

Early Childhood Matters

2022

Social media toolkit

**The
behavioural
science
issue**

Caregivers, politicians, policy-makers, and practitioners all constantly make decisions that impact children based on the idea that humans act rationally. But caregivers are tired and busy — life gets in the way of best intentions. What's more, parenting interventions are often presented as universal. But we know that what works in Berlin will not necessarily translate to Bangkok.

So how can we ensure that children everywhere get the best start in life?
By truly understanding human behaviour.

This year's edition of [Early Childhood Matters](#) spotlights how behavioural science can be used to rework our approach to early childhood development. Behavioural science offers evidence-based, context-specific solutions to improving children's lives, no matter where they are born.

In 28 articles, experts from every corner of the globe share how insights from the field can revolutionise how we approach everything about the early years, from promoting literacy to designing playgrounds.

Sample social media content

Embargo: Please do not post until **8 December 2021 15:00 CET**

Hashtags

#ECM2022 #EarlyChildhoodMatters
#EarlyYears #behaviouralscience
#caregivingbehaviours

Important links

[Early Childhood Matters website](#)
[Early Childhood Matters 2022](#)
[Bernard van Leer Foundation website](#)

Social media accounts

Twitter:

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

Facebook:

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

LinkedIn:

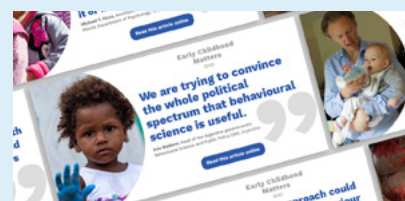
[Bernard van Leer Foundation](#)

Instagram:

[@Urban95cm](#)



[Download world map](#)



[Download quote cards](#)

Overall launch: Sample messages for Twitter

#EarlyChildhoodMatters 2022 is out now!

🧑🏫 This edition explores how #behaviouralscience can revolutionise how we approach raising #children.

🔗 Experts share how baby steps in childhood development can turn into huge leaps for society.

Download it free now: <https://bit.ly/ECM-2022-full> #ECM2022

🌍 There is no universal solution for the barriers children face in different parts of the world.

That's why this year's #EarlyChildhoodMatters spotlights behavioural science. We share how specific solutions and diverse voices can help us tackle global problems.

Download it free now! <https://bit.ly/ECM-2022-full> #ECM2022

+ [INSERT WORLD MAP](#)

Overall launch: Sample messages for LinkedIn

This year's edition examines the exciting and underexplored potential of behavioural science on childhood development.

Every day, caregivers, practitioners, politicians and policy-makers all take actions that profoundly impact children's lives, yet these decisions are based on the idea that humans act rationally.

But caregivers are tired and busy — life gets in the way of best intentions. Behavioural science is built around these imperfections, offering evidence-based, empathetic solutions to the many problems that caregivers face.

In 28 articles, we hear from experts on how insights from behavioural science can revolutionise and humanise how we approach everything from promoting literacy to designing playgrounds.

<https://bit.ly/ECM-2022-full>

#ECM2022 #EarlyChildhoodMatters #EarlyYears #Behavioralscience
#Behaviouralscience

Conventional parenting interventions are presented as universal. But there is no magic bullet for barriers caregivers and policymakers face in giving children the best possible start in life. What works in Berlin will not necessarily translate to Bangkok.

So how do we ensure that a child thrives no matter where they're born? This year's issue of Early Childhood Matters has the solution: behavioural science.

Across 28 articles, experts from around the globe share how behavioural science:

- 👩 Provides specific solutions for global problems
- 👩 Offers evidence-based strategies to improve children's lives
- 😊 Embraces empathy because caregivers are humans

Download your copy of #EarlyChildhoodMatters 2022 here: <https://bit.ly/ECM-2022-full>

#ECM2022 #EarlyChildhoodMatters #EarlyYears #Behavioralscience
#Behaviouralscience

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Social media messages per article

Article 1: What I learned about behavioural science when I became a dad

.@BvLFoundation CEO @mfeigelson1 knew all the parenting theories. Then he became a #father.

In #EarlyChildhoodMatters, he explains that #behaviouralscience allows caregivers to be human and could change how we approach early childhood development.

<https://bit.ly/ecm2022-1>

+ [INSERT QUOTE CARD 1](#)

Article 2: Can a nudge make us all better caregivers?

Too many early childhood programmes tell parents what to do.

