

Communicating Europe Initiative 2020 January 2021

Description of the activity/event undertaken and the extent to which planned outcomes were achieved:

- **Title of Project: Making Promises Real: the EU Child Guarantee on Child Poverty**

Our project will raise awareness of, and make real, the important promises contained in the Guarantee. We will:

- Run a large-scale, **high-level conference** on tackling child poverty using the **European Child Guarantee** amongst key stakeholders. The **EU Recommendation on Investing in Children** will be utilised on as an important policy underpin.
- Develop an **infographic** focusing on the five key service areas set out in the Guarantee (free healthcare, free education, free childcare, adequate nutrition and decent housing).
- **Build on the national momentum** to reduce child poverty in Ireland.

The central objective of our campaign is to:

- Facilitate a discussion on translating the commitments of the Child Guarantee on child poverty into the national and regional Irish context.
- Inform the implementation of the Child Guarantee in Ireland.
- Place a European spotlight on Ireland to help focus decision makers' attention firmly on the issue of child poverty.
- Maintain momentum and create political will to reduce child poverty in Ireland.
- Build on the successes and reputation of the Children's Rights Alliance already in this area.

The timetable for the project

- Feb-Mar 2021: event planning and preparation of materials.
- Apr/May 2021: conference/webinar event alongside the launch/roll out of infographic.
- Apr 2021 onwards: ongoing social media and online dissemination of infographic via Children's Rights Alliance website.

Update

- We are conducting a work planning session internally with the Children's Rights Alliance team at the beginning of February 2021. This session will determine our plans for the project roll-out during 2021. This will include setting a date for our conference/webinar in Q2.
- The webinar will be a key vehicle through which we will promote the Child Guarantee as well a published explainer document "What does the EU Child Guarantee Mean for Ireland?" The audience for this event will be Children's Rights Alliance members, other NGOs especially those working in child poverty, national and local decision makers in government and local councils, and academics.

Promotional plans

The accompanying infographic will be developed as an easily accessible digital resource via our website and social media channels. This will be linked to other expert resources on the Child Guarantee. We will develop an accompanying public relations plan to inform target audiences and engage ongoing media/social media interest. To disseminate, we will link with our 120 members including professional bodies, including teachers' and health unions.

Achievement will be measured as follows:

- 100 attendees at conference/webinar.
- Sustained social media activity directing users to the infographic.
- 1,000 hits on our website pages www.childrensrights.ie on child poverty during 2021.