

## Key messages for Green Paper submissions

These key messages have been developed following a number of discussions about the Green Paper. Repeating a set of key messages, within the context of broader submissions, increases the likelihood that government will hear those messages and recommendations.

1. Any new government spending should be invested in children, particularly those in the early years.
2. Government needs to demonstrate leadership that helps change attitudes and behaviour. It can do this by increasing investment in children and speaking positively about children, young people and parents.
3. Children have to be more visible in all government and parliamentary processes. There should be clear ministerial accountability, the UN Convention on the Rights of the Child should be used as a framework for policy development and child impact assessments should be conducted to measure the likely impact of policies on children.
4. A Children's Action Plan should improve life for all children, set targets for increasing wellbeing, and identify government priorities. This should be supported by principle-based legislation, which makes children's best interests central to government considerations.
5. Child wellbeing is multi-dimensional so government policy, programmes and services need to be monitored and coordinated.
6. There must be greater scope for innovation within government and communities, through use of high-trust contracts, results-based accountability and standardised measurement of outcomes.
7. Robust research is needed so that we know what works. But we need to be careful not to discard everything we've got.
8. Kaupapa Maaori research and services are essential to getting it right for tamariki Maaori.
9. All children should have access to a set of universal services that is agreed across political parties and sustained in the long-term: antenatal care; midwifery; breastfeeding support; paid parental leave; well child health; free GPs; parenting education and support that enables secure attachment; immunisation; warm, dry housing; nutrition; and quality early childhood care and education. Additional services and support should be available in proportion to the need of the family – the notion of progressive universalism.
10. The workforce for children needs to be invested in, to increase skills such as supporting attachment; listening to children; detecting abuse; child protection; working with Maaori and Pasifika.
11. Social hazards such as alcohol, drugs and gambling need to be reduced. Treatment for addictions and mental illness need to take into account the impact on the whole family.
12. Community-led development needs to be resourced, with the capability of local leaders built so that local solutions can be developed in response to local problems.
13. Geographical targeting should be increased so that it is issues-focused, not ethnically-focused.