

For Every Child, #EarlyMomentsMatter

JUNE 18 ACTIVATION TOOLKIT

Father's Day in Over 80 Countries

An Annual Celebration of Good Parenting for
Healthy Brain Development



unicef 
for every child

In January, thanks to your support, we launched the #EarlyMomentsMatter campaign which sets out to achieve four ambitious goals over four years. We want to engage governments, businesses and the general public around the importance of investing in Early Childhood Development (ECD) *for every child*.

The campaign builds on the latest evidence and programmatic guidelines, including The Lancet ECD Special Series, *Advancing Early Childhood Development: From Science to Scale*, launched in October 2016, and the new UNICEF Standards for Parenting Programmes.

Thanks to the excellent work of all UNICEF Country Offices, National Committees, and partners – we're building on a strong foundation of results across programming, advocacy and fundraising. #EarlyMomentsMatter supports this critical work and energizes us all towards achieving ever better results for the most disadvantaged children.

But to do this and drive momentum around this goal, we need a huge injection of public support for ECD – on a scale never before seen. That's why UNICEF and its partners are embarking on a global public engagement to start the conversation on good parenting for healthy brain development -- and *shape* it.

Targeting parents and caregivers, the June 18 Father's Day activation will, this year and every year hereafter, be the day when the entire UNICEF family, and our partners, come together to rally behind this ECD message and amplify it, at scale and in creative ways.

The 'super dad' concept is simple, universal and adaptable so please tailor it for your own markets and join us, with one voice, in support of good parenting for healthy brain development. This is our opportunity to take ECD to the world – and this toolkit can help you do it. If you don't celebrate Father's Day on June 18, we encourage you to find a different entry point such as a national day or, this year, Eid al Fitr.

We ask you to implement at least two of the six Big Ideas from page 16, and especially to identify at least influencers in your market who can promote this message on his/her social media platforms and in key media outlets.

We look forward to working with you and celebrating your success! This June 18, let's come together and make the #EarlyMomentsMatter *for every child*.

Sam Mort

Lead; #EarlyMomentsMatter

TABLE OF CONTENTS

OVERALL AUDIENCES AND OBJECTIVES.....	4
ACTIVATION 101: WHAT YOU NEED TO KNOW	
9 STANDARDS FOR PARENTING PROGRAMMES.....	6
NURTURING CARE AND <i>THE LANCET</i>	7
EAT, PLAY, LOVE.....	8
<i>THE BEGINNING OF LIFE</i> CLIPS.....	9
GOOD PRACTICES AROUND THE WORLD.....	10
TIMELINE.....	11
KEY MESSAGES.....	12-13
HOW YOU CAN BRING IT TO LIFE	
FATHER'S DAY CONCEPT.....	15
6 BIG IDEAS YOU CAN DO FOR JUNE 17 & 18.....	16
HOW TO BRING IT TO LIFE THROUGH SOCIAL MEDIA.....	17-19
HOW TO BRING IT TO LIFE THROUGH TRADITIONAL MEDIA.....	20
HOW TO BRING IT TO LIFE THROUGH INFLUENCERS.....	21-22
PARTNERING WITH SPORTS & CORPORATES	
PARTNERS IN SPORT.....	24
CORPORATE PARTNERS.....	25
MICROSITE: PARENTING TIPS.....	26
LOOKING AHEAD: THE ECD GLOBAL REPORT.....	27
ASSETS.....	28
CONTACT.....	29

THE OVERALL CAMPAIGN's AUDIENCES AND OBJECTIVES

#EarlyMomentsMatter is the over-arching campaign name. The Father's Day activation aims to inform parents and caregivers about the importance of healthy brain development in the earliest years of life, and also to build public support for increasing investments for ECD.



Parents and caregivers

Objective: Inform parents and caregivers about the importance of healthy brain development in the earliest years of life, and inspire behaviour change.



Political decision makers

Objective: Mobilize governments to improve ECD in their countries through increased investment, comprehensive ECD policies, and scaled-up interventions.



