

From before they are born, all babies and young children experience the nurturing care they need to develop to their full potential

Aim: To reduce the proportion of children with developmental concerns at 27-30 months by a quarter by 2030 (from 18% to 13.5%)

Impact areas



Support caregivers' well-being & capacity to provide nurturing care*

Create a culture, environment, economy and society that enhances early child development



Integrate policies and services, ensuring they are evidence based, family centred and responsive to need

Nurturing care*

Care givers have the security, time and headspace to provide nurturing care in a calm environment

Care givers have the knowledge and confidence to provide nurturing care

People get trusted support at the right time, while needed, including preconception

Workforce supported to have the knowledge, confidence, resources and wellbeing to support families and caregivers to be able to provide nurturing care

Wider world

Knowledge about the importance of early child development and the impact of trauma, leads to more supportive behaviours

People live in places that are baby and family friendly, can have trusted relationships and feel part of the community

We improve on wider factors affecting early child development, including the economy, poverty, housing, air quality, nutrition, domestic violence, physical environments and racial inequalities

Integrated policies and services

Investment is optimised to reflect the evidence on primary prevention, addressing needs, inequity and enabling continuity of support

Policies and services that impact on early child development are integrated through a shared evidence base, common narrative and governance and communication structures

Learning system enables evidence into practice reliably and consistently, and data are shared and used to link planning, monitoring and improvement

Local partnerships can break down silos to implement evidence driven policies and apply the GIRFEC principles in ways that reflect local and community needs and lived experience

Leadership across all public sectors and services understand and champion the importance of ECD, and the need to take a whole system approach

*nutrition & health - play & stimulation - sensitive responsive caregiving - safe from harm