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# UPDATE

*January – September 2014*

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# QUARTERLY UPDATE

January – September 2014

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## *Co-convenor's Message*

*Janfrie Wakim*

It has been encouraging to see a significant rise in awareness of child poverty as a major issue for New Zealand during the period covered by this report. Polls showed the combined issues of inequality and poverty overtook traditional concerns about the state of the economy and unemployment to become a key election issue for New Zealanders in 2014. CPAG has worked hard to contribute to the debate, raise awareness of the problem and put forward a realistic, evidence-based policy.

In February, new figures from Statistics New Zealand and Treasury showed the impact of the global financial crisis has been much more severe on (for) poor children than previously believed and that government policies had failed to protect the very poorest. Child poverty figures for 2010, 2011 and 2012 were revised upwards significantly, showing 25,000 more children living below the very low 50% (after housing costs) poverty line. Sadly, this means there has been no compensating government protection for the very poorest children from the recession and subsequent recovery. Almost all of these children miss out on the full Working for Families package.

Policies for children and families continue to prioritise the needs of the labour market over the children's best interests. Reinforcing this policy position, new financial sanctions were introduced to enforce social obligations on beneficiary families. Evidence from those working in front line services suggest reforms are having a very serious, detrimental effect on families and are creating huge stress for vulnerable people. However the application of sanctions and the effect on children have been difficult to monitor due to the lack of information provided by the Ministry of Social Development.

It was disappointing that advice from the Ministry of Social Development on how to alleviate child poverty, requested by Brent Edwards for Radio NZ, was not released until after the election. As Gordon Campbell reported for Scoop: more money would help the poor, but this wouldn't fit the

government's political preferences. As CPAG noted, most of the policy advice in the OIA was blacked out. Until we see the withheld advice we don't know, but CPAG thinks MSD must be concerned about what its data is showing. The only advice actually released was that existing funds could be shifted between categories of the needy. For example the money paid out in family tax credits to poor families with older children could be redirected to those with younger children. This advice conveniently supports the government's policy focus on employment as the only route out of poverty. CPAG would like to see a full account of what the Ministry was actually advising.

On election night Prime Minister Key announced he will govern for 'all New Zealanders' and that tackling child poverty was a priority for the coming parliamentary term. Child Poverty Action Group welcomed Key's stated commitment to addressing this complex social challenge. However, since then statements and actions about what was an important election issue have not been encouraging. CPAG is concerned by recent indications of increased targeting of support, which could increase stigma for vulnerable groups and moves away from the principle of universal provision which has been so successful in protecting elderly people from poverty.





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The Prime Minister ruled out extending the In Work Tax Credit to all poor children (The Nation 11th Oct). Income matters however, and CPAG would like the government to look again at the design of Working for Families with children's needs in mind, particularly those in the most deprived families. Unless the fundamental issue of income adequacy for these families is addressed, no progress will be made on reducing child poverty. Current levels are still twice that of the 1980's.

As Gordon Campbell said, "[child poverty] is also a generational crime: our child poverty rates are currently running at two to three times the rate of poverty among the over 65s."

Spending \$450m to extend the In Work Tax Credit to beneficiary families would re-establish the principle of equal treatment of all poor children while acknowledging the rights of the child under the UNCROC convention to full social security. This would enable John Key to fulfil his promise to govern for all New Zealanders.

## POLICY WATCH

An important aspect of CPAG's work is monitoring the impact of policy on children.

### January 2014 Best Start policy - Labour

CPAG said Labour's Best Start policy, announced in January, was a significant step forward as it was child centred and also removed work-based discrimination. Under Best Start, children aged 0-3 years would have received a substantial and much needed boost which would impact significantly on the child poverty rate for this group (currently higher than for all children.) The policy also went some way towards recognising the work of caregivers in the early years, and would have closed some of the gap for those missing out on paid parental leave.

### Jan 2014 - Government's education announcement ignores poverty

Child Poverty Action Group welcomed the Government's announcement of extra funding targeted towards improving educational achievement but said the

policy changes would make only a small impact. The Government announced it would spend \$359 million over the next four years making changes that introduce new tiers of specialist school leaders and teacher leaders in a move to improve educational underachievement. CPAG said extra spending on compulsory education was welcome as funding has been declining in recent years, but until income inadequacy is properly addressed and appropriate resources are directed to schools serving low income communities, any gains are likely to be minimal.

