



FIRST 1000 DAYS

FACT SHEET
RADIO PRODUCTION GUIDE

HAVE YOU HEARD ABOUT THE FIRST 1000 DAYS?

“The first 1000 days between a woman’s pregnancy and her child’s second birthday offer a unique window of opportunity to build healthier and more prosperous futures.”

- 1,000 Days

“There is no period more critical in a child’s development than the first 1000 days.”

- UNICEF

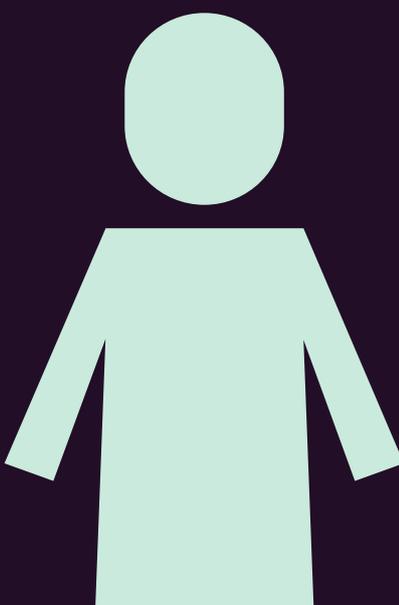
“Every parent wants to see their child succeed in school and unlock opportunities for their future. Investing in their healthy development within the first 1000 days is crucial to achieving this.”

- Western Cape Health Minister Nomafrench Mbombo

WHY IS THIS WINDOW OF OPPORTUNITY SO IMPORTANT?

In the first 1000 days, the physical and mental development of infants grows rapidly. Good nutrition, protection, care and stimulating play during this window period helps to:

- Develop their brains, supporting their intellectual, emotional and social skills
- Fuel their physical growth
- Build up their strong immune system
- Improve their school readiness and educational achievement
- Reduce their risk of developing chronic diseases, such as diabetes and heart disease later in life



“Improving the well-being of mothers and children during the first 1000-day window helps ensure children get the best start to life and the opportunity to reach their full potential.”

- The Health Foundation

“Children demand and deserve special attention. Their earliest experience has the potential to influence them positively or negatively as future active citizens in their communities later in life.”

- Western Cape Government Provincial Strategic Plan 2014-2019

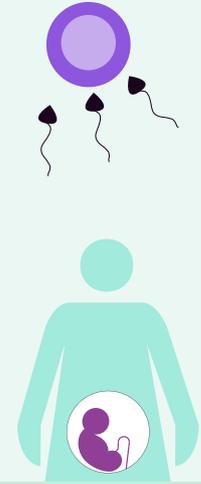
THREE STAGES OF “THE FIRST 1000 DAYS”

The first 1000 days spans three stages from the beginning of a pregnancy, through infancy and up to the toddler’s second year. Learn what goes on during these stages to understand the importance of this tremendous period of growth.

PREGNANCY

(approximately 270 days)

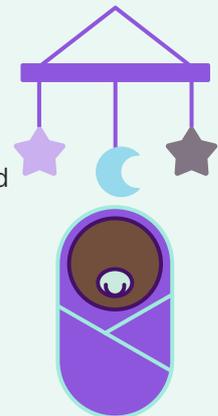
- **Maternal health:** A mother’s health directly affects the baby, making testing and treating diseases before or early in the pregnancy very important.
- **Fetal Development:** Inside the mom’s womb/uterus, the fetus grows into a baby, developing major organs, bones and much more over the course of an average pregnancy from 33-36 weeks.
- **Nutrition:** A mother’s nutrition and care is of utmost importance during this stage. The baby “eats” whatever mom eats. All the nutrients that provide essential building blocks for a baby’s brain development, healthy growth and a strong immune system come from mom.



INFANCY

(approximately 180 days)

- **Nutrition:** From the baby’s birth to their 6th month, they require lots of nutrients to support their rapid physical and mental growth.
- **Cognitive (brain) development:** In the first year, babies learn to focus their vision, reach out, explore and learn about the things that are around them. They are learning the process of memory, language, thinking and reasoning.
- **Language development:** Babies are in the process of listening, learning, understanding and knowing the names of people and things.
- **Social and emotional development:** During this stage, babies are developing bonds of love and trust with their parents and others. The way parents cuddle, hold and play with their baby will set the basis for how they will interact with them and others. Check out more developmental milestones [here](#).



