

A future
for the
world's
children?



The
numbers
that
count

WHO, UNICEF and *The Lancet*

are fully dedicated to improving child health and well-being, tackling both old and new challenges.

42

experts from around the world:
a WHO-UNICEF-*Lancet*
Commission



1 **key question**
Is there a future for the
world's children?



1 **key message**

Urgent action is needed to
guarantee children's health
and well-being

2 **major new
child health challenges**



Degraded
environment



Harmful
commercial
marketing

0 **excuses**



0 **time
to lose**



Billions of \$

of corporate profits are made
at the expense of children and
their future from:



1.5 million

students participated
in climate strikes in
2000 cities worldwide
in March 2019

01.2019

**'Our house
is on fire'**

Greta Thunberg



7 million

deaths each year
due to air pollution

Degrading the environment



Temperatures could
rise by around

4°C by 2100



maximum target for
warming due to
greenhouse gas emissions

Billions of \$

of corporate profits are made
at the expense of children and
their future from:



Up to
30,000

TV ads seen by some
children in 1 year, many
for harmful products



124 million

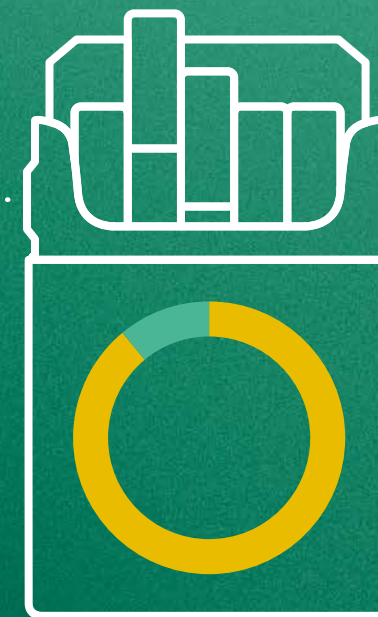
children and adolescents
affected by obesity (2016)



Marketing
harmful
commercial
products

Up to **86%**

of young children
can identify at least one
cigarette brand logo



1-4

alcohol ads seen every day
by some children



Falling short



countries have reported on more than **70%** of child-related SDG indicators



180 countries ranked on child flourishing and sustainability



0 countries

provide all conditions needed to support every child to grow up and have a healthy future



\$10-20

benefit for every dollar invested in health in lower income countries



Age **0** to **∞**

health benefits from investing in children extend to adulthood and future generations



financing gap per person to deliver child health and well-being by 2030

An investment that pays



Our solutions

2.4 billion

children in the world
having their say



high-level national
government child
health coordinator
to lead action
across multiple
sectors



**Sustainable
Development
Goals**

with children at the
heart of every policy



package of international human rights
laws and regulations working to
effectively protect children from harmful
marketing, along with new national laws

Please visit

<http://bit.ly/AFutureForChildren>



THE LANCET