

# Early Childhood Matters 2018 social media guidelines

*Early Childhood Matters 2018 Available Now*

Packed with insights to inspire and inform those with an interest in early childhood development, this year's 20th anniversary edition of *Early Childhood Matters* comprises 26 articles from authors including Juan Manuel Santos Calderón, President of Colombia; Tedros Adhanom Ghebreyesus, Director-General of the WHO; David Miliband, President of the IRC; and Marta Santos Pais, Special Representative of the UN Secretary-General on Violence against Children.

Guest Editor: Joan Lombardi

## Social media assets and posts

The full set of resources is available [here](#).

**Website:** <https://bernardvanleer.org/publications-reports/early-childhood-matters-2018/>

**Blog "Towards nurturing care so all children thrive":** <https://bit.ly/2tqRzDx>

**Infographics:** launch [<https://bit.ly/2K7ZgsC>] and world map [<https://bit.ly/2LCrihc>]

**Author social media cards and quotes:** <https://bernardvanleer.org/articles/ecm-box-author-quotes/>

**Hashtags:** #earlyyears #earlychildhoodmatters #earlymomentmatter #globalgoals #ECD

**Twitter account:** @BvLFoundation; [twitter.com/BvLFoundation](https://twitter.com/BvLFoundation)

**Facebook account:** [facebook.com/BvLFoundation/](https://facebook.com/BvLFoundation/)

**Linkedin account:** [linkedin.com/company/bernard-van-leer-foundation/](https://linkedin.com/company/bernard-van-leer-foundation/)

## Suggested posts

### Launch

- Early Childhood Matters 2018 launches today, showcasing advances in #earlyyears #earlychildhoodmatters <https://bit.ly/2yFtQnW>  
(INSERT LAUNCH INFOGRAPHIC)
- A snapshot of best practices and breakthrough ideas in #earlyyears: read more at #earlychildhoodmatters <https://bit.ly/2yFtQnW>  
(INSERT GLOBAL ADVANCES INFOGRAPHIC)

### Content-specific

#### EDITORIAL

- We celebrate the launch of Early Childhood Matters 2018! Our guest editor [@JoanLombardi](https://twitter.com/JoanLombardi) opens with inspirational thoughts <https://bit.ly/2JUVWA7>

#### LEADERSHIP

- President of Colombia, J.M. Santos ([@JuanManSantos](https://twitter.com/JuanManSantos)), writes for

#earlychildhoodmatters on his country's early childhood policy 'De Cero a Siempre' ('From Zero to Forever') <https://bit.ly/2JSQ0aN>

- [@DrTedros](#), Director-General of the [@WHO](#), explains in #earlychildhoodmatters why the concept of nurturing care is central to global initiatives on child health <https://bit.ly/2y8o9P6>
- How should the humanitarian system change to meet the needs of young children living in conflict and crisis? [@theIRC](#) President David W. Miliband writes in #earlychildhoodmatters <https://bit.ly/2JQXGud>
- Violence prevention must start in early childhood, says UN Special Representative Marta Santos Pais ([@SRSGVAC](#)), writing in the 2018 edition of #earlychildhoodmatters <https://bit.ly/2ya1NNo>

## SCALING

- Brazil's #CriançaFeliz, a programme to break the cycle of poverty and reduce inequality in Brazil, writes Halim Antonio Girade from the [@MinSocial](#) <https://bit.ly/2t7dNJD>
- What does Bhutan's pursuit of Gross National Happiness mean for parenting programmes? Karma Gayleg explores 'parenting for happiness' in #earlychildhoodmatters <https://bit.ly/2JF2ljq>
- [@PATHtweets](#) is championing the use of health systems to scale-up early childhood development services for the youngest children. Read more in #earlychildhoodmatters <https://bit.ly/2t3OHv6>
- BvLF's [@Leonardo\\_BvLF](#) and [@CecyVacaJones](#) consider how the Nurturing Care Framework could be used as a platform to scale early childhood services in Latin America <https://bit.ly/2l7Z4us>
- In this article for #earlychildhoodmatters, Nana Taona Kuo explains how Every Woman Every Child ([@UN\\_EWEC](#)) is putting the well-being of women and children at the core of the SDGs <https://bit.ly/2MnCMBf>
- Saving Brains supports innovations focused on the first 1000 days in low- and middle-income countries. This article explores what we can learn about the path to scale <https://bit.ly/2LRwzfJ>
- The Early Childhood Workforce Initiative shares policy lessons for strengthening and supporting the early childhood workforce from Peru, South Africa and Ukraine <https://bit.ly/2LPJ4Zl>

