

# Press release

## Getting Noticed

**The perfect press release to support your campaign to Change It!**

### Headline

Insert a short description of your activity/research findings. Keep it catchy, interesting and short enough to tweet. Remember to be local and topical!

**For example:** children and young people from [name of town/area/school] campaign to end homeless children and families being forced to live in B&Bs

### Introductory paragraph

Make sure you include Who? What? Why? Where? When?

**For example:** [number of] children and young people aged [insert age] from [name of town/area/school] have come together to [insert activity. For example: write to local MP; build dream houses; make posters etc.] as part of a national campaign on children's rights and homelessness.

If your activity has already happened: On [date] the Young Activists [full details of what you did, how many people got involved etc].

If you're organising an event that hasn't taken place yet, include brief details of what you want people to do/how they can get involved.

### Provide more background about the campaign

Include information about the problem nationally and, especially, locally (see the campaign pack and website for a guide on how to find out the numbers of children and families who are living in B&Bs and temporary housing in your area). Explain what the Change It! campaign wants to achieve.

For example: Thousands of children across England are growing up without a proper home. Some children are forced to live in bed and breakfasts' (B&Bs) for a long period of time, which is against the law. B&Bs can be dirty, cold, damp and unsafe for children, with no place to play or do homework. Sometimes they are infested with rats and children are forced to share filthy bathrooms with adults they don't know.

In [name of town/area], [numbers of children and families] are living in this way.

The Change It! campaign wants an end to children being forced to live in temporary accommodation like B&Bs for longer than the six-week legal limit. Children who are homeless are an invisible group – they are often ignored. The campaign wants to give children and young people a voice and stop the problems homeless children face being hidden behind closed doors.

### Supporting quote

From you

For example:

[Your name], organiser said: "We are supporting the Change It! campaign to raise awareness of an important children's rights issue. Children have a right to grow up in a warm house where they feel safe, somewhere with enough room to play, study and spend time with family. We want to see changes made in [name of town/area] so that all children here have a place to live where they can grow up safe and healthy, in a real home."

Or a before quote from whoever is helping you organise the event. For example your school or youth club or support group.

[name], [MP/ Mayor/local high profile person] said: "I am very proud to support the work by our local Young Activists. As [MP/ Mayor] I take the issue of children and their families living in unsuitable temporary accommodation very seriously and am pleased that [insert activity] is helping to raise awareness of the problem. I will be keeping in touch with [organiser] and the national Change It! campaign to help bring about an end to children and their families living in B&Bs for longer than the six-week legal limit."

### Official quote from Change It! Steering Group

Leila (11) and Leah (12), Change It! Steering Group members, said:

*"Change It! is a national campaign led by children and young people from across England who are passionate about making life better for all children and young people."*

*Many of us on the Steering Group have lived in temporary housing like B&Bs, sometimes for months on end. Living in dirty, over crowded places with no space to play or do homework affects children's lives - you might be bullied at school, experience mental health problems or physical illness. We know how important a real home is for a child.*

*All of us believe children and young people need to be listened to and are excited to work with local Young Activists on this campaign. Together we can Change It!"*

## Contact information

For more information contact: [\[NAME/TELEPHONE/EMAIL\]](#)

## Notes to Editor

### About

[\[insert info/dates/information about the activity – if not already in the press release itself\]](#)

### About Change It!

Change it! is a campaign led by children and young people who are passionate about making life better for all children and young people. It is supported by the Children's Rights Alliance for England (CRAE). Change It's Steering Group has 26 members, eight to 20 years-old, who come from all over England. Many of the Steering Group have experienced not having their rights met, have grown up in care, faced discrimination or experienced homelessness. Many have lived in temporary housing like Bed and Breakfasts (B&Bs), sometimes for months on end.

The Change It! Steering Group first came together in 2015 when they researched and wrote the See it, Say it, Change it report about children's rights in England. They spoke to nearly 1000 children in their research and sent their report to the UN Committee on the Rights of Child who were checking how well the UK respected children's rights. In June 2016, the UN Committee told the UK Government they needed to make some changes. An urgent issue picked out by the UN was the need to stop housing children in temporary accommodation, like B&Bs, for long periods of time. Change It! want to make sure the Government listens to the UN Committee and acts to make children's lives better.

## About the Children's Rights Alliance for England

The Children's Rights Alliance for England (CRAE) fights for the rights of children and young people. CRAE, part of the charity Just for Kids Law, was set up in 1991 when the Government promised to respect the CRC. We have over 150 members including Save the Children, Barnardo's, Unicef UK, the National Children's Bureau and NSPCC. We work to make sure that children in England are getting all of the rights in the UN Convention on the Rights of the Child (the CRC). CRAE supports children and young people to tell their side of the story, to campaign and to have their voices heard by people in power. For more information visit: [www.crae.org.uk](http://www.crae.org.uk)

## Press release top tips:

1. It is always a good idea to contact your local journalist first so they know to expect your press release. You should be able to find these details by looking in your local paper (if you want the story to be in a newspaper) or online (if you want coverage from your local radio or TV broadcaster)
2. Send your press release by email but don't include it as an attachment – always include your press release in the body of an email so it doesn't get sent to junk mail or spam folders
3. Make sure the title of your email starts with: "PRESS RELEASE" followed by your headline so journalists can easily see what your message is about
4. Include a telephone number of someone who can be contacted and can give more information about what you are doing to support the Change It! campaign
5. If you have photos from your activity or are happy to have photos taken when you do it let the journalist know (remember: you must get written permission from any children and their parents/ carers before any images are used)
6. Remember to let CRAE know if you send out a press release (copy us into your email: [changeit@crae.org.uk](mailto:changeit@crae.org.uk))