

## KEYNOTE ADDRESS 5

# MAKING SOCIAL CHANGE

Rt Hon Alan Milburn MP, Former UK Minister of State for Health and Chief Secretary to the Treasury

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Rt Hon Alan Milburn MP will argue that meeting modern policy challenges requires new thinking and a new approach to social change: one that empowers citizens and communities. His speech will draw on recent lessons from the UK in moving towards an integrated, preventative approach to improving children's outcomes. He will discuss how new institutions and structures have embedded change. Political leadership and government action has been critical to making that happen. But he will argue that lasting change requires new instruments that empower and incentivise citizens, including parents. He will argue that the challenges facing the modern era call for governments to empower not control. Changing behaviour requires both active states and active citizens. He will argue that social marketing techniques have an important role to play but that the most fundamental change of all is to devolve power and responsibility.