Private sector

Objective: Encourage private sector to adopt parent-friendly policies inside and outside the workplace such as paid parental leave, flexible working hours and childcare.



Crosscutting

Objective: Increase funding for UNICEF supported ECD programmes and services.

ACTIVATION 101: WHAT YOU NEED TO KNOW



9 STANDARDS for PARENTING PROGRAMMES

On Father's Day UNICEF will release a new guide for practitioners interested in parenting support programmes. Through a set of recommended programme standards, the guide aims at increasing the quality of parenting programmes in Low and Middle income countries. This document is created in response to the demand from programme implementers and constructed as part of the broader ECD global agenda to strengthen parenting, including in humanitarian crises, as families strive to do the best for their children. The standards build upon several bodies of evidence and published systematic review studies on parenting, including, *A Systematic Review of Parenting Programmes for Young Children in Low and Middle Income Countries* (UNICEF and the Yale University Child Study Center, 2015).

The 9 standards:

- cover a range of good practices that programmes could offer to parents and key caregivers
- recognize the imperative of culturally-relevant programming sensitive to the diversity in parenting practices across regions
- provide statements of expectations of what programmes should offer to parents and, in doing so, to support them in raising their children

See full document [here](#) [embargoed until June 18]



ADVANCING ECD: FROM SCIENCE TO SCALE

The *Standards for Parenting Programmes* as well as the campaign #EarlyMomentsMatter and the Father's Day activation, build upon recently published evidence in *The Lancet*. The 2016 ECD Special Series, [*Advancing Early Childhood Development: From Science to Scale*](#), launched on 5 October, highlights early childhood development at a time when it has been universally endorsed in the 2030 Sustainable Development Goals.

The series emphasizes “**nurturing care**”, especially of children below three years of age, and multi-sectoral interventions starting with health, which can have wide reaching effects for families and young children through health and nutrition. The series proposes pathways for implementation of early childhood development at scale. You can read this and other notable highlights in the [executive summary](#). You can also access the executive summary in other languages in the [ECD ICON page](#).

[Click here for [The Lancet core messages](#)]
[Click here for [The Lancet social media pack](#)]



EAT, PLAY, LOVE

In January 2017, we launched a series of ready-made and editable assets for Country Offices and National Committees to communicate to parents easy to understand neuroscience messages. Colleagues are encouraged to use these for social media and customize them for local contexts.



**A SWING
A CUDDLE
A SAFE SPOT**

**TO YOU,
THEY'RE ARMS.
TO A CHILD,
THEY'RE SO MUCH
MORE.**

**#EarlyMomentsMatter
unicef.org/earlymoments**

**A baby's brain can form
1000 new connections
every second. That's why
early moments matter.**

**So #EatPlayLove to
boost your baby's brain.**

unicef 
for every child

Click here for #EatPlayLove [social media guidelines](#)

Click here for #EatPlayLove layered assets for social media in English
<http://weshare.unicef.org/Package/2AMZIFXAKEB>

Click here for #EatPlayLove assets for social media in other languages
<http://weshare.unicef.org/Package/2AMZIFXTAB1>

DOCUMENTARY AND CLIPS



To help us bring the new evidence to the public, UNICEF and partners will continue to leverage the global success of *The Beginning of Life* documentary. The film raises awareness about the importance of early childhood development and invites discussion about what each child needs in order to reach her potential. Watch or download the official EN trailer [here](#). The documentary is dubbed in 7 languages and subtitled in 22. For more information about how to organize a screening of the full documentary, as well as social media guidelines, refer to [The Beginning of Life Activation Guidelines](#).

ASSETS

In addition to the film, the following materials will be available for use:

- ✓ clips about fathers
 - ✓ [trailer focused on fathers](#)
 - ✓ [3 social media videos about fathers](#)
- ✓ discussion guides and conversation starter cards
- ✓ the first 22 of 80 short clips on specific subject areas
- ✓ under 1 minutes clips for social media
- ✓ a UNICEF dedicated webpage on [VideoCamp](#)

LEARN FROM GOOD PRACTICES AROUND THE WORLD

MALI

In central Mali, a new preschool is teaching children and parents the benefits of early childhood education, play, healthy eating and hygiene.



