The Lancet Early Childhood Development Series

Social Media Toolkit

#LancetECD

www.thelancet.com/series/ECD2016
Key Information and Resources

Overview

_Nurturing care in the early years ensures individuals and societies thrive._

The human brain develops faster after conception and through the ages of 2-3 than at any other time in life. It is also the time when we respond most readily to interventions. Young children’s healthy development depends on nurturing care—which is characterized by a stable environment that ensures health, nutrition, responsive caregiving, safety and security, and early learning for young children.

Today, around 250 million children—or 43 percent—of all children under the age of five in low- and middle-income countries are at higher risk of not reaching their full developmental potential because conditions threaten their nurturing care. We also know that adversities in the first few years can affect children throughout their lives, especially when multiple adversities coincide. This not only has long-term effects on health, wellbeing and productivity, but contributes to the cycle of poverty, inequality, and social exclusion that affects all countries.

To provide nurturing care for their children, families need policies, programs, and services from their communities and governments—some of which are readily available and could be expanded to deliver supportive early childhood development services at as little as an additional 50 cents per child each year.

The time to act is now. The global community came together under the MDGs to improve child survival by more than 50 percent. Through the SDGs, we now must ensure that children not only survive, but thrive. We call upon the global community to accelerate the scale-up of early childhood development policies and services across multiple sectors—from health and nutrition to early learning and protective services—to reach the most disadvantaged children worldwide.

The full set of core messages is available in this folder.

Hashtags

_Report hashtag:_ #LancetECD

Please use these related hashtags in social media content to spread the word!

#ECD                  #ECE                   #GlobalGoals     #EWECisME       #EarlyMomentsMatter
#EarlyChildhoodDevelopment #BrainDev    #Post2015         #EarlyYears     #UNICEF
#Education            #GlobalDev    #GlobalHealth     #Thrive
#Childcare            #SavingLives  #SDGs            #TheBeginningofLife

#LancetECD
Important Links

The Lancet Early Childhood Development Series

Launch event live stream (Wednesday, 5 October at 14:00-16:00pm EDT / 18:00-20:00 GMT)

Every Woman, Every Child Lancet Early Childhood Development Series Resource Hub

UNICEF: The Beginning of Life

Launch Day (Live Webcast on Wednesday, 5 October at 2:00pm-4:00pm EDT)

Facebook

- Today is the day! Watch the live webcast at 2pm EDT as @The Lancet launches the #LancetECD Series. The Series provides new data and recommendations for advancing and scaling early childhood development programs that work. [http://bit.ly/2daJDyQ](http://bit.ly/2daJDyQ)
- Today, @The Lancet is launching new research and data on Early Childhood Development! We can all watch the launch event live at 2pm EDT here: [http://bit.ly/2daJDyQ](http://bit.ly/2daJDyQ) #LancetECD
- @The Lancet is releasing a new Series of papers on Early Childhood Development at 2pm EDT today. We can all watch the launch event webcast here: [http://bit.ly/2daJDyQ](http://bit.ly/2daJDyQ) Please share this post! #LancetECD

Twitter

- Today, @TheLancet is launching a new #ECD Series. We can all watch the launch event at 2pm EDT here: [http://bit.ly/2daJDyQ](http://bit.ly/2daJDyQ) #LancetECD

Sample Social Media Content

Please use the Facebook and Twitter content below to share messages from the Series.

Facebook

- We did it once: the global community came together under the MDGs to improve child survival by more than 50 percent. Now, through the SDGs, we now must ensure that children not only survive in the #earlyyears, but thrive in adolescence and beyond. Learn more about how we can do this together, via @The Lancet [http://bit.ly/2cBhk9z](http://bit.ly/2cBhk9z)
Nurturing care in the early years ensures individuals and societies thrive. We must step up our investment and focus on #EarlyChildhoodDevelopment programs and policies. Learn more from @TheLancet http://bit.ly/2cBhk9z #LancetECD

The policies and programs we need to support families can be delivered for as little as an additional 50 cents per child each year. Our governments must act. Please share this new research and findings on #EarlyChildhoodDevelopment from @TheLancet http://bit.ly/2cBhk9z

We can support #EarlyChildhoodDevelopment by including interventions into programs that already exist, especially in the health sector. If we expand these programs, we can target multiple risks, making interventions more effective and sustainable. Learn more from @TheLancet http://bit.ly/2cBhk9z

It’s critical that we engage families and communities in understanding the importance of early child development and the important role they play in supporting education and caregiving. Learn more here: http://bit.ly/2cBhk9z #LancetECD

