



Ideas for your

# SOCIAL MEDIA POST



Thanks for coming on board to help us put the First Thousand Days on the Map! Below is some copy you might want to use with your mapped letter (depending on whether you walked, cycled, ran, swam or pram-pushed it!) Social media graphics are also available for each copy option, to use for your feed (if you posted to Stories) or to create a multi frame post. This is up to you – we're grateful for your help in spreading this important message and raising funds for life-changing work.

[Download post images here](#)



I'm stepping up for strong starts! Did you know that **the brain grows to 80%** of its adult size in the First Thousand Days? While the brain continues to grow, and we learn throughout our lives, the start really matters, as it sets the foundation for all future mental, emotional, and physical health. In South Africa up to 50% of children don't get enough of what they need in their First Thousand Days, in order to thrive and reach their full potential. This is why I'm supporting @sikunye\_sa's **#FTDonTheMap** campaign, to ensure that awareness is raised for this period, and that families with young children get the support they need. Will you help put the #FTDonTheMap?

I'm pedaling for prenatal care! I recently learnt that illnesses such as diabetes, and hypertension may have their origins in pregnancy - and that a mom's nutrition can play a deciding role in whether or not her child becomes susceptible to these (and other) diseases in adulthood. In South Africa **up to 50%** of children don't get enough of what they need in their First Thousand Days, in order to thrive and reach their full potential. This is why I'm supporting @sikunye\_sa's **#FTDonTheMap** campaign, to ensure that awareness is raised for this critical developmental window, and that families with young children get the support they need. Will you help put the #FTDonTheMap?



Ref: <https://thousanddays.org/>

I'm running for responsive caregiving! I was amazed to find out that responsive caregiving is the single most influential factor in predicting cognitive-language, physical-motor, and social-emotional milestones. And it's the foundation for the other essential building blocks of development including stimulation, a sense of safety, good health and nutrition – all of which a child needs in their First Thousand Days of life in order to thrive. In South Africa **up to 50%** of children don't get enough of these things in their First Thousand Days, affecting their future potential. This is why I'm supporting @sikunye\_sa's **#FTDonTheMap** campaign, to ensure that awareness is raised for this once-in-a-lifetime window, and that families with young children get support. Will you help put the #FTDonTheMap?



I'm swimming for supported families! It takes a village to raise a child, and all parents need help to provide their children with the love, sense of safety, stimulation, nutrition, and good health that little people need to thrive. In South Africa **up to 50%** of children don't get enough of these things in their First Thousand Days, limiting their future potential. This is why I'm supporting @sikunye\_sa's **#FTDonTheMap** campaign, to ensure that awareness is raised for this once-in-a-lifetime window of development, and that families with young children get support. Will you help put the #FTDonTheMap?

I'm pushing for parental mental health! In order for a child to thrive, their parents need to thrive too. Maternal mental health in particular is closely linked to a baby's wellbeing, where the lack thereof can affect a mom's ability to plan effectively and lower their energy, limiting their ability to access care and respond to their child, with adverse development outcomes. This is why I'm supporting @sikunye\_sa's **#FTDonTheMap** campaign, to raise awareness for the once-in-a-lifetime window of development that is the First Thousand Days and ensure that families with young children get the support they need. Will you help put the #FTDonTheMap?