PAKISTAN

The ECD Scale-up (PEDS) programme demonstrated that support provided to caregivers through Care for Child Development (CCD) is an effective method to provide a stimulating environment to children through play and communication.



CHINA

High-level officials in agree on April 24 at the International Conference "Promoting nurturing care for children" that ECD programmes for 0-3 years olds are a priority for China.



CHILE

The Chile Country Office partnered with the subway company Metro de Santiago, to show the full movie inside the subway station, for free, for a full week.



SERBIA

Serbia is launching a large-scale national ECD campaign and organizing an ECD conference in September 2017 bringing together 600+ high-level policymakers, ECD professionals and academics.



PALESTINE

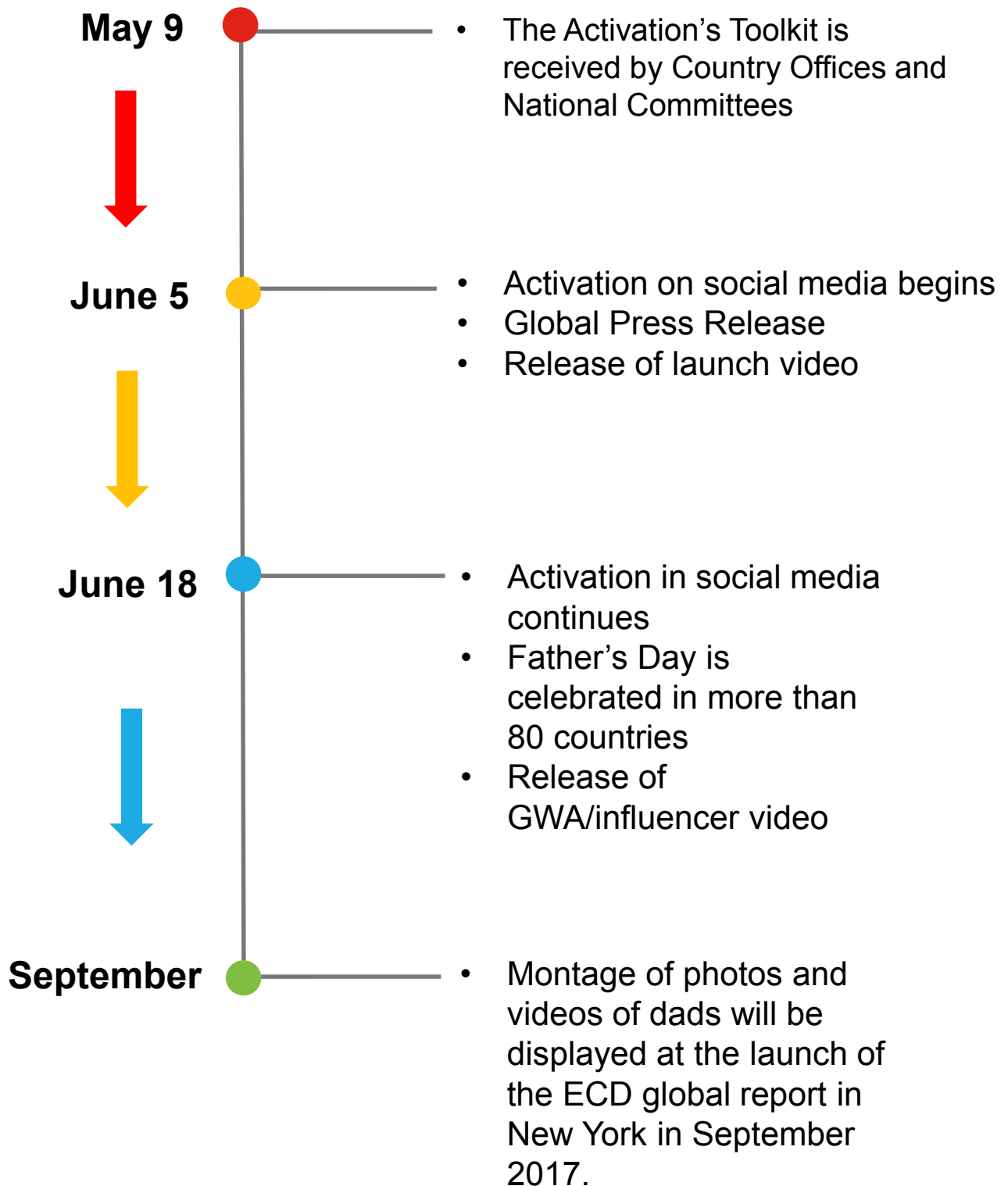
With UNICEF's support, the Palestinian Government's Inter-sectoral National ECD Committee developed the first draft national inter-sectoral ECD Strategy and Action Plan for 2017-2022.