### March 2014 Crackdown on loan sharks ineffectual

CPAG released a new paper on the [impact of high-interest debt on children](#) and called for a cap on interest rates for loan sharks. CPAG criticised the restrictions included in the latest version of the Credit Contracts and Financial Services Reform Bill, and said they would be ineffectual. Loan sharks would be unlikely to be affected by the improved protections for borrowers, including responsible lending practices, because their clients are most unlikely to be aware of their rights or understand what 'responsible lending' means.

## MAY 2014 BUDGET

### Free health-care for under 13s

In May CPAG gave full marks to the government for funding free GP visits and prescriptions for all children under 13 but said there is still a way to go. CPAG welcomed the acknowledgement by government that it is important to support families with young children, but questioned why the policy would not take effect for another year (July 2015).



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## Paid parental leave extension and increase to Parental Tax Credit

CPAG said extending Paid Parental Leave is an unaffordable luxury while child poverty rates remain high and would not have the impact of more focused spending on low income families. CPAG was pleased to see the criteria widened to include many families who missed out under the rigid old rules but said it is discriminatory as many low income newborns miss out while even high-income families would be eligible for this taxpayer funded, non-means-tested payment.

The Government also announced it would increase the Parental Tax Credit that goes to some of those who don't get Paid Parental Leave to \$2200 in total (up from \$1200). CPAG urged the government to extend the PTC to families who are currently excluded from this support, because they receive benefit income, student allowance, pensions or long-term ACC payments. CPAG said it is unfair that the most needy new mothers and their newborns will get no help from these taxpayer-funded measures.

## May 2014: Greens' Healthy Teens, Healthy Futures policy - free health care for under 18s

CPAG welcomed the Green Party announcement of its Healthy Teens, Healthy Futures package in May 2014, saying the policy would make a real difference to teenagers' health. CPAG has advocated for free healthcare for under-18s for many years.

## BENEFIT SANCTIONS POLICY MONITORING REPORTS

**In Benefit Sanctions: Children not seen - not heard (2014)** CPAG called for transparent monitoring of benefit sanctions, particularly for sole parents, as recommended by the Welfare Working Group and said more robust and transparent information is needed about the impact of sanctions on children. (June 2014)

## Benefit sanctions and children: an urgent need for greater clarity (Sept 2014)

CPAG's third monitoring report said a lack of data on benefit sanctions means there is no way of knowing whether welfare reform is helping or harming children.

## POLICY DEVELOPMENT AND RESEARCH

### Our Children Our Choice

CPAG published a series of policy papers called Our Children, Our Choice: Priorities for Policy Series in the lead up to the 2014 election. The series gave an overview of the difficulties facing 285,000 children in New Zealand who live below the poverty line (2013 Child Poverty Monitor) and recommended constructive, evidence-based policies to reduce child poverty and mitigate its effects.

Wellington CPAG also ran a series of highly successful **discussion groups** on the topics covered by **Our Children, Our Choice**.

### Part 1: Child Health & Poverty

### Part 2: Early Childhood Care and Education, and Child Poverty

### Part 3: Compulsory schooling and child poverty

### Part 4: Housing market change and their impact on children

### Part 5: Adequate incomes to address child poverty

*Child poverty is not inevitable. We can fix this, if we choose to. Our children, our choice.*

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Each paper was written by academic and professional experts, drawing together their technical expertise, analysis of the current policy context and relevant New Zealand and international research. A much greater proportion of New Zealand children is affected by poverty now than 2-3 decades ago, as a direct result of choices we have made as a society. CPAG argued that New Zealand, like other OECD countries, could solve the problems of child poverty if it chose to.

## The revolving door - new research on transience

In May 2014 CPAG released **The revolving door - student transience in Auckland schools** a survey of student mobility in 52 schools in south and west Auckland. CPAG found that transience was a significant issue for low decile schools. One principal referred to his school as having “a revolving door”. Many of the schools surveyed commented on the adverse impacts of student transience on children and their peers. Schools themselves noted that transient students often fall behind academically and may suffer socially as well.

