



First **1001** Days Movement

Mission

Our mission is to drive change by inspiring, supporting and challenging national and local decision makers to value and invest in babies' emotional wellbeing and development in the first 1001 days.

Vision

Our vision is that every baby has loving and nurturing relationships in a society that values emotional wellbeing and development in the first 1001 days, from pregnancy, as the critical foundation for a healthy and fulfilling life.



Values

- **We are determined to make a real difference for babies and their families from pregnancy to age two.**

We focus on the activities most likely to ensure that every baby has the foundations they need to thrive.

- **We are better together.**

We use our collective voice to make a consistent and compelling case for change. We share our expertise and draw strength, motivation and inspiration from each other.

- **We are informed.**

We are guided by the compelling evidence from research and the expertise that comes from the experiences of babies, families and the services that work with them.

- **We are respectful.**

We are respectful in how we communicate about babies and their families, in our work together and in our interactions with decision makers. We are respectful of the science and how we use it to support our work.



Role

- We translate evidence from research, and insights from professional and lived experience into clear, consistent, compelling messages to inform conversations at all levels of decision making.
- We use our collective voice to engage, inform and influence national politicians and policy makers. Together we campaign for changes to national policies to improve outcomes for babies.
- We also drive change locally. We each take action individually and collaboratively to share and amplify the Movement's key messages and to drive local change.
- We create a context in which decision makers are more likely to act. We increase awareness and understanding amongst the public, media and politicians about the experiences of babies and their families in the UK, the importance of emotional wellbeing in the first 1001 days, and the need for change, so that they too can influence decision makers.



Audience

The primary audience for our work is national and local policy makers and decision makers: the people and organisations who shape the services and support that babies and their families receive through policy, funding and commissioning decisions. These people also have the ability to influence public attitudes and understanding in order to create communities that cherish and nurture babies and their families.

The public and media are secondary audiences. We need them as allies in order to influence decision makers. The Movement itself does not communicate directly with parents and families about how they care for their own babies (although many of our members do this in their work). As a Movement, we work to increase public awareness and understanding in order to generate support for our cause and to drive change for all babies.

