Introducing CEPPs
Childhood and Early Parenting Principles

“Strong Evidence for Advocacy for Ensuring Health, Family Support and Early Childhood Education”
“It is said that all roads lead to Rome, but it is even more true that all roads lead to early childhood and pregnancy, as long as one takes the trouble to trace the origins.”

Prof. Richard Tremblay, 2017

Early Childhood Development (ECD) underpins many of the UN 2030 Sustainable Development Goals.

“The 2016 Lancet Early Childhood Development Series highlights ECD at a time when it has been universally endorsed in the 2030 Sustainable Development Goals”

Why we should support mothers, fathers and children

First, it is a matter of women's human rights, as well as child’s rights. (WHO)

And we now have:

- **The scientific case:** Pregnancy and early years is the critical ‘window’ that shapes the baby’s brain for its future

- **The business case:** Providing support and care for mothers & babies is 5-10 times more cost-effective than later interventions (The ‘Heckmann Equation’, 2014)

- **The social case:** Supporting mothers and empowering parents brings huge return. Healthy relationships mean a happy baby, resilient children as well as adults and peaceful societies. From ‘survive’ to ‘thrive’ ...

This is Why the Mother & Child Manifesto was created!
Advancing Early Childhood Development: from Science to Scale - some key messages

The burden and cost of inaction is high. A staggering 43 percent 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.

A poor start in life can lead to poor health, nutrition, and inadequate learning, resulting in low adult earnings as well as social tensions.

Source: Advancing Early Childhood Development: from Science to Scale
What - Violence starts in the womb, some facts

• 135 million women give birth every year, so 5-6 babies every second

• In many countries in the world, 45-50% of pregnancies are unwanted and 30% of women experience violence during pregnancy.

• 30% of domestic violence starts in pregnancy (wewillsspeakout.org)

• Violence has an impact on the foetal brain and a life-long effect on the adult* (Intergenerational transmission of maltreatment and psychopathology: the role of antenatal depression, Plant, Barker, Waters, Pawlby and Pariante - 2012)

• … particularly during adolescence, resulting in a predisposition to aggression, antisocial behaviour, violence and crime*
What science tells us

Why we should support mothers-to-be and the pregnancy period

• **The womb** provides the first environment and affects how the foetus develops, with a long-term effect on the child (*Glover et al, 2001*)

• A study from 2012* refers to ‘a double-insult effect of maternal experience of childhood maltreatment and maternal depression during pregnancy on offspring childhood maltreatment and adolescent antisocial behaviour.’ *(Plant, Barker, Pariante et al.)*

• The first 1001 days are crucial to healthy social and emotional development

• A new study confirms that Fathering moderates the effects of maternal depression on the family process: *(Vakrat, Levy, Feldmann, April 2017)*
Key messages

Women and those around them shape the future of humanity

• **Violence is inter-generational**; harm or disadvantage in one generation is perpetuated in the next.

• So, if we want more peace in society and in our world and to give our children an optimum start in life, it is crucial that mothers-to-be and fathers receive the support they need.

• **Parenting should begin during pregnancy, and even before pregnancy** when possible, to give the best start in life to our children. **Bonding and attachment** are the foundation of a child’s health and development.

• This way, society may be able to break the inter-generational cycle of violence.
Key messages

Parenting, attachment as a secure base for children

• A parent, is not only the child’s first teacher, but also their first caregiver. Mothers and fathers influence children’s development not only through the resources they invest in their children, and the linguistic and cognitive stimulation they offer, but also through ‘affectional bonds’ – the attachment or bond they forge with their children. (Babies Bonds, The SuttonTrust, Report March 2014)

• The central idea of attachment is that good social and emotional development depends on sensitive and consistent caregiving in infancy and early childhood. (Bowlby, 1988; Grossman & Grossman, 2009)

• A secure bond or attachment to a parent gives a child a secure base from which to explore, learn, relate to others, and flourish. A healthy baby will have more chance to be a happy and peaceful adult.
The Inter-generational Dimension

Harm or disadvantage in one generation is perpetuated in the next

- Stress and Adversity during Pregnancy (drugs, violence, poverty)
- Lack of Nurturing Care (or abuse) years 1-3

Harm and Disadvantage are perpetuated in the next generation

- Intervention cost $1
- Intervention cost $5+

- Violence, drug use and gang mentality during adolescence
- Does not complete formal education, limited employment prospects.

