

# The First 1000 Days

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Cross Party Group for Children and Families

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# Overview

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- The First 1000 Days Programme in Wales
- Why the first 1000 days are so important
- A public health approach to supporting parents
- Improving outcomes in Wales .....

# The First 1000 Days Programme in Wales

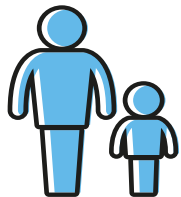
Supporting the system to act effectively and ensure .....



Pregnancy outcomes are improved and inequalities reduced

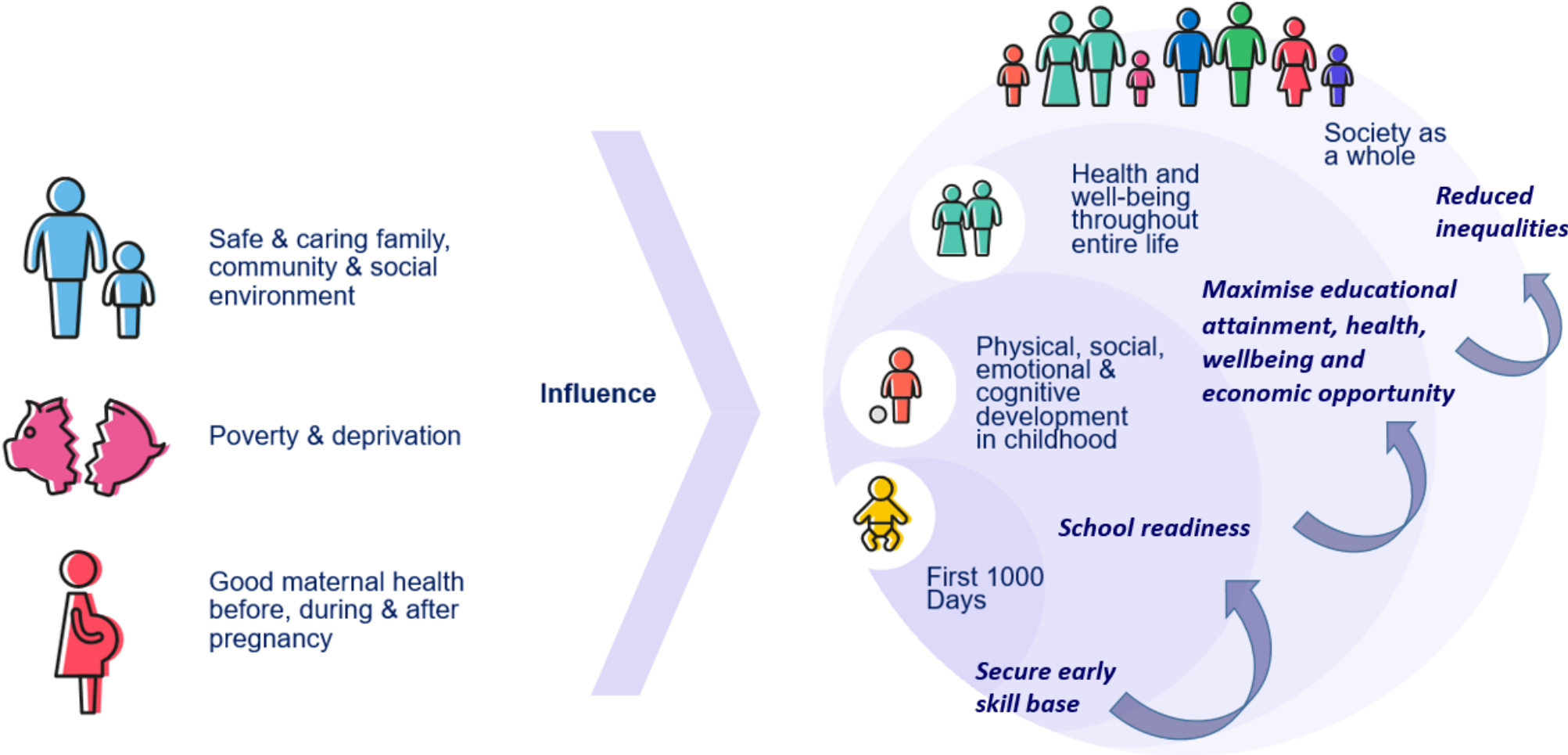


Children achieve their developmental milestones at age 2



Children experience more positive and protective influences in the first 1000 days

