

WE need YOUR
Campaign briefing
help.

EVERYBODY

we NEED

action!

We all deserve a fair start in life.
With access to quality childcare,
education and learning,
When our brains are growing fastest
And our potential is biggest.
Early years are the start of everything.
Why do only half of us get to start life right?
It's not fair to leave half the world's children behind.
We are a global movement
Asking you to act for early years:
To invest in quality childcare and preschool,
To prioritise primary healthcare,
And nutrition services,
And unlock bright futures
For young children everywhere.

Act For Early Years.

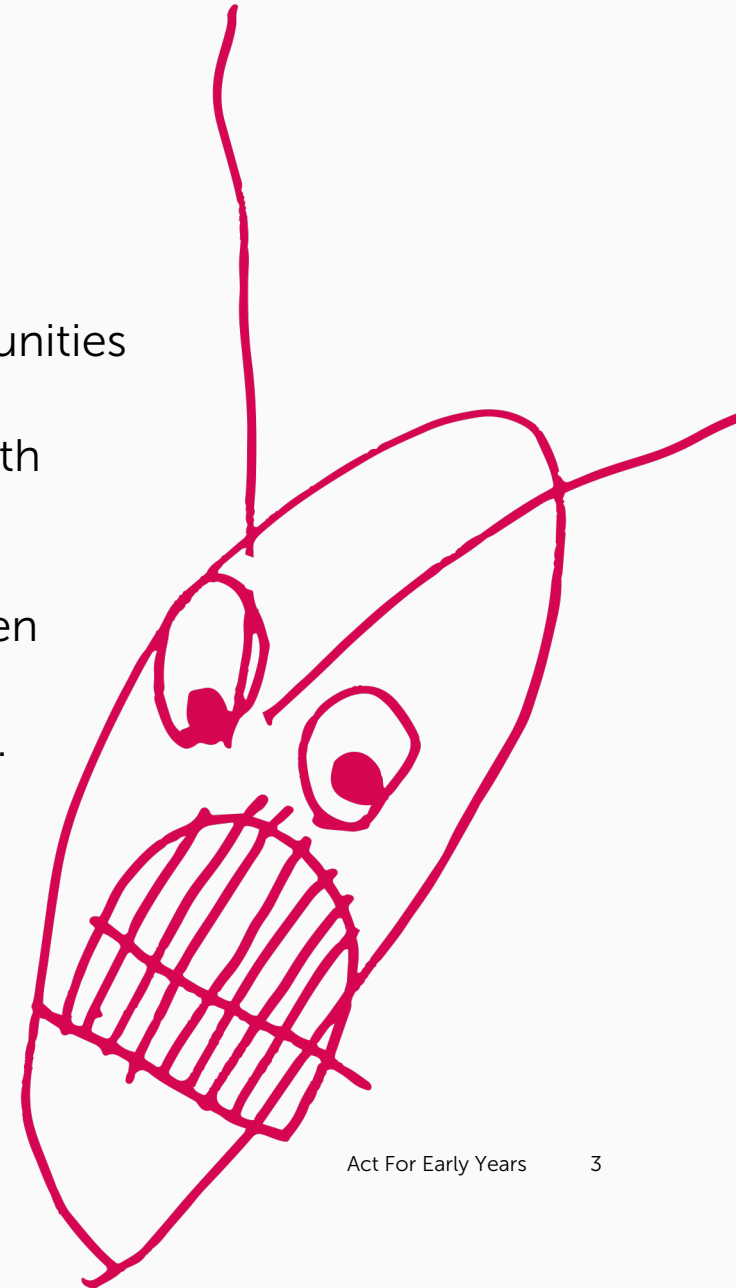


Overview

Our children deserve the best start in life. Science shows that the early years are the start of long-term learning, health, and wellbeing.

Theirworld is launching Act For Early Years, a dynamic new campaign movement that can unlock transformation in early years outcomes for the next generations.