UGANDA

Uganda's first ever National Integrated ECD Policy and Action Plan were launched. In conjunction, UNICEF is supporting the government on the #BestStartInLife ECD campaign.

TIMELINE



KEY MESSAGES

FOR MEDIA AND SOCIAL MEDIA

Headline message: Mothers and fathers have a unique opportunity to shape their children's brain development -- and their futures -- in the earliest years of life, especially the first 1,000 days.

THE JOY OF PARENTING: One of the best ways to shape a child's future is through good parenting – a journey of love and joy that fathers and mothers share with their babies.

NURTURING CARE: Good parenting practices include love, good nutrition, protection, and stimulation, and are known as 'nurturing care' – critical in a child's first 1,000 days.

EAT PLAY LOVE: These ingredients are the foundation of good parenting. Fathers and mothers can give their children the best start in life when they provide nutrition, protection and the kind of interactive stimulation that comes with play.

SHAPING A CHILD'S BRAIN: Good parenting practices also help build neural connections in the brain that are critical for healthy development. These connections are created when parents interact with their babies in simple ways such as comforting, reading, hugging, talking and singing.

NEUROSCIENCE MESSAGES:

- In the first 1,000 days of life, good nutrition fuels brain development.
- A baby's brain can form 1,000 new connections every second.
- A 3 year-old's brain is twice as active as an adult's.

It is time to translate everything we know about good parenting practices into policies and investments that help families provide the best start in life for every child.

KEY MESSAGES

EQUITY: Nearly 250 million children younger than 5 in low- and middle-income countries are at risk of not reaching their developmental potential due to extreme poverty and stunting. Poverty, violence and a lack of education can make it difficult for parents and caregivers to provide the nutrition, protection and stimulation children need to thrive. These disadvantages not only hold back individual children, they perpetuate cycles of inequity that can continue for generations.

CRISES AND CONFLICT: The stress caused by extreme poverty, conflict, violence, natural disasters, and migrant and refugee experiences can negatively impact parenting which can hamper children's brain development. Early childhood development services can help parents counter the effects of crises and keep babies' brains developmentally on track.

THE COST OF INACTION: There is a high price to pay when children do not develop the skills in early childhood that they need to learn and earn later in life. Poor early childhood development can cost individuals up to a quarter of their salaries and it has cost a national government up to twice what it invests in health.

PARENTING PROGRAMMES: Programmes that focus on nutrition, play, stimulation, positive discipline and responsive care can provide support for fathers and mothers as they nurture and care for their children.

BABIES AND YOUNG CHILDREN WITH DISABILITIES: With the right support and information about good parenting skills, mothers, fathers and caregivers can foster the well-being of children with disabilities and help them reach their potential.

POLICIES FOR FAMILIES: Fathers and mothers also need a decent minimum wage, paid paternity and maternity leave, breastfeeding breaks at work, and access to quality health, nutrition and early learning opportunities for their children.

