first years first priority

A FAIR START FOR every CHILD IN EUROPE

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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

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A 360° approach to early childhood development policies and services

Young children and their families

- Maternal and child health and nutrition
- Social protection
- Early stimulation/learning
- Family environment and parenting support
- Cross-sectoral coordination
- Child poverty

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
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

EU Advocacy

National Advocacy

CAPACITY BUILDING

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Learn, engage, share

- Visit the website: FirstYearsFirstPriority.eu
- Vision flyer
- Country sheets
- Case studies
- Take action

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