

# 2022 Peace Day Challenge Action Kit



UNITED STATES  
INSTITUTE OF PEACE

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# Say it. Do it. Share it.

We all have a role to play in building peace. This September, USIP challenges you to: **Say** what peace means to you. **Do** something that demonstrates your commitment to peace. **Share** it on social media, and inspire others to do the same.

Each year, the United States Institute of Peace (USIP) asks people to affirm that peace is a real alternative to violent conflict by taking action for peace on September 21<sup>st</sup>, the United Nations' International Day of Peace, and sharing it with a global community using **#PeaceDayChallenge**. Since launching in 2015, the **Peace Day Challenge** has reached 148 countries and all 50 U.S. states, engaged hundreds of schools and dozens of organizations, and inspired social media posts from high-profile individuals and a broad public audience reaching tens of millions of people each year.

**“Say it. Do it. Share it.”** is this year's call-to-action. The **2022 Peace Day Challenge** focuses on exploring your own understanding of peace and conflict, on taking action for peace, and on connecting with a global network of peacebuilders.

In this **Peace Day Challenge Action Kit**, you will find some ways to take up the **Challenge**, inspiration from previous **Peace Day Challenge** participants, and a list of other useful resources.

## ABOUT USIP

The **United States Institute of Peace** is a national, nonpartisan, public institution dedicated to helping prevent, mitigate and resolve violent conflict abroad. The USIP's headquarters on corner of the National Mall in Washington, D.C. embodies America's enduring commitment to building peace around the globe. The Institute's campus is a hub for training, dialogue, roundtables, exhibitions and research. Abroad, the Institute has field offices in 16 countries, working on pressing national security issues including strategic rivalry, violent extremism, global shocks like climate change and pandemics, and addressing these issues through embracing a distinctly American approach to peacebuilding.

# Say it.

There are many different perspectives on what peace means – it is a concept that is shaped by our individual experiences and values. To help you think about what your vision of peace is, take time to reflect on these questions:

- What are the essential ingredients for peace to exist?
- Can peace happen on its own or does it require effort?
- What tools do you need to manage conflict in a way that prevents violence and builds peace?

## **Lesson Plan:** *Perspectives on Peace*

USIP's [Peacebuilding Toolkit for Educators](#) has a two-part lesson plan that helps young people reflect on their understanding of peace, analyze the relationship between conflict and peace, and create their own definition of peace.

# Do it.

Peace is not static – it is something that requires hard work to achieve and active involvement to maintain. The **Peace Day Challenge** encourages individuals and organizations around the world to get involved in global peacebuilding by taking action at home and abroad.

Make a personal pledge to be a peacebuilder by exploring nonviolent ways to manage conflict and by seeking out opportunities to take positive action for peace in your life and world.

***Here are some ideas to get you started:***

## **LEARN HOW CONFLICT CAN BE RESOLVED**

There are tools that we can learn as individuals, and systems that governments can implement, to manage conflicts without violence.

- USIP's [Global Campus](#) provides free online courses and training opportunities to fit the needs of any person working to resolve global conflict. No matter what you do or how experienced you may be, if you are committed to building peace and resolving conflict, we have an educational opportunity for you.
- Discover your conflict style. Knowing the strengths and weaknesses of how you tend to approach conflict can help you identify how you might want to approach conflict differently. Take the [Conflict Styles Assessment](#) for some insights into your own style.

## EXPLORE PEACEBUILDING STORIES

The stories we most readily hear about in the news focus on the violent conflict happening around the world. Consider seeking out stories of people and organizations working for peace as part of your **Peace Day Challenge**.

- In a book club? Choose a book for September that tells the story of individuals who have channeled their experience of violent conflict into working for peace.
- Look beyond the headlines and identify a specific organization working on resolving a conflict, then see if there are ways that you can get involved.
- Check out [USIP's YouTube](#) page for inspiration.

## ENGAGE YOUR COMMUNITY

Bring the **Peace Day Challenge** to your broader community!

- Hold a community panel conversation on a current peace and conflict issue.
- Partner with local religious groups on an interfaith dialogue.
- Organize a multicultural festival focused on perspectives of peace.
- Work with the local government to adopt a proclamation recognizing the International Day of Peace.
- Participate in an act of volunteerism or service to help those in need. In addition to opportunities that may be available in your own community, organizations like Points of Light have [Virtual Volunteer Opportunities](#).

## GET YOUR SCHOOL INVOLVED

- Arrange for a special assembly featuring a guest speaker on peace and conflict.
- Have older students research examples of peacebuilders and share their findings with younger students.
- Host a table at lunchtime with information about the International Day of Peace and encourage classmates to take up the **Peace Day Challenge**.
- Create or contribute to a piece of public art like chalk drawings or a mural to raise awareness of the day.
- Post messages of peace around the school.
- Lead some skill-building lessons from USIP's [Peacebuilding Toolkit for Educators](#).

## A Return to Peace in Libya

This [short](#) video by USIP shares the story of civic activists in Ubari, Libya who have worked to rebuild the city's economy.