# Foundations for a happy, healthy future



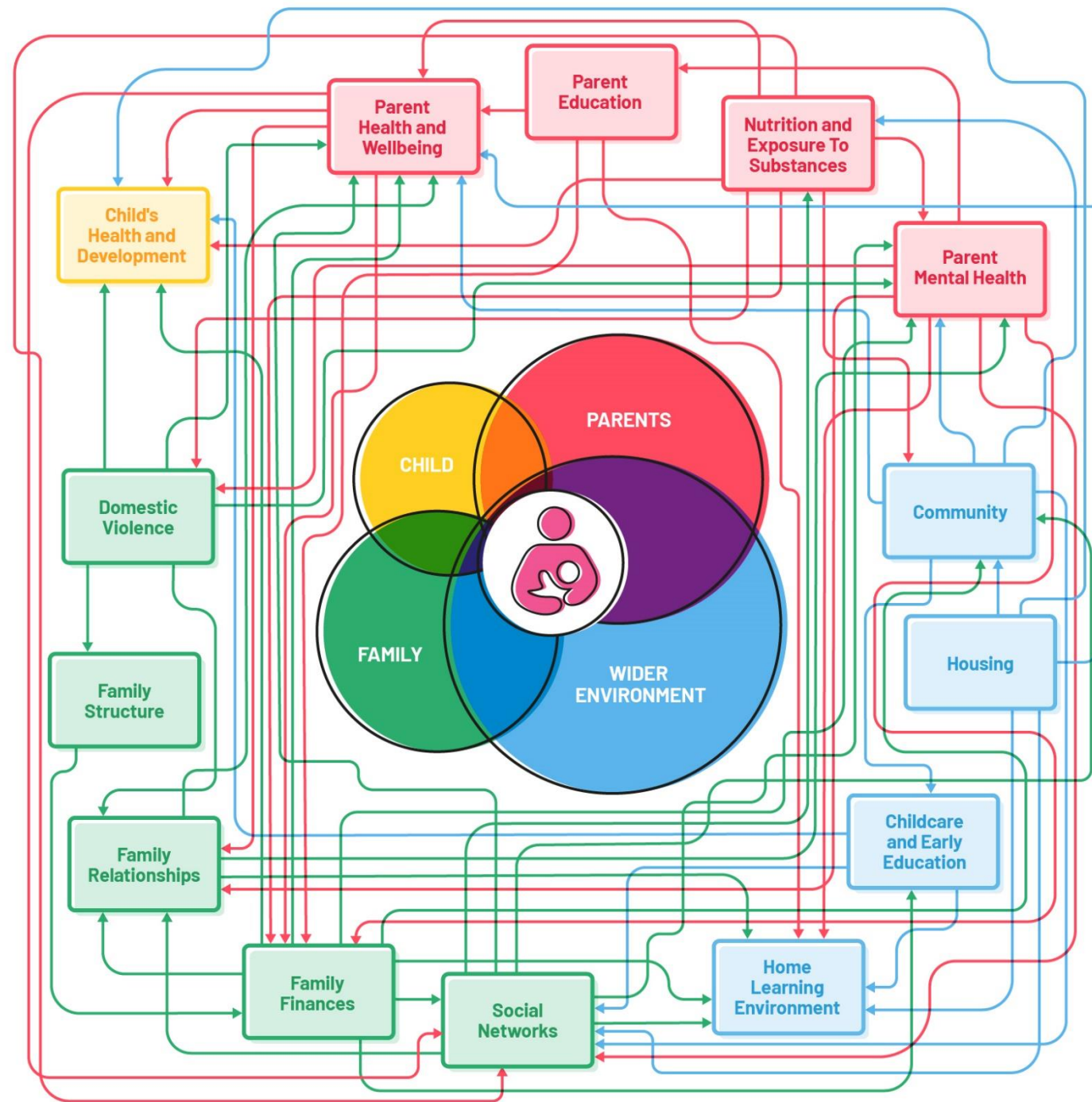
Source: adapted from 'Making a Difference' (Public Health Wales, 2016)

