



THE GLOBAL GOALS
For Sustainable Development

**COMMUNICATIONS, ADVOCACY & SOCIAL MEDIA PACK FOR THE LAUNCH OF THE
NURTURING CARE FRAMEWORK AT THE WORLD HEALTH ASSEMBLY,
GENEVA
23 May 2018**

OVERVIEW

The Nurturing Care Framework will be launched at the World Health Assembly (WHA), in Geneva at 6pm (GMT +2) on Wednesday 23 May 2018.

The World Health Organization, UNICEF and the World Bank Group, in collaboration with the Partnership for Maternal, Newborn & Child Health, the Early Childhood Development Action Network and many other partners, have developed a Nurturing Care Framework for early childhood development.

The Nurturing Care Framework was created in response to strong evidence and growing recognition that the early years are critical for human development. It sets out the most effective policies and services that will help parents and caregivers provide nurturing care for babies. To reach their full potential, children need the five inter-related and indivisible components of nurturing care: **good health, adequate nutrition, safety and security, responsive caregiving and opportunities for learning.**

Investing in early childhood development is one of the best investments a country can make to boost economic growth, promote peaceful and sustainable societies, and eliminate extreme poverty and inequality. Equally important, investing in early childhood development is necessary to uphold the right of every child to survive and thrive.

The Framework provides an evidence-based road map for action and outlines how policies and services can support parents, families, other caregivers and communities in providing nurturing care for young children. It calls for attention to be paid to communities where children are most at risk of being left behind.

The Nurturing Care Framework is designed to mobilise a coalition of parents and caregivers, national governments, civil society groups, academics, the United Nations, the private sector, educational institutions and service providers to ensure every baby gets the best start in life.

The WHA will spotlight Early Childhood Development this year, so there is a unique opportunity to elevate the issue of nurturing care among policymakers and political leaders.

Nurturing, protecting and supporting babies from pregnancy to age three years is essential to achieve the Sustainable Development Goals (SDGs), with a specific target (SDG 4.2) of ensuring all boys and girls have access to quality early childhood development. It will also help countries achieve the targets of the Every Woman Every Child Global Strategy for Women's, Children's and Adolescents' Health.

See: [Progress report on the global strategy](#)

<http://www.who.int/life-course/partners/global-strategy/global-strategy-monitoring-report-20180405.pdf>

TOPLINE KEY MESSAGES

1. The human brain develops faster from pregnancy to age three than at any other time.
2. Over 80% of a human brain is formed by the age of three years.
3. The nurture and support provided to children in the earliest years by parents and caregivers is critical for healthy brain development.
4. In the first years of life, parents, intimate family members and caregivers are the closest to the young child and thus the best providers of Nurturing Care. In order to provide caregivers with time and resources to provide nurturing care, policies, services and community supports need to be in place.
5. The time to act is now; there is compelling evidence from science and economics to drive increased investments in early childhood development with policies and services that support primary caregivers in their critical role in providing nurturing care.
6. Nurturing care increases health, productivity and social cohesion throughout a lifetime, and the benefits continue into the next generation.
7. 250 million children under the age of five in low- and middle-income countries – more than four out of every ten children – are at greater risk of not reaching their development potential due to poverty and neglect.
8. Research shows that for every US\$1 spent on early childhood development interventions, the return on investment can be as high as US\$13.
9. The Nurturing Care Framework provides a roadmap for action. It builds upon the latest scientific evidence to set out the most effective policies and interventions that can improve early childhood development.
10. It is designed to mobilise a coalition of parents and caregivers, national governments, civil society groups, academics, the United Nations, the private sector, educational institutions and service providers, to ensure every child gets the best start in life.
11. Nurturing, protecting and supporting children from pregnancy to three years of age is essential to achieve the Sustainable Development Goals. SDG 4 includes a target of ensuring all boys and girls have access to quality early childhood development.

IMPORTANT WHA DATES

21-26 May	71st World Health Assembly, Geneva
23 May 2018, 6-8pm GMT +2	Launch of the Nurturing Care Framework at an informal side event, at École Hôtelière de Genève, Avenue de la Paix 12, 1202
24 May, afternoon	Half-day interactive exhibition at the WHA featuring video and photo content from partners

HOW TO PROVIDE COMMUNICATIONS SUPPORT FOR THE LAUNCH OF THE NURTURING CARE FRAMEWORK

1. Pitch the launch of the Framework to your national or regional media.
2. Link the launch of the Framework to other stories you're pitching on ECD.
3. Offer journalists an interview with a member of your WHA delegation, or another technical expert.
4. Have a ECD expert in your country write a blog for your national website, or an opinion piece for a national media outlet on the launch of the Nurturing Care Framework, the importance of nurturing care to build babies' brains, and the need to invest in Early Childhood Development.
5. Reach out to an influencer or a media partner to collaborate on promoting the launch of the Framework.

