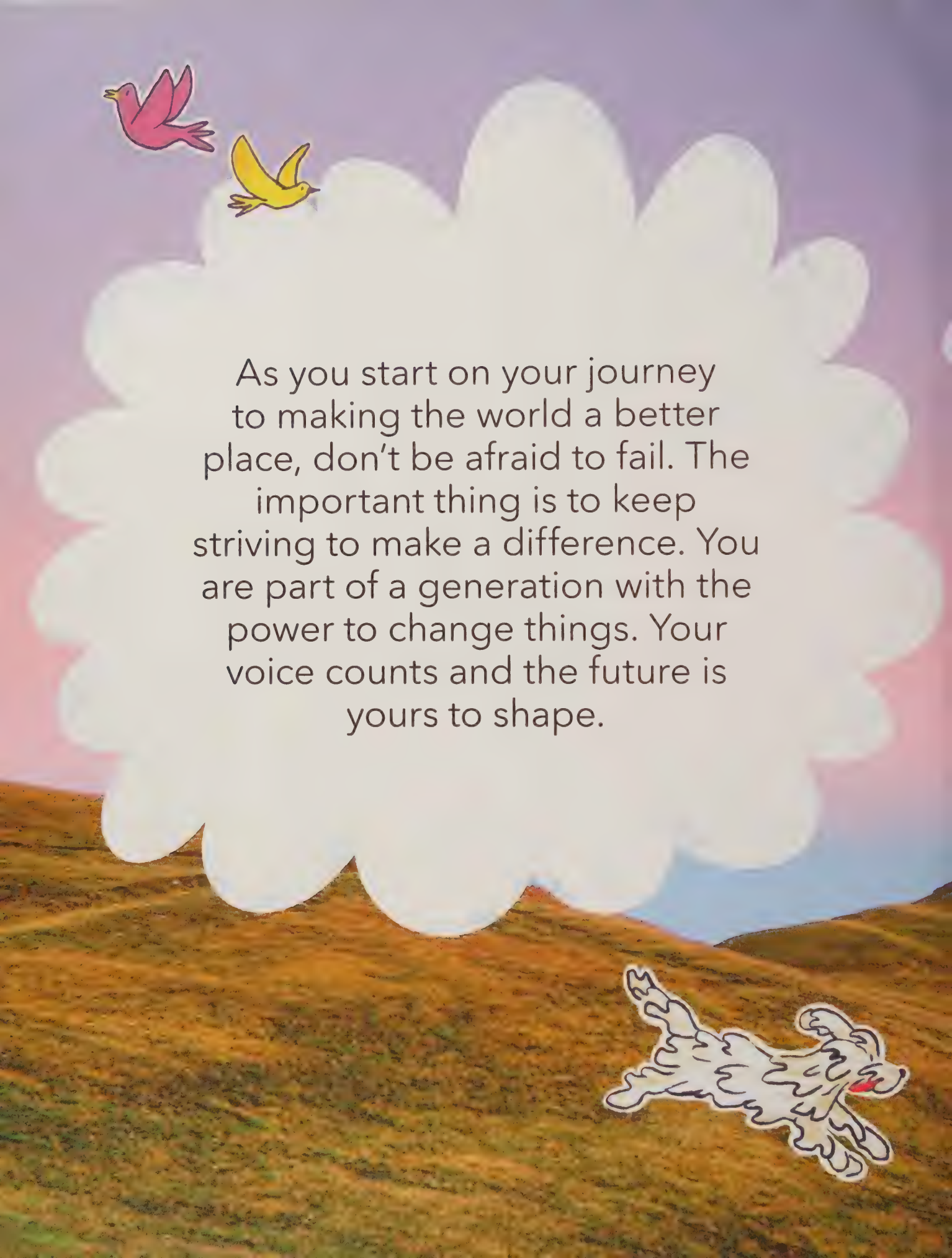
Park rangers

Rangers working in nature reserves risk their lives to protect endangered species from poachers, who want to sell animal products such as ivory.

Tortoise
Nearly 2,000 rare giant Galapagos tortoises have been bred and released back into the wild.

Indigenous people

People with a strong connection to their land, such as the Sami reindeer herders of Lapland, help protect animal life. The Sami oppose mining that threatens important grazing land.



As you start on your journey to making the world a better place, don't be afraid to fail. The important thing is to keep striving to make a difference. You are part of a generation with the power to change things. Your voice counts and the future is yours to shape.

Find out more

So, how can you get involved? Here's a list of organisations, websites, and campaigns to give you more information and ideas.

Childnet
Provides advice and information about how children can stay safe online.

Cosmic Kids
Teaches children how to remain calm and relaxed through yoga and mindfulness videos.

Do Something! Foodwise
A campaign that teaches people about how the food they eat affects the environment, and gives tips on how they can reduce food waste.

The Fairtrade Foundation
An organisation that works to make sure the farmers and workers who produce our food get paid fairly.

Fareshare
A food waste charity that takes leftover food from businesses and distributes it to charities or people that need it.

Freecycle
Encourages people to give away items they no longer need but that are too good to throw away, so they don't end up in landfill sites.

Friends of the Earth
A group of charities from all over the world, who work together to defend the environment and educate people about important environmental issues.

Friends of the Elderly
Provides support for older people, particularly those affected by loneliness, by arranging regular visits from volunteers.

Greenpeace
An organisation that works to make the world a greener and more peaceful place.

Keep America Beautiful
A non-profit organisation that encourages communities to take action to improve their public spaces.

