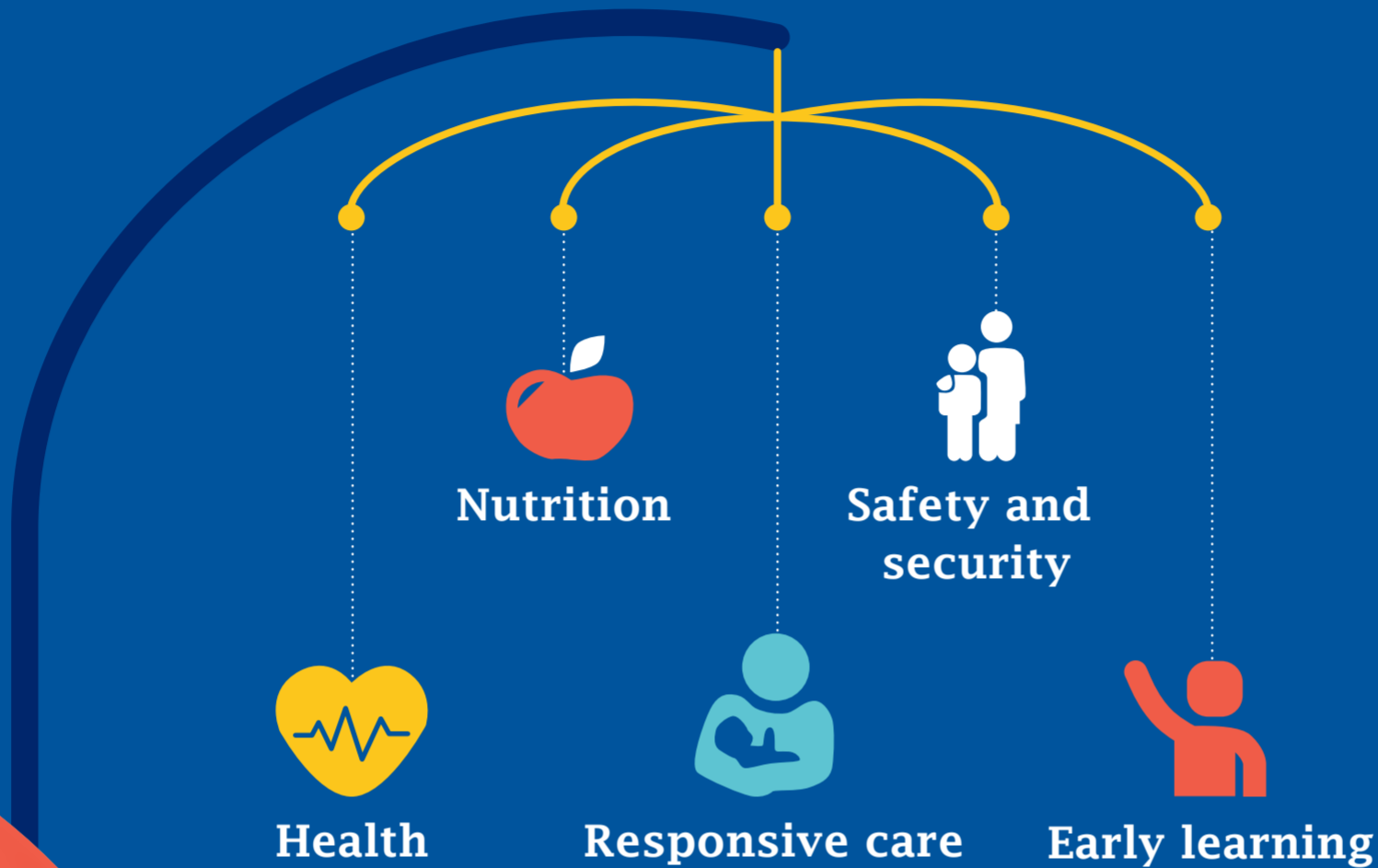


Every young child deserves to thrive

A child's brain develops fastest in the first 2-3 years

Nurturing Care:



The Foundation for Children's Development

Cost of Inaction

About 250 million children under 5 are at risk of not reaching their full potential

About 25% reduction in average adult earning potential

Countries may lose up to 2 or 3 fold what they now invest in health or education

Early childhood development pays off

Better health and learning capacity

Increased adult earning

Poverty reduction

Fewer inequalities

More peaceful societies

Nurturing care means supporting parents and caregivers to:

Breastfeed and provide nutritious food

Maintain good health during conception, pregnancy and in the postnatal period

Provide a nurturing and safe environment

Give their children opportunities to explore and learn