

ABOUT WALES

SAVE THE CHILDREN NEWSLETTER REVIEW OF 2011



Save the Children
Achub y Plant

CHILD POVERTY: 'NATIONAL DISGRACE'



in severe poverty and the charity has dedicated itself to the work of ensuring that no child in Wales grows up cold, hungry or disadvantaged. The charity used the second annual child poverty conference in Cardiff in November to call on the Welsh Government to keep its promise of eradicating child poverty by 2020.

Since that call First Minister Carwyn Jones

has pledged his government to meeting the 'rightly challenging' target of beating child poverty.

He added, "There is no greater priority for me or the Welsh Government than ensuring that

our children have the best possible start in life."

Responding to the First Minister's comments, James Pritchard, Head of Wales for Save the Children, said, "Keeping this commitment, made in 1999, to defeat the scourge of child poverty by 2020 is incredibly important.

"Children who grow up in poverty have poorer health, do less well at school and are more likely to bring up children themselves in poverty. This is a betrayal of a whole generation.

It is a national disgrace that 200,000 of our young people, the future of Wales, are growing up without the essential ingredients of healthy, happy childhoods."

Figures published this year by Save the Children show that Wales has the worst record in the UK on child poverty.

In Wales today, 200,000 young people live in poverty and 90,000

BORN TO GOVERN

Welsh politicians from all four parties helped us launch our *No Child Born to...* campaign in Wales by promising to commit themselves to our nation's children. During an event in June this year at the Senedd building, in Cardiff Assembly Members learned about Save the Children's work in Wales and made their own personal pledges to fight for a better future for our young people. As a part of our international *No Child Born to Die* campaign, the politicians were asked to share

with us what they were 'Born to Do'.

The campaign is based on the principle that no child should be born without a chance. It argues that all children have the right to a warm home, the right food and the hope of a good education. That's why Save the Children is campaigning to end child poverty by 2020. Over 20 Assembly Members attended and let us know what they were born to do including Born to Campaign, Born to Challenge and Born to Champion Children.



Julie Morgan AM

THE LONG AND WINDING ROAD

Save the Children's *Travelling Ahead* project hosted the first National Gypsy and Traveller youth forum in November bringing together young people from all over Wales. The forum gives young Gypsies and Travellers the opportunity to speak out for the first time about issues that affect them all at a national level.

www.travellingahead.org.uk

REACH FOR THE STARS

Over 100 children and decision makers attended the *Aiming High* event in March where Save the Children Ambassadors delivered training in children rights and child poverty issues. The youngsters also helped produce a line of colourful bunting with their thoughts on child poverty which was displayed later at the Hay festival.

LET'S GET TOGETHER

The Minister for Children and Social Services, Gwenda Thomas, helped to launch a new Participation Standards poster in November helping young disabled people have a say in decisions that affect their lives. The poster is produced by the Participation Unit, based at Save the Children, and Together for Rights an all-Wales group of young disabled people. For more information, please go to www.participationworkerswales.org.uk

A FAST START FOR WELSH PRIMARY SCHOOLS



FAST parent from Pentrebanne school

This November we launched the next stage of our exciting new Families and Schools Together (FAST) programme to boost the education chances of children. Save the Children is planning to roll out 400 of the schemes across the UK. Successful projects have already been run in Cardiff and Caerphilly and in 2012 we will launch in Rhondda Cynon Taff and other areas of Wales.

The eight week programme is voluntary and available to all families with young children. It involves participating in activities such as singing, reading and playing games, cooking a family meal and having focus time for parents. Graduation ceremonies for all the mums, dads and children that took part in FAST at Cardiff's Pentrebanne and Springwood Primary Schools were held in November.

Pentrebanne Primary School Head teacher Sheena Duggan commented "The FAST Programme has been a very positive experience for all those involved. It has raised the confidence of our parents and created a really positive relationship between the school and our families."

A FAST parent from Pentrebanne added, "Since starting the project my six-year old daughter is much more outgoing and interacting much better with other children and at school. Her confidence has grown and I've seen an improvement in her writing and speech."

SMOKE GETS IN THEIR EYES

Children from Millbank Primary School in Ely, Cardiff, worked with Save the Children to create an award-winning animation to encourage adults to stop smoking around them and create smoke free spaces.

The 'Smoke Free Spaces' animation illustrates the messages that smoking is bad for your health, affects your children's health, is expensive and can cause accidents in the home. The film won an award at this years ASH Excellence in Tobacco Control Awards for Wales.



Project group from Millbank School

YOUNG PEOPLE ARE 'HUNGRY FOR CHANGE'



The Ambassadors with Martyn Lewis of FirstGroup, James Pritchard, Head of Save the Children in Wales and Rt Honourable Rhodri Morgan

The second all-Wales child poverty conference was held in Cardiff by Save the Children and Children in Wales.

The event, sponsored by First Group was called 'Hungry for Change' and was hosted by our Wales Ambassadors. They talked about the issues they have been working on with us and added their voice to the debate calling on politicians and decision makers in the audience to keep their promise of eradicating child poverty by 2020.

The Ambassadors are children and young people from primary and secondary schools in Cardiff. During the conference they highlighted the issues that concern

IMPROVING CHILDCARE: BETTER FOR CHILDREN, FOR FAMILIES AND FOR WALES

Save the Children UK launched a major campaign calling for improved access to childcare for Welsh families struggling to make work pay this year.