IMPORTANT LINKS

Partners' Nurturing Care website, which will include a link to the Nurturing Care Framework when it's launched: <http://nurturing-care.org/>

- World Health Organization: <http://www.who.int/>
- UNICEF: www.unicef.org
- World Bank: www.worldbank.org
- Partnership for Maternal, Newborn and Child Health: <http://www.who.int/pmnch/en/>
- Action Network for Early Childhood Development Action: <http://www.ecdan.org/>
- 71st World Health Assembly: <http://www.who.int/world-health-assembly/seventy-first>

HOW TO PROVIDE ADVOCACY SUPPORT FOR THE LAUNCH OF THE NURTURING CARE FRAMEWORK

1. Arrange a meeting with relevant decision makers in your government (i.e. health minister, finance minister etc.) to brief them on the launch of the Nurturing Care Framework and leave them with a copy of the report and the executive summary.
2. Use the Framework to advocate for your government to invest more in early childhood development.
3. If you work with a G20 government, leverage the launch of the Framework to advocate for them to announce a substantial investment in ECD at the G20 in Argentina (30 November-1 December).

HOW TO PROVIDE SOCIAL MEDIA SUPPORT FOR THE LAUNCH OF THE NURTURING CARE FRAMEWORK

(6pm Geneva time on Wednesday, 23 May 2018)

1. Amplify your organization's social media posts, or post your own content on Twitter and Facebook, using our suggested copy below or the topline key messages.
2. Ask your own high-profile champions of Early Childhood Development, including celebrities, ambassadors and young digital leaders, to amplify content.
3. Ask corporate or business partners to share the suggested Tweets and posts, or amplify your organization's content.

Please use these hashtags

#NurturingCare
#WHA71
#EarlyYears
#EarlyMomentsMatter

Please tag these handles

@WHO
@UNICEF
@WorldBank
@PMNCH

Suggested Tweets

Twitter 1

Get a copy of the #NurturingCare Framework for early childhood development → <http://nurturing-care.org/> → and support healthy brain development for every child. #EarlyMomentsMatter #WHA71

Twitter 2

Want the latest science on building babies' brains?

Check out the new #NurturingCare Framework for early childhood development → <http://nurturing-care.org/> #EarlyMomentsMatter #WHA71

Twitter 3

Investing in early childhood development is smart. It boosts health, productivity, social cohesion & the benefits continue for generations.

Share the new #NurturingCare Framework → <http://nurturing-care.org/> #WHA71 @theLancet

Twitter 4

In order to achieve the #GlobalGoals, we need more investment in early childhood development.

The #NurturingCare Framework has fresh scientific evidence on why #EarlyMomentsMatter → <http://nurturing-care.org/> #WHA71

Twitter 5

Healthcare.
Nutrition.
Responsive caregiving.
Early learning.
Protection.

The #NurturingCare Framework is a roadmap to give our little ones the best start in life: <http://nurturing-care.org/> #EarlyMomentsMatter #WHA71

Twitter 6

The best start in life, for every child!

We're calling on governments to invest more in early childhood development to make #EarlyMomentsMatter. Check out the #NurturingCare Framework → <http://nurturing-care.org/> #WHA71

Twitter 7

For every \$1 spent on early childhood development, the return on investment can be as high as \$13.

Find out why #NurturingCare is such a good investment: <http://nurturing-care.org/> #WHA71 #EarlyMomentsMatter

Suggested Facebook posts

Facebook 1

80% of brain development is complete at 3 years of age.

Investing in early childhood development is a smart investment. Learn more in the new Nurturing Care Framework: <http://nurturing-care.org/> #WHA71

Facebook 2

Want fresh expert advice on the most effective ways to invest in early childhood development?

Check out the new Nurturing Care Framework and learn more about the importance of healthcare, nutrition, protection, early learning and responsive caregiving. Not just for babies, but for our economies and communities. <http://nurturing-care.org/> #WHA71

Other useful assets

- **Official website:** www.nurturing-care.org
- Choose from more than **60 short clips from the groundbreaking documentary *The Beginning of Life***, which explores how a child's environment in the earliest years can shape their cognitive, emotional and social development. The clips available are focused on themes, including:
 - [Nurturing care](#)
 - [Human capital](#)
 - [Brain architecture](#)
 - [The importance of interactions with your baby](#)
- UNICEF **programme guidance on ECD**:
https://www.unicef.org/earlychildhood/files/FINAL_ECD_Programme_Guidance_September_2017.pdf
- UNICEF's **global report on ECD**, released at the UN General Assembly in September last year:
https://www.unicef.org/publications/index_100862.html
- **Care of Child Development, WHO**
http://www.who.int/maternal_child_adolescent/documents/care_child_development/en/
- **Lancet Series (2016) Advancing Early Childhood Development: from Science to Scale**
<http://www.thelancet.com/series/ECD2016>
- **Progress report on the global strategy**
<http://www.who.int/life-course/partners/global-strategy/global-strategy-monitoring-report-20180405.pdf>