



The Valuing Children Initiative

17th August 2016



The Valuing Children Initiative (VCI)

- The VCI is a joint project funded by Centrecare and Parkerville Children and Youth Care (Inc.) that commenced in January 2016.
- The VCI is an ambitious project that seeks to inspire Australian's to value all children, understand that a child's wellbeing is the shared responsibility of the entire community and ensure children are at the forefront of our considerations.





For a better start in life
start COLA earlier!

How soon is too soon?

Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

The Soda Pop Board of America
1515 W. Hart Ave. - Chicago, ILL.

- Promotes Active Lifestyle!
- Boosts Personality!
- Gives body essential sugars!



Valuing Children
INITIATIVE

“Australia is a wealthy nation that ranks well in comparison with other developed countries on many measures of health and wellbeing.

However, evidence indicates that many children and young people face a range of issues including behavioural and emotional problems and mental health issues, living in jobless families, witnessing or experiencing violence in their family, starting school poorly equipped to learn and being homeless.”

PRESENTING
THE HECKMAN EQUATION

INVEST in early education for
disadvantaged children

+ DEVELOP cognitive skills, social abilities
and healthy behaviors early

+ SUSTAIN early development with effective
education through to adulthood

= GAIN a more capable and productive
workforce

LEARN MORE ABOUT THE BENEFITS OF
QUALITY EARLY CHILDHOOD EDUCATION AT [HECKMANEQUATION.ORG](https://heckmanequation.org)

It is timely then to consider if there are other contributing factors, ‘....embedded in the cultural attitudes and behaviours of the community...conscious or unconscious,’ about how we value children.

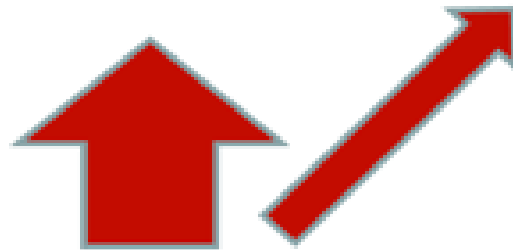
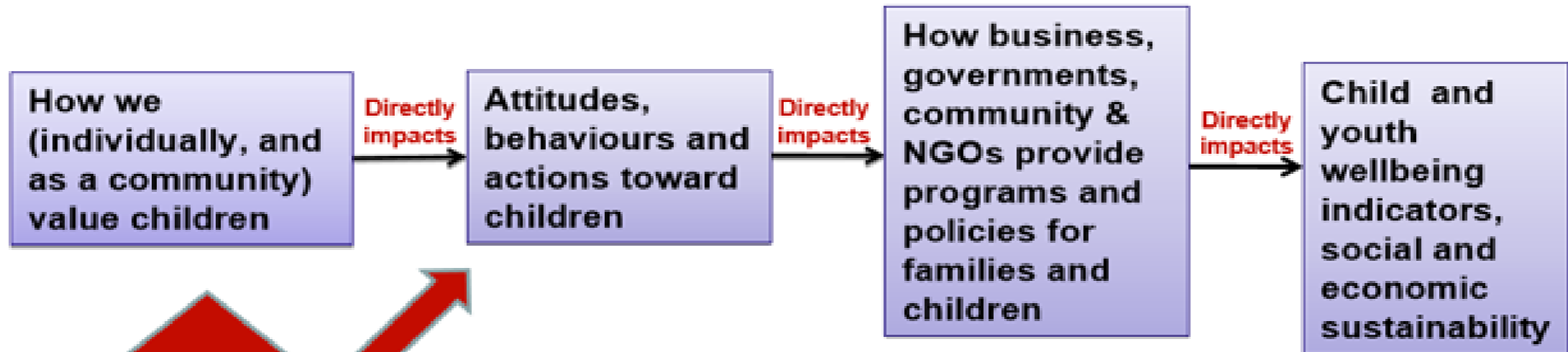
Have our attitudes to children evolved to keep pace with what we want for children, what we believe they deserve and have a right to expect?