HOW YOU CAN BRING THE CAMPAIGN TO LIFE



FATHER'S DAY CONCEPT:

In the earliest years of life, children's brains can form 1,000 neural connections every second – connections that are the building blocks of a child's future. But those connections can be interrupted if a child is poorly nourished and nurtured; if she isn't stimulated properly; or if she isn't protected from violence.

So, being a super dad starts in the first 1,000 days. That's when parents and caregivers can have the greatest impact on their child's future – on her health, education, well-being and earning potential as an adult.

No super powers required! All that's needed is the right protection, nutrition and stimulation. In other words: eat, play and love.

The #EarlyMomentsMatter campaign will use the entry point of Father's Day -- celebrated on June 18 in over 80 countries – to highlight the importance of good parenting practices for healthy brain development.

Please help UNICEF to show the world what it takes to be a super dad – with the support of all your family members. Join us to advocate for the millions of children in low-and middle-income countries who miss critical development milestones because they don't get the nutrition, stimulation, protection and love they need. For every child, a super dad.



HOW TO BRING THE CONCEPT TO LIFE:

6 BIG IDEAS YOU CAN DO JUNE 17 & 18



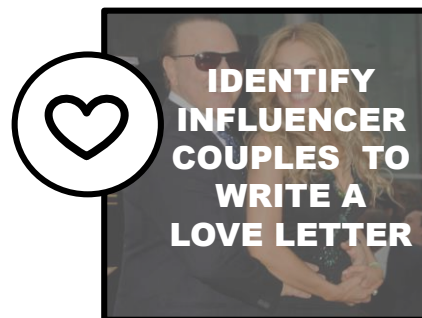
Action: Leverage major sporting events and partner with a sports broadcaster to increase the reach of good parenting messaging. For example, we will activate the 2017 Intl. Cricket Council Champions' Trophy.



Action: Partner with a major sports media platform to engage athletes and fans to share a super dad moment. For example, the Players' Tribune will create a video about athlete dads.



Action: Identify sports' teams who can take photos and videos and post them online with good parenting messaging. For example, the All Blacks create a video for social media.



Action: Identify power couples and ask the mother to write a love letter to her husband/partner about what makes a good father. For example, Thalia will write a letter to her husband Tony Mottola.



Action: Ask influencers and ambassadors to write an op-ed on ECD for a national newspaper. For example, Novak Djokovic writes an op-ed.



Action: Identify corporate partners who can share social media assets, messaging or adapt the concept for their own markets.

HOW TO BRING THE CONCEPT TO LIFE:

SOCIAL MEDIA

From **June 5th to June 18th**, UNICEF invites fathers, mothers and children to celebrate super dads who build their children's brains through what ***The Lancet*** calls 'nurturing care' ie. nutrition, protection, stimulation, and love in the earliest years of life.

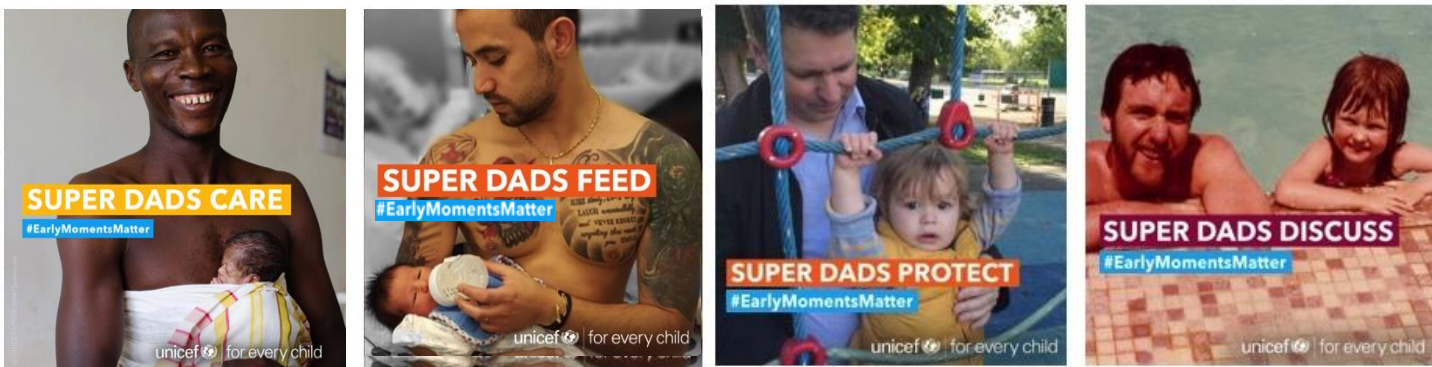
UNICEF and its partners want people everywhere to share with us a super dad moment using the hashtag, **#EarlyMomentsMatter**. Whether it's an inspiring or tender moment; a funny moment – a dad fail; a nostalgic moment; a moment that challenges stereotypes of what dads do, a moment that challenges stereotypes of what dads do, or a moment that promotes diversity and inclusion through the interaction with dad. We want to see how dads around the world help their children's brains develop.

