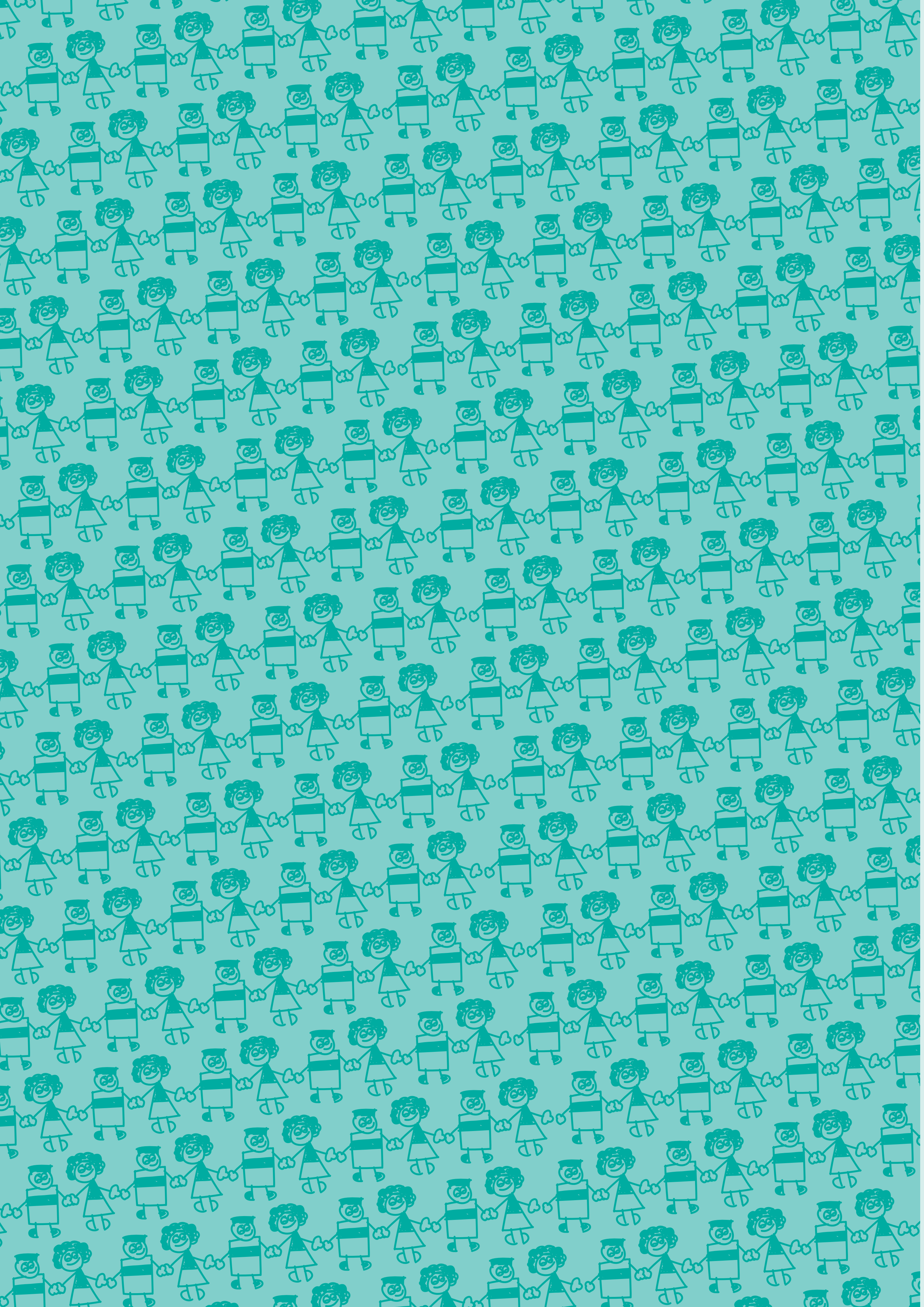
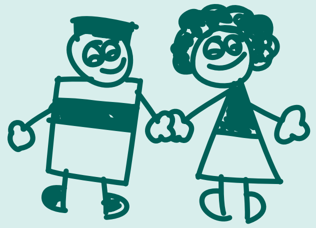
Comisiynydd Plant Cymru
Children's Commissioner for Wales