## The First 1000 Days System: Pregnancy to Age 2

In the first 1000 days, there is a complex range of factors which can affect:

- Emotional, social and cognitive development
- The risk of being exposed to **adverse childhood experiences**
- Infant mental health

**Further Information**  
If you would like to find out more about the First 1000 Days Programme, please visit <http://www.wales.nhs.uk/sitesplus/888/page/88523>



- The majority of factors that influence children's outcomes in the early years lie outside a child's sphere of influence.

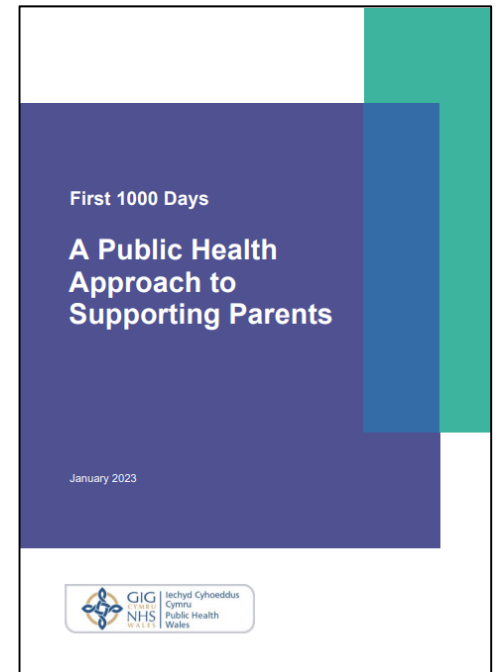
Parenting and support for parents is an important route through which babies can be enabled to get the best start in life.

# What is a public health approach?

## Why do we need a public health approach to parenting?

### Public health approaches...

- Focus on populations rather than individuals
- Use data and evidence to understand the root causes of problems
- Prioritise prevention and early intervention
- Take a whole system approach