## BACKGROUND PAPERS

**Putting Children at the Centre: Making policy as if children mattered, Educational Philosophy and Theory (July 2014)** *Associate Professor Susan St John*

What do we mean when we say we want to put children at the centre of policy? What are the moral justifications for this approach?

**The cost of GP visits for 6-17 year olds in New Zealand (July 2014)** *Cheyanaathan Haran, Catherine Ruscoe* - a nationwide study of the cost of GP visits

**New Zealand must invest in all new-borns (January 2014)** *Associate Professor Susan St John.*

New Zealand's Paid Parental Leave (PPL) and the Parental Tax Credit (PTC), a part of Working for Families, are designed to give parents with newborns some extra financial assistance yet both have narrow, work-based eligibility requirements. If a family doesn't meet these narrow requirements, then there is no extra help.

**New Zealand's debt society and child poverty (February 2014)** *Dr M. Claire Dale*

Low income families who struggle to find enough money for the weekly household expenses can become trapped in a downward spiral of debt when they borrow from third-tier or fringe lenders (loan sharks) at uncapped interest rates. Income for necessities like food, rent and electricity is squeezed by debt servicing and repayments. This paper provides real life case studies to highlight the negative effects loan sharks have on our communities and our children, as well as what we can do about it.

**Children and the Canterbury Earthquakes (February 2014)** *Nicola Shirlaw*

As Christchurch continues the slow grind towards recovery, what is it like for the children still living here? International research shows vulnerable groups in a community are most affected by natural disasters and Christchurch has been no exception. The impacts of the earthquake are disproportionately impacting children from low-income families. Major changes to the school environment in Christchurch over this period, and the condition and availability of rental housing, have also contributed to family stress.





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## EVENTS

### Nationwide Post Budget Breakfasts

CPAG's post budget breakfast series is CPAG's flagship event and 2014 was the biggest and most ambitious to date. CPAG drew together a team of experts to undertake a critical analysis of 2014 budget, focusing on government spending in the crucial areas of health, education, social security and family incomes, as well as the big picture distributional issues. CPAG's [Budget 2014 resources](#) are available on our website, including selected breakfast presentations and other commentary.

Nearly 500 people attended breakfasts in five locations around the country to hear CPAG's budget analysis - including 80 people at the first ever Dunedin breakfast. These highly successful events are made possible with the assistance of the Public Health Association in Christchurch, Dunedin and Wellington and the efforts of a team of dedicated volunteers. We are very grateful for their outstanding contributions.

### CPAG AGM and Political Forum, 7.30PM

CPAG asked the tough questions about child poverty at a political forum on 30 July as part of its campaign to build awareness in the lead up to the election. Candidates and spokespeople from across the political spectrum answered questions on children's rights to quality education, health, housing and income. Our excellent panel of politicians included Jacinda Ardern (Labour), Alfred Ngaro (National), Metiria Turei (Green Party), Su Cullen (Maori Party), Asenati Lole-Taylor (NZ First), Miriam Pierard (Internet-Mana) and Damien Light (United Future).

### End Child Poverty Hikoi

Hundreds of people filled Queen St in Auckland on September 6th to demand action on child poverty. Representatives from the major political parties presented their views on a cross-party plan to end child poverty, and the crowd was privileged to hear from a range of inspiring guest speakers including Bryan Bruce, Uesifili Unasa, George Henare, Alan Johnson of CPAG, Alicia Heremaia, a Living Wage representative and actress Lucy Lawless. The hikoi, blessed by Ngāti Whātua Ōrākei, and

energetically lead by 'Efeso Collins and Alan Johnson was held in partnership with the Tick for Kids campaign to raise awareness of child poverty prior to the election. The Hikoi received extensive media coverage

