

# Early moments matter <sup>[1]</sup>

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## AVAILABILITY

Campaign website and materials <sup>[2]</sup>

Press statement online <sup>[3]</sup>

## Overview

UNICEF has launched #EarlyMomentsMatter, a new campaign supported by the LEGO Foundation to drive increased awareness about the importance of the first 1,000 days of a child's life and the impact of early experiences on the developing brain.

During this critical window of opportunity, brain cells can make up to 1,000 new connections every second – a once-in-a-lifetime speed. These connections contribute to children's brain function and learning, and lay the foundation for their future health and happiness. A lack of nurturing care – which includes adequate nutrition, stimulation, love and protection from stress and violence – can impede the development of these critical connections.

The campaign kicks off with #EatPlayLove – a digital and print initiative aimed at parents and caregivers that shares the neuroscience on how babies' brains develop. #EatPlayLove assets explain the science in a straightforward, visually interesting way to encourage parents and caregivers to continue to make the most of this unrivaled opportunity to provide their children with the best possible start in life.

By engaging with families, the initiative also aims to drive demand for quality, affordable early childhood development services and to urge governments to invest in programmes targeting the most vulnerable children.

UNICEF is calling for governments to increase investments in early childhood, expand health and social services offered to young children, and strengthen support services for parents and caregivers.

This campaign is part of UNICEF's broader programme on early childhood development.

Materials including a documentary, practical tips for families, expert talks and selected papers are available on the campaign website.

**Region:** International <sup>[4]</sup>

**Tags:** child development <sup>[5]</sup>

child outcomes <sup>[6]</sup>

**Source URL (modified on 27 Jan 2022):** <https://childcarecanada.org/documents/research-policy-practice/17/01/early-moments-matter>

## Links

[1] <https://childcarecanada.org/documents/research-policy-practice/17/01/early-moments-matter> [2] <https://www.unicef.org/early-moments> [3] [https://www.unicef.org/media/media\\_94379.html](https://www.unicef.org/media/media_94379.html) [4] <https://childcarecanada.org/category/region/international> [5]

<https://childcarecanada.org/category/tags/child-development> [6] <https://childcarecanada.org/category/tags/child-outcomes>