Advocacy pack

**Purpose:** This Advocacy pack is designed to help your organisation promote the value of Child and Family Hubs and advance the National Child and Family Hub Network’s collective priorities and advocacy efforts. Our goals are to:

1. Support existing Hubs (>460 across Australia) to improve their quality and reach families that need it the most
2. Advocate for new Hubs in areas of need across Australia.

The key messages and example content provided in this document focus on highlighting the success stories at your Hub to demonstrate the value of Hubs in a considered and coordinated way. For more information, refer to the [National Child and Family Hub Network’s 2024-2029 Strategy](https://www.childandfamilyhubs.org.au/resources/news/2024/national-child-and-family-hubs-network-strategy-2024-2029-released/).

# Overview

Child and Family Hubs provide families with access to a wide range of supports and services, all in one place. By bringing together supports across health, education and social care - as well as providing parents with the opportunity to build social connections - Hubs can help to identify emerging issues before they become entrenched and difficult to address, and in doing so, help children to thrive.

The National Child and Family Hubs Network unites families, Hub leaders, service providers, community-based organisations, advocates, researchers and policymakers to build the capacity of Child and Family Hubs across Australia. The Network’s 1100+ members are dedicated to advancing the wellbeing of Australian children, parents and families by developing evidence, tools and resources that support Hub design and quality service delivery.

# ****Key messages****

**Child and Family Hubs** (Hubs) provide a ‘one stop shop’, where families can access a range of supports and services that improve child development as well as child and family health and wellbeing.

* Hubs are gluing together quality services and supports to help children and families thrive.
* Hubs build community partnerships and connections for children and families.

**The Network**

* We’re part of a Network taking a national approach to implementing, evaluating and improving Child and Family Hubs.
* The Network supports our Hub with the research, evidence and resources we need to provide family-centred health, education and social services for the children and families in our community.

**The benefits**

* Our Hub is making a difference for children and families.
* Our Hub provides families with access to the services and supports they need in one welcoming place.
* Investing in Child and Family Hubs has the potential to significantly improve a range of wellbeing outcomes for children and families, particularly those most in need.
* Children and families can thrive when they receive the right support at the right time.

# Suggested content

To save the example images in a higher resolution, visit [our website.](https://www.childandfamilyhubs.org.au/2027)

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| --- | --- | --- | --- |
| **Purpose** | **Type of organisation** | **Sample content** | **Suggested image** |
| Introduce the Network | Any organisation | Did you know that **<insert name of Hub>** is part of the National Child and Family Hubs Network?  The Network uses a national approach to implementing, evaluating and improving Child and Family Hubs.  Learn more about the Network: <https://bit.ly/childandfamilyhubs> |  |
| Raise awareness of the Network | Any organisation | Child and Family Hubs provide a welcoming ‘front door’ for families to access a range of services, supports and social connections. There is a growing body of evidence that Hubs can improve child health and educational outcomes, and support families to access quality services and supports equitably.  Join the Network as a member to build the capacity of Hubs across Australia <https://bit.ly/3RLrcmG> | [A green and blue background with text  Description automatically generated](https://www.childandfamilyhubs.org.au/2027) |
| Raise awareness of the evidence for Hubs in context of education and justice | Any organisation | When young children have access to a Child and Family Hub that provides a range of services and supports to their families, there are associated improvements in their health, development and education.  International studies have shown that access to a Hub:   * is associated **significant improvements in the educational achievement in children**, with benefits lasting well into high school. Read more: <https://bit.ly/3Zf7eVI> * is associated with **lower levels of serious youth crime**. These positive findings come from the UK’s most recent #SureStart evaluation report. Access it here: <https://bit.ly/3Zct9wP>   Closer to home, the National Child and Family Hub Network is generating evidence and resources to support Hubs across Australia. Find out more: <https://bit.ly/4hTp5J9> |  |
| Raise awareness of the evidence for Hubs in lowering hospitalisations | Any organisation | Evidence has shown Hubs are associated with **major health and education benefits for children in communities experiencing poverty**, significantly **reducing hospitalisations** among children by the time they finish primary school.  These positive findings come from the UK’s #SureStart evaluation report. Closer to home, the National Child and Family Hub Network is generating evidence and resources to support Hubs across Australia.  The integration of services and supports is essential to Child and Family Hubs. Integrating services and supports within primary health care Hubs is associated with improved family engagement, coordination of supports across health, social and education systems, improved child health outcomes, and reduced health-care costs. Read more: <https://bit.ly/3Ohjgru> |  |
| Raise awareness of the evidence and value of Hubs | Child and Family Hub or an organisation supporting Hubs | At **<insert name of Hub>**, we provide families with access to the services they need in one welcoming place.  This means that children and families in <**our community>** can access the right support at the right time.  By bringing together services and support in places where people need them most, we  **<can improve school readiness and support parental confidence>**  **<provide more holistic support for greater wellbeing> <can help children and families feel more connected and supported> <promote the health and wellbeing of children and their families> <can provide comprehensive support for children and families>**  Read more about the success of Hubs like ours right across Australia: <https://bit.ly/3Ohjgru> | **[A purple and white circle with white text  Description automatically generated](https://www.childandfamilyhubs.org.au/2027)** |
| **Employee spotlight:** build workforce capability \* | Child and Family Hub | *Sample questions below.*   * What is your role within the Hub? * Share a highlight from your work at **<insert name of Hub>** * What is the value of having services and supports in one place? | If appropriate, take a photo out the front of your Hub.  This example photo is from [Parent Place in Ballarat](https://www.childandfamilyhubs.org.au/resources/news/2024/hub-showcase-parent-place-in-ballarat/): |
| **Family spotlight:** show that children and families can thrive when they receive the right support at the right time \* | Child and Family Hub or an organisation supporting a Hubs | *Sample questions below.*   * What has been your family’s experience at our Hub? * What services do your family access? * What’s the most valuable part of being a part of the **<insert name of Hub>** community? |
| **Advocacy:** align with the advocacy asks | Any organisation | As members of the National Child and Family Hubs Network, we support the Network’s priorities to:   * Help existing Hubs (>460 across Australia) improve quality and reach those families that need it the most * Ensure all Australian communities in areas of need can access a Hub.   Together we can support children and families across Australia.  Join the Network <https://bit.ly/3RLrcmG> | A group of children standing next to a book  Description automatically generated |

