

first years
first priority

**A FAIR START
FOR *every* CHILD
IN EUROPE**



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Eurochild
Putting children at
the heart of Europe



epria european
public health
alliance



ROMA
EDUCATION FUND
Invest | Educate | Engage

A time of enormous challenges & opportunity!

- Poverty & social inequality threaten Europe's long-term prosperity & stability
- Everything is inter-connected – we need a more integrated approach to policy making
- Massive recovery spending can transform our societies & economies for the better

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The European Campaign's mission

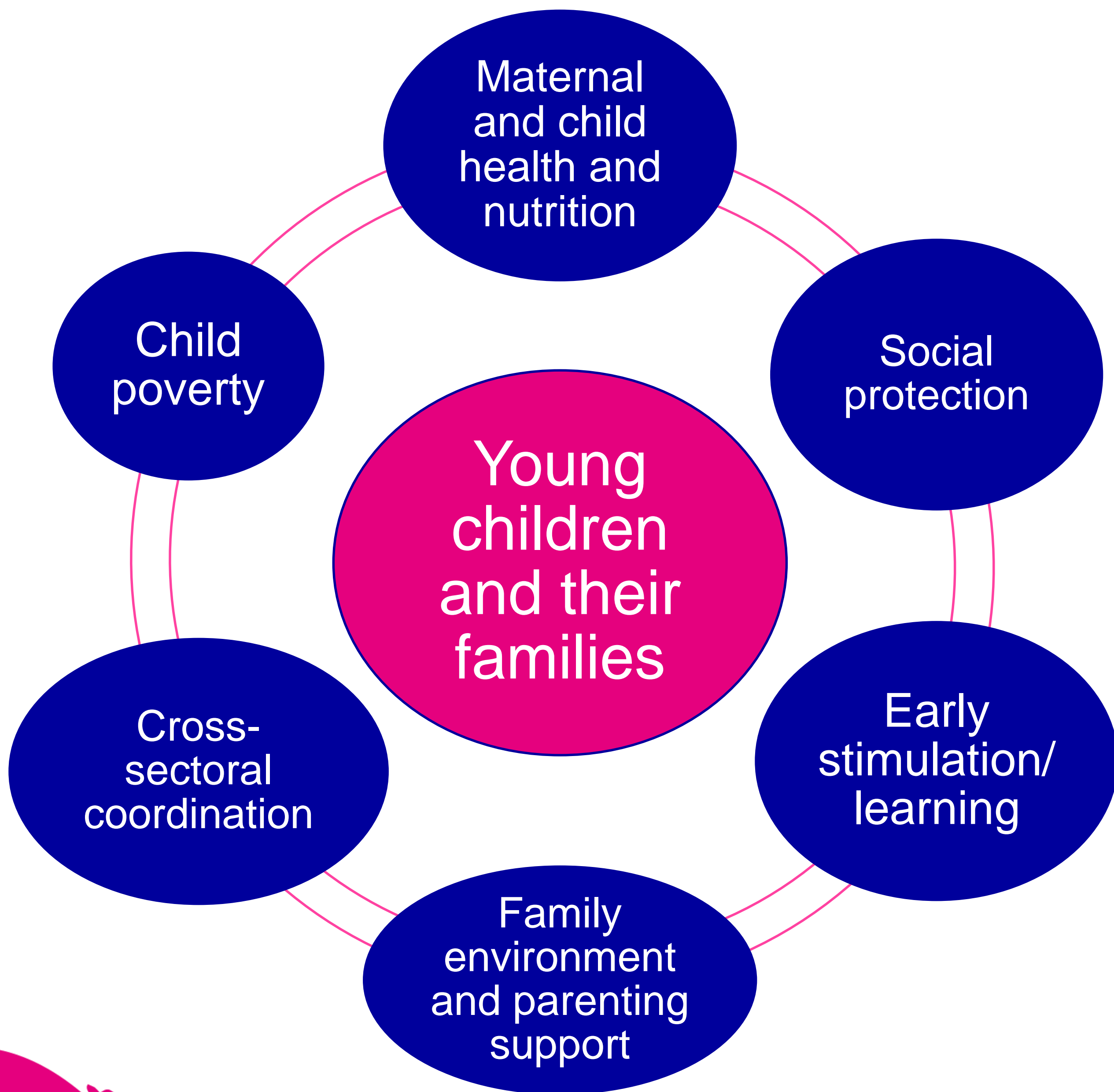
To influence public policies and spending so that all families – but particularly those living with adversity – get the support they need to provide a healthy, safe and nurturing environment for their youngest children.

Specific focus on:

- children under 3 years of age
- vulnerable groups: children with disabilities, Roma children, refugee and migrant children, children in alternative care, children living in extreme poverty.