UNICEF will collect **photos and short video clips** in the super dad campaign gallery and give people an opportunity to see the community of which they are a part. This montage will be used at the launch of the ECD global report in New York in September 2017.

For more details, refer to the [social media pack](#).

June 5: [Release of launch video](#) featuring a compilation of viral internet dad home videos.

June 18: [Release of GWA/influencer video](#) featuring a compilation of super dad videos sent in by global UNICEF Goodwill Ambassadors and influencers.



Tagline for COs celebrating Father's Day:

Eat. Play. Love. Super dads make the #EarlyMomentsMatter

Tagline for COs NOT celebrating Father's Day:

Eat. Play. Love. Make the #EarlyMomentsMatter

HOW TO BRING THE CONCEPT TO LIFE:

SOCIAL MEDIA

In addition, we have created a series of social media assets that you can use in Facebook, Twitter and Instagram. Download the graphics and suggested copy [here](#).



HOW TO BRING THE CONCEPT TO LIFE:

SOCIAL MEDIA



We are delighted that Sesame Workshop is supporting the June 18 Father's Day Activation. Sesame Workshop has adapted the concept with Elmo, his dad, Louie, and Super Grover. Download the graphics for Facebook and Instagram [here](#). The assets are also available in Spanish and can be translated into other languages.



Copy: Elmo loves his dad for reading him bedtime stories!

#EarlyMomentsMatter @UNICEF



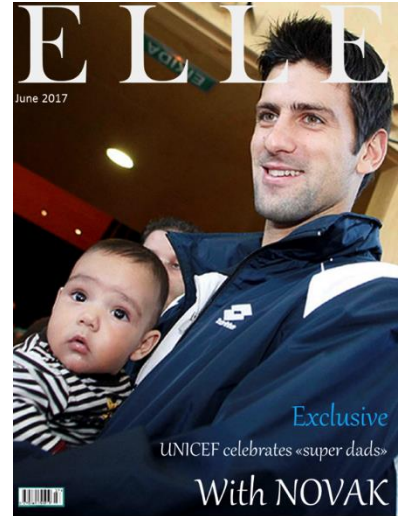
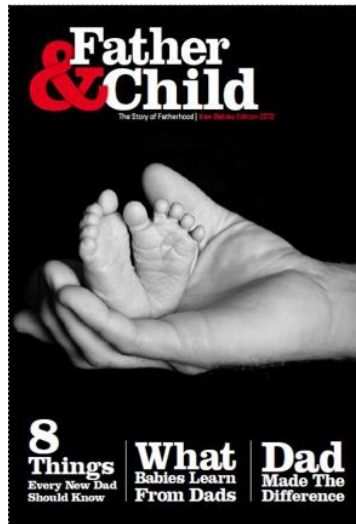
Copy: Super dads make every day a fun adventure! #EarlyMomentsMatter @UNICEF



Copy: Super dads are role models! You don't need super powers to be a super dad. #EarlyMomentsMatter @UNICEF

HOW TO BRING THE CONCEPT TO LIFE:

