

## Social media toolkit

Climate change is especially dangerous for young children. They have the overwhelming share of climate-related diseases and are highly vulnerable to air pollution and heat. When extreme weather forces young children to migrate, they face malnutrition, interrupted education and many other threats during a key period in their neural, physical and emotional growth. It is also very reasonable to expect that a baby born today will grow up to experience major climate chaos and environmental degradation — worse than any faced by current adults.

Yet discussions about climate change seldom refer to the fate of young children. They should.

This year's edition of [Early Childhood Matters](#) is dedicated to examining the many ways that **climate change and early childhood intersect**. In 34 articles, we hear from leading policymakers, researchers, educators, urban planners and activists from around the world, about how to both develop ecological resilience and improve wellbeing in the early years.

We also spotlight a critical fact: Many of the measures that improve life for young children and their families also make cities more climate resilient.

## Sample social media content

Embargo: Please do not post until **2 December 2021 15:00 CET**

### Hashtags

#ECM2021  
#EarlyChildhoodMatters  
#EarlyYears  
#Climate #ClimateAction #ClimateChange

### Important links

[Early Childhood Matters website](#)  
[Early Childhood Matters 2021](#)  
[Bernard van Leer Foundation website](#)

### Social media accounts

Twitter:

[@BvLFoundation](#)  
[@Urban95cm](#)

Facebook:

[Bernard van Leer Foundation](#)  
[Urban95](#)

LinkedIn:

[Bernard van Leer Foundation](#)

Instagram:

[@Urban95cm](#)





## Overall launch: Sample messages for Twitter

#EarlyChildhoodMatters 2021 is out now!

This edition places #youngchildren at the centre of the #climate conversation.

It also spotlights how many of the measures that improve life for babies & toddlers make #cities more climate-resilient.

<https://bit.ly/ECM-2021>

#ECM2021

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#EarlyChildhoodMatters 2021 is out now!

Leaders, experts and activists from around the world share:

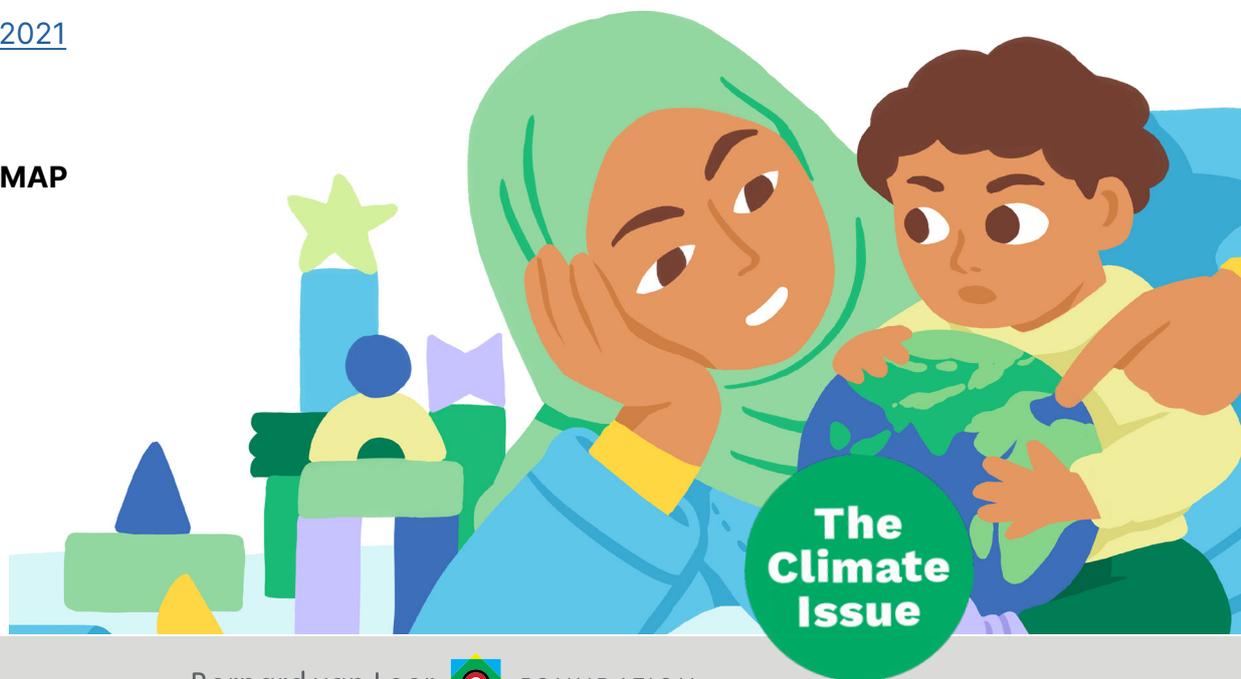
- 👉 Worrying data and #evidence
- 👉 Inspiring examples
- 👉 Tips and their own stories...