Cyfathrebu
Communications





Mae ein tîm cyfathrebu'n cynnwys Swyddog Cyfathrebu a Swyddog Cyfathrebu Digidol. Prif amcanion y swyddogaeth hon yw sefydlu'r Comisiynydd fel y prif lais awdurdodol ar faterion sy'n ymwneud â phlant a phobl ifanc yng Nghymru, sicrhau sylw rhagorol yn y cyfryngau i'r corff ar draws pob agwedd o'r gwaith, sicrhau bod rhanddeiliaid yn cael eu hysbysu am waith y swyddfa a sicrhau bod cyhoeddiadau o ansawdd uchel yn cael eu cynhyrchu a'u dosbarthu. Mae'r swyddogaeth hefyd yn goruchwylio platfformau digidol y Comisiynydd, gan gynnwys gwefannau a phroffiliau Twitter.

Our communications team consists of a Communications Officer and Digital Communications Officer. The overall aims of this function are to position the Commissioner as 'the' voice of authority on children and young people's issues in Wales, to achieve excellent media coverage for the organisation across all aspects of the work, ensuring stakeholders are kept informed of the work of the office, and ensuring high-quality publications are produced and disseminated. This function also oversees the Commissioner's digital platforms, including websites and Twitter profiles.

Ein gwaith eleni
Our work this year

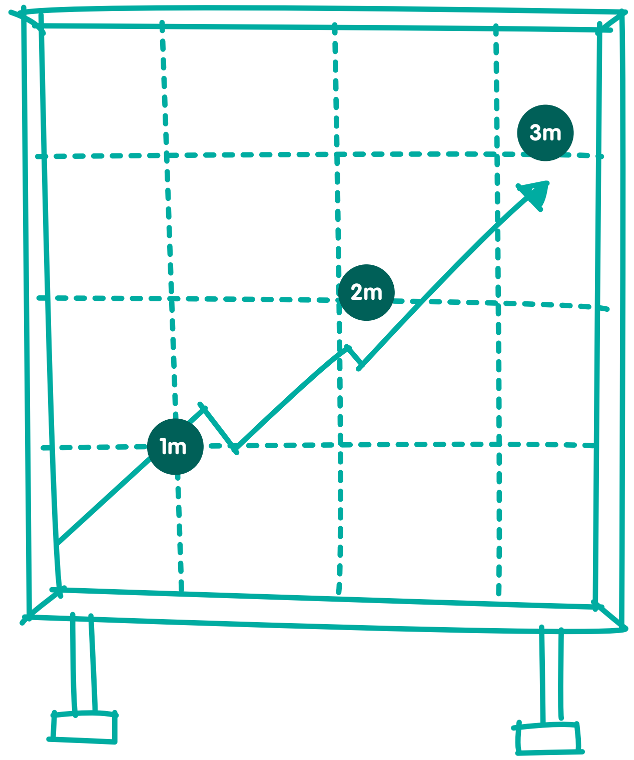
465

o eitemau o sylw ar y cyfryngau
pieces of media coverage

£1.186m

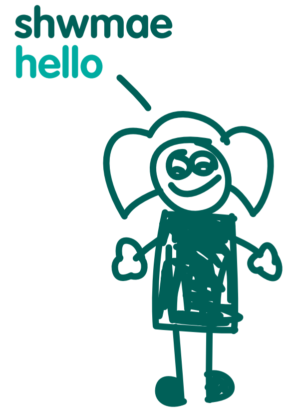
Cyfatebol â gwerth hysbysebu o £1.186m (h.y. cost prynu'r gofod pe bai'r erthygl / sylw cyfryngol wedi bod yn hysbyseb)