TRADITIONAL MEDIA



The goal?
To reach new audiences through:

- ✓ **BREAKFAST TV SHOWS**
- ✓ **CHILDREN'S SHOWS**
- ✓ **TALK SHOWS**
- ✓ **NEWSPAPERS**
- ✓ **MAGAZINES**
- ✓ **RADIO PROGRAMMES**

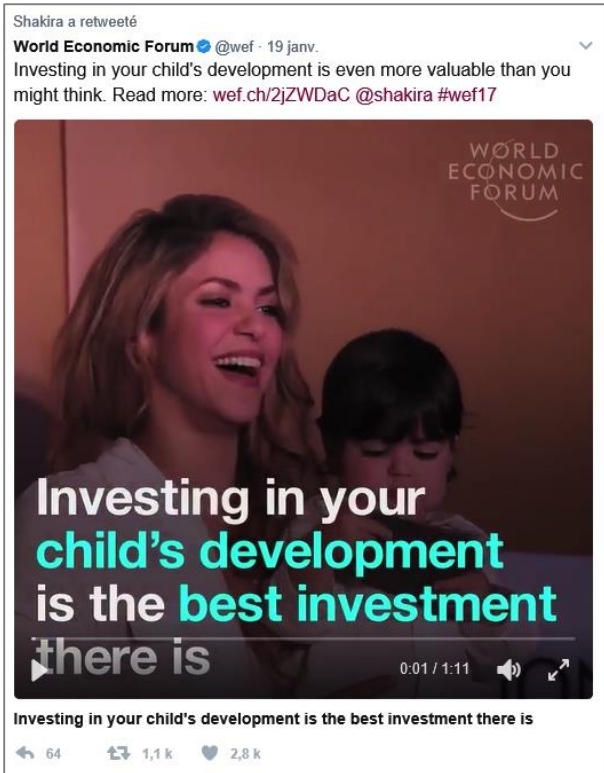
In the run up to June 18, ask influencers to make appearances on various TV shows talking about the importance of parenting for healthy brain development. We'd love to see media outlets buzzing with segments on ECD. Click [here](#) for an op-ed template.

On June 5, UNICEF will issue a global press release.

HOW TO BRING THE CONCEPT TO LIFE:

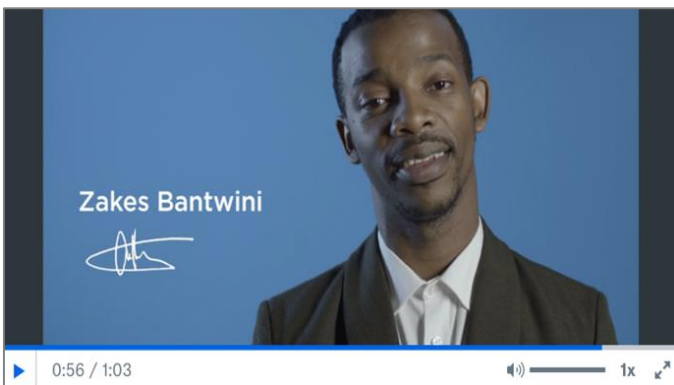
INFLUENCERS

With the help of this [guide](#), reach out to national influencers to amplify the campaign's messages on social media and traditional media.



UNICEF global influencers include:

- ✓ **ZAKES BANTWINI**
- ✓ **DAVID BECKHAM**
- ✓ **THE ALL BLACKS**
- ✓ **NOVAK DJOKOVIC**
- ✓ **SHAKIB AL HASAN**
- ✓ **LEWIS HAMILTON**
- ✓ **HARITH ISKANDER**
- ✓ **HUGH JACKMAN**
- ✓ **EDUARDO NORIEGA**
- ✓ **SHAKIRA**
- ✓ **THALIA**
- ✓ **SACHIN TENDULKAR**



HOW TO BRING THE CONCEPT TO LIFE:

INFLUENCER COUPLES

Couples are especially important in spreading the campaign's messages. With the help of this [template](#), ask an influencer to write an op ed, or a celebrity to pen a letter to a husband or father. Invite a national celebrity onto a children's TV show or parenting programme to talk about fatherhood.