## EVENTS

1st Quarter		
1/02/14	Launch: Children and the Canterbury Earthquakes	Christchurch
1/03/14	CPAG Youth Forum	Auckland
2nd Quarter		
1/05/14	Transience launch	Auckland
1/05/14	Post Budget Breakfast	Auckland
1/05/14	Post Budget Breakfast	Whangarei
1/05/14	Post Budget Breakfast	Wellington
1/05/14	Post Budget Breakfast	Christchurch
1/05/14	Post Budget Breakfast	Dunedin
1/05/14	OCOC health Launch/discussion	Wellington
3rd Quarter		
1/07/14	AGM	Auckland
1/07/14	Political forum with candidates	Auckland
1/07/14	OCOC Ed launch/discussion	Wellington
1/08/14	OCOC Housing discussion	Wellington
1/08/14	OCOC Housing launch	Christchurch
1/09/14	OCOC final - media launch	Auckland
1/09/14	OCOC final - public launch	Auckland
1/09/14	OCOC final launch plus incomes discussion	Wellington
1/09/14	Hikoi to end child poverty (Tick4Kids Campaign)	Auckland
1/09/14	Flick for kids (Tick4Kids Campaign)	Chch

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## REGIONAL GROWTH

The regional network has grown and developed over the last eight months and CPAG now has a strong presence in Wellington and Christchurch as well as Whangarei. Wellington CPAG ran a series of highly successful discussion groups on the topics covered by Our Children, Our Choice. The Christchurch team released an excellent and well-received report on the impact of the earthquakes on children, and also hosted the launch of CPAG's policy paper on Housing.

## MUST SEE TV: CHILD POVERTY IN AOTEAROA

CPAG was delighted to support a new TV series about child poverty in Aotearoa created by lawyer, journalist and social activist Catriona MacLennan.

The series screened on Sky channel 83 Face TV and all six episodes are available to watch online via CPAG's YouTube channel. Catriona MacLennan talked to leading experts from a range of disciplines and organisations about the impact of poverty on children and practical solutions for change. The series is a fantastic resource for schools, training institutions, community groups and anyone interested in how poverty affects children and what needs to be done – all episodes available FREE online.

## PARTNERSHIPS

### Tick for Kids campaign - election coverage

Child Poverty Action Group added its weight behind the national Tick for Kids campaign this year, promoting children's issues in the lead-up to the election. The objective of the campaign was to create debate about the place of children in our nation and ensure a focus on the urgent issues impacting on our young citizens. Making children an election issue was a shared aim and CPAG was pleased to work with the other organisations in the Tick For Kids alliance to build awareness and engagement.

### Big Picture Competition

CPAG has been a proud supporter of The Big Picture Competition run by Anglican Life in Christchurch this year, and also supported by UNICEF and the J R McKenzie Trust. The nationwide schools' competition gave students a chance to learn about child poverty and think about positive solutions to help make a difference. To enter the competition, classes or youth groups created a big picture showing what kids in their neighbourhood need to be healthy and free from poverty.





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## MEDIA HIGHLIGHTS

1st Quarter	
28 Jan	Child Poverty Action Group welcomes Labour baby policy Radio NZ
28 Feb	See no poverty, hear no poverty, speak no poverty and count no poverty Susan St John for The DailyBlog
28 Feb	Mistake means 20,000 children and 32,500 people over 65 left off NZ figures. New Zealand Herald
7 Mar	Quake impacts heavy for kids from low-income families New Zealand Herald
20 Mar	More NZers struggle for food - OECD Radio NZ
2nd Quarter	
13 Apr	Informal loans rate high Problem debt, Nga Tangata, Sunday Star Times
16 May	Backing for free children's GP visits Morning Report, Radio NZ
16 May	Budget 2014: Extension for families lifts NZ nearer to rest of world New Zealand Herald
18 May	Child lobby sceptical of budget moves Morning Report, Radio NZ
28 May	School becoming 'revolving door' due to lack of affordable housing Transience survey, One News, TVNZ
17 Jun	Tick for Kids' to tackle child poverty New Zealand Herald
19 Jun	Poverty group says govt early childhood policy harms children OCOC Early Education, Checkpoint, Radio NZ
19 Jun	School becoming 'revolving door' due to lack of affordable housing One News, TVNZ
3rd Quarter	
3 Jul	Lessons to fight poverty OCOC Compulsory Schooling, Manawatu Standard
7 Jul	Principal details school welfare role Marlborough Express
12 Aug	Poor housing impacts families, report says OCOC Housing, Stuff
5 Sep	Child poverty 'needs to be tackled' CPAG's attitudes survey, Radio NZ
6 Sep	Child poverty hikoi brings Queen St to standstill One News, TVNZ
9 Sep	Tax cuts 'won't help' poorest children Our Children, Our Choice launch, Radio NZ
24 Sep	Child poverty on Key agenda Stuff

