

## Social media toolkit

The global COVID-19 pandemic has underlined the enormous gaps between communities, cities, regions and nation states. To shape a better future, investing in early childhood needs to remain a priority for all governments and societies. Front and centre of this year's Early Childhood Matters are resounding calls to action from global leaders and experts to ensure that young children, families, frontline workers and cities continue to thrive...

The 33 articles included this year demonstrate a diversity of projects, programmes and policies on how to address several of today's challenges impacting babies, toddlers and their caregivers especially due to COVID-19.

## Sample social media content

Embargo: Please do not post until **5 November 2020, 3PM CET**

### Hashtags

Please use these related hashtags in your messages:

**#EarlyChildhoodMatters**  
**#EarlyYears**  
**#COVID19**

### Important links

[Early Childhood Matters website](#)  
[Early Childhood Matters 2020](#)

### Social media accounts

Bernard van Leer Foundation Twitter: [@BvLFoundation](#)  
[Bernard van Leer Foundation LinkedIn](#)



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## Sample messages for Twitter

Early Childhood Matters 2020, out now!

Launched at a historic moment, #EarlyChildhoodMatters provides inspiration for more good practices around the world to improve the well-being of #youngchildren, their families → and societies!

<https://bit.ly/3la517L>

**+ INSERT LAUNCH GIF**

Inspiration from around the world...

- 👉 Testimonies from 5 leaders
- 👉 Implementation of policies & programmes at scale
- 👉 Good ideas to promote fairness & inclusion
- 👉 Inspirational initiatives, resources & approaches

#EarlyChildhoodMatters 2020 → <https://bit.ly/3la517L>

**+ INSERT WORLD MAP**

The #COVID19 pandemic is affecting many #youngchildren around the world.

#EarlyChildhoodMatters shares inspiring examples of how quickly people & programmes can adapt, with empathy, agility and creativity.

Early Childhood Matters 2020, out now!

<https://bit.ly/3la517L>

**+ INSERT QUOTE CARD EDITORIAL**

## Sample messages for LinkedIn

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#EarlyChildhoodMatters  
#EarlyYears

**+ INSERT LAUNCH GIF**

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#EarlyChildhoodMatters

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#EarlyChildhoodMatters

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## **Social media messages per article**

### **The Covid-19 pandemic and childhood in Latin America and the Caribbean**

In #EarlyChildhoodMatters Laura Chinchilla Miranda, former President of Costa Rica, writes about:

- 👉 indirect effects of #COVID19 on children
- 👉 why these are severe in Latin America & the Caribbean
- 👉 opportunities ➔ effective policy responses

<https://bit.ly/2ILjtEL>

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### **Inter-sectoral work in public policy in Colombia as a poverty reduction strategy**

Colombia faced significant social challenges by creating inter-agency coordination, showing progress in childhood-related poverty.

In #EarlyChildhoodMatters @constanzaalarc talks about this approach and their remaining challenges.

<https://bit.ly/371OTvO>

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## **Investing in evidence to achieve health equity for refugee children**

In #EarlyChildhoodMatters @talarousansh, @chanders4 and Princess @dinamired show:

- 👉 health crises for #refugee children grow due to #COVID19
- 👉 research partnerships are needed to consider factors affecting health along the migratory route.

<https://bit.ly/2ICWtYo>

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## **Returning the city to children**

In #EarlyChildhoodMatters @ErionVeliaj, Mayor of Tirana, shares:

- 👉 Tirana's journey → returning the city to children
- 👉 the city's 'urban acupuncture' approach
- 👉 challenges faced & lessons learned through #COVID19

<https://bit.ly/3jdeU2o>

**+ INSERT QUOTE CARD 4**

## **Boa Vista, the Early Childhood capital, faces prejudice and Covid-19**

Boa Vista is adding the #COVID19 pandemic to an already challenging situation. Still their focus remains: supporting caregivers & children.

In #EarlyChildhoodMatters @Teresa\_Surita, Mayor of the Early Childhood capital, shares why & how.

<https://bit.ly/2T9z2rE>

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## **Jamii ni Afya: using digital tools to scale integrated services to mothers and children in Zanzibar**

Jamii ni Afya in Zanzibar uses an app to deliver integrated health, nutrition & #ECD services to over 40,000 households.

#EarlyChildhoodMatters shares:

- 👉 importance of the programme
- 👉 success factors behind scale-up
- 👉 global learnings.