In #EarlyChildhoodMatters, @IreneCaselli says that changing behaviour is not that easy. But there is a solution: behavioural science.

<https://bit.ly/ecm2022-2>

#ECM2022

+ [INSERT QUOTE CARD 2](#)

Article 3: The next frontier of behavioural science

If you want parents to read to their kids more, just giving them more books and telling them it's important won't work.

But approaches based on behavioural insights will, as @Ariel_Kalil explains in #EarlyChildhoodMatters @HarrisBIPLab

<https://bit.ly/ecm2022-3>

#ECM2022

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Article 4: What pregnancy taught me about behavioural science

#Pregnancy gave @Bermster, co-founder of @IrrationalLabs, something unexpected... Fascinating behavioural insights into how to get people to take their medicine.

Read her story in #EarlyChildhoodMatters

<https://bit.ly/ecm2022-4>

#ECM2022

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Article 5: The power of simple behaviours for human connection

Just how powerful is a kind word or a gentle touch?

In #EarlyChildhoodMatters, developmental psychologist @LindaRichterECD of @WitsUniversity and @HSRCza explains how simple caring behaviours can be profound tools to help families.

<https://bit.ly/ecm2022-5>

#ECM2022

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Article 6: Why we need more behavioural approaches focused on fathers

We need to do more to engage and support men in caregiving behaviours. But how?

@JoshuaJeong's team at @HarvardChanSPH looked at the best real-world examples, from counselling groups to public fathers' contests.

<https://bit.ly/ecm2022-6>

#ECM2022

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Article 7: Racial biases emerge in childhood

Most children from culturally dominant groups already have racial biases by age 5. Yes, even your child.

In #EarlyChildhoodMatters, @AmberDaione and Michael Rizzo share 3 steps parents can take to promote #antiracist worldviews.

<https://bit.ly/ecm2022-7>

#ECM2022

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Article 8: Why we need more behavioural science in the Global South

What works in Berlin will not necessarily translate to Bangkok.

In #EarlyChildhoodMatters, @IreneCaselli speaks to @NeelaSaldanha of @YaleRise about understanding a culture deeply before working towards behavioural change.

<https://bit.ly/ecm2022-8>

#ECM2022

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Article 9: Spaces that make children want to play

If you build public spaces that enhance play, families will come and will they stay?

@timrgill offers practical and invaluable ways of doing that in #EarlyChildhoodMatters.

<https://bit.ly/ecm2022-9>

#ECM2022 #Urban95cm

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Article 10: Save the Children Introduces CUBIC

#Behaviouralscience is a unique combination of rigorous testing and empathy.

@AllisonCUBIC, founder of nudge unit CUBIC, explains in #EarlyChildhoodMatters how this makes it an effective tool to create change for #children and #families @save_children

<https://bit.ly/ecm2022-10>

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Article 11: Applying behavioural science to work across cultures

Cultural mediation is not the first thing that comes to mind when you think of pregnancy.

But it's a powerful tool to empower pregnant women to practise healthy behaviours & give children a better start in life #EarlyChildhoodMatters @CenteringPregna

<https://bit.ly/ecm2022-11>

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Article 12: Short films reshape caregiving behaviours in Côte d'Ivoire

When you think of viral videos, helping vulnerable communities is probably the last thing that comes to mind.

But @followDMI used them to help caregivers and children in isolated communities. Read how in #EarlyChildhoodMatters @sonaliwl

<https://bit.ly/ECM2022-12>

#ECM2022

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Article 13: First steps to make a reading routine in Jaffa

An initiative in #Jaffa set out to encourage Arab-speaking parents to read to toddlers.

How? By using insights from behavioural science. Read more in #EarlyChildhoodMatters #Urban95

<https://bit.ly/ecm2022-13>

#ECM2022

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Article 14: Prompting parent-child reading in Jordan

Could a virtual chatbot encourage parents to read more to their children?

In #EarlyChildhoodMatters, read about an initiative by @QRFoundation that shows the idea is definitely worth exploring because of its potential reach and low cost.