TODDLER

(approximately 550 days)

- **Nutrition:** While a toddler can continue to breastfeed through this period, they are ready to start eating semi-solid foods between 6-23 months
- **Developmental milestones:** Toddlers are continuing to develop their intellectual, language, social and emotional skills in how they play, learn, speak, behave and move (like crawling, walking or jumping)

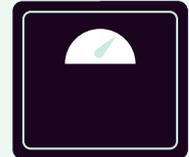


DID YOU KNOW?**IN SOUTH AFRICA...**

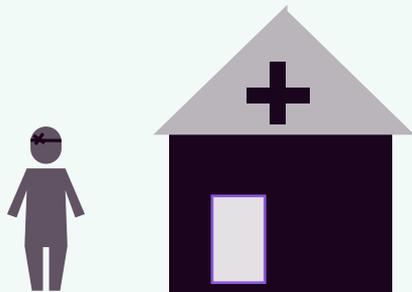
INFANT DEATHS ACCOUNT FOR NEARLY 40% OF OVERALL DEATHS OF CHILDREN UNDER THE AGE OF 5



ABOUT HALF OF ALL CHILDREN'S DEATHS ARE CAUSED BY HIV, 34% FROM SEVERE MALNUTRITION AND 30% FROM BEING UNDERWEIGHT



CHILDREN CONTINUE TO DIE FROM PREVENTABLE CAUSES OF DEATH INCLUDING PNEUMONIA, HIV, TB AND DIARRHOEA - ALL OF WHICH ARE INFLUENCED BY POOR HEALTH SEEKING BEHAVIOUR (LIKE KNOWING WHEN TO GO TO A DOCTOR OR CLINIC), HEALTH CARE, INFECTIOUS DISEASES, NUTRITION AND HYGIENE OF THE PREGNANT MOTHER AND CHILD DURING THE FIRST 1000 DAYS



RISING CHILDHOOD OBESITY REFLECTS POOR NUTRITION AND POOR INFANT FEEDING PRACTICES THAT ALSO LEAD TO DISEASE AND ILL HEALTH LATER IN LIFE



THE FOUNDATION FOR ALCOHOL RELATED RESEARCH REPORTS THAT 6.4% OF CHILDREN IN GRADE 1 HAVE FETAL ALCOHOL SYNDROME DISORDER (FASD) (THAT IS 64 PER 1000 CHILDREN)

Source: Aljazeera

ABOUT ONE THIRD OF CHILDREN UNDER THE AGE OF 3 ARE STUNTED LIKELY DUE TO CHRONIC MALNUTRITION. STUNTING IS DEFINED AS SLOW AND IMPAIRED GROWTH AND DEVELOPMENT IN CHILDREN. THE EFFECTS OF STUNTING LAST A LIFETIME, LEADING TO IMPAIRED BRAIN DEVELOPMENT, LOWER IQ, WEAKENED IMMUNE SYSTEMS AND GREATER RISK OF DISEASES LATER IN LIFE. CHILDREN WHO WERE STUNTED EARN UP TO 20% LOWER THAN AVERAGE WAGES AS ADULTS.

A family's journey through the first 1000 days can be much tougher in a context of poverty, unemployment, difficult access to healthcare and inadequate psychosocial support. Fortunately, state antenatal and child health care services are free, and numerous organizations exist to offer support through this crucial time.

Source: First 1000 Days, UNICEF South Africa

SHAPING A HEALTHY “FIRST 1000 DAYS”

The first 1000 days offers a golden opportunity for a parent to shape a healthier and more prosperous future for their child. Here are some ways to make the most of this opportunity.

During pregnancy:

- **EAT** a balanced diet including rice, meat/fish, green leafy vegetables, yellow fruits and milk/egg products to help ensure the best health of the mother and baby.
 - Plenty of lean protein, omega-3 fats, iron, zinc and folate, as well as other nutrients supports a baby’s healthy brain development.
- **TEST** for HIV, TB, diabetes, high blood pressure and other diseases or conditions to ensure that your doctor can provide you with the best care and support.
- **TREAT** any existing diseases or health conditions - this especially includes timely uptake in prevention of mother to child transmission (PMTCT) services if you are living with HIV.
- **AVOID** alcohol and smoking entirely. Smoking and drinking can cause permanent and life-threatening damage to a growing baby in the womb:
 - Smoking exposes a fetus (growing baby) to toxic chemicals that can damage the fetus’ brain and lungs, cause low birth weight and there is increased risk for Sudden Infant Death Syndrome (SIDS).
 - Drinking alcohol while pregnant can lead to fetal alcohol syndrome, which can lead to slow growth and mental development, eye problems, face and skull abnormalities, a low weight at birth or miscarriage.

