



Llywodraeth Cymru  
Welsh Government

# Raising Awareness of Children's Rights

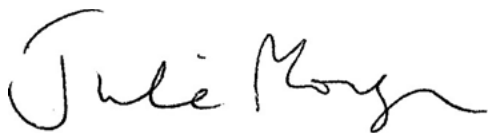
**Your rights, your voice, your Wales.**

Hawliau Plant  
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Children's Rights  
Wales

# Minister's overview

“Wales is a country where children's rights are a fundamental entitlement. We want to raise awareness of children's rights to empower all children and young people to exercise their rights as citizens of Wales and the world.”

A handwritten signature in black ink, reading 'Julie Morgan'.

**Julie Morgan MS**

Deputy Minister for Social Services

# UNCRC – background

The United Nations Convention on the Rights of the Child (UNCRC) is an international agreement that protects the human rights of children under the age of 18. Welsh Government Ministers have a duty to raise awareness of the UNCRC.

There are 54 children's rights:

- **42 outline children's rights; and**
- **12 are concerned with how governments can ensure that children enjoy these rights**

# Our objective

Our raising awareness plan has the following objective:

**To empower children and young people to exercise their rights as citizens of Wales and the world.**

This plan sets out how we will raise awareness of the UNCRC in Wales until the end of 2023. The plan will then be evaluated and a refreshed plan published in January 2024.

# Our approach

We have considered the UNCRC articles and discussed with stakeholders and children and young people (C&YP). We have identified 5 strands of work:

Strand 1: **Children and Young People**

Strand 2: **Early Years**

Strand 3: **Education Settings**

Strand 4: **Public Sector**

Strand 5: **Parents and Carers**

A young boy with short brown hair is smiling broadly, looking towards the right. He is wearing a dark blue quilted jacket. He is holding a small, fluffy white dog with long, wavy fur. The background is a blurred outdoor setting with a house and a fence. The overall mood is warm and happy.

# Strand 1: Children and Young People

**Aim:**

To provide meaningful opportunities for children and young people to have their opinions heard across Wales.

# Strand 1:

## Children and Young People

### What will we do?

#### **1. Establish an annual cycle for all Ministers to engage directly with children and young people (C&YP)**

All Welsh Government Ministers will hold annual discussions directly with C&YP.

#### **2. Expand the Young Wales project**

We will enable more C&YP from diverse backgrounds and under-represented groups to have their voices heard in national decision making.

#### **3. Support organisations who represent/support diverse needs of C&YP**

We will provide funding for a range of organisations to support the needs of C&YP.

#### **4. Support Local Authority (LA) Participation**

We will support LAs in providing meaningful opportunities for C&YP to influence local decision making.

#### **5. Support a newsletter written by young people for young people**

Children in Wales will produce a bi-monthly newsletter written by young people for young people on the rights agenda in Wales.

A woman with dark hair tied back, wearing a red and white striped long-sleeved shirt and blue jeans, is sitting on a light-colored sofa. She is smiling warmly at a baby sitting in front of her. The baby is wearing a dark blue and white patterned sweater and is holding a piece of food. The woman is holding a small, clear, crumpled object in her right hand. The background shows a patterned pillow and a plant on the left.

# Strand 2: Early Years

**Aim:**

To raise awareness of a children's rights approach with professionals who work in the early years sector.



# Strand 2:

## Early Years

### What will we do?

#### **1. Develop an Early Childhood Education and Care Quality Framework**

The Quality Framework will set out a commitment to providing children-centred, rights-based early years provision.

#### **2. Promote children's rights through the Flying Start Programme**

We will work with Flying Start Coordinators to promote a children's rights approach and support them to disseminate information to their networks.

#### **3. Support the children's rights early years network**

We will support this network to bring together key stakeholders to share good children's rights practice.

#### **4. Develop and share resources with the early years workforce**

We will work with key partners such as UNICEF, the Children's Commissioner for Wales and Children in Wales to develop resources in rights and participation.

A photograph of four young students in school uniforms sitting at a desk in a classroom. They are all smiling and looking towards the right. The student in the foreground is a boy with short blonde hair, wearing a white shirt and a blue and white striped tie. Behind him are three other students: a girl with blonde hair, a girl with dark hair, and a boy with brown hair, all also in white shirts and blue ties. They appear to be engaged in a lesson or activity.

# Strand 3: Education Settings

**Aim:**

To raise awareness with head teachers and education leaders of the UNCRC and the United Nations Convention on the Rights of Persons with Disabilities (UNCRPD).

# Strand 3:

## Education Settings

### What will we do?

#### **1. Develop a suite of professional learning resources to promote knowledge and understanding of the UNCRC and UNCRPD**

We will fund Children in Wales to identify existing resources and work with the Educational Regional Consortia, the Children's Commissioner for Wales, UNICEF and head teachers to develop professional learning materials. This will support the duty to promote knowledge and understanding of the UNCRC and the UNCRPD conventions under the Curriculum and Assessment Act 2021.

#### **2. Work with our partners to develop a collective vision of how we embed children's rights within education settings**

We will work with key partners including UNICEF, the Children's Commissioner for Wales, the Educational Regional Consortia, Local Authorities and others, to agree options on the way forward.



# Strand 4: Public Sector

**Aim:**  
Provide support to public sector organisations and leaders to implement a children's rights approach.

# Strand 4:

## Public Sector

### What will we do?

#### **1. Develop a collective vision and approach**

We will work with key partners, including UNICEF and the Children's Commissioner for Wales, to develop a collective approach to embed children's rights within public sector organisations.

#### **2. Raise awareness with leaders in the public sector**

We will develop a programme of activity to raise awareness of the importance of a children's rights approach in the public sector.

#### **3. Support participation approaches in each Local Authority in Wales**

We will provide funding to Children in Wales to support participation activity in each Local Authority in Wales. The participation network will share good practice.

#### **4. Evaluate the National Participation Kitemark**

We will evaluate the adoption by public sector organisations of the National Participation Kitemark.



# Strand 5: Parents and Carers

**Aim:**

To support parents and carers in understanding the importance of hearing the opinions of children in matters which affect them.

# Strand 5:

## Parents and Carers

### What will we do?

#### **1. Provide Information advice and support to parents and carers**

The rights of the child are embedded through the Parenting: Give it Time campaign and website and the Family Information Service (FIS) which provides free, impartial information and advice.

#### **2. Promote Parenting Guidance**

The rights of the child are embedded in our universal and targeted parenting support.

#### **3. Gathering the views of parents and carers to inform our approach**

We will support Children in Wales to undertake a scoping exercise to inform our approach to engaging parents and carers nationally.

# Universal Children's Day

A photograph of two young children sitting at a table, happily painting their faces and hands with colorful paint. The child in the foreground is a young girl with blonde hair, wearing a grey sweater, with her mouth wide open in a joyful expression. Her hands are covered in blue and green paint. The child in the background is a young boy with brown hair, wearing a striped shirt, also smiling broadly with his hands raised, showing pink and white paint. The table in front of them is covered with white paper and various paint containers, including a yellow cup and a white bowl. The background is slightly blurred, showing a wooden chair and a window.

Universal Children's Day on 20th November will be an annual opportunity for us to raise awareness of children's rights across Wales.



# How will we measure outputs?

We will ask secondary school learners about their awareness of the rights of children and young people through the 2021/22 School Health Research Network student health and well-being survey. The data from this survey will be available from May 2022. The survey is carried out every two years.

We will evaluate the raising awareness plan at the end of 2023.

A refreshed plan will be published in January 2024.

**Hawliau Plant**  
Cymru

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