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Howard launches childcare DVD

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Prime Minister John Howard has launched a free DVD aimed at helping parents raise their young children.

Mr Howard says the DVD will be distributed free of charge to the parents of every newborn child from October.

He says \$2.7 million will be spent on distributing the DVD, which aims to teach the essentials of raising children.

Mr Howard says the DVD will focus on "the absolutely irreplaceable values of providing a secure and loving environment for every child that is born into this world".

"The DVD tackles the tough times in ways that are credible to parents," he said.

"It doesn't diminish how difficult it is and how sometimes distressing and alone it can be."

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DVD launch: Prime Minister John Howard (AAP: Alan Porritt)

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