...to ensure #climate justice for the next generations.

<https://bit.ly/ECM-2021>

#ECM2021

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## Overall launch: Sample messages for LinkedIn

Climate change is especially dangerous for #youngchildren. Yet discussions about #climatechange seldom refer to their fate. They should.

In #EarlyChildhoodMatters, young children are put at the centre of the #climate conversation.

Featuring 34 articles — including powerful photo essays and personal interviews — Early Childhood Matters 2021 is split into three sections:

- 1 Evidence: Showcasing the worrying data and #evidence to create awareness
- 2 New Approaches: Inspiring examples of #cities prioritising climate action and young children
- 3 Activism and Education: Tips and personal stories from activists ensuring climate justice for future generations.

Out now and available online, download your copy of #EarlyChildhoodMatters 2021 today:

<https://bit.ly/ECM-2021>

#ECM2021 #EarlyYears #Urban95  
#Climate #ClimateAction #ClimateJusticeForChildren

### + INSERT LAUNCH GIF

#EarlyChildhoodMatters 2021 is out now, examining the many ways in which #climatechange and early childhood intersect.

Leaders, experts and activists from around the world share:

- 👉 Worrying data and the #evidence to create awareness
- 👉 Inspiring examples of #cities prioritising climate action and young children
- 👉 Tips and personal stories...

...to ensure #climate justice for future generations.

Download your copy of #EarlyChildhoodMatters 2021 today:

<https://bit.ly/ECM-2021>

#ECM2021 #EarlyYears #YoungChildren  
#ClimateAction #ClimateJusticeForChildren  
#Act4OurChildren #Climate #Urban95

### + INSERT WORLD MAP



## Social media messages per article

### Governments of the world must prioritise children, amid climate change

#Climate change puts young children at increased risk of:

- 👉 Poor health
- 👉 Poverty
- 👉 Disrupted education
- 👉 Displacement

In #EarlyChildhoodMatters, @HelenClarkNZ urges governments worldwide to take action, support and prioritise #youngchildren.

<https://bit.ly/ECM2021-2>

#ECM2021

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### Climate change-induced water insecurity endangers children

1.42 billion people - incl. 450 million children - live in areas of high water vulnerability.

Kelly Ann Naylor @UNICEFWater explains how water scarcity puts education, health & safety of #youngchildren at risk in #EarlyChildhoodMatters:

<https://bit.ly/ECM2021-3>

#ECM2021

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### Children growing up on the move

For #EarlyChildhoodMatters, award-winning documentary photographer Nicolás Filippo Rosso @nicolo\_rosso shares a powerful visual story on how #climatechange forces families to leave their homes for an uncertain future.

<https://bit.ly/ECM2021-4>

#ECM2021 #EarlyYears

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### Climate change is forcing young children into high-risk urban slums

#ClimateChange is forcing farmers to abandon their land and move to high-risk urban slums with their families and #youngchildren. Here, they face different issues.

Listen to @LucyUrbanEarle in #EarlyChildhoodMatters:

<https://bit.ly/ECM2021-5>

#ECM2021 @IIED

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## **Rising heat poses dire risks to small children**

Rising heat poses danger.

In #ECM2021, @OllieMilman highlights:

- 👉 Risks faced by #youngchildren
- 👉 Research linking heat exposure in pregnancy to adverse birth outcomes
- 👉 Heatwaves will increase with #climatechange
- 👉 Heat & its impact on #airpollution

<https://bit.ly/ECM2021-6>

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## **Climate change threatens newborns in the USA**

There is strong evidence for the connection between #climate change and adverse birth outcomes. Black mothers are especially at risk.

Bruce Bekkar @thgreendoc and Nathaniel DeNicola @NDeNicolaMD explain in #EarlyChildhoodMatters:

<https://bit.ly/ECM2021-7>

#ECM2021 #EarlyYears

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## **Air pollution and stunting: evidence from Indonesia**

Airborne pollutants & fine particle matter are affecting #youngchildren's physical, cognitive & emotional development.

In #EarlyChildhoodMatters, @Vital\_Sumi & @VitalStrat share evidence from Indonesia + what the effective action is:

<https://bit.ly/ECM2021-8>

#ECM2021 #CleanAir

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## **"A newborn baby is effectively a smoker in Delhi"**

"#AirPollution is a silent killer which nobody wants to believe in. Our #youngchildren's lungs are being damaged and it is not reversible."

In conversation for #EarlyChildhoodMatters, read this moving Q&A between @BhavreenMK and @PamelaDruck:

<https://bit.ly/ECM2021-9>

#ECM2021

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## **How climate change affects pregnancy and early childhood in an indigenous Kenyan village**

#ClimateChange is complicating life for indigenous mothers and infants. In Kenya, bare pastures and less breastmilk makes life more precarious.