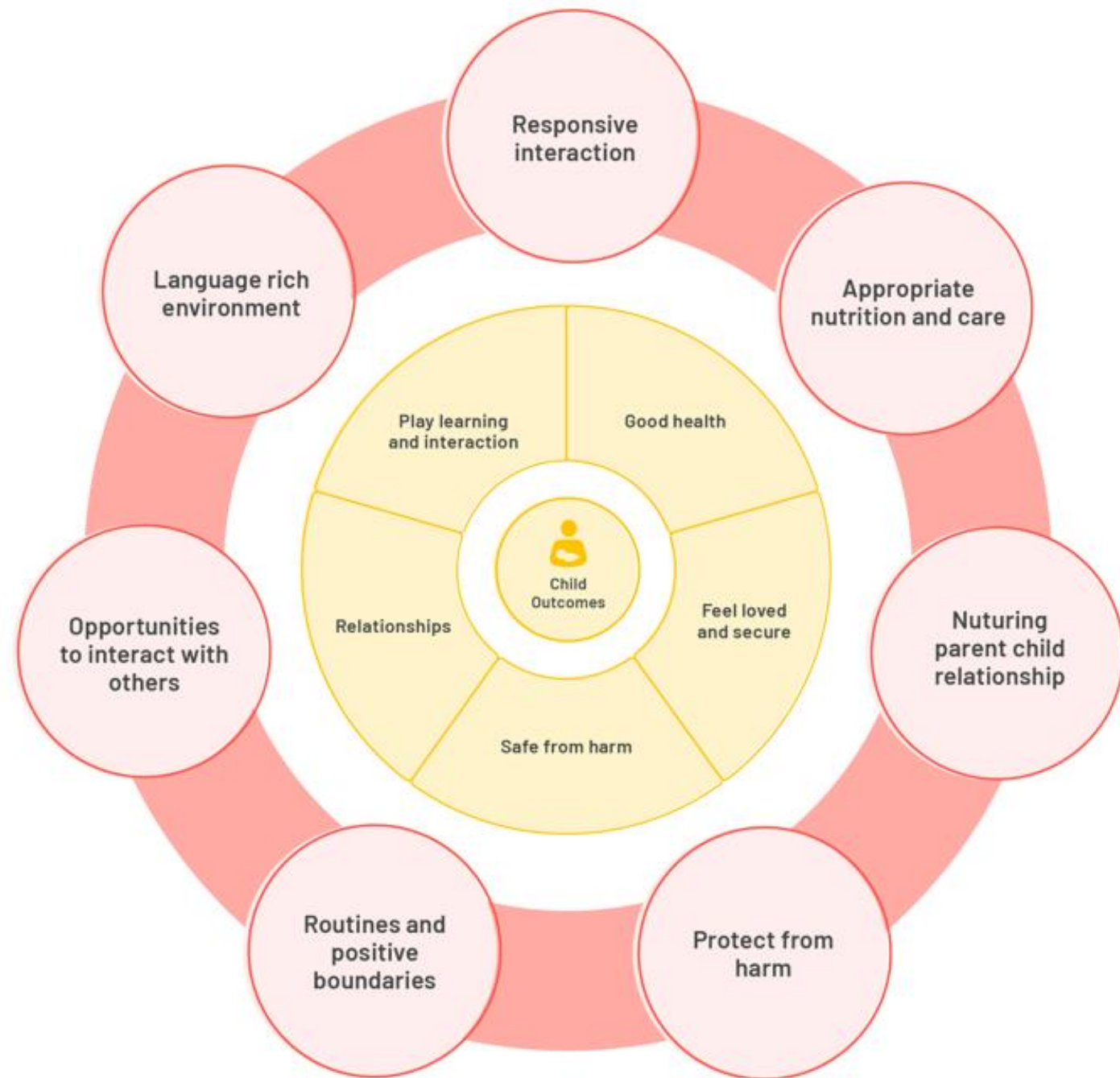


Download the full report here:

<https://phw.nhs.wales/news/adopting-a-public-health-approach-to-supporting-parents-can-help-give-children-best-start-in-life/a-public-health-approach-to-supporting-parents/>