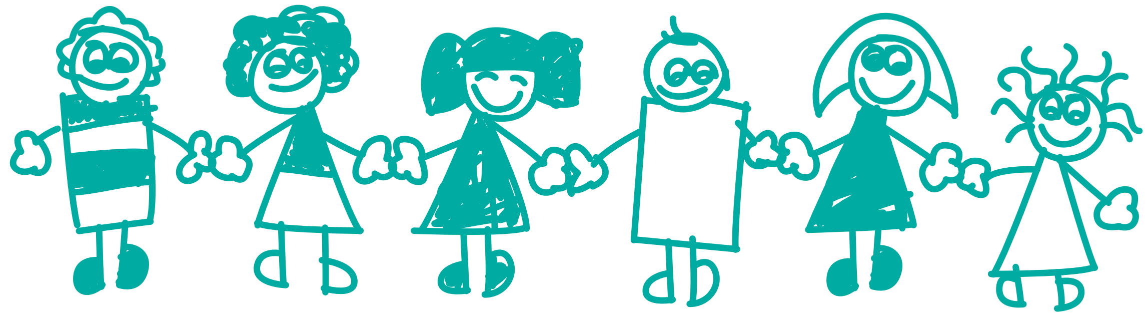
£1.186m advertising value equivalent (i.e. the cost of buying the space had the article / coverage been an advertisement)



291

Cylchrediad o 291 miliwn
Circulation of 291 million





1/7

Cyrhaeddodd ymwybyddiaeth am Gomisiynydd Plant Cymru y lefel uchaf erioed – mae 1 ym mhob 7 o blant a phobl ifanc bellach wedi clywed am eu Comisiynydd
(*omnibws plant Beaufort)

Awareness of the Children's Commissioner for Wales reached an all-time high – 1 in 7 children and young people have now heard about their Commissioner
(*Beaufort's children's omnibus)

Er ei bod yn ddyletswydd ar swyddfa'r Comisiynydd i godi ymwybyddiaeth am Gonfensiwn y Cenhedloedd Unedig ar Hawliau'r Plentyn yn ogystal â rôl y Comisiynydd, mae hefyd yn ddyletswydd ar Lywodraeth Cymru. Rydym ni'n gynyddol bryderus fod diffyg strategaeth gyfathrebu gynhwysfawr gan Lywodraeth Cymru. Er ein bod yn cydnabod bod rhywfaint o waith marchnata wedi'i wneud, heb strategaeth glir mae'n anodd mesur ei lwyddiant, mae'n anodd sicrhau cysondeb yn y ffordd rydym ni'n cyfathrebu am y Confensiwn ac mae'n anodd i ni ac eraill ddynodi sut y gallem ni ategu gwaith Llywodraeth Cymru i godi ymwybyddiaeth gyda'n prosiectau ein hunain.

Rydym ni'n galw ar Lywodraeth Cymru i anrhydeddu ei hymrwymiad yn 'Gwneud Pethau'n Iawn' – y cynllun gweithredu treigl a gyhoeddwyd yn 2009 oedd yn amlinellu ymateb Llywodraeth Cymru i sylwadau cloi Pwyllgor y CU ar Hawliau'r Plentyn 2008 – i: "…ddatblygu dull cynhwysfawr a thrawsbynciol o farchnata a chyfathrebu."

Whilst the Commissioner's office is duty-bound to raise awareness of the UN Convention on the Rights of the Child as well as the role of the Commissioner, so too is the Welsh Government. We are becoming increasingly concerned about the absence of a comprehensive communications strategy by the Welsh Government. Whilst we acknowledge some marketing activity has taken place, without a clear strategy it is difficult to measure its success, difficult to ensure consistency in how we communicate about the UNCRC and difficult for us and others to identify how we might complement the awareness raising work of Welsh Government with our own projects.