<https://bit.ly/3keEzZX>

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## **Perinatal depression in Chile: advances and challenges**

Chile is a regional leader in screening for #perinataldepression. But women face barriers to seeking help & accessing the services.

In #EarlyChildhoodMatters @matiasirad highlights Chile's achievements & challenges it needs to overcome.

<https://bit.ly/3dEHDfy>

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## **Mental health and learning: BRAC's response in Bangladesh during Covid-19**

#EarlyChildhoodMatters highlights one of @BRACworld's responses to the #COVID19 pandemic:

👉 a telecommunication model supporting caregivers' mental health & children's learning.

Learn how it was implemented and scaled successfully.

<https://bit.ly/3m2fWjJ>

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## **Scaling early childhood services in cities: lessons from four Urban95 case studies**

Scaling #earlyyears initiatives is challenging, but Urban95 can help.

In #EarlyChildhoodMatters Professor Jennifer Widner shares the main lessons learned from case studies on @Urban95cm partner cities Tel Aviv, Tirana, Boa Vista & Recife.

<https://bit.ly/2TaaezN>

**+ INSERT QUOTE CARD 9**

## **Supporting children to grow smarter, not just taller: here's how**

#EarlyChildhoodMatters shares findings of a meta-analysis on early intervention programmes, showing that:

- 👉 tackling stunting alone is not enough
- 👉 responsive caregiving boosts children's #braindevelopment.

<https://bit.ly/3dl7Zx3>

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## **Identity matters: addressing inequity starts in early childhood**

#Refugees internalise a sense of otherness from a young age.

In #EarlyChildhoodMatters @ZarlashtH shares the work of @RefugeeTraumaUK → creating spaces where the identities of families & children are recognised, respected and celebrated.

<https://bit.ly/3o840P8>

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## **Business matters: engaging the private sector to give young children a healthy start in life**

In #EarlyChildhoodMatters @l\_haddad talks about:

- 👉 importance of good nutrition in the early years
- 👉 fortified porridges as a possible alternative for low-income families
- 👉 @GAINalliance's work to help SMEs produce these porridges at scale.

<https://bit.ly/3jlQaFy>

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## **Sugira Muryango: scaling home visits in Rwanda through implementation science**

#ECD services are particularly difficult to scale because of their multi-sectoral nature.

#EarlyChildhoodMatters shows that implementation science can help achieve scale, demonstrated by the Rwandan #homevisiting project Sugira Muryango.

<https://bit.ly/3kf4RLz>

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## **Improving child outcomes in Egypt through blended training and community awareness**

In #EarlyChildhoodMatters Abla Al-Alfy explains the need to improve child outcomes in Egypt.

'Our Dream Initiative' works to:

- 👉 Increase awareness of the importance of the #earlyyears, using a blended training model & community campaigns.

<https://bit.ly/3m0ZIYb>

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## **Scaling-up mother tongue-based multilingual preschool education in Odisha**

#EarlyChildhoodMatters talks about the Mother Tongue-based Early Learning & Parents+ programme in Odisha, India, showing:

- 👉 mother tongue-based learning is important
- 👉 the insightful process of scaling
- 👉 promising study results & next steps

<https://bit.ly/3m2n2Vo>

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## **CanalCanoa: strengthening indigenous values to improve early childhood development**

CanalCanoa documents indigenous people's songs, stories & child-rearing practices to serve as cultural video coaching.

#EarlyChildhoodMatters shares

- 👉 positive impacts of the approach on child development outcomes incl. an unexpected one.

<https://bit.ly/2Hgl7Oi>

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## **A pragmatic approach to expanding access to quality early learning for South Africa's poorest children**

South Africa plans universal access to early learning services by 2030. But the gap in access between wealthy & poor remains a serious issue.

#EarlyChildhoodMatters talks about the most significant barriers & how they can best be overcome.

<https://bit.ly/34diPbb>

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## **How maternal depression and behaviours impact child health and development**

Maternal depression can affect a child's cognitive & physical health.

In #EarlyChildhoodMatters, Erin Pfeiffer shares findings of a Ugandan study, showing:

- 👉 impact on caregiving behaviours
- 👉 that low-cost community interventions can help.

<https://bit.ly/3m3fx0h>

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## **The 'Village' project: towards early learning communities**

For #youngchildren educational poverty reduces the ability to grow and thrive.

#EarlyChildhoodmatters presents 'The Village', which addresses this challenge by providing access to quality early childhood services in disadvantaged areas.