<https://bit.ly/ecm2022-14>

#ECM2022

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Article 15: Technology meets face-to-face parenting workshops to create behaviour change

The pandemic changed a lot of things, but when it comes to changing parenting behaviours @CrianzaPositiva found that e-messages alone can't beat face-to-face interaction

Read why in #EarlyChildhoodMatters@AnalnesBalsa, @J_Bloomfield_ @AlejandroCid_uy

<https://bit.ly/ecm2022-15>

#ECM2022

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Article 16: WhatsApp Baby Nelson reminds Brazilians to be active caregivers

One Nelson the WhatsApp baby helps parents practise #behaviours they already know are good. And he does it with #humour.

@MarianaLuz shares how Nelson is encouraging parents in #Brazil to interact with babies before they speak their first words @fmcsv

<https://bit.ly/ecm2022-16>

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Article 17: 'Our aim is to get healthcare professionals to see themselves as parent coaches'

#Parents are informed, so child healthcare professionals should not to just focus on dispensing advice.

In #EarlyChildhoodMatters, @IreneCaselli talks to Yvonne Schönbeck about a project to make professionals aware of how they communicate to parents

<https://bit.ly/ecm2022-17>

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Article 18: Nudging paediatricians to help parents

What if child vaccination appointments also helped parents learn behaviours to support their children?

@RHASJordan saw an opportunity. In #EarlyChildhoodMatters, read their new insights into building more personalised healthcare.

<https://bit.ly/ecm2022-18>

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Article 19: 'Changing people, it's a process'

#Behaviouralscience could transform early childhood development by helping caregivers understand their habits.

@IreneCaselli spoke to @bressoud and @LoicSadoulet about how they're helping ECD leaders apply the exciting potential of this approach...

<https://bit.ly/Ecm2022-19>

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Article 20: Building in behaviour change when designing public spaces

Will building great playgrounds encourage children to play outside? Not necessarily.

This @urban95_pune article in #EarlyChildhoodMatters offers a fascinating insight: you have to also understand the #behaviours that stop caregivers and children coming

<https://bit.ly/ecm2022-20>

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Article 21: 'Magic happens when children and caregivers create memories'

Simple tools like a brush and paint are being used to encourage positive interactions between caregivers and children in #Brazil

In #EarlyChildhoodMatters, read about ALLMA Hub's project that starts with one joyful memory #PédeInfância #RedeUrban95

<https://bit.ly/ecm2022-21>

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Article 22: Giving caregivers the confidence to cycle

Building #cycling skills could help caregivers overcome their fears and see more bikes in our cities.

In #EarlyChildhoodMatters, read about how @BYCS_org is using #behaviouralinsights to unlock the benefits of cycling for families. @lucas_snaije

<https://bit.ly/ecm2022-22>

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Article 23: Playful learning landscapes for children and caregivers

School is not the only place that can encourage learning. Playful Learning Landscapes @playfullearnng in everyday spaces can promote STEM and literary skills.

In #EarlyChildhoodMatters, read about this has already been trialled in more than 50 cities.

<https://bit.ly/ecm2022-23>

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Article 24: “We know what it means to be parents today, it is not easy”

Can you imagine turning dreary chores into memorable moments? Behavioural science can do just that.

In #EarlyChildhoodMatters, @IreneCaselli spoke to Alona Abt about a successful campaign that turned simple activities into special memories. #ECM2022

<https://bit.ly/ecm2022-24>

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Article 25: 'A child's development needs continuous engagement'

#Behaviouralscience could transform governments' childcare policies.

In #EarlyChildhoodMatters, read about @Paalan1000 India's campaign to foster more nurturing care in a country of one billion people @MoHFW_India @IreneCaselli

<https://bit.ly/ecm2022-25>

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Article 26: Removing sludge from early years services

The last thing an overtired caregiver needs is sludge – difficult processes on government websites.

In #EarlyChildhoodMatters, Fionnuala O'Reilly and @LouBazalgette share how simplifying processes are necessary to give children the best start in life.

<https://bit.ly/ecm2022-26>

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Article 27: Cash+: an opening for behavioural interventions

We know that cash transfers can help fight poverty. But how can we maximise the benefits for children?

In #EarlyChildhoodMatters, read about how behavioural interventions can be paired with the transfers to optimise their impacts on children.

<https://bit.ly/ecm2022-27>

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Article 28: 'Government is paying attention to this issue'

In 2021, Argentina's government launched took the unusual step of forming a #behaviouralscience unit.

In #EarlyChildhoodMatters, @ivanbudassi1 shares with @IreneCaselli how the unit used nudges to promote #breastfeeding among other initiatives.

<https://bit.ly/ecm2022-28>

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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.

