

**CELEBRATE CHILDREN'S DAY**  
**FIRST SUNDAY IN MARCH**

# Treasure our Children



## **Children's Day 2017**

### **Messages and media statement**

You may wish to support the Children's Day message and highlight your event using local media, articles in your newsletters, and on your website.

This is a perfect day reach families everywhere with important messages about what it means to treasure our children and why it matters.

Below are a set of message and generic statement you are welcome to tailor as you see fit. We hope you find these helpful.

### **Key messages**

#### **Treasure our children background messaging**

- Children are born pure and with mana.
- When we are gifted with a treasure, we have a very special job of growing our gift, our child, to be strong and well.
- Every one of us can do this, and every child can thrive.
- It can be tough work, especially when there are other worries and stresses to contend with.
- Children depend on adults to care for them, and it's our responsibility to do our very best for them.
- Let's make this Children's Day 'our taonga' day, and make a commitment to nurturing our gift every day from this one forward.

## What does this mean?

### For parents and caregivers:

- Make sure your kids have the things they need – warmth, shelter, food, love and security. Show them your smile and hold them close.
- Look after yourself, so you can be strong for them.
- Ask them what makes them happy or sad – kids are full of wisdom and can tell us lots about the things they need.
- Learn about positive parenting – this job never came with a manual and knowing some tricks of the trade can make life a whole lot easier.
- If you feel like you're struggling, it's okay to ask for help. Talk with someone you trust, or call a support agency.

### For whānau and friends:

- Be there for them.
- Be generous with your love, knowledge, and ask what you can do to help.
- Give praise and encouragement to parents – people doing the most important job there is.
- Share the load – by offering to care for the children for a few hours, picking up groceries, or just spending time together.
- Be a pair of eyes, and a voice for tamariki. As a friend, neighbour, aunty, or grandparent, you can make sure our children are safe and well cared for.
- If you're worried about a family, encourage parents to talk to someone who can help – it might be a church leader, or support group.
- If children are at risk, talk to Child, Youth and Family. It's their job to work out what problems there might be, and the best sort of help.

### For community providers and event organisers:

- Show your support by organising a Children's Day event for the families and children in your community.
- Help spread the 'treasure our children' message', and share parenting information with families on the day. There are tips and resources on the Children's Day website.
- Talk with Child, Youth and Family if you'd like to have an ongoing role in promoting child protection and the value of children.

## **Generic media statement**

### **This Sunday 5 March is Children's Day.**

Children's Day is a time where families and communities come together to celebrate the children in their lives.

It's a day of fun, with lots of events planned up and down the country. But it's also something more than that.

Children are our treasure, and Children's Day is the perfect time for every one of us to stop and think about what we can do for the small people in our lives.

As the grownups we have the very important job of making sure children have all the things they need to thrive. That means lots of love, a warm safe place to live, and an environment where they can grow into wonderful, confident young people.

One of the most important things we can do is give them our time. When asked what they most like to do on Children's Day, the young people we talked to said 'doing fun stuff with my family'.

Spending time, talking, and asking our children about their hopes and dreams doesn't cost a thing, but it sends a message that they are loved. It's also a chance for us to learn something new about them – children are full of wisdom and can tell us lots about the things they need to be happy.

This Sunday 6 March, our hope is that every family in New Zealand does something to treasure their children, and make a pact that children come first, this day and every day from this one forward.

For tips on things to do to treasure our children, or to find out what's on this Children's day visit [www.childrensday.org.nz](http://www.childrensday.org.nz)