## RESEARCH & SUBMISSIONS

1st Quarter	
Jan 2014	New Zealand must invest in all new-borns CPAG Backgrounder. Susan St John
25 Feb	Children and the Canterbury Earthquakes CPAG Backgrounder. Nathalie Blakely
Feb 2014	New Zealand's debt society and child poverty CPAG backgrounder. Margaret Claire Dale
Feb 2014	Auckland Unitary Plan Submission (Feb 2013) on affordable housing CPAG Submission Hannah Anderson
2nd Quarter	
1 May	OCOC Part 1: Child Health & Poverty Nikki Turner & Innes Asher
1 May	The revolving door - student transience in Auckland schools Research report. Donna Wynd
16 June	Benefit Sanctions: Children not seen - not heard (2014) Policy Monitoring Report. Donna Wynd
19 June	OCOC: Part 2: Early Childhood Care and Education, and Child Poverty Jenny Ritchie, with Nola Harvey, Marianne Kayes, and Carol Smith
26 June	Social Housing Submission to Christchurch City Council Sara Epperson
3rd Quarter	
3 July	OCOC Part 3: Compulsory schooling and child poverty
24 July	The cost of GP visits for 6-17 year olds in New Zealand Backgrounder. Cheyanaathan Haran, Catherine Ruscoe
13 August	OCOC Part 4: Housing market change and their impact on children, Alan Johnson
3 Sept	OCOC Part 5: Adequate incomes to address child poverty Michael O'Brien, Susan St John
5 Sept	New Zealanders' Attitudes to Child Poverty MMR Market Research
9 September	Our Children, Our Choice: Priorities for Policy Series ( Sept 2014) Editors: M.Claire Dale, Mike O'Brien and Susan St John.

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## ARTICLES AND BLOGS

1st Quarter	
1 January 2014	CPAG vs AT: What did we gain? Frances Joychild
31 Jan	So much for the success of welfare reform The Daily Blog. Susan St John.
28 Feb	See no poverty, hear no poverty, speak no poverty and count no poverty The Daily Blog. Susan St John.
8 March	A very weak week indeed The Daily Blog. Susan St John.
20 March	19th century thinking about relationships – how we hate the poor The Daily Blog. Susan St John.
22 March	Comment on Been Counters Brian Easton Listener 22nd March 2014 Susan St John.
2nd Quarter	
6 June	Auckland housing crisis is a South Auckland housing crisis is a Pacific housing crisis The Daily Blog. Donna Wynd.
3rd Quarter	
9 July	Working for Families is not working New Zealand Herald comment. Susan St John.
18 July	Putting Children at the Centre: Making policy as if children mattered Educational Philosophy and Theory Journal. Susan St John.
27 July	The Benefit Balance Response to NZ Listener editorial on child poverty (26 June) – first published on SEEDS Blog
19 Sept	Food in schools (again) Spider and Me Blog Donna Wynd
23 Sept	Why John Key is wrong about child poverty Spider and Me Blog. Donna Wynd.
25 Sept	So Labour shifted too far to the left? The Daily Blog. Susan St John.





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## GUEST PRESENTATIONS

CPAG has a core group of members around the country who are available to present to a wide range of forums. If you would like CPAG to speak at your next event, please fill in our speaker request form.