HUGH JACKMAN ❤️
DEBORRA LEE-FURNESS



SHAKIB AL HASAN ❤️
UMME AHMED SHISHIR



THALIA ❤️
TOMMY MOTTOLA



GISELE ❤️
TOM BRADY



SHAKIRA ❤️ PIQUÉ



KING ABDULLAH II ❤️
HM QUEEN RANIA OF JORDAN

PARTNERING WITH SPORTS AND CORPORATES



PARTNERS IN SPORTS

TO REACH DADS, EXPLORE PARTNERING WITH....

#EarlyMomentsMatter plays on the tension and excitement of a big sporting final where the early moments of the match can make all the difference to the results and the same rings true for a child in those first 1,000 days of life. This is a positive campaign, upbeat campaign to motivate dads to engage in good parenting practices. The concept when partnering with sports is “You don’t need super powers to be a champion dad! Just eat, play, love to build your baby’s brain”

SPORTING EVENTS LEADING UP TO JUNE 18

e.g. The final of the 2017 International Cricket Council Champions’ Trophy: UNICEF Goodwill Ambassador Sachin Tendulkar will film a PSA and promote it through his personal social media accounts. The ICC will play this TVC on the replay screen and display #EarlyMomentsMatter messaging on the LED boards and sightscreen on June 18.



SPORTS BROADCASTING NETWORKS OR MEDIA PLATFORMS

e.g. The Players’ Tribune has agreed to create a compilation of athletes’ short personal videos around the concept: *you don’t need super powers to be a super dad.*

THE PLAYERS’ TRIBUNE

ATHLETE INFLUENCERS

e.g. Lewis Hamilton, the All Blacks, Mohammad Nabi, and David Beckham.



CORPORATE PARTNERS

A number of UNICEF global partners have already confirmed their support, additional ones are joining every week, with the possibility of joint branding. We are asking businesses globally to lend their voice and their influence to celebrate and raise awareness of good parenting practices for healthy brain development through different options:


1. Ask partners and prospects to [amplify the campaign](#) by re-tweeting and sharing the message on their [social media channels](#) such as Facebook, Twitter and Instagram.
2. Identify key strategic partners who can [adapt the concept and assets to create complementary campaigns](#) in support of UNICEF.



The LEGO Foundation



IKEA Foundation 




**This is a proposed mock up.
The final asset is being developed by LEGO.**

TWEETS **24,3 k** ABONNEMENTS 751 ABONNÉS 433 k J'AIME 21,9 k LISTES 3


[Suivre](#)

Tweets Tweets & réponses Médias

LEGO a retweeté

 UNICEF @UNICEF

You don't need to be a superhero to be a super dad. Using [#EarlyMomentsMatter](#) share with us a super dad moment that warm your heart – or makes you giggle.



© UNICEF/ISTOCK/CONTRASTO






unicef for every child

Nouveau sur Twitter ?

Inscrivez-vous maintenant pour obtenir votre fil d'actualités personnalisé !

[S'inscrire](#)

Vous aimerez peut-être aussi - Actualiser

-  LEGO® Ideas @LEGOIdeas
-  The LEGO Movie @TheLEGOMovie
-  ToysRUs @ToysRUs
-  LEGO Education @LEGO_Education
-  Mattel @Mattel

MICROSITE

PARENTING TIPS

WEBSITE IS LIVE!

The UNICEF website <http://uni.cf/parenttips> will show recommendations from the Child for Care Development (CCD) programme's package to guide families build stronger relationships with their children and solve problems in caring for their children at home.

For more information on CCD please visit: https://www.unicef.org/earlychildhood/index_83036.html



CONTACTS

Thank you for your support of the ECD campaign and for all the inspiring work that you are doing and will do. We look forward to learning how the campaign will take shape in your country!

The campaign team is here to support you and answer any questions you may have:

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THANK YOU!