New Campaign from the Better World Campaign Mobilizes Young Americans to Champion the Global Goals

Poll finds young Americans are ready to act and this campaign gives them the platform to make an impact.

WASHINGTON (PRWEB) January 30, 2019 -- Today, the Better World Campaign and the United Nations Association of the USA (UNA-USA) are launching a new initiative called Act Like The World Depends On It, giving young Americans a platform to contact their elected officials about their support for the individual issues behind the UN’s Sustainable Development Goals (SDGs).

The campaign is in response to the findings from a recent poll among 17 to 35-year-olds, which found that nine in ten young Americans are willing to act on the global issues they care about. Act Like the World Depends On It harnesses their willingness to act through a platform that speaks to them and meets them where they are.

“We know that young Americans are ready to take action to help achieve the Global Goals. This platform gives them a simple, yet impactful way to do so,” says Peter Yeo, President of the Better World Campaign.

“We have seen a surge in action on the SDGs among individuals, cities, and corporations, but we can’t stop there. It’s time for Congress to step up,” added Yeo.

The campaign, found at www.fortheworld.org, currently champions issues in five key areas:

- Peace & Justice
- Poverty
- Equality & Rights
- Healthy Planet
- Global Health

The bottom line is that the Global Goals cannot be achieved without the commitment of younger generations. By next year, Millennials will make up 50 percent of the U.S. workforce and Gen Z will account for one-third of the population.

“It’s my generation and those that follow that will be impacted most if we don’t step up and act to achieve the Sustainable Development Goals,” said Erika Briceno Howard, Director of Communications at the Better World Campaign. “We must commit to taking steps in our own lives to advance the SDGs, but we can’t let Congress have a free pass.”

Americans from coast-to-coast are encouraged to use the platform to directly email their Members of Congress and share the message online using the hashtag #ForTheWorld.

Campaign materials are free to use and share and can be found online.

About the Better World Campaign:
The Better World Campaign works to foster a strong relationship between the U.S. and the UN to promote core American interests and build a more secure, prosperous, and healthy world. The Better World Campaign
engages policymakers, the media, and the American public alike to increase awareness of the critical role played by the UN in world affairs and the importance of constructive U.S.-UN relations. Learn more at: www.betterworldcampaign.org.

About UNA-USA:
The United Nations Association of the USA (UNA-USA) is a 50-state grassroots organization dedicated to inform, inspire, and mobilize the American people to support the ideals and vital work of the United Nations. For more than 75 years, UNA-USA has worked to accomplish its mission through its national network of Chapters, youth engagement, advocacy efforts, education programs, and public events. UNA-USA is a program of the United Nations Foundation. Learn more at: www.unausa.org.
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