- How is the Global Partnership for Education building country ownership and investments in early childhood? Christin McConnell from [@results4dev](#) explains in #earlychildhoodmatters <https://bit.ly/2LO1Z6s>

## INNOVATION

- Read in #earlychildhoodmatters about pilots in Lebanon and Jordan of an innovative support programme for refugee, internally displaced and marginalised host communities <https://bit.ly/2yc2yFv>
- The [@WHO](#)'s Caregiver Skills Training programme is helping families of children with developmental disorders or delays. Read about it in #earlychildhoodmatters <https://bit.ly/2lag83a>
- Community health workers in Pakistan are being trained at scale to treat maternal depression. Shamsa Zafar explores this innovative use of technology in the 2018 #earlychildhoodmatters <https://bit.ly/2MshN0i>
- An article in #earlychildhoodmatters introduces the UK's place-based 'A Better Start' programme, tackling inequity through community-wide action on early childhood development <https://bit.ly/2JF6tQR>
- Read about how the Bernard van Leer Foundation's [@Urban95cm](#) programme is creating cities for the youngest people in [@patrin](#)'s article for #earlychildhoodmatters <https://bit.ly/2JFqvKL>
- The city of [@TelAviv](#) is making early childhood a strategic priority. An article by [@dbenattar](#) in #earlychildhoodmatters explores how - and what lessons other cities can learn <https://bit.ly/2ycRiZy>
- Nutrition in the first thousand days after conception has a lifelong impact. Jaap Seidell and Jutka Halberstadt from [@VUamsterdam](#) explain why <https://bit.ly/2JAF9TM>

## SHORT TAKES ON CURRENT ISSUES

- How does pollution affect child development? Philip J. Landrigan makes a tour of the latest evidence in this year's edition of #earlychildhoodmatters <https://bit.ly/2JFPn5m>
- Why are water, sanitation and hygiene (WASH) so fundamental to early childhood development? WaterAid's [@amy\\_keegan](#) explains in #earlychildhoodmatters <https://bit.ly/2sVbgTG>
- Research by the [@IFC\\_org](#) is making the business case for employer-supported childcare. [@Cniethammer](#) and [@RoshikaKS](#) ask how to move the needle <https://bit.ly/2JOL5Vi>

- In the latest edition of #earlychildhoodmatters, [@WIEGOGLOBAL](#)'s Rachel Moussié invites readers to look at the issue of childcare from the perspective of women informal workers <https://bit.ly/2t9bvtH>
- Read about how the International Development and Early Learning Assessment (IDELA) is leveraging child-centred evidence to change policy, practice and investment <https://bit.ly/2y7Zpa0>
- What happened when 233 'unlike minds' from 20 countries gathered at Think Future in South Africa to talk about early childhood? [@InnovationEdge1](#)'s Sonja Giese explains <https://bit.ly/2LRoU1h>

## Author-affiliated and Partner Organisations

- President of Colombia ([@JuanManSantos](#))
- World Health Organization ([@WHO](#))
- International Rescue Committee ([@theIRC](#))
- UNICEF ([@UNICEF](#))
- Government of Brazil ([@governodobrasil](#))
- PATH ([@PATHtweets](#))
- Bernard van Leer Foundation ([@BvLFoundation](#))
- Urban95 ([@Urban95cm](#))
- Every Woman Every Child ([@UN\\_EWEC](#))
- Grand Challenges Canada ([@gchallenges](#))
- Results for Development ([@results4dev](#))
- Global Partnership for Education ([@GPforEducation](#))
- Autism Speaks ([@autismspeaks](#))
- Big Lottery Fund ([@BigLotteryFund](#))
- Vrije Universiteit ([@VU\\_Science](#))
- Icahn School of Medicine at Mount Sinai ([@IcahnMountSinai](#))
- WaterAid ([@wateraid](#))
- International Finance Corporation ([@IFC\\_org](#))
- Women in Informal Employment: Globalizing and Organizing ([@WIEGOGLOBAL](#))
- Save the Children ([@save\\_children](#))
- Innovation Edge ([@InnovationEdge1](#))