We are calling on Welsh Government to honour its commitment in 'Getting it Right' – the rolling action plan published in 2009 setting out Welsh Government's response to the UN Committee on the Rights of the Child's 2008 concluding observations – to: "…develop a comprehensive and cross cutting approach to marketing and communications."

Enghreifftiau o waith

1. Bechgyn a Merched yn Codi Llais

Yn 2012, sefydlodd Jocelyn Davies AC grŵp trawsbleidiol ar Blant, Rhywioldeb, Rhywioli a Chydraddoldeb. Roedd trafodaethau cynnar aelodau'r grŵp yn canolbwyntio ar ddiffyg sylw i brofiadau plant eu hunain mewn trafodaethau ar y cyfryngau ac adolygiadau llywodraethol o rywioli plant.

Arweiniodd Dr Emma Renold, athro ym Mhrifysgol Caerdydd, astudiaeth ansoddol a gyllidwyd ar y cyd gennym ni, yr NSPCC ac Ysgol Gwyddorau Cymdeithasol Prifysgol Caerdydd, o ddiwylliannau rhywedd a rhywiol plant. Roedd yr adroddiad yn cynnwys barn a phrofiadau plant oedd heb gyrraedd eu harddegau ac roedd yn gorffen gyda chyfres o argymhellion i Lywodraeth Cymru gan gynnwys galw ar y Llywodraeth i ymateb i'r dystiolaeth a gyflwynwyd am yr angen i wella addysg a chynyddu ymwybyddiaeth yng nghyswllt addysg rhyw a pherthnasoedd.

2. Strategaeth Tlodi Plant: adroddiad ar gynnydd

Er nad yw'r Comisiynydd yn ddarostyngedig i'r ddyletswydd ym Mesur Plant a Theuluoedd (Cymru) 2010, fe benderfynom ni gyhoeddi ein Strategaeth Tlodi Plant ein hunain i egluro'r gwaith mae swyddfa'r Comisiynydd yn ei wneud i gyfrannu at drechu tlodi plant yng Nghymru.

Mae'r adroddiad hwn ar gynnydd yn cynnwys diweddariad ar dri ymrwymiad allweddol y Comisiynydd ar dlodi plant, ynghyd â manylion am y gwaith a wneir gan ein Llysgenhadon Cymunedol – cynllun sy'n targedu plant a phobl ifanc sy'n byw mewn ardaloedd o amddifadiad cymdeithasol a/neu o grwpiau difreintiedig. Ceir rhagor o wybodaeth am ein Llysgenhadon Cymunedol yn ein llyfryn 'Cyfranogi'.

Mae'r ddau adroddiad ar gael i'w darllen a'u lawrlwytho o'n gwefan:
www.childcomwales.org.uk
(dan 'Cyhoeddiadau').

3. See Me I Dyma Fi

Ar Ddiwrnod Byd-eang y Plant 2013, darlledodd S4C raglen a wnaed yn gyfan gwbl gyda deunydd fideo am fywydau pobl ifanc, a ffilmiwyd dros 24 awr ar 22 Mehefin 2013. Amcan prosiect 'Dyma Fi' oedd cynnig darlun realistig o bobl ifanc yng Nghymru heddiw, ac roedd yn rhan o brosiect parhaus y Comisiynydd See Me I Dyma Fi - ymgyrch i ddryllio stereoteipiau o bobl ifanc yng Nghymru.

Datblygwyd y ffilm a'r prosiect digidol hwn gan S4C gyda nifer o bartneriaid, gan gynnwys ni, Yr Urdd, Clybiau Ffermwyr Ifanc, Gwobrau Dug Caeredin a Chlwb Ffilmiau Cymru. Mae trafodaethau eisoes ar waith i ddatblygu prosiect tebyg y flwyddyn nesaf.

Examples of work

1. Girls and Boys Speak Out

In 2012, Jocelyn Davies AM established a cross-party group on Children, Sexualities, Sexualisation and Equalities. Early discussions by group members focused on the absence of children's own experiences in media debates and government reviews of the sexualisation of children.