Early childhood development is so important, and the cost of our collective inaction is very high. A poor start in the #earlyyears can lead to poor health, nutrition, and learning – estimated to result in a loss of about a quarter of average adult income per year. Learn more here: http://bit.ly/2cBhk9z #LancetECD

Many sectors need to come together to deliver comprehensive early childhood development interventions, including child protection, for violence prevention and family support; social protection, for family financial stability and capacity to access services; and education, for quality early learning opportunities. Learn more about what we must do for our children: http://bit.ly/2cBhk9z #LancetECD

New research and data shows that services and interventions to support early childhood development are essential to ensuring that everyone reaches their potential over the life course and into the next generation—this is the vision that is central to the Sustainable Development Goals. Learn more about via @TheLancet http://bit.ly/2cBhk9z #LancetECD

Twitter

- The #SDGs give us a chance to help children survive AND thrive. New #ECD research & goals via @TheLancet http://bit.ly/2cBhk9z #LancetECD
- Nurturing care should ensure health, #nutrition, security, & #ECE. Learn more via @TheLancet http://bit.ly/2cBhk9z #LancetECD
- Our futures depend on the nurturing care we provide children in #earlyyears. It’s time to act. @TheLancet http://bit.ly/2cBhk9z #LancetECD
- The #GlobalDev programs we need to expand #ECD can cost 50cents per child/year http://bit.ly/2cBhk9z #LancetECD
- We can enhance existing programs w/ #ECD interventions for effective, sustainable change. Via http://bit.ly/2cBhk9z #LancetECD
- #ECD success depends on engaging families & communities in the #earlyyears via @TheLancet http://bit.ly/2cBhk9z #LancetECD
• What is the cost of inaction on #ECD? The loss of about a quarter of average adult income per year. #LancetECD http://bit.ly/2cBhk9z
• Multi-sector approaches (security, #ECE, #nutrition, more) are key to success, says #LancetECD research http://bit.ly/2cBhk9z
• We need scalable #ECD programs to achieve the #SDGs & ensure children reach their full potential! #LancetECD http://bit.ly/2cBhk9z

Social Media Cards

Social media cards sized for Facebook and Twitter are available in this folder. The content below references the following graphics:
• ECD Interventions
• Supporting Families
• Brain Development
• Nurturing Care + Pregnancy
• Call to Action
• Infographic

ECD Interventions: Facebook

• #EarlyChildhoodDevelopment interventions work, but 250 million children in low and middle income countries are at risk of not reaching their developmental potential. @The Lancet has just released important new research on the impact of scaling-up early childhood development policies and services. Click the link and follow #LancetECD for more: http://bit.ly/2cBhk9z [INSERT ECD INTERVENTIONS CARD]
• 250 million children in low and middle income countries are at risk of not reaching their developmental potential. Fortunately, #EarlyChildhoodDevelopment programs protect young children from negative influences in their lives – such as poverty, stress, food insecurity and exposure to violence – and help them to thrive. @The Lancet has just released important new research on the interventions that work. Click the link and follow #LancetECD for more: http://bit.ly/2cBhk9z [INSERT ECD INTERVENTIONS CARD]
• #EarlyChildhoodDevelopment interventions work, but 250 million children in low and middle income countries are at risk of not reaching their developmental potential. New research from @The Lancet shows that existing programs, such as health services, can be affordably expanded to include early childhood development interventions for as little as an additional 50 cents per child each year. Click the link and follow #LancetECD for more: http://bit.ly/2cBhk9z [INSERT ECD INTERVENTIONS CARD]

ECD Interventions: Twitter

Supporting Families: Facebook

- Parents and community caregivers around the world need the support of policies, programs, and services from their governments to provide nurturing care to their children. @The Lancet provides a new look at the ECD supports that every child needs to survive and thrive. Learn more: http://bit.ly/2cBhk9z [INSERT PARENTS AND CAREGIVERS CARD]

Supporting Families: Twitter

- Parents & caregivers need community supports to help their children survive & thrive. More via @TheLancet http://bit.ly/2cBhk9z [INSERT SUPPORTING FAMILIES CARD]
- Families need policies that support them: like paid leave and tuition-free primary schools. More via @TheLancet http://bit.ly/2cBhk9z [INSERT SUPPORTING FAMILIES CARD]

