



**American
Red Cross**

**Int'l Humanitarian Law
Youth Action Campaign**

Advocating in the Junior Reserve Officers Corps

This presentation from the White Station High School AJROTC discussed the aspects of Space Law and IHL, as well as their effects on humanity and the future of armed conflict.

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SYNOPSIS: In Spring 2025, eight White Station High School JROTC cadets reached over one thousand people through the American Red Cross International Humanitarian Law Youth Action Campaign. Their project, themed “Space Law and Armed Conflict,” used presentations, interactive activities, and social media to educate their community about the laws governing warfare in space

Since its founding in 2020, the Red Cross Youth Action Campaign Advocates and JROTC cadets have worked side by side to help educate over 750,000 people about IHL through in-person and social media efforts (Red Cross, 2025). JROTC has partnered with the Red Cross to provide a different kind of service learning project for all cadets across the nation—and the chance to have a global impact through their efforts. As part of the 2025 American Red Cross International Humanitarian Law Youth Action Campaign (IHL YAC), a team of eight JROTC cadets from White Station High School is working to prove that the next generation is ready to tackle some of the world’s biggest challenges — even those beyond Earth. As part of the American Red Cross IHL YAC, the group reached over one thousand people with their project on the rules of war in outer space, using a mix of in-person education and social media advocacy.

The campaign's goal, themed "Space Law and Armed Conflict," was to inform their peers about International Humanitarian Law — the body of law that governs armed conflict — and its implications for future warfare involving space stations, satellites, and emerging technologies.

"Our main goal was to educate our community about the rules of war and how they apply to conflicts beyond Earth," said Robin Guthrie, one of the project leads. "It's a topic most people don't think about, but as technology advances, these laws are becoming more important than ever."

To achieve this goal, the students were divided into two teams: the first leading in-person outreach and working to create a presentation on space law for JROTC cadets at their school, while additionally creating an interactive crossword to reinforce key terms and provoke audience engagement. The second team focused on social media, using the JROTC battalion's Instagram account to post informational content and ultimately expanding their reach far beyond the classroom.

Their efforts paid off: 1,083 people engaged with the campaign, including 62 students in person and over 1,000 through social media.

"As our group utilized media posts, presentations, and interactive activities, we were able to educate our peers about how space laws affect civilians, militaries, and even our environment," said Kelly Chiu, another team member. "The feedback we got was incredible — people were genuinely curious and wanted to know more."

The students also conducted interviews, including one with a member of the MICAH Youth Council—a Memphis-based coalition that empowers young people to advocate for justice in the city. Conversations such as these provided meaningful perspectives from members of the community and deepened the team's understanding of how IHL connects with local activism.

As part of their JROTC class, the project also doubled as a Service Learning Project— a project that identifies a need in their school or community and then addresses that need— challenging the students to grow as leaders. They reflected on lessons in public speaking, teamwork, and time management — skills they say will stay with them long after the campaign.

“It was rewarding seeing all the engagement our project sparked,” said Guthrie. “It reminded us why advocacy matters — and that young people can make a real impact when we step up.”

Looking ahead, the team hopes to expand their campaign to larger audiences, including AP students, and incorporate more interactive elements to make complex topics like IHL accessible to everyone.

References

JROTC. (n.d.). https://www.redcross.org/humanityinwar/international-humanitarian-law-youth-action-campaign/jrotc.html?srsltid=AfmBOorAoH-AHf2LBUjW_ojx7mDUh6zAHJ0NT2sT5vJzcD9odhO4FhHR