



**American
Red Cross**

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

American Red Cross Presents the 2025 International Humanitarian Law Youth Action Campaign National Showcase

Showcase is a series of presentations by the International Humanitarian Law Youth Action Campaign Summit Representatives to highlight the accomplishments of each division and to present new aspirations of the youth advocates.

July 18th, 2025, 4 PM-6 PM ET

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SUMMARY: The American Red Cross IHL YAC National Showcase on July 18th, 2025, was a great success, broadcasting unique campaigns from each division through a presentation curated by Summit Advocates working in groups by region. The Showcase encompassed achievements, struggles, and future advice for IHL YAC teams. Advocates enjoyed collaborating with other Summit Representatives from their region to create a presentation detailing what each division was most proud of.

On July 18th, the American Red Cross hosted this year's International Humanitarian Law Youth Action Campaign (IHL YAC) National Showcase. During the National Showcase, advocates of each division (Asia Pacific, Central Atlantic, Europe, North Central, Northeast, Pacific, Southeast & Caribbean, and the Southwest & Rocky Mountains) of the American Red Cross showcased the accomplishments and reflections throughout their regional campaigns,

fulfilling the ultimate program goal of educating their community on the importance of international humanitarian law.

Every campaign in the 2025 Summit hosted its own unique events, with many of these interactive activities boasting large amounts of participation from their respective communities. One notable event was Dragons IHL YAC from the Central Atlantic region; not only did the advocates reach out to long time Red Cross volunteer Ms. Roberta Brown to present to over 200 in-person students, they also hosted an example RAID Cross simulation with those students, increasing active engagement and spreading awareness about IHL. A second standout event was in the Northeastern Region, where IHL YAC advocates in New York collaborated with an Aviation Club to extend their audience beyond members of the Red Cross and to provide students with detailed information about space law. As for the IHL YAC team's online presence, a popular strategy to increase engagement this year was the creation of social media pages and websites. A multitude of teams curated social media presences on Instagram, creating reels and posts to promote their events, while other teams built educational websites, detailing the IHL principles and necessity. This not only increased event outreach but also educated viewers internationally about IHL and space law through informative posts.

Every IHL YAC Campaign is required to submit a Campaign Summary at the end of their campaign, detailing their successes, struggles, and engagement throughout the year. Summit Representatives compile these summaries by division to compose a presentation overviewing the achievements of the divisions overall. Many campaigns sought interaction beyond the classroom, which was a difficult but rewarding challenge. Ultimately, every division featured multiple campaigns that extended their events beyond their schools and into the wider community, leading to a more well-informed, educated public.

Overall, this year's Youth Action Campaign spanned the eight different divisions and had a total of about 180,000 engagements. Through the coordination of in-person events and social media, youth advocates successfully reached diverse communities to spread awareness about the importance of IHL in our society today. Despite having to navigate through obstacles such as student engagement due to the complex legal topic of IHL and a lack of adult facilitators, advocates were able to conduct various interactive events within their schools and beyond. A key takeaway across all the campaigns was the importance of planning ahead, as IHL is an information-heavy topic that requires prior research. In all, advocates were able to fulfill the objective of informing their peers about the precautions of war— a major step towards global awareness.