We argued that childcare is crucial for all working families and that with some of the most expensive childcare in the world, most UK families are struggling with balancing the costs of childcare against what they can earn. Results from a survey we conducted earlier in the year showed that for many the costs

place a huge strain on family budgets and for those on a low income it can mean that working is not a realistic option while you have young children. We argued that changes to the benefits system to reduce the amount of support for childcare should be reversed.

We want the Chancellor to return support through tax credits for childcare to 80% in his April 2012 Budget. To support parents on a low income and our campaign visit www.savethechildren.org.uk/

Key speakers included Gwenda Thomas, the Welsh Government's Deputy Minister for Children and Social Services, Professor Sir Mansel Aylward, Chair Public Health Wales and Peter Kenway from the New Policy Institute. The conference was co-chaired by Former First Minister Rhodri Morgan and Save the Children's Young Ambassadors, Rhian Fish and Caitlin Sweeny, both aged 10.

At the end of the day delegates and speakers were asked for their pledges on ending child poverty and the Ambassadors will follow up on their progress in the spring. www.childpovertysolutions.org.uk

Getting involved, making a difference

The Participation Unit, hosted by Save the Children, has a new project supporting the participation of young people who are at risk of offending and are already in contact with local authority youth offending teams. The schemes will provide the young people with an opportunity to take part in something positive, learn about the way in which they engage with others and help develop self confidence and self esteem. They are operating in Bridgend, Torfaen, Merthyr Tydfil, Carmarthenshire, RCT, Ceredigion, Swansea, Blaenau Gwent, Caerphilly, Conwy and Pembrokeshire.

Right direction

Save the Children hosted a visit from an Argentinian delegation who have chosen Wales to hold one of a series of pre meetings to the world congress on children's rights in 2012. They were impressed by their visit to the Child Poverty Conference where they met with the young people as well as hearing about the range of work of the Wales programme www.childrensrightswales.org.uk

Speaking up

In October we held an event to discuss the Institute for Fiscal Studies projections on child poverty up to 2020 with Assembly decision-makers and academics. We also invited Rhiannon Lewis, Save the Children Young Ambassador, who gave a powerful insight into her experiences as a young person growing up in a deprived community in Wales.

THESE SHOES WERE SOLD FOR CHILDREN

During 2011 we teamed up with Merched y Wawr to raise awareness and funds for the work of Save the Children.



Members set out to collect old mobile phones and ink cartridges for us, which could then be recycled to raise money to buy basics such as nutritious

food, clean water, healthcare, access to education and protection for children world-wide.

The 'Stories from the Sole' campaign was launched in May in collaboration with the National Eisteddfod's 150th anniversary celebrations. We asked 150 famous Welsh women to share Eisteddfod memories with us and donate shoes that we could auction at the National Eisteddfod in Wrexham. We also asked Merched y Wawr members to donate shoes that we could sell on our stall on the Maes. More than a 100 shoes donated by Welsh celebrity women such as Cerys Matthews, Alex Jones, and Welsh TV presenters Angharad Mair and Heledd Cynwal, writers, artists and politicians were auctioned and raised £1,300. A staggering 3000 shoes were donated by Merched y Wawr members to sell on the stall which was a hive of activity all week and staffed by enthusiastic volunteers. The grand total raised during the year was £9,200.

BORN TO SHINE

Members of dance group Diversity and choreographer to the stars, John Graham, appeared in the Born to Shine Roadshow at the Morrisons store Cardiff Bay in August. Born to Shine was broadcast on ITV in the summer and showed talented youngsters mentoring famous

faces as they learned a new skill, from tap dancing, to rapping to playing a new musical instrument. The series culminated in a fundraising extravaganza for Save the Children.

Morrisons supported the Born to Shine TV series as part of their partnership with Save the Children.

Local Assembly Member Vaughan Gething, who came along to support the event said: "Every child is born full of potential but unfortunately not every child has the chance to fulfil it. This event and the Born to Shine campaign celebrate the potential of all children."

FUNDRAISING NEWS

I do... raise money for Save the Children!

The Royal Wedding this year took place during Save the Children Week and gave us the opportunity to have some fun toasting North Wales' newest married couple as well as fundraising. We had street parties and wedding themed events throughout Wales. Supporters were encouraged to do whatever they were 'Born To Do' to raise money.

Save story for Welsh women

Over 400 ladies attended the prestigious Women in Wales event in April, held in Cardiff City Hall. The guest speaker was the award-winning author Clare Mulley who wrote the biography of Save the Children's founder Eglantyne Jebb.

Life on the ocean wave

The Paddle for Life raft race defied high seas to create a splash again this year in Porthcawl. The event, organised by Lee Garbett from Quest Adventures, saw the teams battling to race their rafts in difficult conditions.

Cycling and pampering

Cyclists from the Snowdonia National Park Authority raised over £700 for Save the Children by completing an epic 80-mile bike ride as part of their 60th anniversary celebrations. A successful pampering event was also held at Crabtree and Evelyn store in Cardiff in December.

A song for Christmas Volunteers from Cardiff branch got into the festive spirit organising a Christmas Fair at Howells school, which saw school choirs hitting the right note in a competition. The winning choir from Cwmbwrla Primary School in Swansea won the prize donated by Colorfoto. They then performed at Cardiff's John Lewis store.

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