



What you need to know about 70/30

Thank you for fundraising for us and doing something amazing for children and their families! This brief, easy-to-learn information sheet can come in handy when you're promoting and talking about your event to supporters and donors. If you want to know more about the theory underpinning The 70/30 Campaign check out the [resources section of our website](#).

More than 1 in 5 children will suffer significant abuse or neglect during their lifetime. 90% of those children affected will receive no help at all.

70/30 is a ground-breaking, national grass roots movement aimed at preventing this harm *before* it happens and reducing child maltreatment by 70% by the year 2030.

We know we can prevent maltreatment to children (child abuse, neglect and witnessing domestic violence) before it happens if we tackle the root causes during pregnancy and a child's first 2 years of life. However, too often, public policy is based on intervening after the damage has already occurred, which commonly leads to the transmission of harm through generations; we call this intergenerational harm.

Parents rarely set out to harm their children. Parenting is one of the toughest jobs in the world and it can be even harder for those who are dealing with issues such as mental health problems, domestic violence or substance abuse. Early and effective support can help parents to overcome these problems and avoid any negative impact on their children.

The 70/30 Campaign is empowering citizens (70/30 Ambassadors) across the UK to enrol key decision-makers and their wider community in a local primary prevention approach in order to bring about large-scale system change in the way child maltreatment is tackled.

We believe that a 70% reduction in child maltreatment by 2030 is possible and we are committed to making it happen.

Need more help?

- Check out our [fundraising FAQs](#)
- Email fundraise@70-30.org.uk
- Call our team on **020 8688 3773**