Every young child deserves to thrive
A child’s brain develops fastest in the first 2-3 years

Nurturing Care:

- Nutrition
- Safety and security
- Health
- Responsive care
- Early learning

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

The Lancet Early Childhood Development Series 2016