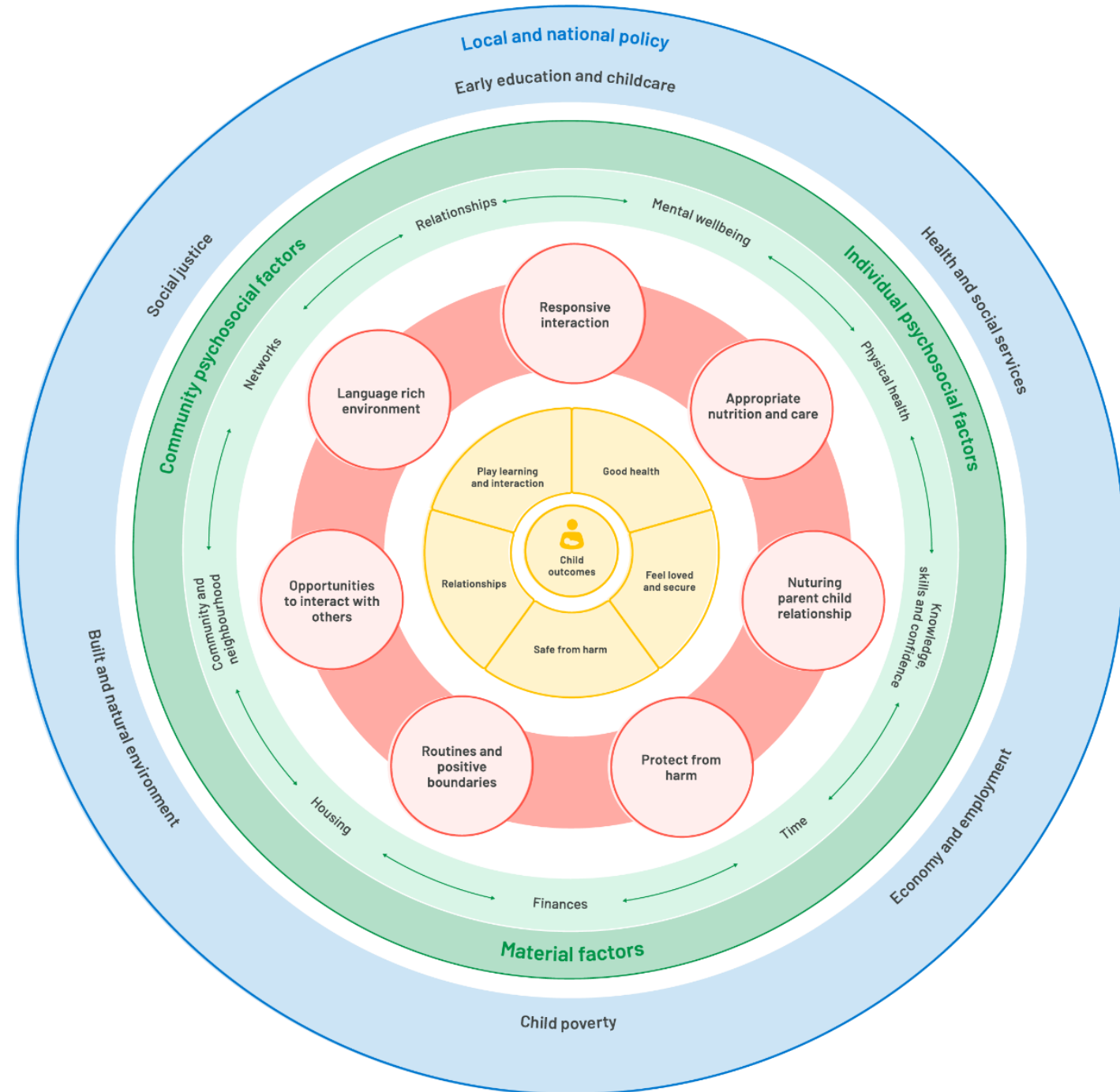
# What children need for the best start in life

- Parenting matters for children's wellbeing now and into the future.
- Parents want to do the very best for their children but circumstances mean that it is harder for some parents than others.



# A Public Health Approach to Supporting Parents

- More can be done to help create the conditions for families in Wales to flourish
- Good mental health and social support act as buffers, helping parents manage challenges and minimise impact for their children.





# Key messages for improving outcomes in Wales

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- Reducing inequalities in outcomes in the first 1000 days matters for children's current and future health and wellbeing
- Action to improve outcomes in the first 1000 days and reduce child poverty should be a strategic priority across the system in Wales.
- Adopt inclusive, family centred approaches to local and national policy development
- Identify and address gaps in the provision of support to help families manage common family stressors such as relationship problems, debt and housing.

# Key messages for improving outcomes in Wales

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- Health visiting and midwifery services are uniquely placed to systematically assess families' needs and facilitate early access to a broad range of support
- Continuity of care is critical to the development of trusting relationships
- Consistent, high quality, evidence based parenting information and guidance should be available to all families, with targeted support available where additional needs are identified.
- A common set of system wide indicators are required to better evidence and understand the impact.

*'If we change the beginning of the story we  
change the whole story'*



**Thank you for listening.  
Any questions?**