- 1 Across the world, opportunities for newborn children are predetermined before birth and unequal in nature.
- 2 Half of the world's children are left without childcare and preschool education. This is a global crisis perpetuating cycles of poverty and inequality.



The opportunity

Early Years
ARE our
Best CHANCE
Ever

- Up to 90% of a child's brain development takes place between birth and the age of 5.
- That development rate that is never matched again in a person's life.
- Investment in the early years saves lives, promotes social equity, and generates long-term economic returns.
- When we get early years provision right, we can transform people's life chances in terms of health, employment and their wider contribution to their community.
- Proven early years interventions help narrow the wide gaps that exist between children from higher and lower socioeconomic backgrounds as well as the gender gap between boys and girls.

The problem

WHY ARE YOU

Half of the world's children go without the quality care and learning they need in the early years

IGNORING US?

- Failing to give children the best start in life puts children at risk of going through life with poorer physical and mental health; struggling to learn and, later, to earn a living.
- Despite the science and evidence these critical years receive some of the lowest levels of investment from governments around the world.
- The situation has been made worse in recent years due to the Covid pandemic and cost of living crises.
- The number of crisis-affected and displaced people is also growing, increasing the risk of stress and trauma for families with young children.

The campaign

Campaign goal

END the EARLY
Years CRISIS

Our goal is to end the early years crisis by driving political action and spearheading a transformation in early years outcomes for the next generation of children.

Campaign overview

act FOR
Early Years

Theirworld is working with partners around the world to launch Act For Early Years.

This is a broad international campaign of frontline workers and experts, youth and business leaders, media and civil society, to ensure a decade of action for the early years.

Campaign identity

Listen to US!

Young children are the world's greatest persuaders. But they don't have a voice at the table to ask for urgent change.

That's why Act For Early Years uses the child voice to persuade the world to act for our youngest children.

We work

We are bringing together our longstanding partnerships to build practical, effective responses to the early years crisis

TOGETHER

We Act For Early Years by:

- Shaping the political conversation, the media debate, and the investment context for early years
- Working together across the traditional divides of government, business, and civil society
- Driving political momentum and action

We work with diverse partners around the world to:

- Create impactful advocacy opportunities at national and global level
- Coordinate high profile campaign actions
- Publish and sharing new research
- Develop toolkits and sharing best practice from around the world
- Public space rather than technical space
- Campaign stunts and publicity

Call to action

We are calling on national and local governments to:

end
the early
YEARS
CRISIS

- Ensure universal access to affordable, quality childcare, with high quality, proven interventions available to every child spanning education and learning, health, nutrition and social protection
- Invest in a fully trained, qualified and funded early years workforce
- Deliver an integrated approach to early years interventions across sectors and government, with senior government leadership.
- Put in place family-friendly policies such as income support programs, parental leave and affordable childcare for working parents.

Call to action

We are calling on the international community to:

make
ACTION
HAPPEN

- Launch a Decade of Action for Early Childhood with annual activities to promote policy and planning and implementation that prioritises the needs of marginalised children.
- Deliver on the internationally agreed target to invest 10% of education funding in pre-primary education and learning, and agree similar targets across all sectors.
- Stage the first ever International Financing Summit on the early years - led and/or hosted by two champion countries - by 2025 to kickstart an international decade of action on the early years.
- Conduct a five-year review of the G20's 2018 Initiative for Early Childhood Development and revitalise with new pledges.
- Prioritise and track early years investments in all aid budgets and programmes, especially those addressing emergencies and targeting refugee communities.

MAKе SOME

It's time to work together to end the global early years crisis.

~~Get Involved~~

Our first campaign action will launch in April in conjunction with the World Bank Spring Meetings.

To receive the campaign information contact ben@theirworld.org or michael@theirworld.org

You can Act For Early Years at www.actforearlyyears.org (site live from April 10th 2023)

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