








# Every Child is Worth It Campaign Activities

Type of centre/s	Objective	Target Audience	Overview	Preparation	What happened on the day
<p>1. Community Centre</p> 	To gain media attention for the Every Child campaign	Parents, Media	<p>This event took place at 10am on a weekday</p> <p>Total time was about 15 minutes:</p> <ul style="list-style-type: none"> <li>- Welcome from children</li> <li>- Three short speeches</li> <li>- Hearts Activity</li> </ul>	<p>Teachers talked to all their parents about the campaign.</p> <p>Parents who chose to opt in their children signed a permission form for photos to be taken and shared on social media and in the media.</p> <p>Some parents chose to opt out their children. These children spent time with a teacher in a different part of the centre during the event.</p>	<p>The children did their pepeha and sang a waiata to welcome the visitors.</p> <p>One teacher gave a short speech.</p> <p>The NZEI president MCed the event, and spoke.</p> <p>A parent from another centre gave a short speech.</p> <p>After the speeches the children put their handprints on a large heart.</p>
<p>2. Kindergartens, Community, Private Centres</p> 	To introduce local teachers and whanau to the Every Child campaign	Teachers, Whānau	<p>An after work social event hosted by a local Barnardos centre</p>	<p>The field officer and local member leader worked with other local leaders, and with Miro Maori leaders, to organise the event.</p> <p>The local neighbourhood was letterboxed an invitation.</p>	<p>The event was social, with drinks and nibbles and an opportunity for teachers and parents to network, with a few short speeches.</p> <p>The heart activity was distributed to worksite reps to take back to use with their colleagues.</p>
<p>3. Community centre</p> 	To gain the support of local whānau for the Every Child campaign	Parents and whānau	<p>This event took place over an hour during pick up time.</p>	<p>Teachers advertised the event to parents.</p> <p>Teachers worked with parents to complete permission slips.</p> <p>NZEI staff prepared resources.</p>	<p>Staff set up an activity where the asks of the campaign were turned into parent friendly statements such as “children learn better in small groups”. These were displayed and parents asked to sign those they agreed with, or to add their own ideas.</p> <p>Staff initiated conversations with parents around these points.</p> <p>A cake decorated with “Every Child is Worth It” was shared with parents and children.</p>

<p>4. Community centre</p> 	<p>To gain the support of local whānau for the Every Child campaign</p>	<p>Parents and whānau</p>	<p>This event took place over an hour during pick up time.</p>	<p>Teachers advertised the event to parents.</p> <p>Teachers worked with parents to complete permission slips.</p> <p>Teachers prepared resources and the activity.</p>	<p>A short series of speeches were MCed by a local member leader, and there were speeches from the head teacher and from a parent member of the centre committee.</p> <p>Children from the centre collected nature items from outside to glue onto a big heart with the message that children need to be nurtured with quality ECE.</p>
<p>5. Kindergartens, Community, Private Centres</p> 	<p>To gain community support for the Every Child campaign</p>	<p>Whānau, community, MPs</p>	<p>Members set up a stall with Every Child campaign material at a community event.</p> <p>A large heart was prepared that people could take photos of themselves holding.</p>		
<p>6. Various centres</p>  	<p>To gain support for the Every Child campaign</p>	<p>Parents, whānau, community, MPs</p>	<p>Some centres have displayed hearts material on noticeboards or around their centres .</p> <p>Some centres have distributed flyers to parents.</p> <p>Centres have used the hearts in different ways – with children’s drawings, messages from educators or parents, or to send to local MPs with questions about their position.</p>		