

first years
first priority

A FAIR START
FOR *every* CHILD
IN EUROPE



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#FirstYearsFirstPriority
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Eurochild
Putting children at
the heart of Europe



A time of enormous challenges & opportunity!

- Poverty & social inequality threaten Europe's long-term prosperity & stability
- Everything is inter-connected – we need a more integrated approach to policy making
- Massive recovery spending can transform our societies & economies for the better

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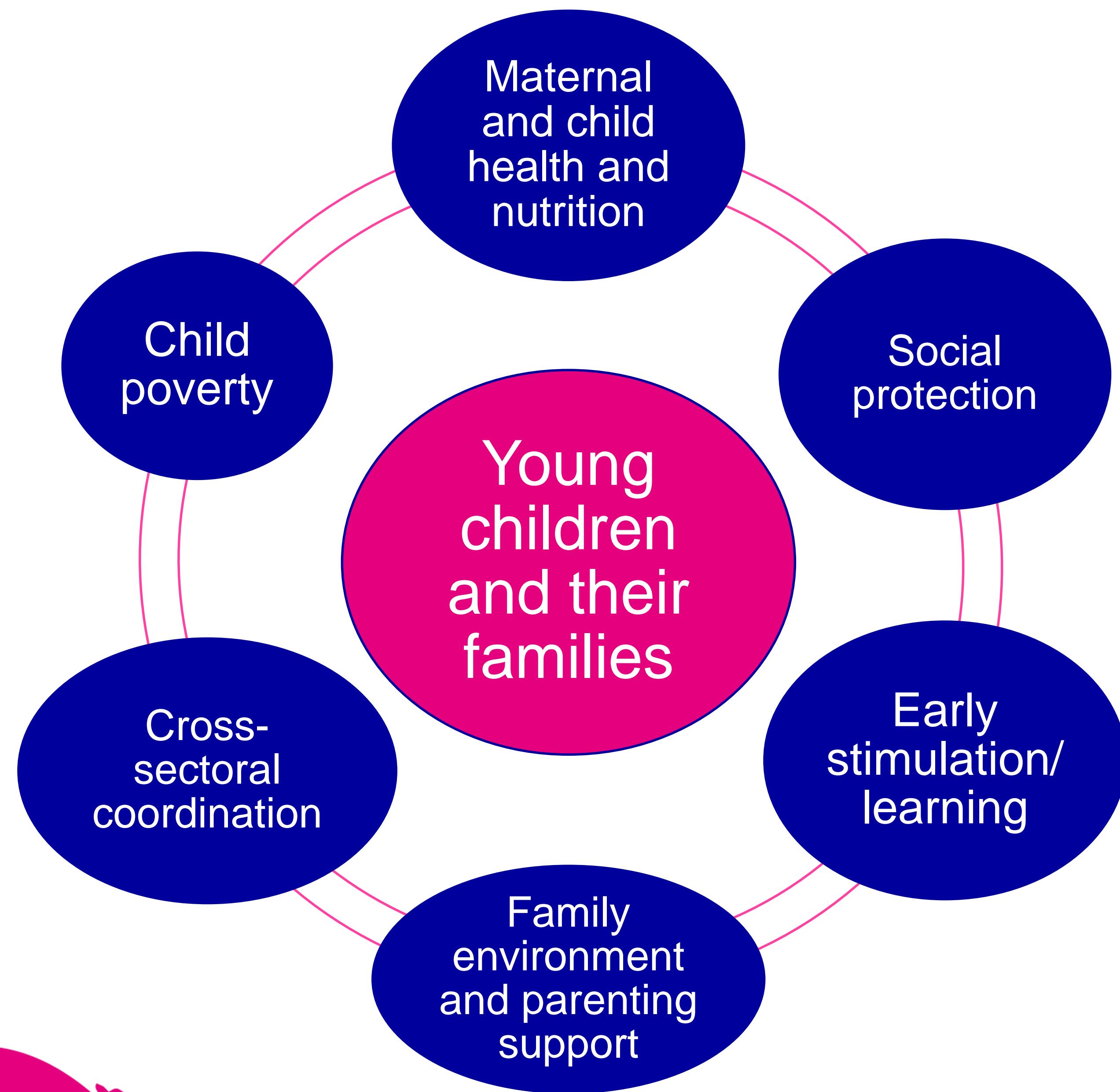
The European Campaign's mission

To influence public policies and spending so that all families – but particularly those living with adversity – get the support they need to provide a healthy, safe and nurturing environment for their youngest children.

Specific focus on:

- children under 3 years of age
- vulnerable groups: children with disabilities, Roma children, refugee and migrant children, children in alternative care, children living in extreme poverty.

A 360° approach to early childhood development policies and services



**2013 Investing in Children
Recommendation
(European Commission)**

**Child Guarantee
(European Commission)**

**Nurturing Care Framework
(WHO, UNICEF, World Bank)**

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What do we want to achieve?

- More understanding & political support for ECD, harnessing EU policies and funding
- More investment in ECD e.g., universal access to maternal & child health, universal access to quality ECEC, resources for family/community-based care
- Action on child poverty & social exclusion e.g., national strategies, social support, measures to combat discrimination
- Integrated approaches (across policy areas) with children at the centre, guided by UNCRC & focused on most marginalized communities
- EU funds support reforms & investment in ECD, e.g., ESF+, Recovery Facility

Pathways for achieving change

3 components to the campaign:

1. Building a community of ECD advocates at national & EU level
2. Leveraging EU policies & funding to support reforms & public investment at national level
3. Raising awareness of ECD and collecting and disseminating a strong evidence-base

National partners

- Bulgaria - Trust for Social Achievement, For Our Children Foundation
- Finland - Central Union for Child Welfare
- France - Ensemble pour l'Éducation de la Petite Enfance
- Hungary - Family, Child, Youth Association
- Ireland - Child Rights Alliance
- Portugal - Fundação Nossa Senhora do Bom Sucesso
- Romania - Step by Step Center for Education and Professional Development
- Serbia - Pomoc Deci
- Spain - Plataforma de Infancia

Campaign strategy: Top-down Bottom-up advocacy



Learn, engage, share



- Visit the website:
FirstYearsFirstPriority.eu
- Vision flyer
- Country sheets
- Case studies
- Take action

The image shows a screenshot of the 'first years first priority' website. At the top, there is a navigation bar with links to 'THE CAMPAIGN', 'NEWS', 'ACROSS EUROPE', 'TAKE ACTION', and 'RESOURCES'. The 'ACROSS EUROPE' section is highlighted. Below the navigation, the text 'Find out about early childhood development in the countries where the campaign operates:' is displayed. There are three download buttons for 'Fact Sheet Spain 2020', 'Fact sheet Serbia 2020', and 'Fact sheet Romania 2020'. Below these buttons is a tweet from Agata D'Addato (@AgataDaddato) on Twitter. The tweet discusses the importance of the first 1,000 days and encourages people to join the campaign. It includes a link to a form: 'eurochild.wufoo.com/forms/first-ye...'. At the bottom of the tweet is a graphic for 'A FAIR START FOR every CHILD IN EUROPE' featuring a baby and the UNICEF logo.

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