1st Quarter	
1 February 2014	CPAG and advocacy, Westlake Girls High School Marianna Munting
8 February 2014	From childhood vulnerability to wellbeing: Latest developments in child & youth health promotion. Otago University (Wellington) Summer School. Ngaire Rae
14 February 2014	NCWENZ Remuera. Janfrie Wakim
24 February 2014	Botany Downs Probuss Club. Alan Johnson
1 March 2014	Christchurch Children and earthquakes, Christchurch Council of Social Services. Bronwyn Hayward, Sara Epperson
10 March 2014	Child poverty and health, AUT nursing students. Julie Timmins
14 March 2014	Child poverty and health, Institute of Judicial Studies Trends in NZ Society. Innes Asher & Susan St John
26 March, 2014	Children and housing, Counties Manukau DHB - nursing. Alan Johnson
2nd Quarter	
3 May 2014	Without Families and Communities the economy means nothing, Rotary District 9920 Conference 2014. Susan St John.
15 May 2014	Health advocacy and child poverty. Stage 2 Bachelor of Health Sciences PoplHth210. Nikki Turner
21 May 2014	Lack of Housing: high rents and housing affordability on the North Shore, Bi-monthly network meeting, North Shore community and social services. Alan Johnson
23 May 2014	CPAG & child poverty, NZ Child and Youth Epidemiology service. Nikki Turner
30 May 2014	Child health in NZ: How could we do better? Grand Round, Rotorua Hospital. Innes Asher
6 June 2014	Child health in NZ: How could we do better? Grand Round, Northland Base Hospital, Whangarei. Innes Asher
11 June 2014	CPAG & child poverty. 5th Year Medical students, PHI week. Marianna Munting.
17 June 2014	Child poverty in NZ. Panel discussion, Child Poverty in NZ launch, Auckland Business School. Susan St John.
19 June 2014	What would we do if we really cared about child poverty and inequality? Conference, Causes and consequences of inequality, Victoria School of Governance. Susan St John.
21 June 2014	Child poverty and health. Mt Albert Methodist Church. Gillian Roach & Alison Cleland
24 June 2014	Looking after the old and the young, can we do better? Aorangi Club. Susan St John.
1 July 2014	Child health in NZ: How could we do better? Grand Round: Tauranga Hospital. Innes Asher.
3rd Quarter	
2 July 2014	Child Poverty: What we know and what we can/should do. Evening lecture series on social practice, UNITEC Waitakere. Michael O'Brien.
4 July 2014	The continuing problem of child poverty in New Zealand and what we can do about it. Symposium on women and children, Women's Refuge. Susan St John.
14 July 2014	CPAG & Child Poverty Edmund Rice Justice Advocacy Aotearoa Conference. Janfrie Wakim, Michael O'Brien, Gillian Roach, Sharon Ryan.
15 July 2014	Economic inequality: Its effects on families and children. Issues and Solutions. Social Welfare Anti Poverty Committee Forum. Justice & Peace Commission, Catholic Diocese of Auckland. Susan St John.
23 July 2014	Recent welfare reforms and sanction. How might this affect your patients? Paediatric Update. Innes Asher, Donna Wynd.
24 July 2014	Early Childhood Care and education, and Child Poverty ECE West Auckland Network. Mike O'Brien
7 August 2014	Inequality Matters. Forum on Inequality Matters. St Luke's Church, Remuera, Auckland. Susan St John.
22 August 2014	Child Poverty in New Zealand. George Abbott Symposium 2014, Christchurch. Innes Asher.
26 August 2014	What might social housing become? NZ Fabian Society. Alan Johnson.
26 August 2014	Welfare reforms and sanctions. Public Health Registrar training day. Donna Wynd.
5 Sept 2014	Child Poverty and inequalities Tick for Kids Pre-election forum: University of Otago, Wellington. Gretchen Leuthart.
23 Sept 2014	Child poverty and child mental health. Mahitahi Trust. Donna Wynd.
23 Sept 2014	Child poverty - some positives from the election. ACYA AGM. Gillian Roach.
25 Sept 2014	Child poverty - Catholic Caring Foundation Bishops Dinner. Susan St John.
28 Sept 2014	Child Poverty - Bhagat Singh Trust. Janfrie Wakim.



