



Kids COVID Catch Up Campaign Supporter pack

for paediatricians, physicians and
other healthcare professionals



About the campaign

Thank you for supporting the Kids COVID Catch Up campaign which aims to help children and young people recover from the setbacks of the COVID-19 pandemic.

Your voice – and the voices of thousands of other paediatricians, specialist physicians, other healthcare professionals, and educators – will make all the difference in ensuring our campaign gets the attention of Australia’s leaders and decision makers.

Children and families have had a tough time since the onset of the pandemic. As COVID-19 dominated the national consciousness, the wellbeing of our nation’s children took a back seat.

That’s why the nation’s paediatricians and physicians are calling on our leaders to help this generation of children and young people catch up from the setbacks caused by the COVID-19 pandemic.

This is an opportunity to set the next generation of children up to realise their full potential. It’s time to prioritise kids first and help our nation’s children catch up.

What is a Supporter Pack?

A Supporter Pack is like a toolkit for you and other healthcare professionals to use to take action and support the Kids COVID Catch Up campaign. In this pack, you will find a collection of actions you can take and resources you can use to support the Kids COVID Catch Up campaign.

Follow the prompts and click the links for each action and downloadable item.

If you have any problems downloading any links, you can head to the Resources Page on our website here where you will find all the downloads included in this pack. <https://kidscatchup.org.au/resources/>



The 5 Steps

Your support will help to convince political leaders to provide the policies and funding we need to support the health and wellbeing of our children and young people.

By taking these simple steps, you'll get us that much closer to the government action required to help our nation's children.

The detailed instructions to do these 5 things are covered in this Supporter Pack.

We need you to take these 5 steps:

1. Sign the petition and share it with 3 colleagues
2. Add the campaign to your email signature
3. Print and display the campaign poster
4. Share your support on social media
5. Write to your local Federal Member



Step 1:

Sign the petition and email it to 3 colleagues

The first and easiest thing to do is sign the petition.

The petition calls for all political parties to commit to working with children and young people towards achieving our campaign asks.

Your signatures will show the strong support these asks have; backed by people like you.

[Click here to read and sign the petition](#)

If you've already signed the petition, the next best thing you can do to help is to email it to 3 colleagues.

Sharing the petition to your colleagues

The more signatures our petition has, the louder our voices are. Help us strengthen our supporter base by sharing the petition with 3 of your colleagues. Use the template below to send an email to your colleagues telling them about the Kids COVID Catch Up campaign. Make any edits as you see fit!

Dear [name of colleague],

I'm writing to ask for your support in helping children and young people catch up from the setbacks of the COVID-19 pandemic.

Paediatricians and physicians around the country are joining Kids COVID Catch Up by signing this petition asking all political parties to help kids and families bounce back from the impacts of COVID-19: [Click here to sign the petition.](#)

This is an opportunity to set the next generation of children up to realise their full potential.

The campaign is being led by The Paediatrics and Child Health Division of the Royal Australasian College of Physicians, one of Australia's leading medical colleges.

This is an issue I care about deeply. We have a chance to improve the health, wellbeing and development of a whole generation of children. We also have a chance to address the existing inequality impacting children from low socio-economic backgrounds, First Nations children, children from culturally diverse backgrounds, children with disability, and children experiencing family violence.

The long-term effects that the setbacks from the COVID-19 pandemic have had on children are still unknown. We cannot and will not wait until it is too late. Now is the time for action.

[Will you take a moment to sign the petition?](#)

Thank you.



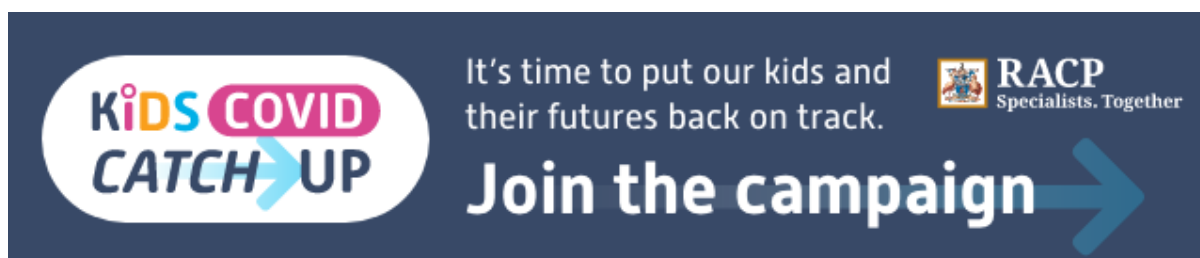
Step 2:

Add the campaign banner to your email signature

One way you can help grow the campaign reach is by adding the campaign banner to your email signature.

[Click here to download the email signature graphic.](#)

Place this within your email signatures to signify your support for Kids COVID Catch Up and link people to our website to learn more about the campaign*.



*Remember to add the website as a hyperlink to the image: kidscovidcatchup.org.au



Step 3:

Print the campaign poster to put up in your workplace

This poster is an easy way for you to share the Kids COVID Catch Up campaign with your colleagues, patients, and their families.

When people scan the QR code with their mobile devices, it will take them to a page where they can join the Kids COVID Catch Up campaign and find out more.

Put it up in your workplace where your patients and colleagues can easily see!

You might need to check with your employer before displaying the poster.

