

It is our children who will create the societies of the future...

The CEPPs vision is a world in which every child develops to their full potential and no child is left behind; a world where mothers-to-be, families and caregivers receive the support and parenting education they need to make this a reality.

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, with life-long impact not only for themselves, but also for communities and societies.

What is CEPPs about?

- CEPPs aims to do for mothers and young children what the Women's Empowerment Principles (WEPs) of the UN Global Compact are doing for women in the workplace.
- The CEPPs [Mother and Child Manifesto](#) proposes 7 principles, providing a policy framework for a unified multi-sector and multi-stakeholder partnership between government, private sector and civil society organizations at city, regional and national levels. Adoption of these principles would help ensure that children grow in a safe and nurturing environment and develop to their full potential.
- In turn, CEPPs has the transformative potential to break inter-generational cycles of adversity and disadvantage in the world, thereby helping to accelerate the implementation of the UN 2030 Agenda, (in particular Sustainable Development Goals 3-5 which address health, education and the condition of women and girls).

Why should you join?

- In the Every Newborn Action Plan coordinated by the WHO and UNICEF, it is reported that for the first time, the world has the knowledge and resources to end preventable deaths of mothers and newborns within a generation. But governments now rely on bottom-up support from professionals and organizations in health, social and early childhood care (HSECC).
- CEPPs proposes a collaborative platform in each country, for professionals and organizations in HSECC to engage and form partnerships with governments, to accelerate the implementation.

- We invite you to join with other like-minded professionals, dedicated to improving the lives of mothers and young children in the world. Your expertise and experience will help us spread the word, and by expanding the CEPPs Network, promote the sharing of knowledge and best practice in HSECC.
- The 7 CEPPs Principles are based on existing examples of multi-sector and multi-stakeholder networks used to deliver a continuum-of-care to mother and child during pregnancy, childbirth and early childhood.
- CEPPs also provides the channel for professionals and organizations to speak with one voice and be heard by policy makers and at the highest level, through participation at UN sessions in New York and Geneva.

How can you help as a CEPPs partner or supporter?

The path is now clear and 2030 is approaching; if we want to make a difference, we cannot afford to wait when it is in our hands to help make things happen! To find out more, visit the [CEPPs website](#), follow us on [Facebook](#) or [subscribe](#) to receive regular updates.

We invite you to join CEPPs today. Your expertise and experience in the field of HSECC will be highly valued.

Use the address below or the [contact form](#) on our website, outlining how you would like to contribute!

Some options:

- Follow CEPPs on [Facebook](#) or [Twitter](#), communicate the message and invite others
- Share best practice with other professionals on the CEPPs Discussion Forum or contribute articles to the CEPPs Knowledge Base
- Contribute your expertise and experience working on a local CEPPs project
- Use your web skills; editorial, e-learning, translation, social media, communication etc.
- Join or form a CEPPs collaborative network in your City, Region or Country
- Become involved in advocacy with governments and UN Agencies
- Partner with CEPPs on collaborative international initiatives and projects.

We very much look forward to hearing from you.
Valerie Unite, Executive Director, CEPPs

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The social, scientific and economic rationale

- ‘The burden and cost of inaction (in the area of maternal physical and mental health during pregnancy, and early childhood care), is high. A staggering 43% of children under five years of age—an estimated 250 million—living in low- and middle-income countries, are at risk of suboptimal development due to poverty and stunting. The burden is currently underestimated because risks to health and wellbeing go beyond these two factors.

The Inter-generational Cycle of Disadvantage

- A poor start in life can lead to poor health, nutrition, and inadequate learning, resulting in low adult earnings as well as social tensions. Negative consequences impact not only present but also future generations. Because of this poor start, affected individuals are estimated to suffer a loss of about a quarter of average adult income per year while countries may forfeit up to twice their current GDP expenditures on health and education.’* This applies in developed and in developing countries.

The 7 CEP Principles

Cities, regions and governments will be encouraged to use these principles as a policy framework for action and investment in strong, effective policies and programmes supporting 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.

The role of Attachment and Nurturing Care

‘The most formative experiences of young children come from attachment and nurturing care received from parents, other family members, caregivers, and community-based services. Nurturing Care is characterised by a stable environment that promotes children’s

health and nutrition, protects children from threats, and gives them opportunities for early learning, through affectionate interactions and relationships. Benefits of such care are life-long, and include improved health, wellbeing, and ability to learn and earn.’*

*The 2016 Lancet Early Childhood Development Series, October 2016.