

Every Child is Important

C A M P A I G N

The Australian Childhood Foundation launched its *Every Child is Important* campaign in Sydney on 15 March 2004.

This is an innovative parenting education initiative which works to prevent child abuse through eliciting a social commitment to children. It uses multi-modal strategies to strengthen positive relationships between parents and children through the provision of parenting information, resources and support at a national level. It also encourages help seeking behaviour by parents through promoting the view that all parents need information and support at some point in their child's development.

The campaign has been funded through the Australian Government's National Agenda for Early Childhood, to be implemented nationally until the end of 2005.

The launch included the release of a report entitled *The Concerns of Australian Parents* based on interviews with a sample of 500 parents nationally. The research was undertaken as a joint project between the Australian Childhood Foundation and the National Research Centre for the Prevention of Child Abuse at Monash University.

Analysis of the findings highlighted that three in four parents struggled to balance work and family, more than half lacked confidence in their parenting, and approximately 80 per cent wanted more information and support on parenting issues. A significant proportion of parents appeared to associate asking for help with a high degree of stigma which, in turn, acted as a strong deterrent to actually seeking necessary support.

The results also highlighted that parents have a poor understanding of the extent and nature of child abuse in Australia. They appeared to not consider it an issue of concern for them or their children. They needed reminding to place child abuse on a list of community concerns.

The campaign uses a health promotion model to enhance developmental outcomes for children through resourcing parents. It features creative television, radio and print advertising using the evocative Van Morrison song, *Have I told you lately that I love you*.

It includes the following key elements:

- an interactive website for parents' and children's services providers;
- forty parenting seminars around Australia with Michael Grose;
- the distribution of half a million free parenting booklets;
- free CD-ROM with parenting information in eight languages;
- free Every Child is Important Parenting Newsletter;
- updates about research on child development and parenting; and
- opportunities for services to promote local parenting activities and support programs.

Information about the campaign can be found at www.kidscount.com.au. Requests for campaign resources can also be made by phoning the Every Child is Important national campaign helpline on 1800 176 453.

Child Abuse Hurts Us All

C A M P A I G N

The Australian Childhood Foundation, in conjunction with the National Research Centre for the Prevention of Child Abuse, has launched the *Child Abuse Hurts Us All* campaign.

The campaign, launched at Parliament House, Hobart, on Wednesday 5 May 2004, is a major new community education and awareness initiative, funded and supported by the Tasmanian Government for implementation in Tasmania in 2004-2005.

The campaign uses innovative advertising elements and education strategies to deepen the commitment by the general community to the prevention of child abuse and the protection of children from harm associated with abuse and family violence.

Information about the campaign can be found at www.stopchildabuse.com.au.