



## ALDER HEY CHILDREN'S CHARITY

### PARTNER TOOLKIT

### GET INVOLVED WITH OUR FILM LAUNCH



#### 'IGNITE THE SPARKS' FILM:

Alder Hey Children's Charity is launching its '*ignite the Sparks*' film calling on the Child Poverty Taskforce to make children and young people a national priority, invest in prevention and bolster the paediatric workforce as it consults ahead of delivering its strategy.

#### FOLLOW US:

X: [@PutChildren1](#)

Bluesky: [@putchildrenfirst.info](#)

Website: [www.putchildrenfirst.info](#)

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

#### HELP US TO LAUNCH THE FILM ON SOCIAL MEDIA:

**Use the hashtags:** #IgniteTheSparks #PutChildrenFirst

**Repost our launch thread:** Below.

**Images to post:** Access film [here](#).

**Captions to post:** See below

## X/Twitter

👉 The #PutChildrenFirst campaign has released its #IgniteTheSparks film.

These children represent every child who should have unlimited possibilities but is at risk due to poverty and inequality.

It's time policymakers #PutChildrenFirst to tackle children's health inequalities.

[INSERT THE FILM [LINK](#)]

## Bluesky

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[INSERT THE FILM [LINK](#)]

## TELL YOUR NETWORK: (For Instagram, LinkedIn, Facebook, WhatsApp and newsletters).

The #PutChildrenFirst campaign by Alder Hey Children's Charity has launched its new #IgniteTheSparks film.

The film shows three local young people - Jai, Sophia and Havin – who all have people talent and potential. They represent every child who should have unlimited possibilities but may be at risk due to unfairness, poverty and inequality.

Supported by new You Gov polling which found just 12% of Brits think children will reach their full potential, Jai, Sophia and Havin were brought together to demonstrate what could be lost if the Government doesn't put children first.

The film calls on the Child Poverty Taskforce - expected to publish its strategy in the Spring - to listen to children and young people and #PutChildrenFirst by:

- ➔ Making children and young people a national priority;
- ➔ Investing in prevention to mitigate health inequalities;
- ➔ Strengthening community care models;

→ And investing in data-driven, technological solutions;

Find out more about their campaign here: [www.putchildrenfirst.info](http://www.putchildrenfirst.info).

[INSERT THE FILM [LINK](#)]