

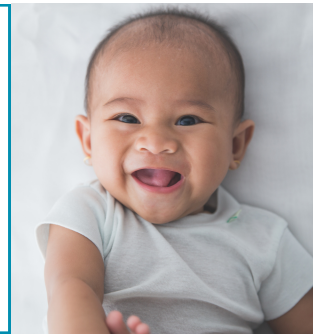
## WHAT DO WE KNOW ABOUT THE

# FIRST 1000 DAYS

THE FIRST 1000 DAYS, BETWEEN A WOMAN'S PREGNANCY AND HER CHILD'S SECOND BIRTHDAY, IS A UNIQUE PERIOD OF OPPORTUNITY WHEN THE FOUNDATIONS FOR OPTIMUM DEVELOPMENT AND HEALTH ACROSS THE LIFESPAN ARE ESTABLISHED. IT IS A TIME OF TREMENDOUS POTENTIAL AS WELL AS BEING A TIME OF POTENTIAL RISK OF ADVERSITY AND VULNERABILITY.



RESEARCH IN THE AREAS OF NEUROSCIENCE, BIOLOGY AND EARLY CHILDHOOD DEVELOPMENT PROVIDE THE EVIDENCE INTO HOW A CHILD'S DEVELOPMENT IS AFFECTED BY THE BIOLOGICAL AND PHYSICAL ENVIRONMENTS THEY OCCUPY DURING THE FIRST 1000 DAYS AND SHAPES FUTURE OUTCOMES.



IN 2019, THE STRONG FOUNDATIONS COLLABORATION OF PWC, ARACY, BUPA AUSTRALIA, THE BUPA HEALTH FOUNDATION, AND THE MURDOCH CHILDREN'S RESEARCH INSTITUTE (MCRI) PUBLISHED ITS FIRST 1000 DAYS: A CASE FOR INVESTMENT REPORT ON THE IMPACTS OF THE FIRST 1000 DAYS ON LIFE OUTCOMES, INCLUDING HOW EXPERIENCES DURING THIS FORMATIVE TIME CAN INFLUENCE MAJOR PUBLIC HEALTH PROBLEMS AS WELL AS BROADER SOCIAL ISSUES INCLUDING CRIMINALITY, PROBLEMS IN LITERACY AND NUMERACY, AND ECONOMIC PARTICIPATION (PWC).



THIS PUTS INTO STARK FOCUS THE IMPORTANCE OF PRENATAL CARE FOR A MOTHER INCLUDING HER NUTRITIONAL AND MENTAL WELLBEING, AND THE NUTRITIONAL AND ENVIRONMENTAL EFFECTS ON THE UNBORN AND NEWBORN BABY FOR DECADES.



# What do we know about the **First 1000 Days**?

The First 1000 Days, between a woman's pregnancy and her child's second birthday, is a unique period of opportunity when the foundations for optimum development and health across the lifespan are established. It is a time of tremendous potential as well as being a time of potential risk of adversity and vulnerability.

Research in the areas of neuroscience, biology and early childhood development provide the evidence into how a child's development is affected by the biological and physical environments they occupy during the first 1000 days and shapes future outcomes.

In 2019, the Strong Foundations collaboration of PwC, ARACY, Bupa Australia, the Bupa Health Foundation, and the Murdoch Children's Research Institute (MCRI) published its First 1000 Days: A case for investment report on the impacts of the first 1000 days on life outcomes, including how experiences during this formative time can influence major public health problems as well as broader social issues including criminality, problems in literacy and numeracy, and economic participation (PwC. The First Thousand Days – A case for investment. 2019

This puts into stark focus the importance of prenatal care for a mother including her nutritional and mental wellbeing, and the nutritional and environmental effects on the unborn and newborn baby for decades.