



BEGIN BEFORE BIRTH

Investment in the future
begins with babies

2.4 Million

Around 2.4 million babies will be born in the UK before 2020. This also represents our future workforce – the next generation to have their potential nurtured through family and community life - to become the next generation of leaders, thinkers and innovators.

“Decisions made by our current national and local politicians in the next few years of these babies’ lives will directly influence their potential and ultimately their capacity to take on the UKs future challenges.”

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INVEST IN THEIR FUTURE

Early Childhood Development Matters

By the time these babies turn 3 the foundations for all learning and relationships have been formed.

Their brain development in this time is critical to later success in life and school with around 100 billion neural connections being formed.

The quality of everyday physical and emotional experiences they have with parents, families, caregivers and communities all determine the strength of the foundation.

The strength of the foundation we give babies now will help determine the strength of our nations potential in the future.

All of this begins in pregnancy. 1001 Critical Days – the importance of the conception to age 2 period.

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