UNICEF are calling on on world leaders, on World Children’s Day, to commit to fulfilling the rights of every child and acknowledge that these rights are non-negotiable.

On their website, the global charity claim:

"Children have their rights denied every single day.

"We want to build a world where every child is in school and learning, safe from harm and able to fulfil their potential, and we know you do too. It's time to put children back on the agenda"

So, what can we do to help? And how can London Sport make a difference?

Well, for a start we can help to address a child’s right to be active every day.

Because according to research by the Sport and Recreation Alliance:

* 80% of girls and 77% of boys are not active enough to stay healthy;
* 20% of children are obese by the end of primary school;
* 93% of children say they like being active but we are failing to use physical activity to improve their health.

But things are starting to change for the better.

Every week I hear about innovative new projects, new programmes, new ideas that are starting to get children more active.

From unique, child-centred approaches that transform how Primary PE is taught to programme that embed play at the centre of a young person development.

From activities that activate learning to improve not only physical and mental health but also academic achievement to behaviour programmes that focus on moving more during every day in order to embed long-term change.

And at London Sport, we want to recognise, promote and celebrate the outstanding work of individuals and organisations that help to enable more young people to live physically active lives across the capital.

That's why we have the Children and Young People Award at our annual London Sport Awards.

Whether in school or in the community, this Award will celebrate those initiatives that are having the greatest impact on supporting young people to enjoy the benefits of physical activity and sport in London.

And World Children's Day offers the perfect chance for you to nominate your incredible work to be in with a chance of lifting a London Sport Award in 2019. Nominations are open until 13 January 2019.

The more projects we hear about, the more we can share best practice and the more children and young people that can benefit.

Children have a basic fundamental right to active. Let’s work together to give more children that opportunity.

Find out more about the Children and Young People Award on our website