

21 October 2009

Provocative bill poster campaign relaunched demanding community action to stop child abuse and neglect

The Australian Childhood Foundation has once again partnered with advertising agency JWT to create a unique outdoor advertising campaign to raise awareness of neglect as a form of child abuse. Entitled ***Invisible*** the installations are located at popular sites around Sydney CBD and feature a bill poster pasted over a child-sized mannequin.

The highly emotive posters depict a lonely, abandoned figure of a child so invisible to everyone that they could be literally covered up and made to disappear. It is hoped that people viewing this piece will get to appreciate the abandonment these children experience and in doing so will empathise with neglected children.

The installations will be positioned at various sites around the city including Haymarket (corner of Ultimo Rd & Quay Street), George Street (near Greater Union Cinema) and Taylor Square (corner of Darlinghurst Rd and Victoria Street).

“This idea is a graphic dramatization of the neglect these children face at home, by the general public and, in this case, even by the person putting up the poster,” says Richard Muntz, Executive Creative Director of JWT.

Child neglect occurs when the most basic of needs are not being met (food, housing, warmth and healthcare). It also includes children who are not provided with positive and nurturing care. Neglect can have devastating effects on children’s development and in some circumstances even cause death.

“Neglect is a serious form of abuse. In the past twelve months, we have been shocked by the terrible conditions that some children have been forced to live in,” said Dr Joe Tucci, CEO of Australian Childhood Foundation.

“We have seen a 20 per cent increase in the number of children referred to our specialist counselling service in the past year, largely due to the tough economic climate. When children are neglected, they are told that they do not matter, that they are not important enough to be cared about. When parents stop caring for children, then the community has to help. Ignoring it only confirms to children that no-one else cares about them as well. I hope this campaign will encourage everyone to do something if they are worried about a child’s safety.”

This confronting life size installation is an extension of the Stop Child Abuse Campaign Now launched last year. To find out what you can do to help stop child abuse and neglect, please visit www.stopchildabuse.com.au

Child abuse is Australia's most critical community problem. Last year, there were 317,526 new reports of child abuse and neglect received across Australia. That equates to one report every two minutes. More infants under the age of 12 months were found to have been abused or neglected than children in any other age group. Last year, there were more children living away from their family for their own protection than ever before. The number of children in care has more than doubled in the past decade increasing from 13,979 in 1996 to 31,166 in 2008.

-ends-

Media Enquiries:

Dr Joe Tucci, CEO
Australian Childhood Foundation
0418 991 766

Camilla Fiorini
Australian Childhood Foundation
0438 758 658

Anne Lawler
AKL Public Relations
(02) 9212 2185
0419 018 834 E:
Anne@aklpr.com.au