Basil Hanna

From the Desk Of the Chief Executive

November 2015

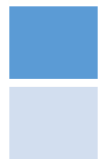
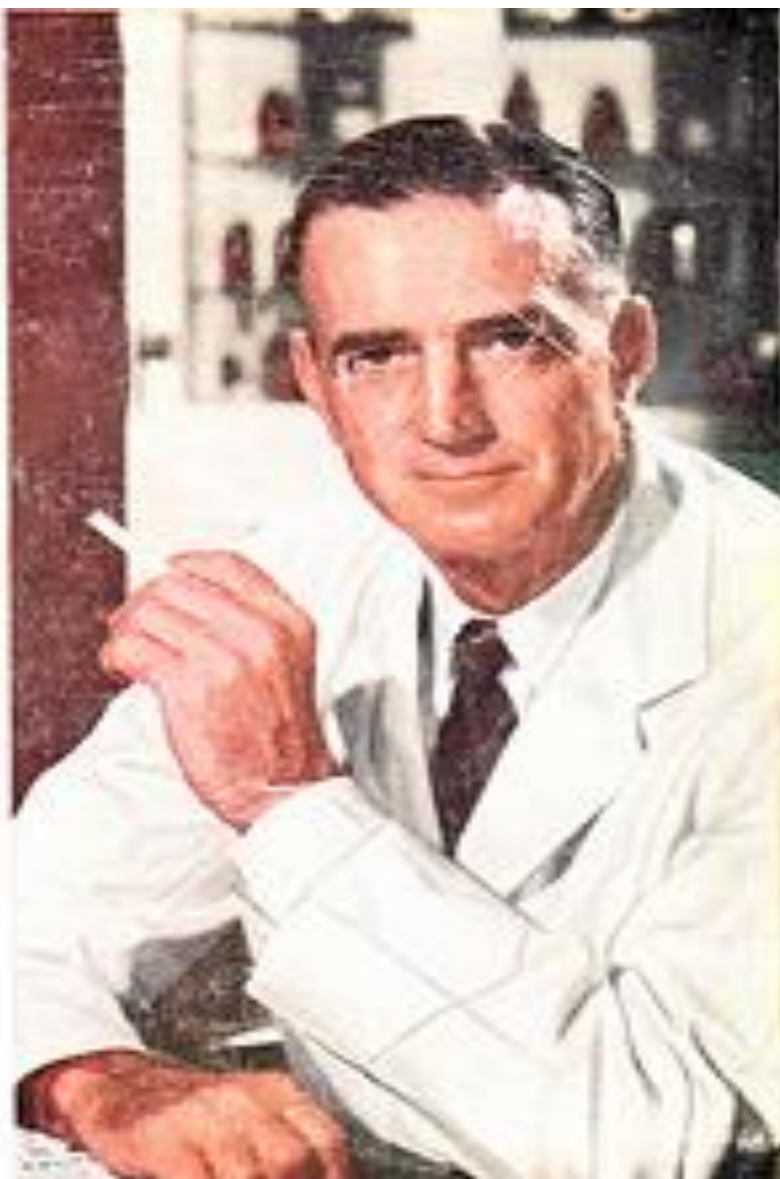
Antecedents of complex problems affecting children and young people are common: they begin with our (societal) values



Need to focus here

According to repeated nationwide surveys,

**More Doctors
Smoke **CAMELS**
than any other
cigarette!**



Forefront of Considerations

‘I am not prepared to look back at my time here in this Parliament, doing this job and say to my children's generation... I'm sorry. We knew there was a problem with sugary drinks. We knew it caused disease. But we ducked the difficult decisions and we did nothing.’

*Chancellor of the Exchequer
United Kingdom
Sugar Tax Levy*

An Ambitious Project

- The objectives of the VCI resonate with many people as we search to find another part of the puzzle that will help to ensure children have the safe, caring and supportive childhoods they deserve.
- Translating the idea into something more tangible, and articulating why it is necessary, is not simple.
- The VCI Foundation Paper provides the rationale for the initiative and a starting point to help engage with as many other organisations and individuals as possible. Broad support is essential for the success of the VCI.



So far the VCI has....

- Published and distributed the VCI foundation paper
- Consulted with stakeholders to seek their feedback, support and input.
- Carried out baseline research into Australians attitudes towards children.
- Called on Party Leaders to prioritise children and Future Generations.
- Launched the Valuing Children Initiative.



You can help us by....

- Promoting understanding that how we value children has a direct impact on our regard and behaviour towards them, and the priority we give their needs and rights.
- Providing whatever platforms you can to enable the VCI to promote their objectives.
- Distributing the VCI's publications and resources at your discretion, and following the VCI on social media.

You can help us by....

- Providing public support for VCI activities that you support such as the VCI's call for a Minister for Children and Future Generations.
- Incorporate the language of the VCI and the Foundation paper in publications where appropriate. The VCI has already been quoted in the West Australian parliament during debates and in a recently released Joint Standing Committee Report.
- Making contact with the VCI to exchange ideas and in the event of joint opportunities to collaborate and promote the goals of the VCI.

Sharing ideas....



Today we would welcome your thoughts.....



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Thank you.

“.... a greater societal awareness of children and their needs, as well as the importance of ensuring that all children are loved, safe and able to maximise on their potential and wellbeing.”