If you have any issues downloading the graphics in this Supporter Pack, remember you can head to kidscatchup.org.au/resources/

[Click here to download the poster:](#)




Step 4:


Share your support on social media

By sharing the Kids COVID Catch Up campaign on your social media channels you will help spread the message about why children's recovery from the COVID-19 pandemic is so important.

Help spread the word and get others onboard by:

- Sharing our campaign on social media platforms by clicking one of the links below:
 - [Facebook](#)
 - [Twitter](#)
 - [LinkedIn](#)
- Regularly heading to the RACP [Facebook](#), [Twitter](#) or [LinkedIn](#) and sharing our posts.

To re-tweet a tweet, click the  icon at the bottom of the tweet you'd like to re-tweet.

To share a Facebook post, click on the post and then click the  **Share** icon that will appear at the bottom of the post.

On LinkedIn, use the same icon, which is located at the bottom of the post.



You can also post the following graphic on your social media pages with the campaign hashtag **#KidsCatchUp**

If you want more people to see your post, you could also add the hashtag: **#COVID19Aus**



[Download the graphic here.](#)

The **Key Messages** section of this Supporter Pack has some great conversation points you can use. This allows you to make posts more personal and help others to understand the issues.



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Contact your local Federal Member

Help our leaders understand why we need a COVID-19 recovery plan for children and young people.

Writing to your local Federal Member will have an incredible impact on getting their attention and get us closer to a better future for children. It does not matter which party your local Member stands for; they all need to know.

Members of Parliament (MPs) are here to listen to your concerns, but they need to know them, and they need to listen intently now more than ever.

The more this topic is raised, the higher the chance it will become part of a national conversation and discussed across Australia's leadership.

If you're unsure who your local Federal Member is, you can search by suburb or postcode on the [Australian Electorate Commission website](#)

Once you know, you can [find their contact details here](#)

If your MP gets back to you requesting a meeting, please contact PAPaeds@racp.edu.au to let us know. This way we can keep track of how many MPs are engaged and can support you with briefing materials.



We've drafted a template letter you can use

Dear *[Title and Surname of MP]*,

As a local [healthcare worker/educator] I'm writing to seek your support for the Kids COVID Catch Up campaign.

The campaign is led by the Paediatrics and Child Health Division of the Royal Australasian College of Physicians (RACP). The College **represents over 28,000 paediatricians and physicians** of all backgrounds across the country.

I know first-hand what the effects of the pandemic has meant for children and young people.

Insert a personal anecdote/story here...

Together with the RACP, we are calling for all political parties to commit to:

1. Establishing a National COVID-19 taskforce to lead a recovery plan
2. Appointing a National Chief Paediatrician to provide clinical leadership
3. Funding and implementing the National Children's Mental Health and Wellbeing Strategy to support families
4. Increasing the Commonwealth funding for evidence-based school support, such as for tutoring, for students with disability or learning difficulties
5. Implementing universal access to quality early childhood education programs for all three-year-olds
6. Restricting marketing of unhealthy diets to children and young people through regulation.

Kids and their families in your community have had a tough time since the onset of the pandemic.

Will you commit to implementing and funding these policies to help our nation's children?

[Sign off by sender]



Key Messages

We've packaged up our key messages for you to use to talk about the Kids COVID Catch Up campaign with others to encourage them to join the campaign.

Personal experiences are key to the campaign. You can share this link with colleagues, friends, patients and their families to encourage them to share their story:

<https://kidscatchup.org.au/share-your-story/>

- It's been a tough couple of years for kids and families across the country during the COVID-19 pandemic. The wellbeing of our nation's children has taken a backseat.
- Due to COVID-19 going to school, hanging out with friends and visiting grandparents were out of bounds for months at a time for many of our kids.
- Kids have had it hard during the COVID-19 pandemic – missing out on school, socialising, sports, and creative activities, which are essential to their health and development.
- The setbacks for children have not been equal. COVID-19 has amplified existing inequalities for children from low-socio-economic backgrounds, First Nations children, children from culturally diverse backgrounds, children with disability and children experiencing family violence.
- The nation's paediatricians and physicians are calling on our leaders to help this generation of children and young people catch up from the setbacks of the COVID-19 pandemic.
- It's time to prioritise kids and help our kids catch up.
- The long-term impacts of COVID-19 on children are still unknown and now is the time for action.
- We're calling on all major political parties to prioritise kids and work with them and their families to help them realise their full potential.



Our 6 Key Asks

To get there, we need to work together.

We're calling on all political parties to commit to working with children and young people to:

- 1. Establish a National COVID-19 taskforce to lead a recovery plan**



- 2. Appoint a National Chief Paediatrician to provide clinical leadership**



- 3. Fund and implement the National Children's Mental Health and Wellbeing Strategy to support families**



- 4. Increase the Commonwealth funding for evidence-based school support, such as tutoring, for students with disability and/or learning difficulties**



- 5. Implement universal access to quality early childhood education programs for all three-year-olds**



- 6. Restrict marketing of unhealthy diets to children and young people through regulation**



You can find out more about these policies by going to the healthcare professionals page on the campaign website [here: https://kidscatchup.org.au/health-professionals/](https://kidscatchup.org.au/health-professionals/)



Thank you!

Thanks for making a difference. Every action you take gets us one step closer to helping our kids catch up from the setbacks of the COVID-19 pandemic.

We'll keep in touch with Kids COVID Catch Up campaign updates – so be sure to keep an eye out for our emails!

Questions or ideas? Email PAPaeds@racp.edu.au We're here to support you in taking these actions. We'd also love to hear from you about what actions you've taken.

