

# 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 IHL through peer-to-peer campaigns.



**Training:** Learn about the fundamentals of IHL, how it helps protect the environment and how climate change is affecting armed conflict. Cadets will then learn how to build an effective awareness campaign.



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



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

## DOES THE LAW PROTECT THE ENVIRONMENT DURING TIMES OF ARMED CONFLICT?

### 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 armed conflict.



## INTERNATIONAL HUMANITARIAN LAW YOUTH ACTION CAMPAIGN

The Environment & Armed Conflict  
A JROTC Extracurricular Program



**American Red Cross**

International Humanitarian Law



**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 the body of law that seeks to protect people and places in armed conflict.

#### Participants will learn about:

- The history and development of IHL.
- IHL principles and core concepts.
- The Geneva Conventions.
- How the environment can be affected and damaged by armed conflict and how the law protects it.
- How climate change is affecting armed conflict and vice versa.
- Best practices for building a successful awareness campaign.



## This year the theme for the IHL Youth Action Campaign is: **The Environment & Armed Conflict.**



Why is the environment at risk during times of armed conflict?

How does IHL protect the environment during armed conflict?

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

For more information email

or find our web page at  
[redcross.org/YAC](https://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 creative and unique 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 an exciting series of prestigious events.



Photo provided by the Ansbach Cougars, Ansbach, Germany



**American  
Red Cross**