

# IHL Youth Action Campaign



**IHL:** International Humanitarian Law (IHL) is the body of law that governs armed conflict.



**Campaign:** Join a movement of young leaders to educate the public about the rules of war through peer-to-peer campaigns.



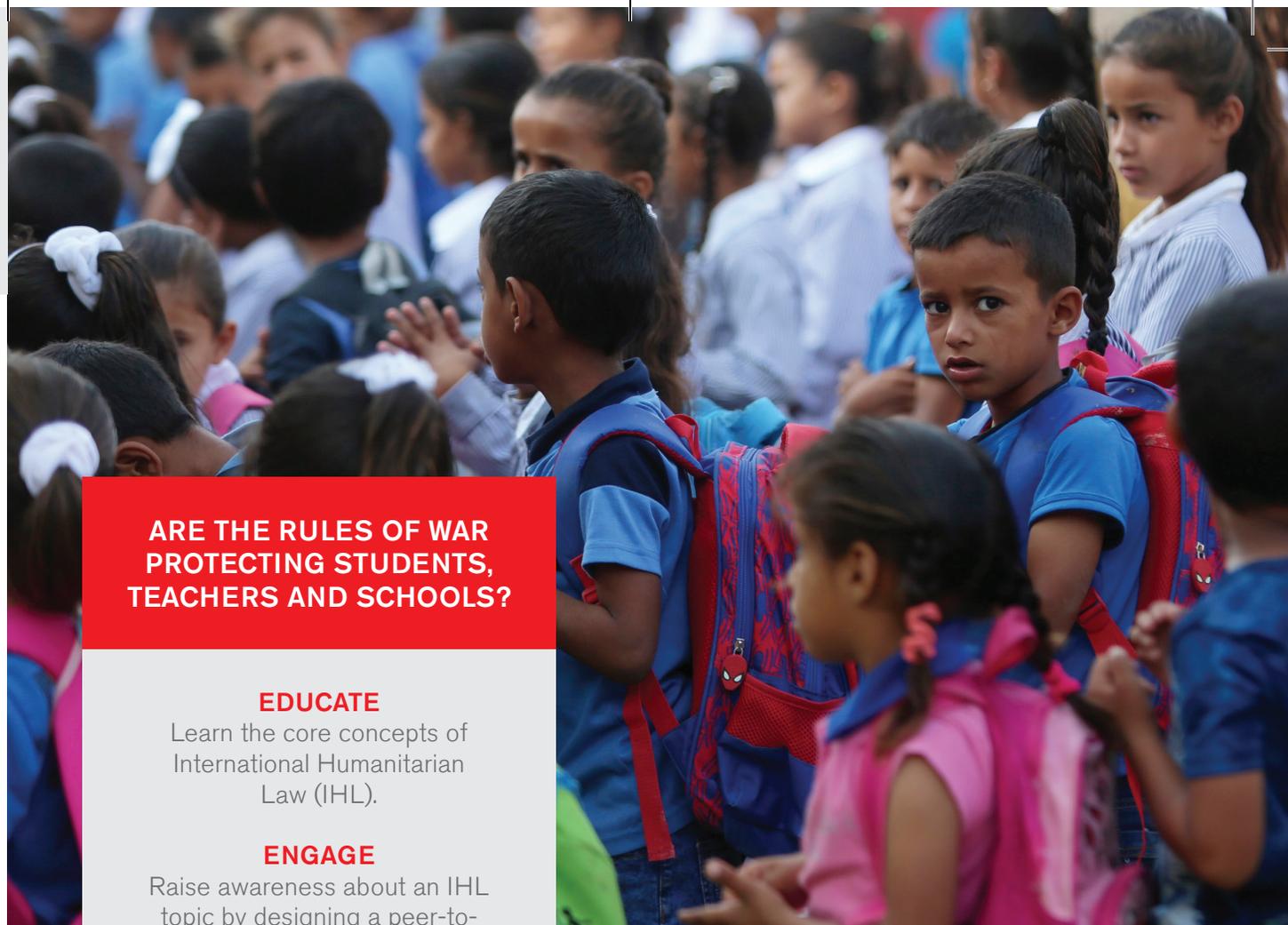
**Training:** Take training to learn about IHL, education in war, and how to build an effective awareness campaign.



**Volunteer:** Fulfill volunteer service requirements for JROTC and further the Red Cross mission.



**Summit in Washington, DC:** Compete to be selected to attend the IHL Youth Action Campaign Summit in Washington D.C.



## ARE THE RULES OF WAR PROTECTING STUDENTS, TEACHERS AND SCHOOLS?

### EDUCATE

Learn the core concepts of International Humanitarian Law (IHL).

### ENGAGE

Raise awareness about an IHL topic by designing a peer-to-peer educational campaign.

### EMPOWER

Become leaders in IHL discourse and inform the public about the laws of war.

## INTERNATIONAL HUMANITARIAN LAW YOUTH ACTION CAMPAIGN

Education in War  
A JROTC Extracurricular Program



**American Red Cross**



**American Red Cross**

## The IHL Youth Action Campaign

The IHL Youth Action Campaign is an American Red Cross sponsored program that encourages youth teams ages 13–24 to learn about international humanitarian law (IHL) and empowers them to explore IHL through peer-to-peer campaigns. This program is perfect for any JROTC cadet that would like to fulfill their community service requirements.

### About IHL

International humanitarian law is a body of law that governs armed conflict.

#### Participants will learn about:

- The history and development of IHL.
- IHL principles and core concepts.
- The Geneva Conventions.
- Educational systems, how they can be damaged by armed conflict and how the law protects them.
- Best practices for building a successful awareness campaign.



## This year the theme for the IHL Youth Action Campaign is: Education in War.



Why are students, teachers, and facilities harmed during war?

How does IHL protect education?

What can we do to advocate for compliance with the rules of war?

For more information email  
[IHLyouth@redcross.org](mailto:IHLyouth@redcross.org)  
or find our web page at  
[redcross.org/YAC](http://redcross.org/YAC)

## Components of the Program

### IHL and Campaign Building Training

A volunteer Coach takes youth teams through a training to explore IHL topics and learn how to design an effective awareness campaign.

### Implement a Campaign on the Theme

Youth teams plan and execute their own social media and in-person educational activities to promote awareness about the IHL theme. Teams in the past have educated their peers through creating videos, scavenger hunts, board games, presentations, and more.

### Compete for the Summit in Washington, D.C.

The Red Cross will select a winning campaign, and this team will send 5 cadets to a fully funded trip to Washington D.C. to participate in the IHL Youth Action Campaign Summit in the summer.



**American  
Red Cross**