

ALDER HEY CHILDREN'S CHARITY

PARTNER TOOLKIT

GET INVOLVED WITH THE CAMPAIGN LAUNCH



OUR CAMPAIGN:

Alder Hey Children's Charity is starting a coalition to *Put Children First*. Our first campaign - inspired by children and young people – is *Ignite the Sparks* and hopes to inspire decision makers to make children a political priority.

FOLLOW US:

X: [@PutChildren1](#)

Website: www.putchildrenfirst.info

Email: alderhey@bbpartners.co.uk and sign up for updates on the campaign, events and social media assets

HELP US TO LAUNCH ON SOCIAL MEDIA:

Use the hashtag: #PutChildrenFirst

Repost our launch thread: [@PutChildren1](#)

Images to post: Access gif [here](#) and other social asset [here](#).

Captions to post: see below

X/ Twitter/ Instagram:

Inspired by children and young people @AlderHeyCharity has launched @PutChildren1 calling on the Government to #PutChildrenFirst.

Let's make the NHS –

➡ Child-first;

➡ Digitally enabled;

→ Preventative and community care-focused.

Find out more here www.putchildrenfirst.info.

Facebook / LinkedIn:

Inspired by children and young people @AlderHeyCharity today launches @PutChildren1 – a new campaign asking the Government to #PutChildrenFirst and create a new #ChildrensNHS.

Children and young people are our future scientists, innovators, artists, medics and entrepreneurs of the U.K.

But children and young people have not been a political priority for over a decade. Child poverty is at a record high - leading to a sharp decline in children's health.

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→ Preventative and community care-focused.

Find out more and join the coalition at www.putchildrenfirst.info.

TELL YOUR NETWORK:

You can use the copy below in your newsletters, on your website, or any other method of communication to spread the word.

On Wednesday 25 September, Alder Hey Children's Charity launched Put Children First – a new coalition which aims to end child health inequality in the UK.

Inspired by children and young people, the charity is asking likeminded organisations and individuals to join them as they call on Government to create an NHS for children which is:

→ Child-first;

→ Digitally enabled;

➡ Preventative and community care-focused.

Fiona Ashcroft, CEO of Alder Hey Children's Charity said: "Children and young people are our future scientists, innovators, artists, medics and entrepreneurs. Their health needs have changed and rising inequality is limiting their life chances. Children have not been a political priority for over a decade - and the health service has not been designed or commissioned with children and young people in mind. That's why as a charity we are taking this unprecedented step to advocate for children and young people. We can only do this by working together with political leaders and other partners to create a collaborative health and social care system which has a shared focus on the needs of children and young people."

Find out more and join the coalition at www.putchildrenfirst.info
Follow on X [@PutChildren1](https://twitter.com/PutChildren1)