**Greta Thunberg and NGO Human Act launch a child rights driven coronavirus campaign for UNICEF**

*Climate activist calls on young people, other supporters, to encourage everyone to support UNICEF’s vital work to save children’s lives*

**NEW YORK, 30 April 2020** – Climate activist Greta Thunberg today launched a child rights driven [campaign](http://www.unicef.org/coronavirus/join-greta) with Danish NGO Human Act to support UNICEF’s efforts to address the COVID-19 pandemic and protect children from its direct and knock-on consequences. These include food shortages, strained healthcare systems, violence and lost education.

“Like the climate crisis, the coronavirus pandemic is a child-rights crisis,” said Thunberg. “It will affect all children, now and in the long-term, but vulnerable groups will be impacted the most. I’m asking everyone to step up and join me in support of UNICEF’s vital work to save children's lives, to protect health and continue education.”

The [campaign](http://www.unicef.org/coronavirus/join-greta) is being launched with an initial donation on behalf of Human Act and the Greta Thunberg Foundation to UNICEF of $200,000. Greta Thunberg was recently awarded for her global activism by Human Act who granted her foundation the prize money of $100,000. This sum will now go to UNICEF along with an additional $100,000 from Human Act.

Proceeds from the campaign will go directly towards UNICEF’s emergency programmes to fight COVID-19, including through the provision of soap, masks, gloves, hygiene kits, protective equipment, life-saving information and other support to healthcare systems.

A [report](https://www.un.org/sites/un2.un.org/files/policy_brief_on_covid_impact_on_children_16_april_2020.pdf) issued this month by the United Nations warned that children risk being among the biggest victims of the COVID-19 pandemic. While children have been largely spared from the direct health effects of the disease up to this point, the crisis is having a profound effect on their overall wellbeing. All children, of all ages and in all countries, are being affected, in particular by the socio-economic impacts and, in some cases, by the mitigation measures implemented to stem the spread of the disease.