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A 360° approach to early childhood development policies and services

**2013 Investing in Children Recommendation
(European Commission)**

**Child Guarantee
(European Commission)**

**Nurturing Care Framework
(WHO, UNICEF, World Bank)**

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What do we want to achieve?

- More understanding & political support for ECD, harnessing EU policies and funding
- More investment in ECD e.g., universal access to maternal & child health, universal access to quality ECEC, resources for family/community-based care
- Action on child poverty & social exclusion e.g., national strategies, social support, measures to combat discrimination
- Integrated approaches (across policy areas) with children at the centre, guided by UNCRC & focused on most marginalized communities
- EU funds support reforms & investment in ECD, e.g., ESF+, Recovery Facility

Pathways for achieving change

3 components to the campaign:

1. Building a community of ECD advocates at national & EU level
2. Leveraging EU policies & funding to support reforms & public investment at national level
3. Raising awareness of ECD and collecting and disseminating a strong evidence-base

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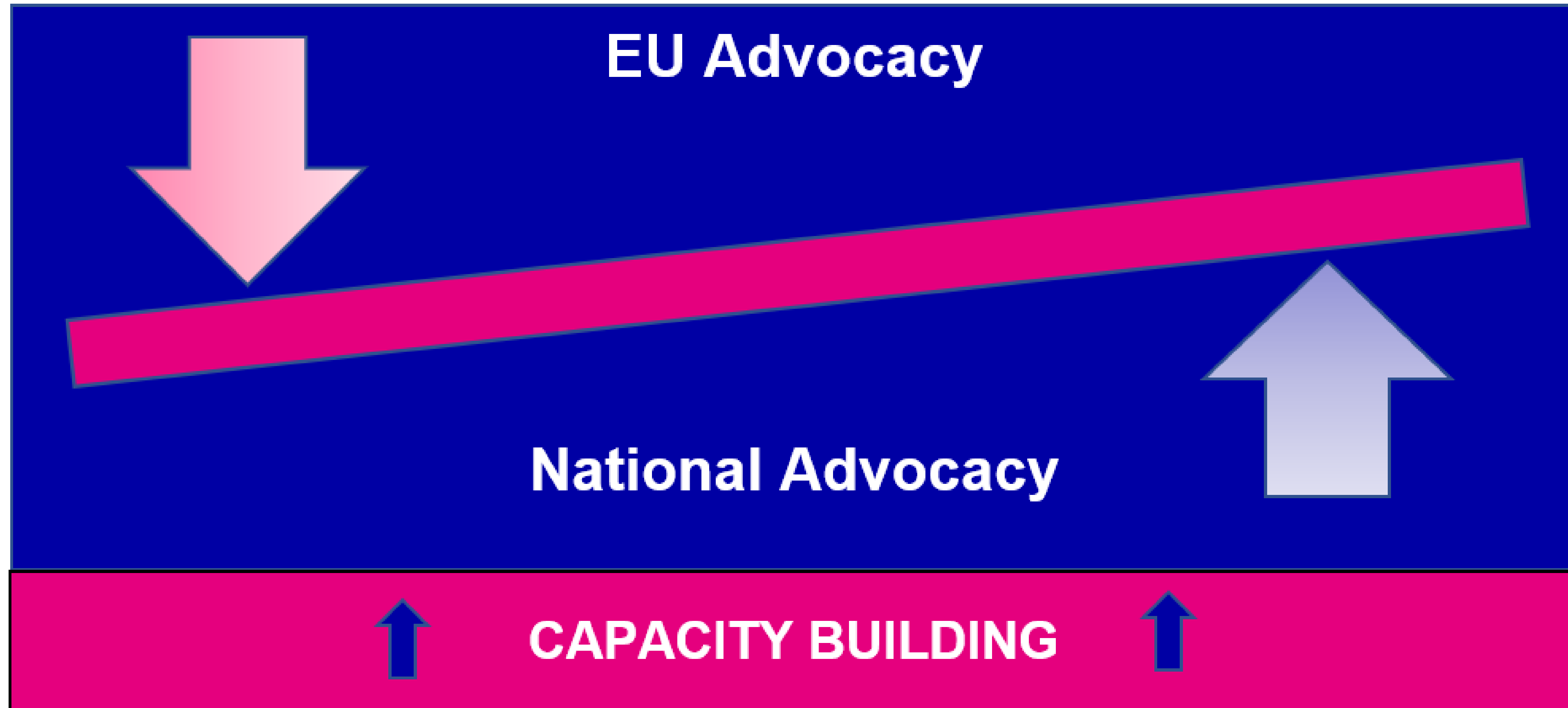
National partners