## Poster Teaching Guide

Request a [Poster Teaching Guide](#) that includes lesson plans and a family activity sheet by emailing [PublicEducation@usip.org](mailto:PublicEducation@usip.org).

**Please note that quantities are limited and available to U.S.-based schools only. One per school.**





# Share it.

The **Peace Day Challenge** is about taking action but also connecting with a global movement of people and organizations working for peace.

- Write down what peace means to you, and share it using **#PeaceDayChallenge**.
- Use the hashtag to share what action you took to build peace and tag someone else in your posts, encouraging them to commit to being part of the 2022 campaign.
- Let your community know how you are taking up the **Peace Day Challenge** by hosting an information table in a public space like a library, reaching out to local media, and making your action visible.

Looking for more ideas? Some highlights from that and other years:

In 2021, students at **Ozark High School in Arkansas** presented to 3<sup>rd</sup> graders at their local elementary school, sharing the significance of the International Day of Peace and reading them children's books about peace. They showed the elementary students a message from United States Senator John Boozman about why it's important to work for peace, specially recorded for this event.



Students from **Perspectives Charter School in Chicago, Illinois** participate in the **Peace Day Challenge** every year. In 2015, they fanned out across the city and had members of their community pledge to take action. The local ABC News affiliate followed along!



USIP's partner **Humans of Pakistan** organized a photo exhibit and series of talks centered around its photo project in 2017. The photos exhibited were part of the **#WeAreAllEqual** campaign. A diverse audience was invited to view these stories in an art gallery, watch the documentaries, and listen to motivational speakers.





In 2019, classrooms from Alaska, Georgia, Massachusetts, Montana, Pennsylvania, South Dakota, Tennessee, Texas, Virginia and Wisconsin connected with USIP overseas staff in **Pakistan, Iraq, Tunisia and Nigeria** as part of a special virtual series to learn more about the peacebuilding work happening in these countries.



**USIP Public Education**  
@buildingpeace



In yesterday's last live session, students engaged with Terfa Hemen & Maryam Ado Haruna, both @USIP staff on the field in #Nigeria. Students heard about Terfa's & Maryam's work & the important role youth can play in bringing about positive change! #PeaceDayChallenge



12:29 PM · Sep 25, 2019 · [TweetDeck](#)



The **World Affairs Council of Harrisburg in Pennsylvania** is another regular participant in the **Peace Day Challenge**. In 2016 they organized an International Day of Peace ceremony at City Hall and a peace walk. In 2021, their International Peace Symposium was centered around the theme of “Stories of Courage, Perseverance, and Hope.”



USIP Vice President David Yang traveled to Oregon in 2019 to be a part of the **Ashland Culture of Peace Commission's** annual global peace conference, which focused that year on practical applications of the culture of peace.





In 2019, students at **Greenup County Schools in Kentucky** celebrated the **International Day of Peace** by sharing peace messages on a special display created by local schools. They also created paper peace cranes and Pinwheels for Peace, and hosted a booth during their school's Spirit Week that spread the message to students' families.



In 2015, **YaLa Young Leaders**, with a network of 1 million youth in the Middle East, promoted the **Peace Day Challenge** through its networks, and brought together an online dialogue and training session of more than 100 YaLa Academy students from Israel, Palestine, Syria, Iraq, Yemen, Morocco, Tunisia, Egypt, Sudan, Libya, Jordan, Saudi Arabia, Iran, Turkey and more. They also created a video asking what Peace Day meant to the students.



# Bonus Guide:

## How to Plan an Event

For many **Peace Day Challenge** participants, especially students, this might be the first time you are planning an event. It can be easy to get lost in the logistical details. Keep in mind these four key steps:

**Step One: Reflect on your purpose of the event.**

When planning an event, it is important to set tangible objectives, whether in-person or virtual. This will allow you to understand the purpose and optimize the number of people you reach.

**Step Two: Set a target audience.**

Now that you have your objective set, curate your target audience. Who are you trying to reach, keeping in mind your goals?

**Step Three: Outline your plan moving forward.**

Outlining your plan moving forward is crucial. Conversing with others about your ideas might facilitate your process to pursue, create and catalyze your vision for the event.

**Step Four: Talk with local government officials, businesses, churches, organizations, etc.**

A great way to execute an event is to partner with an individual or local organization to tap into their networks and have support to implement your plan. To find these organizations, talk to your neighbors and community members to help brainstorm.

[Here](#) are more tips on how to plan and execute an event.



# Resources **to help** Share it!

Use these materials to help spread the word about the #PeaceDayChallenge and to share how you are taking it up!

## 2022 Peace Day Challenge Graphic



[Click here to download](#)

# Resources to help **Share it!**

Use these materials to help spread the word about the  
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## Social Media Badge

(for profile picture)



[Click here to download](#)

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## 2022 Peace Day Challenge Pledge Form

My **2022 #PeaceDayChallenge** is...

**Say it. Do it. Share it.**

[Click here to download](#)



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## Your Definition of Peace Flyer

**Peace is . . . .**

**2022 #PeaceDayChallenge**  
**Say it. Do it. Share it.**

[Click here to download](#)