\*It is essential to gain consent from employees and families before posting an employee spotlight or family spotlight.

Sharing your content

Please follow the associated accounts on LinkedIn and tag them in your posts so they can support your advocacy efforts and share your content.

* National Child and Family Hubs Network
* Centre for Community Child Health
* Murdoch Children’s Research Institute
* Ian Potter Foundation
* The Kids Institute
* Children’s Health Queensland
* Social Ventures Australia
* ARACY
* Dr Suzy Honisett (Manager, National Child and Family Hubs Network)
* Health Justice Australia.

**Hashtags**

Using the following hashtags increases the visibility of posts and contributes to the discussion:

* #NationalChildAndFamilyHubsNetwork
* #ChildAndFamilyHubs.

# Call to action

* Subscribe to the Network’s newsletter
  + [Join the National Child and Family Hubs Network](https://confirmsubscription.com/h/t/9DB0AB3CA49B3CAB)
* Visit the National Child and Family Hubs Network website for tools, publications and resources

# Resources

* Child and Family Hubs Framework – TBC *December 2024*
* [National Child and Family Hubs Network Strategy 2024 – 2029](https://www.childandfamilyhubs.org.au/resources/news/2024/national-child-and-family-hubs-network-strategy-2024-2029-released/) *August 2024*
* [Child and Family Hubs: an important ‘front door’ for equitable support for families across Australia](https://www.childandfamilyhubs.org.au/media/lrjl1ti4/nat-network-paper-feb-2023.pdf) *February 2023*

**Videos**

* [About the Network](https://vimeo.com/886296857)
* [Early Years Hub: Cairns Early Years Centre](https://vimeo.com/938027163)
* [Primary School Hub: Our Place](https://vimeo.com/886298576)
* [Aboriginal Community Controlled Organisations: Yappera](https://vimeo.com/886295818)
* [Primary Care Hub: Marrickville Community Health Centre](https://vimeo.com/911384449)
* [Community/NGO: Karitane](https://vimeo.com/886297813)

**Quotes**

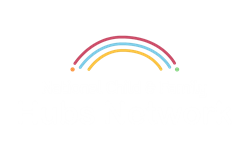
* ‘The Network’s vision is that families are able to walk through a Child and Family Hub’s welcoming front door and receive the right care and support for the child and family at the right time, leading to improved and equitable health and development outcomes.’ - Prof Sharon Goldfeld AM, CCCH Director and National Child and Family Hubs Network Chair

**Webinars**

* Bringing the elements together: launching the Child and Family Hubs Framework – *TBC December 2024*
* [Setting Up Child and Family Hubs](https://www.childandfamilyhubs.org.au/2005), *July 2024*
  + ‘…the Child and Family Hubs idea is really the hidden prevention and early intervention opportunity that I think all governments are currently looking for.’ – Anne Hollonds, National Children’s Commissioner
  + ‘… [the Network] is positioned to build collective capacity of Hubs right across Australia to ensure that we’re providing quality services and evidence-based services to families and children, and to accelerate the learnings that we’re finding from one Hub to another.’ – Suzy Honisett, Manager, National Child and Family Hubs Network
* [A vision for a better system: the role of Child and Family Hubs](https://www.childandfamilyhubs.org.au/resources/news/2023/hubs-webinar/), *November 2023*

# Logos

To save the below logos in a higher resolution, visit [our website.](https://www.childandfamilyhubs.org.au/2027)



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**Contact**

If you have any questions or would like further assistance, please contact [Molly Peterson](mailto:molly.peterson@mcri.edu.au).

We’d also appreciate any feedback you have on the value of this resource.

If you’d like to be involved further and feature your Hub in the Network’s newsletter in a Hubs Showcase, get in touch with [Molly Peterson](mailto:molly.peterson@mcri.edu.au).