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## MEDIA RELEASES

1st Quarter	
24/01/14	Education changes ignore underlying issue of poverty
27/01/14	Best Start Policy a good start for children
12/02/14	Bold policies needed to tackle child poverty
25/02/14	Launch: Children and the Canterbury Earthquakes Background Paper
26/02/14	Minimum pay rise only part of the picture for struggling families
28/02/14	Revised figures show government policies have failed poorest
07/02/14	Children still missing out after quakes
11/03/14	Our debt society and child poverty
20/03/14	Crack-down on loan sharks a crack-up
2nd Quarter	
01/05/14	Sick children need leadership on poverty
09/05/14	Interest rate cap also needed to tackle problem debt
09/05/14	Big Picture Competition focuses on child poverty solutions
13/05/14	New Face TV series puts spotlight on child poverty
13/05/14	Improving economy brings opportunity to address child poverty
15/02/14	Needs of poorest now must take priority over future tax cuts
28/05/14	The revolving door - student transience in Auckland schools
31/05/14	Greens' focus on teen health welcome
16/06/14	Children affected by benefit sanctions remain invisible
17/06/14	Tick for Kids Campaign - making children an election issue
19/06/14	Children pay for short-cuts in ECCE

3rd Quarter	
03/07/14	Fair schooling should reduce disadvantage of poorest children
10/07/14	Entrenched child poverty no cause for celebration
14/07/14	Give all low income children equal support says CPAG
24/07/14	High cost of GP visits still a barrier for older children
08/08/14	Poorest children most in need of support
13/08/14	Prioritise housing to support low income families, says CPAG
18/08/14	Children, not ideology, at the heart of policy
03/09/14	Adequate family incomes essential to reduce child poverty
03/09/14	New research explores New Zealanders' views on child poverty
09/09/14	No New Zealand child should grow up in poverty
12/09/14	Forty percent of poor children in families in paid work
17/09/14	Wahakura Package would provide warm welcome for babies

*“Many things we need can wait. The child cannot. Now is the time his bones are being formed; his blood is being made; his mind is being developed. To him we cannot say tomorrow. His name is today.”*

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Report/publication	Q1 Jan – Mar 2014	Q2 April – June 2014	Q3 July – Sept 2014	YTD Total 2014	Overall Total
Left Further Behind	1676	1954	2189	5819	27097
Hunger for Learning	1140	1407	1591	4138	13643
Empty Food Baskets	416	433	370	1219	5326
Child Abuse Series	1984	2627	1946	6557	9668
Myths and Facts DPB	505	527	525	1557	4325
Benefit Sanctions Monitoring Series	1836	999	650	3485	4384
Transience Report	-	195	182	377	377
New Zealanders' attitudes to poverty - MM Research	-	-	361	361	361
OCOC Part 1: Child Health & Poverty	-	1144	1266	2410	2410
OCOC Part 2: Early Childhood Care and Education, and Child Poverty	-	426	562	988	988
OCOC Part 3: Compulsory schooling and child poverty	-	-	799	799	799
OCOC Part 4: Housing market change and their impact on children	-	-	360	360	360
OCOC Part 5: Adequate incomes to address child poverty	-	-	219	219	219
Our Children, Our Choice: Priorities for Policy Series ( Sept 2014)	-	-	1424	1424	1424

Type of Exposure	Q1 Jan – Mar 2014	Q2 April – June 2014	Q3 July – Sept 2014
Research and Submissions	4	5	6
Articles and Blogs	6	1	7
CPAG Events	2	7	10
Press Releases	9	11	13
Parliamentary Mentions	(not recorded)	(not recorded)	(not recorded)
Guest Presentations	8	12	15
Television Items	1	2	3
Radio items	11	15	10*
Print/Online Items	8	9	14
Internet news	7	31	20
Number of Website Visits	12114	18871	22955
Average unique visitors/month	2542	3634	4441
Blog Mentions	1	7	8

## SOCIAL MEDIA

CPAG has been a strong voice for children on social media over the past 9 months, with support reaching 5000 likes on Facebook and more than 1300 followers on Twitter. Our posts are read and shared by thousands of people, raising awareness of child poverty issues and providing a forum for discussion and sharing. Join us on Facebook and Twitter now!



\*Newstalk ZB radio stories are no longer archived online – and therefore may not be captured in this data.