

CREATE Foundation Communication Kit

World Care Day 2023

Friday 17th February

www.create.org.au/world-care-day

2023 Theme

**“Don’t judge a book by its cover,
embrace our stories instead”**

About World Care Day

World Care Day is the world’s biggest celebration of children who grow up in care.

Children and young people are strong, resilient, and more than just their care experience! This Care Day, we #snapthatstigma and celebrate all young people’s rights and resilience, their stories and their achievements. We stand with them and ask that their collective voices are centred, heard, and celebrated to create positive change.

We want communities across Australia and the world to listen to children and young people themselves, to look beyond the surface, and to see that every care-experienced child and young person is an individual with their own unique story, ambitions, and dreams for the future.

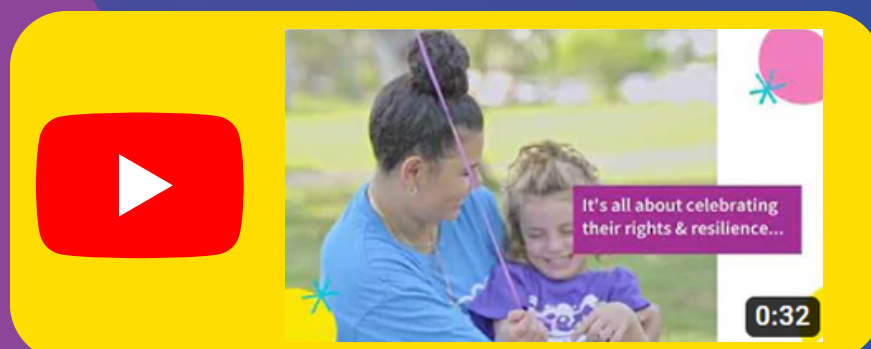
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Social Asset Library



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“Don’t judge a book by its cover, embrace our stories instead”

Social media blurbs and copy

1. | On Care Day 2023, we celebrate all young people’s rights and resilience, their stories and their achievements. We stand with them and ask that their collective voices are heard and celebrated to create positive change.
2. | World Care Day is the world’s biggest celebration of children who grow up in out-of-home care. This Care Day, we are helping to break the stigma of being in care and encourage these strong and resilient young people to pursue their dreams, by showing them they’re supported, unique and loved.
3. | To celebrate Care Day 2023, we are inviting people to learn about children and young people in care and embrace their diverse stories of hope, courage, talent, and achievement. We want communities across Australia and the world to listen to children and young people themselves, to look beyond the surface, and to see that every care-experienced child and young person is an individual with their own unique story, ambitions, and dreams for the future.

Hashtags

#careday23

#worldcareday23

#snapthatstigma

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