Kids Against Bullying
A website that allows kids to share experiences about bullying, and learn about the topic in an interesting and interactive way.

Kidscape
Provides children and adults with advice about how to deal with and prevent bullying.

Mind
Supports people with mental health problems. Mind also campaigns to improve services and promote understanding about mental health.

Mindmate
A website about young people's mental health. It helps children to understand how they are feeling and allows them to find support.

Nourish Interactive
A website with games, tools and tips on how to live and eat healthily.

Save the Children
An organisation that works towards making the world a better and safer place for children. It focuses on ensuring that kids have an education and healthcare.

School Strike for Climate
A movement of students, started by Greta Thunberg, who protest for action on climate change by refusing to go to school.

Sierra Club
An environmental organisation that works to protect wild places and public land in the USA from deforestation and pollution.

Tree Aid
A charity that plants trees in Africa. It aims to improve the environment and teach the local people skills that will enable them to continue to protect and grow trees in the future.

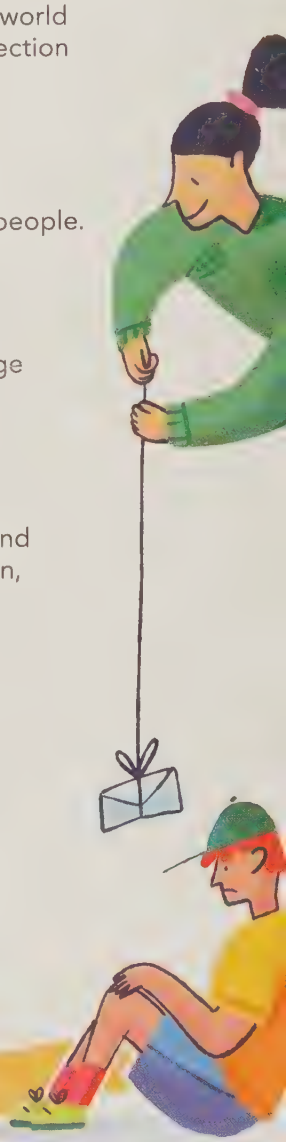
Unicef
Provides vulnerable children around the world with the education, healthcare, and protection they need and deserve.

United We Dream
An immigrant youth-led community that creates welcoming spaces for all young people.

Vegetarian Society
Inspires, educates, and supports people on how to be vegetarian. Provides a range of vegetarian recipes and advice to new vegetarians.

World Wildlife Fund
A charity that works to protect animals and their homes from pollution, deforestation, and danger, such as poaching.

YoungMinds
An organisation that fights to make sure that children and young people with mental health problems are cared for and supported.



Glossary

activism
Speaking out or acting on something you do not agree with in order for it to change

ancestor
Person from whom someone is descended

ban
To stop people from being allowed to do something

bullying
Behaviour intended to hurt someone physically or emotionally. It may be aimed at a person due to their race, religion, background, disability, or other difference

campaign
Carrying out a series of actions in order to achieve a goal

charity
Organisation that collects money and uses it to help people

climate change
Change in temperature and weather across the Earth that can be natural or caused by human activity

conservation
Protecting environments and plant and animal life

culture
Beliefs and way of life of a group of people, including their art, clothes, music, and food

deforestation
Cutting down trees and destroying forests

discrimination
Treating a group of people unfairly because of their characteristics or beliefs, for example their race or religion

donate
To give something, usually money

eco-friendly
Something that does not harm the environment

equality
Same rights for everyone

endangered
Rare animal or plant that could soon become extinct

energy-efficient
Something that only uses the amount of energy needed, without waste

environment
Area in which plants, animals, and people live

extinction
When a species or type of animal or plant dies out completely

fossil fuels
Fuels made from animals or plants that died millions of years ago – for example, coal. There are limited amounts of fossil fuels, and burning them harms the environment

global warming
When average temperatures rise all around the world

greenhouse gases
Gases in the Earth's atmosphere that trap heat and warm the planet

human right
Right that every person has

justice
Fair behaviour or treatment

mindfulness
Being aware of yourself in body and mind

movement
Group of people who work together to change something and share their ideas

organisation
Group of people who work to achieve a common goal

petition
Document that lots of people can sign, asking an authority to do something about a particular cause

pollution
Something that harms the environment, for example by getting into the air, water, or soil

prejudice
Having unfair, usually bad opinions about people, without good reason

protest
Showing that you disagree with something by speaking out or fighting for it to change

race
Group of people who originate in the same part of the world and share physical characteristics

racism
Behaving negatively towards other people because of their race

recycle
To use something again or make it into something new

reserve
Area that protects wild animals from hunters, or that limits hunting by law

rights
Freedoms that people are guaranteed by law, for example freedom of speech

single-use plastic
Plastic that can only be used once before having to be thrown away

species
Group of plants or animals that share similar features

stereotype
Broad, general idea that a group of people are all the same. For example, "all teenagers are lazy"

strike
When people protest by refusing to do something

tradition
Something that has been done in the same way for a long time

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Acknowledgements

The author would like to thank First News and Nicky Cox MBE for their support. **DK** would like to thank the following: Lizzie Davey and Abigail Luscombe for additional editorial help, Jaileen Kaur for coordinating the hi-res images, Polly Goodman for proofreading, Helen Peters for the index, and Tony Stevens of Disability Rights UK and Sherese Jackson for their comments on the book.

Quote attribution and references:
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ISBN 978 0-6
9 780241 412206