Funded by ourselves, NSPCC and Cardiff University's School of Social Sciences, Dr Emma Renold, a Cardiff University professor, led a qualitative study of children's gender and sexual cultures. The report contained the views and experiences of pre-teen children and concluded with a series of recommendations for the Welsh Government, including a call to respond to the evidence presented on the need to improve education and awareness raising in relation to sex and relationship education.

2. Child Poverty Strategy: progress report

Although the Commissioner is not subject to the duty contained within the Children and Families (Wales) Measure 2010, we took the decision to publish our own Child Poverty Strategy to set out the work of the Commissioner's office is undertaking to contribute towards tackling child poverty in Wales.

This progress report contains updates on the Commissioner's three key commitments on child poverty, and details work undertaken by our Community Ambassadors – a scheme targeting children and young people living in areas of social deprivation and/or from disadvantaged groups. Further information about our Community Ambassadors can be found in our 'Participation' booklet.

Both reports are available to read and download from our website:
www.childcomwales.org.uk
(under 'Publications').

3. See Me I Dyma Fi

On Universal Children's Day 2013, S4C aired a programme made entirely from video footage of the lives of young people, filmed over 24 hours on 22 June 2013. Called 'Dyma Fi', the project's aim was to give a realistic picture of young people in Wales today, and formed part of the Commissioner's ongoing project See Me I Dyma Fi – a campaign dedicated to smashing the stereotypes of young people in Wales.

This film and digital project was developed by S4C with a number of partners, including ourselves, Yr Urdd, Young Farmers Clubs, Duke of Edinburgh Awards and Film Club Cymru. Discussions are already underway to develop a similar project next year.

Digwyddiadau

Kids in Museums

Am yr ail flwyddyn yn olynol rydym ni wedi cefnogi 'Diwrnod Meddiannu Amgueddfeydd' Kids in Museums. Diwrnod blynyddol yw hwn pan fydd amgueddfeydd, orielau a thai hanesyddol ar draws Cymru'n gwahodd pobl ifanc i mewn ac yn rhoi gwaith iddyn nhw ei wneud. Roedd tri deg a phump o amgueddfeydd yn rhan o'r digwyddiad eleni; ymwelodd y Comisiynydd ag Oriel Bangor a bu ein Prif Swyddog Gweithredol yn ymweld ag Amgueddfa ac Oriel Gelf Casnewydd.

Digwyddiad i'r Rhai sy'n Gadael Gofal 2013

Ym mis Gorffennaf cynhaliwyd ein hail ddigwyddiad Cymru Gyfan i'r Rhai sy'n Gadael Gofal yng Ngholeg Iwerydd, Llanilltud Fawr. Daeth yn agos i 100 o bobl ifanc o bob rhan o Gymru i'r digwyddiad. Cynhaliwyd y digwyddiad am y tro cyntaf yn 2012 mewn ymateb i gais gan bobl ifanc a ofynnodd i'r Comisiynydd drefnu digwyddiad a fyddai'n dod â phobl ifanc mewn gofal ac sy'n gadael gofal at ei gilydd i rannu gwybodaeth a phrofiadau, a mwynhau profiad cadarnhaol gyda'u cyfoedion.

Events

Kids in Museums

For the second year running, we have supported Kids in Museums' 'Taking Over Museums' Day. This is an annual day on which museums, galleries and historic houses across Wales invite young people in and give them a meaningful role. Thirty five museums took part in this year's event; the Commissioner visited the Oriel in Bangor and our Chief Executive Officer paid Newport Museum and Art Gallery a visit.

Care Leavers Event 2013

In July, we held our second All Wales Care Leavers Event at Atlantic College, Llantwit Major. The event was attended by nearly 100 young people from across Wales. The event was held for the first time in 2012 in response to a request by young people who asked the Commissioner to organise an event which would bring young people in care and leaving care to meet and share information and experiences, and to enjoy and positive experience with peers.