- **Bulgaria** - Trust for Social Achievement, For Our Children Foundation
- **Finland** - Central Union for Child Welfare
- **France** - Ensemble pour l'Éducation de la Petite Enfance
- **Hungary** - Family, Child, Youth Association
- **Ireland** - Child Rights Alliance
- **Portugal** - Fundação Nossa Senhora do Bom Sucesso
- **Romania** - Step by Step Center for Education and Professional Development
- **Serbia** - Pomoc Deci
- **Spain** - Plataforma de Infancia

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Campaign strategy: Top-down Bottom-up advocacy



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Learn, engage, share



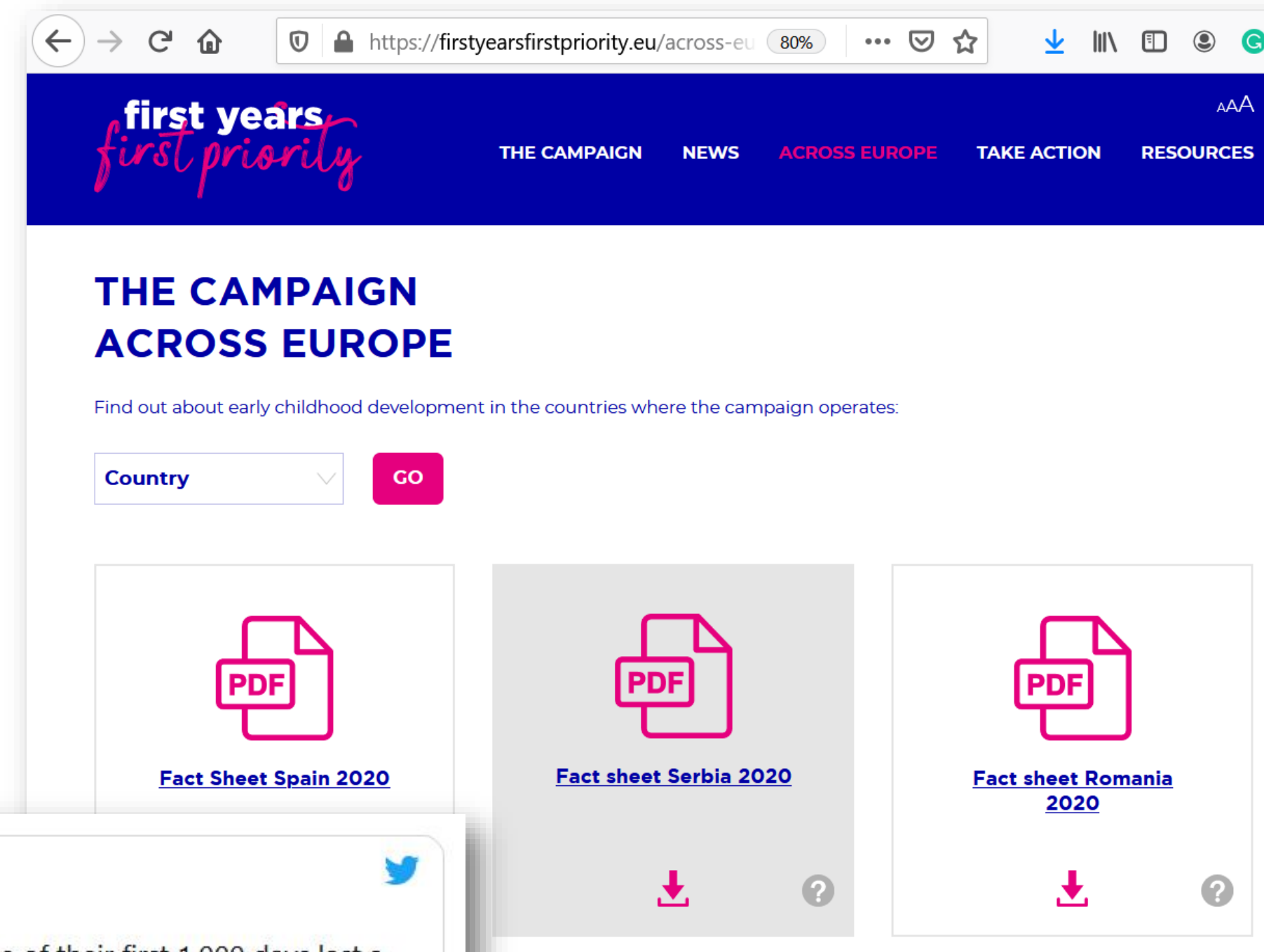
- Visit the website: FirstYearsFirstPriority.eu

- Vision flyer

- Country sheets

- Case studies

- Take action



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