

# B4 Early Years Coalition (B4)

Their **first 1000 days** last a lifetime  
**Play. Love. Learn. Together**

Supporters Kit



**Their *first*  
1000 days last  
a lifetime.**

**Play. Love. Learn. TOGETHER.**

Visit [littletasmanian.com.au](http://littletasmanian.com.au) for tips and inspiration.



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Thank you for your support of Tasmania's children in their first 1000 days.

It is one of the most important things you can do for them now and for their lifetime.



A little bit of background about B4 Early Years Coalition (B4) and why this campaign is so important.

## Who is B4 Early Years Coalition

B4 aims to connect, support, engage with, and encourage individuals and organisations to raise awareness, take action and work together to ensure all children in Tasmania in the early years (pregnancy to 4 years) reach their potential and are nurtured through their early years no matter what. B4 has a particular focus on the first 1000 days (being the period from pregnancy to 2 years of age) being a critical period of a child's development. By working together, Tasmanians can create strong, positive communities that support families to provide experiences and environments that allow their children to thrive – and when every child thrives, all Tasmanians benefit.

The first 1000 days is a period of rapid development when a baby's brain, body and immune system grow. What happens in the first 1000 days impacts a child's wellbeing and development now and for their lifetime.

## First 1000 days communication campaign

Under the Tasmanian Government's "It Takes a Tasmania Village: Child and Youth Wellbeing Strategy" B4 has been asked to communicate the importance of the first 1000 days.

In response B4 has developed through rigorous marketing testing a state-wide media campaign on the first 1000 days which will be launching on Monday 15 January 2024. The campaign will run over a three month period from 15 January to mid-March 2024. The main platforms being Channel 7, Facebook and Instagram.

The aims of the campaign are to increase:

- Tasmanians' awareness of what the first 1000 days means.
- Tasmanians' understanding of the importance of the first 1000 days as a critical period of development for children.
- Conversations with parents, carers, families and communities about the first 1000 days.
- Parents, carers, families and communities' information seeking about the first 1000 days.

## How can I get involved?

Become a **B4 first 1000 day supporter** is easy.

As an early years professional or supporter B4 is providing you with this information in the hope you will champion the campaign and become a **B4 first 1000 day supporter** in your community.

### What can you do?

There are lots of very simple ways you can support all Tasmanians understanding the first 1000 days and why they are so important for a child's wellbeing and development now and into the future.

#### 1. Share our B4 first 1000 day videos on your social media

Follow B4 on Facebook and share the first 1000 day videos through your services or personal networks and contacts from 15 January onwards.

Follow B4 on Facebook here [B4 Facebook](#)

Remember to share a couple of times during the campaign period and also to use our first 1000 day social media tiles to add in some variety, [Their first 1000 days last a lifetime – B4 Early Years Coalition \(education.tas.gov.au\)](#). (Social media tiles are at the bottom of the resources) see "*attachment a*" for a summary of resources available.

#### 2. Share your or B4's first 1000 day resources

You or your service may already have some great first 1000 day resources to share. B4 also has a range of resources both electronic and in hard copy you can share during the campaign period on the first 1000 days see [Their first 1000 days last a lifetime – B4 Early Years Coalition \(education.tas.gov.au\)](#).

Help raise awareness of the importance of the first 1000 days by sharing these resources with your community.

If you would like hard copies of any of these resources, bumper stickers or to have someone from B4 come and visit your service or community to talk about the first 1000 days please contact B4 Support team on 03 616 5666 or [B4@decyp.tas.gov.au](mailto:B4@decyp.tas.gov.au)

## Talk up the first 1000 days

Contact key organisations e.g., Rotary, Local Government, or those in your networks and offer to come along and talk about the campaign, your service and its role in supporting the first 1000 days and share B4 first 1000 day resources.

Reach out to your local media and offer to talk about the importance of the first 1000 days, newspapers, radio and TV are always looking for stories and love when one is delivered wrapped and ready to go.

### But I don't know what to say.

Don't panic B4 has put together below some simple dot points you can share in conversations with families, colleagues or friends and family. Use simple easy to understand language, avoid jargon and technical terms where you can.

### Conversation starters

#### What is the first 1000 days?

- The first 1000 days starts from conception to 2 years of age and is a critical period of rapid development when a baby's brain, body and immune system grows.
- What happens during these first 1000 days not only impacts a child's development and wellbeing now but can have long reaching impacts across their lifetime.
- We know by getting it right in the early years we are getting it right now and for life!

#### Why the first 1000 days?

- A baby's experiences in their first 1000 days can have lifelong effects on their health and wellbeing.
- As the B4 Early Years Coalition's campaign states - Their first 1000 days really does last a lifetime.
- It is important that everyone understands how important this period is for children's wellbeing, development and learning both now and for the future.
- Right now, in Tasmania not all children and their families are receiving the support they need to thrive. This causes their health and development to suffer.
- We need to ensure all Tasmanian children in the first 1000 days can access what they need, when and where they need it.

#### Why now what's changed?

- We have never known more about the first 1000 days than we do now. The research and evidence is growing everyday about the importance of this period of development for children.
- But not everyone in Tasmania understands the importance of this period of development. B4 is working in partnership with others to bridge this gap of understanding through this campaign and get the information out there to parents, carers, families and communities.

## What can I do?

- **All Tasmanians** can support children in the first 1000 days.
- Parents, carers and families can support their child in the first 1000 days through lots of fun and easy ways through playing, loving and learning **TOGETHER**.
- Did you know babies start learning in the womb from early as 23 weeks!
- When your baby babbles and **you respond** in a warm, loving and gentle way, you're helping your baby learn.
- Cuddling, making eye contact, smiling, talking and playing with your baby helps them to learn.
- It is important to provide babies with good nutrition, loving relationships, safety and security, time to play and a healthy environment during the first 1000 days.
- Stress, trauma, poverty or violence experienced during the first 1000 days can have long term harmful health effects on a baby.
- During pregnancy, the mother's health, nutrition and stress levels can all have an effect on their baby's future.
- After birth, a baby's physical environment, nutrition, experiences and relationships can have a lifelong impact on their health and wellbeing.
- We need to support all Tasmanian children's development and learning from conception onwards. This improves their health and wellbeing now and throughout their lives

## For more information

Brand Tasmania has a great site [Little Tasmanian](#) that has information and links to Tasmanian services and supports in the first 1000 days.

[Raising Children Network](#) is also a great evidence based online source of information on the first 1000 days.

Other great websites include:





[www.pregnancybirthbaby.org.au](http://www.pregnancybirthbaby.org.au)

[www.greatstart.tas.gov.au](http://www.greatstart.tas.gov.au)

[www.B4.education.tas.gov.au](http://www.B4.education.tas.gov.au)

Of course, there are a range of local services and supports in local communities as well, Doctors and other health professionals, including your Child Health and Parenting Nurse, staff at your local Early Childhood Education and Care service or Playgroup, Neighbour Houses, Launch into Learning or Child and Family Learning Centres.

**Thank you for your support! By working together,  
Tasmanians can create strong and positive communities that  
support families to provide experiences and environments  
that allow their children to thrive.**

B4 first 1000 day resource's	Electronic	Hardcopy
Campaign video 15 second – screen version	✓	✗
Campaign video 30 second – screen version	✓	✗
Campaign video 15 second – social media version	✓	✗
Campaign video 30 second – social media version	✓	✗
Poster A3 	✓	✓
Bumper sticker	✗	✓
First 1000 day pamphlet 	✓	✓
Screen saver 	✓	✗
Facebook profile picture 	✓	✗