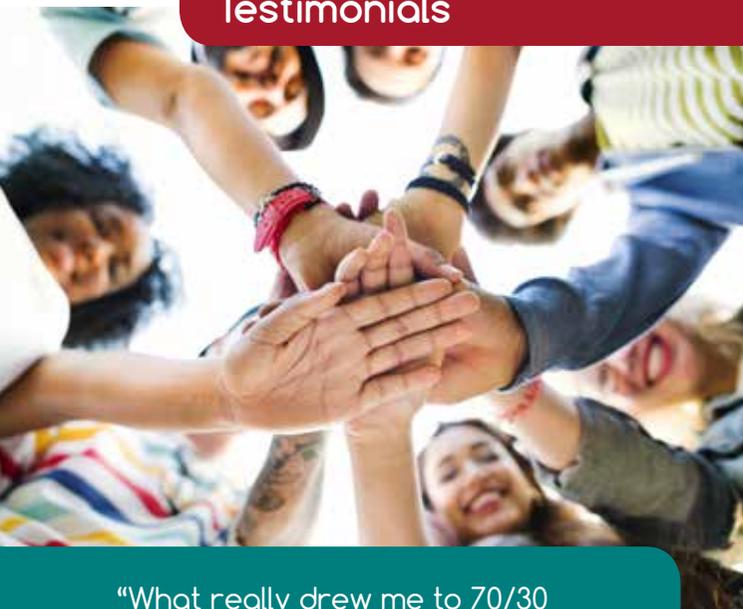




Testimonials



“What really drew me to 70/30 is its eagerness for action”

– Antonella Sansone is 70/30 Group Coordinator for Tooting

“It’s amazing to see so many individuals come together to make a big impact.”

– Andie Gbedemah, 70/30 Ambassador for Wandsworth

“WAVE’s potential to create change is unrivalled by other organisations taking a less completely preventative approach” – New Philanthropy Capital

Become an ambassador today



Together we will reduce child abuse and neglect by **70% by 2030**



www.70-30.org.uk

@7030Campaign / #towards7030

T: 020 8688 3773 E: info@70-30.org.uk

www.70-30.org.uk



What is 70/30?

We are a network dedicated to bringing about a 70% reduction in child abuse and neglect by the year 2030 – we are the 70/30 Campaign.

70/30 is not just another campaign - it is part of a highly-developed, long-term, ground-breaking action plan to stop child abuse and neglect from ever beginning. We call this Primary Prevention.

The 70/30 Campaign created by the WAVE Trust charity has 2 main strands:

- 1. Pioneer Community project** – A comprehensive Primary Prevention action plan being piloted in selected UK areas to show that Primary Prevention greatly improves outcomes for children and provides savings to the public purse.
- 2. Grass Roots Campaign** – A dedicated network of ambassadors raising awareness and understanding of the value of primary prevention, creating a groundswell of support in local communities, and persuading local commissioners and national policy makers to implement primary prevention strategies.

Why is 70/30 needed?

Every child has a right to a safe childhood and a life free from violence.

1 in 5 children will suffer significant abuse and/or neglect during their lifetime. 90% will receive no help at all.

Serious harm to children in our society destroys lives every day. The effects of child maltreatment are evident from birth and can last a lifetime. The costs to our country are significant. About 40% of local government spending is taken up dealing with the consequences of failing to prevent this abuse from happening in the first place.

The 70/30 Ambassador Network

Our ambassadors are at the very centre of what 70/30 stands for.

The 70/30 ambassador network is a passionate group of mums, dads, neighbours, friends, colleagues, health professionals, students – in fact anyone dedicated to bringing about a 70% reduction in child abuse and neglect by the year 2030.

Join us today and help shape the future of your local community.

What you'll do as a 70/30 Ambassador

As an ambassador, you have the opportunity to share your passion for preventing child abuse and neglect in your local area with the people who have the power to make a difference. You'll help us to spread the 70/30 message while gaining new skills and meeting wonderful, like-minded people in your community.

You'll take part in a range of activities such as:

- Writing to and meeting local MPs, Councillors, Mayors and other key people in your community.
- Engaging with local press and writing articles in newspapers.
- Speaking to community groups, faith groups, charities, schools, friends, neighbours and colleagues through activities such as street stalls, fairs and workshops.
- Promoting 70/30 campaign actions and successes online through social media networks like Twitter and Facebook.

You do not need to have any experience in campaigning as we provide training and materials, and ongoing regular support. We encourage people aged 18+ from all of our diverse communities to become 70/30 Ambassadors.



How to Apply

Visit our website and complete the form to become an ambassador today! Otherwise you can contact the 70/30 team directly on 020 8688 3773 or email join@70-30.org.uk.