

How the wider community can play their part

Every community has a role in helping children grow up feeling safe, valued, and supported. Small, everyday actions taken by neighbours, local groups, faith communities and organisations can make a meaningful difference for children and their whānau. When we all contribute in ways that feel natural and achievable, our communities become stronger places for children to thrive.

Be a positive role model

Children notice how adults act, speak, and treat others. Showing kindness, respect, and care helps create an environment where they can flourish.

Value tamariki and rangatahi

Build a community where they feel safe, heard, and valued in all cultural, faith and community spaces by making them welcoming for children and young people.

Strengthen community connections

Support or take part in activities that bring whānau together, such as community days, hosting a family-friendly event, open days at a marae or faith-based places, shared meals, or neighbourhood projects.

Promote fairness and inclusion

Encourage and support local schools and kura, sports clubs, youth groups and other organisations to create inclusive environments for all children, regardless of gender, ethnicity or background.

Raise awareness

Share information about child wellbeing, early help and abuse prevention in ways that fit your community. If you are part of a community organisation, make sure staff and volunteers understand and apply child-safe policies and conduct expectations.

Normalise seeking and offering help

Many families face stress at times. If you can, offering practical support or volunteering with community organisations that support struggling families can make a positive difference.

Be an active bystander

If you see behaviour that seems unsafe or concerning for a child or young person, speak up safely and respectfully, or seek advice from someone who can help.

Listen to children and believe them

Children who have experienced harm tell us this can make a huge difference for them. Take their views seriously and if they trust you with something about their safety or wellbeing, stick alongside them and connect them with someone who can support them.