

# NORTH EAST CHILD POVERTY ACTION PLAN

## Partner Pack

### CONTACT INFORMATION

#### General enquiries:

**North East Combined Authority**

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#### For all press and media enquiries:

✉ [communication@northeast-ca.gov.uk](mailto:communication@northeast-ca.gov.uk)

#### About the Child Poverty Action Plan

The North East Child Poverty Action Plan is a bold, five-year plan to reduce child poverty and create better opportunities for every child in our region. It sets out clear actions to support families now, break down barriers to opportunity and tackle long-term challenges like housing, transport, childcare and decent work.

#### Why it's important

Around one in three children in the North East are growing up in poverty. That means too many are missing out on the essentials – and on their potential. This plan brings together organisations, communities and individuals from every part of the region to take meaningful, joined-up action to change that.

#### A collective regional commitment

The plan has been developed by the North East Combined Authority, led by the North East Mayor, Kim McGuinness, in partnership with parents, carers, young people, community organisations, local authorities, health, education, housing and business partners. Underpinned by mayoral funding, it outlines a collaborative plan for tackling child poverty across the region.

#### About the North East Combined Authority

The North East Combined Authority brings together seven local councils – County Durham, Gateshead, Newcastle, North Tyneside, Northumberland, South Tyneside and Sunderland – to drive change across our region.

The North East Mayor has made tackling child poverty her number one priority. Under her leadership, the Combined Authority has established the region's Child Poverty Reduction Unit – and developed this first-of-its-kind action plan as a foundation for change.

#### How you can support

This pack gives you everything you need to help spread the word. As a partner, you can:

- Share the plan on your channels
- Use your voice to amplify the message
- Highlight your role in supporting and delivering the plan
- Signpost to key information




**TOGETHER, WE CAN PLAY  
OUR PART TO TACKLE CHILD  
POVERTY IN THE NORTH EAST.**

## SOCIAL MEDIA

### HANDLES & HASHTAGS


Please tag us and use these hashtags to join the conversation:

 @North East Combined Authority

 @NorthEastCA

#TacklingChildPoverty

#RealOpportunity

 @NorthEast\_CA

 northeast\_ca

#NorthEastTogether

#NEChildPovertyAction

### SUGGESTED SOCIAL MEDIA POSTS

#### LinkedIn

We're backing the North East Child Poverty Action Plan. Are you?

1

A bold cross-cutting programme of real local interventions that will drive the North East Mayor's ambition to give children in our region a better start in life and greater opportunity to realise their full true potential.

Learn more: <https://www.northeast-ca.gov.uk/child-poverty-reduction-unit>

Tackling child poverty, creating real opportunity.

2

In the new North East Child Poverty Action Plan, North East Mayor, Kim McGuinness, sets out a vision of the North East being a place where every baby, child and young person is supported to thrive and achieve their potential - regardless of their background, or where they live.

Explore the plan: <https://www.northeast-ca.gov.uk/child-poverty-reduction-unit>

#### Facebook

The North East Child Poverty Action Plan is here.

1

As Mayor, Kim McGuinness has made tackling child poverty a number one priority. The plan sets out activity that addresses three key priorities and will be delivered with partners based on local strengths and needs.

We're backing it, and you can too. Read it here: <https://www.northeast-ca.gov.uk/child-poverty-reduction-unit>

Every child deserves the chance to thrive and achieve their full potential.

2

The North East Child Poverty Action Plan sets out to reduce poverty and build a better future.

Find out more: <https://www.northeast-ca.gov.uk/child-poverty-reduction-unit>

## X

1

North East Mayor, Kim McGuinness has launched the North East Child Poverty Action Plan.

We're backing it, are you?

Read it here: <https://www.northeast-ca.gov.uk/child-poverty-reduction-unit>

2

Every child deserves the chance to thrive.

The new North East Child Poverty Action Plan brings the region together to take action

Learn more: <https://www.northeast-ca.gov.uk/child-poverty-reduction-unit>

## SUGGESTED COPY FOR WEBSITE OR NEWSLETTER

### Tackling child poverty. Creating real opportunity.

A bold new action plan has launched to tackle child poverty in the North East. Developed by the North East Combined Authority, led by the North East Mayor, Kim McGuinness, the Child Poverty Action Plan brings together voices from across our region – parents, carers, young people and partner organisations.

The plan sets out a five-year roadmap to:

- Supporting families here and now – doing what we can together to help families maximise their incomes
- Breaking down the barriers to opportunity that poverty can bring – collectively investing more in giving babies, children and young people the best start in life.
- Tackling longer-term, structural challenges – including those which will help to make work pay, and create the infrastructure of opportunity, for more families.

Read the plan: <https://www.northeast-ca.gov.uk/child-poverty-reduction-unit>

### **ASSETS**

Download our ready-to-use materials from our [website here](#). They include:

- Partner pack guidance
- North East Child Poverty Action Plan
- Plan on a page (summary)
- Social media posts and graphics
- Email header and footer
- Website / newsletter content