<https://bit.ly/3oavQdx>

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## **OneSky: blended learning for home-based childcare providers in Vietnam**

For 1.2 million migrant workers children in Vietnam's industrial zones home-based care emerges as a pre-school option.

#EarlyChildhoodMatters highlights the scaling potential of @OneSkyorg's training for HBC providers.

<https://bit.ly/3o8Su6h>

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## **Strategic foresight and the post-Covid future of early childhood**

A Paediatric Urban Designer?

As the #COVID19 pandemic creates policy space for new ideas, @JoeWaters\_GVL shares:

- 👉 use of strategic foresight to chart a forward path
- 👉 how the early childhood sector could look in 10 years' time

<https://bit.ly/3kgNAlo>

#EarlyChildhoodMatters

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## **Adapting service delivery to reach marginalised women and children in urban areas**

Many children who miss out on vaccinations live in poor households in urban slums.

#EarlyChildhoodMatters shares examples from DRC and Haiti, showing the need for design & implementation of flexible services (e.g. weekends, marketplaces).

<https://bit.ly/34bUJOf>

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## **Rotterdam research will inform decisions on future pandemic lockdowns**

In #EarlyChildhoodMatters, paediatrician-epidemiologist @VWVJaddoe explains  
👉 how in Rotterdam they use the longitudinal research 'Generation R Next' to study how #COVID19 & lockdown have affected families ➡ to inform future policymaking.

<https://bit.ly/31n3t20>

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## **Planning play for 1.1 million babies: Istanbul95**

In #EarlyChildhoodMatters, Selva Gürdoğan talks about the implementation process of Istanbul95:

👉 growing from pilot projects to a city mayor committed to work for its youngest residents.

<https://bit.ly/34bVCGz>

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## **How Covid-19 accelerated change: innovations in working with parents in Israel**

#EarlyChildhoodMatters shows how the Israeli Nurse Leadership Program fostered innovation:

👉 starting a series of webinars for the Tipat Halav nurses on topics related to the unique challenges of the #COVID19 pandemic.

Why has this worked so well? ➡ <https://bit.ly/2FJO6Jw>

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## **Building early childhood systems**

Studying 6 countries with advanced #ECEC systems, Professor Sharon Lynn Kagan & Caitlin M. Dermody share:

👉 4 key lessons learned (e.g. context matters)

👉 essential pillars & building blocks for effective ECEC systems

<https://bit.ly/37uyo05>

#EarlyChildhoodMatters

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## **Stigmatised and unsupported: the double tragedy of children with incarcerated parents**

Parental incarceration has been linked to long-term effects on children's development.

In #EarlyChildhoodMatters Rose Atieno Opiyo shares findings of her research in Kenya, on children placed in alternative care with a family member.

<https://bit.ly/37sCiH1>

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## **The Beginning of Life 2 – Outside: new documentary promotes children's engagement with nature**

Research shows that #nature is essential for children's health, but increasingly less present in their lives.

In #EarlyChildhoodMatters Laís Fleury talks about an upcoming documentary addressing this issue & showing promising initiatives.

<https://bit.ly/35fx0Mv>

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## **Climate change and early childhood development: finding the synergies**

Can the climate agenda also strengthen the case for improving early childhood development?

Yes!, according to Carlos Dora. In #EarlyChildhoodMatters he shares:

- 👉 WHAT is needed to make this happen
- 👉 WHY this is the perfect time to do so.

<https://bit.ly/3kjbDjl>

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## **Streets as assets in the Covid-19 pandemic response and recovery**

'#COVID19 & the need for physical distancing have forced us to rethink how we move within cities.'

In #EarlyChildhoodMatters NACTO's @skyejduncan talks about:

- 👉 the need for change
- 👉 a new resource ➔ quick, easy, low-cost strategies.

<https://bit.ly/34gcWtO>

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## Help or hindrance? The impact of gig work on caregiving

In #EarlyChildhoodMatters @Emma\_Samman and @abiehunt share findings of their study on gig work in South Africa, showing:

👉 that although gig work is seen as more flexible than other paid work, caring for young children proves challenging.

<https://bit.ly/31sCBxU>

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## Towards a feminist childcare recovery

#COVID19 showed us the need to reimagine the US childcare system.

In #EarlyChildhoodMatters @ehaspel shares Hawaii's 'feminist' economic recovery plan:

- 👉 free universal childcare for all
- 👉 benefits for both mothers and children.

<https://bit.ly/3jeAdkc>

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2020

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