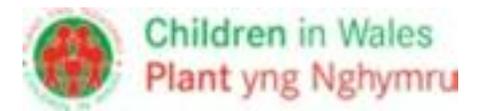




**For more information on the UK Alliance Investing in Children Project, please contact [info@childreninwales.org.uk](mailto:info@childreninwales.org.uk)**

The Alliance for Investing in Children (UK) is a project led by Children in Wales working in partnership with Children in Scotland, Children England and Children in Northern Ireland through a steering group of UK Eurochild National Network member organisations. The UK Alliance is part of a wider Joint Action led by the EU Alliance for Investing in Children coalition to aid the implementation of the European Commission Recommendation *'Investing in Children-Breaking the Cycle of Disadvantage'*. This project is supported by the European Union Programme for Employment and Social Solidarity - PROGRESS (2007-2013). This programme is implemented by the European Commission. It was established to financially support the implementation of the objectives of the European Union in the employment, social affairs and equal opportunities area, and thereby contribute to the achievement of the Europe 2020 Strategy goals in these fields. The seven-year Programme targets all stakeholders who can help shape the development of appropriate and effective employment and social legislation and policies, across the EU-27, EFTA-EEA and EU candidate and pre-candidate countries. The information contained in this briefing does not necessarily reflect the position or opinion of the European Commission.

# Invest in Our Children



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We all know how important it is to protect and support children, in order to optimise their healthy development and effective learning. Not only is this vital for children's own future wellbeing, it is essential to the prosperity and security of our communities and society. Awareness of the importance of this issue has increased in recent years, supported by a growing body of research and practice evidence. Alongside this, the pivotal role of all levels of government in ensuring that resources and services are provided that promote children's wellbeing and minimise risk of adverse outcomes has been unequivocally acknowledged.

It is in this context that the European Commission issued, in 2013, its recommendation 'Investing in Children – Breaking the Cycle of Disadvantage'. Across Europe, it was evident that the economic crisis had brought about increased rates of poverty. It was also clear that children were more likely to be affected by poverty than any other age group in the population. Despite the austerity measures in place in many countries, the recommendation urges EU member states to step up their investment in children and to spend more on preventative services. Specifically, countries are called on to

- support parents' access to the labour market and make sure that work pays' for them
- improve access to affordable early childhood education and care services
- provide adequate income support such as child and family benefits, which should be redistributive across income groups but avoid inactivity traps and stigmatisation
- step up access to quality services that are essential to children's outcomes – improve access to early childhood education and care including for children under 3, eliminate school segregation, enhance access to health, housing, social services
- support children's participation in extra-curricular activities and in services and decisions affecting children such as social services, education and alternative care.

Children in Wales is leading the UK Alliance for Investing in Children, with support from steering group partners Children in Scotland, Children England and Children in Northern Ireland. This campaign supports, at UK level, the European Alliance for Investing in Children led by our European network Eurochild. The activities of the UK Alliance is expected to contribute to three broad political objectives:

- To secure and retain political will to fight child poverty and promote child well-being
- To trigger and support reform in policies and practice based on what we know works best for children
- To strengthen meaningful engagement of relevant stakeholders in decision-making on public policy and resource allocation for children.

We will be carrying out a number of activities in support of the campaign over the remainder of 2014. We are asking politicians, stakeholder organisations and the general public to commit to supporting this campaign, and we will closely monitor its impact.

## Please give us your support

**Children in Scotland**  
every child - every childhood

**Children in Wales**  
Plant yng Nghymru

**Children England**  
Chelfax working for children and families

**CiNI**  
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