Brain Development: Facebook

- Did you know that the human brain develops faster in the first 2-3 years of life than at any other time? It is also the time when the brain is most responsive to important interventions. These interventions can help set a child up for a healthier, more stable, and more productive future. Learn how to make the most of EarlyChildhoodDevelopment http://bit.ly/2cBhk9z via @The Lancet #LancetECD [INSERT BRAIN DEVELOPMENT CARD]
- Did you know that the human brain develops faster in the first 2-3 years of life than at any other time? Brain development depends on good nutrition – for mom and child. Learn more about the impact of nutrition on EarlyChildhoodDevelopment http://bit.ly/2cBhk9z via @The Lancet #LancetECD [INSERT BRAIN DEVELOPMENT CARD]

Brain Development: Twitter

- The human brain develops fastest in the first 3 years. Learn how to make the most of it via @TheLancet http://bit.ly/2cBhk9z #LancetECD [INSERT BRAIN DEVELOPMENT CARD]
- RT if you agree: good nutrition in early years can lead to a strong future via @TheLancet http://bit.ly/2cBhk9z [INSERT BRAIN DEVELOPMENT CARD]

Nurturing Care + Pregnancy: Facebook

- There are so many benefits to providing nurturing care to children, starting in the early years. We can reach children and families with interventions that work - but we need the political and economic will on our side. Please share this photo and spread the new research done by @The Lancet on early childhood development: http://bit.ly/2cBhk9z #LancetECD [INSERT NURTURING CARE + PREGNANCY CARD]
- The health and wellbeing of a child’s mother is an important component of early childhood development. Opportunities exist to reach young children and their families during pregnancy and the first years of a child’s life, through health, nutrition and other sectors. New research...
done by @The Lancet on early childhood development shares proven, affordable interventions:


**Nurturing Care + Pregnancy: Twitter**

- RT if you agree: a child’s development starts with the health and well-being of the mother.  
- RT if you agree: we must reach children during pregnancy & the first years of life #ECD  

**Call to Action: Facebook**

- What will it take to protect our future? The global community MUST accelerate the spread the scale-up of #ECD policies and services across sectors. Join the @The Lancet as they call for a greater, global effort:  
  http://bit.ly/2cBhk9z #LancetECD [INSERT CALL TO ACTION CARD]
- Under the MDGs, we improved child survival by more than 50%. The SDGs urge us to help them not only survive, but thrive. Join the @The Lancet as they call for a greater, global effort:  
  http://bit.ly/2cBhk9z #LancetECD [INSERT CALL TO ACTION CARD]

**Call to Action: Twitter**

- The MDGs improved child survival by 50%+. The SDGs urge us to help them not only survive, but thrive.  
  http://bit.ly/2cBhk9z #LancetECD [INSERT CALL TO ACTION CARD]
- The global community must act now for our futures. Learn more via @TheLancet  
  http://bit.ly/2cBhk9z #LancetECD [INSERT CALL TO ACTION CARD]

**Infographic Facebook**

- What is “Nurturing Care”? The foundation for children’s healthy development. Learn more via @The Lancet:  
- Nurturing care means that parents and caregivers provide children with a healthy environment in which to learn, play, grow, and develop. Learn more about nurturing care means via @The Lancet #LancetECD [INSERT INFOGRPAHIC CARD]

**Infographic Twitter**

- Nurturing care is so important for healthy development. Learn more via @TheLancet  
  #LancetECD [INSERT INFOGRPAHIC CARD]
- The components of nurturing care have impact across a child’s development.  
Partner Content

Twitter

- #EWECisME Global Strategy: all women, children & adolescents have the right to quality healthcare & wellbeing  http://bit.ly/1LiW9sp
- We must ensure all girls & boys have access to good-quality #ECD to reach their full potential & thrive  http://bit.ly/1LiW9sp #EWECisME
- In support of the #LancetECD launch, screen this inspiring #ECD film from @UNICEF  http://uni.cf/1WNNza6
- Why should investing in the #earlyyears be a priority for countries? Join the discussion, Oct 6 @11AM EST.  http://wrld.bg/iygI304vqw1
- Investments in the #earlyyears of a child's life are critical for the economic competitiveness of nations.  http://wrld.bg/iygI304vqw1

Facebook

- Have you watched @TheBeginningofLife? Watch this inspiring @UNICEF documentary on #EarlyChildhoodDevelopment for free here:  http://uni.cf/1WNNza6
- Millions of young children are not reaching their full potential in the #earlyyears because of inadequate nutrition, lack of early stimulation and learning, and exposure to stress. Join us as country leaders make commitments to reduce chronic malnutrition in children and expand access to early childhood development services by 2020 to ensure that children everywhere can thrive.  http://wrld.bg/iygI304vqw1
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