- Unemployment, Anti-social Behaviour, Crime and Incarceration during adulthood
- Not ready for Pre-school and unable to control Aggression

Strong Evidence for Advocacy to Ensure Health, Family Support and Early Childhood Education – © CEPPs June, 2017
The UN Every Woman Every Child Global Strategy

The Strategy came into effect alongside the UN SDGs in January 2016.

**The Vision:** ‘By 2030, a world in which every woman, child and adolescent in every setting realizes their rights to physical and mental health and well-being, has social and economic opportunities, and is able to participate fully in shaping prosperous and sustainable societies.’

- Over 50 countries have made commitments to adopt the Strategy.
- But implementation will depend on Bottom-up, multi-sector partnerships between government (city, state and national), private sector and civil society. The Lancet, 2016
Governments at city, regional and country levels will be encouraged to use the principles as a common policy framework for action and investment in strong, effective programmes for early parenting and early childhood development.

Support
The Mother and Child Manifesto
The Seven Principles

1. Provide Leadership
2. Promote Partnerships
3. Publish an Early Childhood Policy
4. Establish Infrastructure & Capacity
5. Share Knowledge & Best Practice
6. Adopt a Multi-sector Approach
7. Measure and Report on Achievements

www.ceppprinciples.org | #CEPPs4EarlyParenting
Principle 1. Provide leadership at all levels and in all sectors of government involved in supporting early parenting education and care (pre- and post-natal), and early childhood development.

Support The Mother and Child Manifesto

#Principle 1

Provide leadership for Early Parenting and Early Childhood Development at local regional and national government levels.

www.cepprinciples.org | #CEPPs4EarlyParenting
Principle 2. **Promote partnerships** between government, professionals (in health, social and educational sectors), non-government and civil society organisations and engage with policy makers as called for in SDG17.

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

www.cepprinciples.org  |  #CEPPs4EarlyParenting
Principle 3. Affirm and publish a policy advocating a multi-sector approach to the provision of parenting support services and early childhood care for all mothers, fathers and their families – recognising country-specific issues.
Principle 4. Establish infrastructure and an integrated network of service providers to provide a continuum-of-care, with the capacity to meet CEP needs. Put in place measures and reporting processes to monitor implementation progress and the delivery of care.
Principle 5. **Promote exchange** between CEP stakeholders (universities, research organisations, professional organisations, and CEP service providers) to create a validated set of best practices, and deliver CEP education and care based on these practices - as defined in SDG4.
**Principle 6** Deliver a full spectrum of Childhood and Early Parenting physical, emotional and mental health support and social services, and early childhood care, including services for special needs, throughout the CEP period.

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#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.

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Principle 7. Closely monitor and evaluate service quality and effectiveness in order to maintain an economic and social evidence base, which will enable the prioritisation of initiatives and the allocation of funding.
How CEPPs works

CEPPs has four axes of intervention

1. Sharing knowledge and best practice in ECD freely worldwide.
2. Presenting a compelling message to policy makers at the highest level.
3. Raising awareness amongst families, caregivers and communities so they can become a positive force for change.
4. Working bottom-up, city-by-city, promoting networks and partnerships to deliver a continuum-of-care to mothers, families and young children.
Sharing Knowledge and Best Practice

The CEPPs Website provides a one-stop-shop for information on ECD

Upcoming Events
News and Information on ECD

The CEECD Encyclopedia
Topics moderated by international experts

Social Media Feeds
Daily posts on Facebook and Twitter

Articles
In the CEPPs Knowledge Base and by email

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The CEPPs Discussion Forums promote exchanges between professionals.

We invite you to use the ECD Forum to keep in touch after this conference!
Stronger together!

Join the CEPPs Network and together let us break the inter-generational cycles of disadvantage
Let’s remember...

Nobel Laureate James Heckman said "Childcare for the disadvantaged gives a 13% pa. return". So, taking a long-term perspective is key!
https://heckmanequation.org


Violence against women and pregnant mothers creates major public health problems and is a violation of women's human rights, as well as child’s rights. (WHO)
http://www.who.int/mediacentre/factsheets/fs239/en/
Questions?

• “‘Strong Evidence for Advocacy for Ensuring Health, Family Support and Early Childhood Education’”

http://ceppprinciples.org

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