Naomi Lanoi Leleto and @RehseEva of @GreengrantsFund expand in #EarlyChildhoodMatters:

<https://bit.ly/ECM2021-10>

#ECM2021 @Kenya\_IMPACT

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## **Your discarded cell phone harms children, pregnant women and the planet**

Exposure to #ewaste has been linked to a variety of health issues. Foetuses & #youngchildren are especially vulnerable.

In #EarlyChildhoodMatters, Julia Gorman (et al) @WHO unpack this harsh reality + the actions needed for change:

<https://bit.ly/ECM2021-11>

#ECM2021 #EarlyYears

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## **Helping families to cope with trauma in Lebanon**

How do disasters impact the #mentalhealth of young children?

How can you help families cope with #trauma in the aftermath?

Khaled Nasser reflects on what the August 2020 #BeirutExplosion taught us in #EarlyChildhoodMatters:

<https://bit.ly/ECM2021-12>

#ECM2021 #BeirutBlast

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## **Reclaiming green space in Lima**

Lima's high population density & lack of green #publicspaces both impact quality of life - especially for #youngchildren.

In #EarlyChildhoodMatters, @JorgeMunozPe talks low-cost interventions that revitalise the city:

<https://bit.ly/ECM2021-13>

#ECM2021 #Urban95 @MuniLima

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### **In Addis Ababa, learning through outdoor play**

"As we designed the programme, we realised these interventions would also address issues we had not previously thought of as directly linked to #ECD, including environmental impact and #climatechange."

Jantirar Abay expands in #EarlyChildhoodMatters:

<https://bit.ly/ECM2021-14>

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### **Making every child feel that the city genuinely cares**

Jundiaí, Brazil, is proud to call itself the City of Children.

@cidadedejundiai has a dedicated #earlychildhood team that develops public policies to make every child feel that the city cares for their wellbeing.

<https://bit.ly/ECM2021-15>

#ECM2021 @Luiz\_Jundiai @Urban95CM

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### **Tactical urbanism focused on children can help cities adapt to climate change**

How well do Udaipur's urban spaces meet the needs of #youngchildren?

The city's work to become more child- and #climate-friendly has been recognised.

In #EarlyChildhoodMatters, Emani Kumar @emanibvkumar (et al) inspire:

<https://bit.ly/ECM2021-16>

#ECM2021 @ICLEISouthAsia

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### **Building "the secret city" for children**

"One of the guidelines developed was placing natural vegetation and artwork at children's eye level to create 'the secret city'..."

In #EarlyChildhoodMatters, Tami Gavrieli (et al) tackle the need to address #mobility - for children and #climate change.

<https://bit.ly/ECM2021-17>

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## **“There are huge risks in raising children under what amounts to protective house arrest”**

It is never too early — or too late — to teach children or adults to connect with the outdoors.

In #EarlyChildhoodMatters, @RichLouv suggests practical ways to give #youngchildren and their caregivers more access to #nature.

<https://bit.ly/ECM2021-18>

#ECM2021 #Urban95

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## **Transforming Rotterdam's schoolyards**

#Green schoolyards have the potential to serve multiple functions:

- 👉 Inspiring learning environments
- 👉 Challenging #play spaces
- 👉 Neighbourhood meeting areas
- 👉 Improving #resilience to extreme weather

@IanMostert expands in #EarlyChildhoodMatters:

<https://bit.ly/ECM2021-19>

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## **Learning from Prinsenland**

Climate change & #climateadaptation are fundamental aspects in #childfriendly city-making.

@FrancineHouben is currently exploring this through an ongoing collaboration with @BvLFoundation & @Urban95cm.

More in #EarlyChildhoodMatters:

<https://bit.ly/ECM2021-20>

#ECM2021 @Mecanoo\_

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## **“Play is all about allowing natural curiosity and exploration”**

Specialising in urban playgrounds & parks for #youngchildren, Ram Eisenberg knows, "Play is about allowing natural curiosity and exploration."

In #EarlyChildhoodMatters, he shares how his design work is linked to #climatechange & healthy childhoods.

<https://bit.ly/ECM2021-21>

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## **Shielding young children from air pollution in Latin America**

Aires Nuevos @pairesnuevos uses a bottom-up strategy to make local residents feel connected to #airpollution issues & invested in efforts to protect #youngchildren from them.

@marcelomena and @xaltamirano\_ in #EarlyChildhoodMatters:

<https://bit.ly/ECM2021-22>

#ECM2021 @Urban95CM

**+ INSERT QUOTE CARD 22**

## **Toxic air and inequality in a London borough**

#CleanAir is a fundamental human right.

