

**The CEPPs focus on a Child's "critical years"  
from conception to age 3**

During this "window of opportunity" the brain develops faster than any other time in life. These critical years are the foundations that shape a child's future physical and mental health, growth, development, self-confidence, happiness, and learning achievement at school, with life-long impact not only for themselves, but also for communities and societies.

Beyond nutrition and basic health, attentive early parenting and nurturing care also need be promoted and supported, so that every child receive all the attention, love, encouragement and stimulation that will allow them to develop to their full potential and thrive.



**A good Early Childhood Development is not only a child's right: it brings high rates of return across the life course. It also has the potential to break the inter-generational cycle of poverty and disadvantage, and bring about fairer and more peaceful societies.**

CEPPs aims to do for mothers and young children what WEPS has done for women in the workplace. It is a simple set of 7 principles that form the basis for a unified multi-sector and multi-stakeholder engagement with governments at all levels - with the single aim of ensuring that every child receives nurturing care and develops to its full potential.



**CEPPs Involves Action!**

Let us join forces to help accelerate and scale up the implementation of SDGs in every country. Become a CEPPs supporter or join a local CEPPs Network and help make a difference in the lives of mothers and young children in need throughout the world!

**Contact us now**

Find out how you or your organisation can help:  
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**CEPPs founding partners**



**Download the Manifesto**  
[www.ceppprinciples.org](http://www.ceppprinciples.org)



**The Mother and Child Manifesto and CEPPs Childhood and Early Parenting Principles** are the result of a Global Initiative created in 2016 by a group of organisations involved in the field of maternal and perinatal health and early childhood development.



*CEPPs proposes a framework for a multi-stakeholder and multi-sectorial mobilisation and engagement with governments at all levels to improve support for mothers, fathers and other caregivers in their caring and nurturing role during pregnancy and the early years of a child.*

**The CEPPs Vision**

The CEPPs vision is a world in which every child develops to their full potential and no child is left behind; a world in which mothers, families and caregivers receive the support and parenting education they need to make this a reality, and are recognised for the central role they play in creating healthier, fairer and more peaceful societies.



### The Seven CEPPs Principles

Cities, regions and governments will be encouraged to use these principles as a framework for action and investment in strong, effective policies and programmes supporting skilled early parenting and early childhood care and education, specifically targeting the most vulnerable families.

**Principle 1.** Provide leadership for Early Parenting and Early Childhood Development at local, regional and national government level.

**Principle 2.** Promote partnerships between government, non-government and civil society organisations.

**Principle 3.** Publish a local, regional or national Childhood and Early Parenting Policy, ensuring universal access and respecting cultural diversity and the voices of women and men.

**Principle 4.** Establish infrastructure and capacity for education and the delivery of care.

**Principle 5.** Promote best practices in education and the delivery of care, for mothers and professionals.

**Principle 6.** Adopt a multi-sector approach ensuring a continuum-of-care in the delivery of physical, emotional and mental health services and early childhood care.

**Principle 7.** Measure and publicly report on targets and achievements in relation to Early Parenting and Early Childhood Development.

### Did you know...

During pregnancy and to age 18 months, it has been calculated that connections in the brain are created at a rate of 50,000 per hour, the fastest rate in life! The earliest experiences shape a baby's brain development, and have a lifelong impact on that baby's physical, mental and emotional health.

Taken together, perinatal depression, anxiety and psychosis carry a total long-term cost to society of about £8.1 billion for each one-year cohort of births in the UK. The cost to the public sector of perinatal mental health problems is 5 times the cost of improving services.

New scientific research in the field of epigenetics shows that environmental influences can actually affect whether and how genes are expressed. Thus, the old ideas that genes are "set in stone" or that they alone determine development have been disproven. In fact, scientists have discovered that very early experiences can determine how genes are turned on and off and even whether some are expressed at all.

*"At least US\$100 billion in demographic dividends can be realised from investments in early childhood and adolescent health and development.*

*Enabling children to develop their full potential, particularly in the first 3 years of life, has high rates of return across the life course. These facts can no longer be ignored."*

The Lancet - "Advancing Early Childhood Development: from Science to Scale"  
October 2016

### CEPPs supports the UN SDGs and other international initiatives

CEPPs supports the realization of the UN 2030 agenda and its 17 Sustainable Development Goals, most notably Goal 3 – "Ensure healthy lives and promote well-being for all at all ages", but also a number of other SDGs.



CEPPs is also in line with the UN Every Woman Every Child Global movement that aims to end preventable maternal and child deaths and improve their overall health and wellbeing, as well as the Global Strategy for Women's, Children's and Adolescents' Health (2016-2030).

*'Now, with this top-down commitment in place, bottom-up collaboration is required across all sectors to provide high-quality maternal care and early childhood development services. Bridges must be built between health and nutrition, education, and social and child protection.'*  
The Lancet, Oct. 2016

### CEPPs works bottom up and across sectors

CEPPs multi-stakeholder networks will be established within each city, state or country and will work bottom-up to accelerate and scale up these international initiatives and commitments.