Magali Thomson @magalitt carried out research on London air quality and urban health with a focus on #youngchildren. Read her findings and recommendations in #EarlyChildhoodMatters:

<https://bit.ly/ECM2021-23>

#ECM2021 #EarlyYears @Urban95cm

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## **Improving indoor air quality in Mongolia's kindergartens**

The Mongolian government is taking #airpollution seriously & is scaling up new solutions.

From better insulation, ventilation & air filtration to electric heating systems, Ulzisaikhan Sereeter expands in #EarlyChildhoodMatters:

<https://bit.ly/ECM2021-24>

#ECM2021 @UNICEF\_Mongolia

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## **Streets for Life: Lowering urban speed limit benefits children and the climate**

Reducing urban speed limits may seem dull, but it can make our #streets safer and more engaging for #youngchildren and caregivers while benefiting the #climate too.

Saul Billingsley @SaulBillingsley of @FIAFDN expands in #EarlyChildhoodMatters:

<https://bit.ly/ECM2021-25>

#ECM2021

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## **Building safe sidewalks to save children's lives**

#YoungChildren are most at risk from road traffic, yet they're often overlooked in #urbanplanning.

In #EarlyChildhoodMatters, Carly Gilbert-Patrick @CarlyGilbyP champions the simple sidewalk, an inexpensive & low-tech solution saving lives.

<https://bit.ly/ECM2021-26>

#ECM2021

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## **"My mother's early years triggered her love for the environment"**

@MathaiWanjira looks at Wangari Maathai's #GreenBeltMovement and how it has helped women secure food, water & fuel.

Empowering women and mothers positively impacts the lives of #youngchildren. More in #EarlyChildhoodMatters:

<https://bit.ly/ECM2021-27>

@GreenBeltMovmnt @WRIAfrica

**+ INSERT QUOTE CARD 27**

## **Don't say "It'll be all right"**

How we can talk to young children about #climatechange - and help them process it - without making them feel powerless, apathetic or anxious?

@KlimatFrida shares her 10 tips in #EarlyChildhoodMatters:

<https://bit.ly/ECM2021-28>

#ECM2021 @OurKidsClimate @VaraBarnsKlimat

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## **Abu Dhabi incorporates climate change into children's learning journeys**

By incorporating #climatechange into children's learning journeys, #AbuDhabi is building environmental awareness from pre-primary to university.

In #EarlyChildhoodMatters, Sana Mohamed Suhail & Shaikha Al Dhaheri outline the efforts:

<https://bit.ly/ECM2021-29>

@Abudhabi\_ECA

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## **"I firmly believe that we should engage with children when they are young"**

In #EarlyChildhoodMatters, @XoliF explains why it is crucial to engage with young children about the #environment, #nature and #climatechange.

It encourages them to care for and protect the planet.

And their future.

<https://bit.ly/ECM2021-30>

#EMC2021 #EarlyYears @EarthChildProj

**+ INSERT QUOTE CARD 30**

## **Plant-based diets: better for the planet but are they healthy for children?**

Plant-based diets are better for the planet.  
But are they healthy for #youngchildren?

In #EarlyChildhoodMatters, Enriqueta Román-Riechmann looks at the research, recommendations, and what parents should consider:

<https://bit.ly/ECM2021-31>

#ECM2021 #EarlyYears

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## **Children are central to Brazil's climate change movement**

Change is most likely when it comes from coordinated efforts.

In #EarlyChildhoodMatters, @jpmamaral illustrates the importance of:

- 👉 Joining forces for #nature & the future
- 👉 Putting #youngchildren's rights at the centre of #climateaction.

<https://bit.ly/ECM2021-32>

#ECM2021

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## **How I became a mother activist**

Do your children ask you what you are doing to take #climateaction?

In #EarlyChildhoodMatters, @MayaMailer shares how you can get involved in the movement and show your children that you are trying.

<https://bit.ly/ECM2021-33>

#ECM2021 #Act4OurKids #ClimateJusticeForChildren

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## **Four tips for turning parents into climate activists**

Tips for turning parents into #climateactivists?

In #EarlyChildhoodMatters, @KlimatFrida and @JillKubit share the 4 key lessons they've learned as #climateparent organisers:

<https://bit.ly/ECM2021-34>

#ECM2021 #EarlyYears

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## **Five lessons from a youth climate activist**

Listen up! In the 2021 #EarlyChildhoodMatters, Almaaz Mudaly, a fourteen-year-old youth #climateactivist shares 5 lessons she's learnt from making her case to citizens, companies and governments:

<https://bit.ly/ECM2021-35>

#ECM2021

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### **About Early Childhood Matters**

Early Childhood Matters is the Bernard van Leer Foundation's annual round-up of the most important advances, innovations and best practices in early childhood around the world.

It is for the policymakers, practitioners, researchers and funders working to improve the health and wellbeing of young children and their caregivers.

First published in 1998 and available free of charge, Early Childhood Matters is published annually in English and in Spanish as Espacio para la Infancia.