During infancy:

- Continue to **EAT** and **DRINK** a balanced diet. Both mom and baby need nutrients to maintain good health. It’s very important for a mom not to smoke, drink alcohol or do drugs if she is breastfeeding.
- **FEED** the baby the best source of nutrients available. See the next page for some pros and cons related to breast milk and formula.

- **PLAY and TALK** with your baby! Babies have a need for learning. By interacting with your baby’s gestures, looks and sounds, you are helping them learn important communication skills and contributing to their general sense of wellbeing.
- **PROTECT** your baby from harm, stress and neglect. Create a safe environment that protects your baby from falls, electric shocks, poisoning, burns and drowning.
- **CARE** for moms/parents. Parents need the support and love of their families, friends and community. Consider the ways people can come together and help parents, especially in the first 1000 days.

During toddler years:

- **TEACH** your baby healthy eating habits. Toddlers should be eating 3 meals a day with 1-2 healthy snacks in between. It is essential that a toddler’s diet include a wide variety of fruits, whole grains, legumes and proteins.
- **AVOID** sugar-sweetened beverages, like soda and fruit-flavored drinks, nutrient-poor foods and “snacks” that contain lots of sugar, fat and salt.
- **CONTINUE playing, talking, protecting and caring** for the baby - all of these activities support a baby’s early learning and brain development. The love and attention you show a baby has lasting effects into their adult lives.
- **RESPECT** and recognise your child’s feelings. Children are people going through massive changes. Patience and understanding from adults creates a safer environment for children to express and process their emotions, and contributes to their psychological wellbeing.

SOURCE: (UNICEF South Africa)

REMEMBER THE BIG PICTURE

Children who get the right nutrition, care and stimulation during the first 1000 days:

- Are ten times more likely to overcome the most life threatening child diseases
- Complete 4.6 more grades at school
- Go on to earn 21% more in wages as adults
- Are more likely as adults to have healthier families

BREASTFEEDING**Pros for Baby:**

- Has all the nutrients a baby needs to grow and stay healthy
- Promotes a healthy digestive system: breast-fed babies are less likely to have diarrhea and upset stomach
- Strengthens baby's immune system, protecting against ear infections, pneumonia, bacterial and viral infections
- May help prevent sudden infant death syndrome (SIDS)
- Potentially protects against conditions like asthma, allergies, diabetes and obesity
- Might boost IQ: some research suggests that breast-fed babies may have a somewhat higher IQ than formula-fed babies
- Special bonding time
- It's available when your baby wants it (no prep work)
- Good for development in premature babies

Pros for Mom:

- Helps a mom's uterus get back to pre-pregnancy size faster
- Keeps mom's period from returning, which can prevent an iron deficiency after giving birth
- Allows mom's body to release hormones that help to bond with the baby
- Reduces a mom's risk of getting breast cancer, ovarian cancer, heart disease and diabetes

Cons:

- Discomfort for the mom, particularly during the first few feedings
- Pay attention to medication use, caffeine and alcohol intake. Some things that go into mom's body are passed to the baby through her breast milk
- Newborns eat frequently - Keeping up with a feeding schedule may be difficult if you need to return to work or run errands

FORMULA**Pros:**

- A family member or caretaker can feed your baby when mom is not able to be there
- Parents can see how much the baby is eating at each feeding
- Babies eating formula don't need to eat as often as breastfed babies
- Fathers, siblings and other family members get the chance to bond with the baby during feeding time
- Mothers using formula don't need to worry about how their diet will affect the baby

Cons:

- Formula doesn't provide the same protection against infections as breast milk
- Parents/caregivers need to mix and prepare formula to make sure it's the correct temperature
- Bottles, formula, rubber nipples and breast pumps can be expensive
- Formula can cause digestive trouble like constipation and gas for the baby

Internet resources

- **The First 1000 Days, UNICEF South Africa**
- **A 360 degree view of a baby's first 1000 days**
- **1000 Days Definition**
- **Western Cape Government 1000 Days Campaign**
- **First 1000 Days of Life: 3 Stages**
- **1000 Days: The Journey**
- **The Effects of Stunting**
- **The First 1000 days Determines Brain Development**
- **Every Mother Counts**
- **The Soweto First 1000 Days Study**
- **The Health Foundation: First 1000 Days**
- **Parenting and Nutrition**

Resources

- **Pregnant Dietary Recommendations: What Should I Eat and How Much?**
- **Find a clinic near you**
- **MomConnect uses SMS/message-based information delivery network for maternal and child health services in South Africa**



PREPARING FOR THE SHOW

CHOOSE AN ANGLE

What's so important about the first 1000 days?

WAYS TO TALK ABOUT THE FIRST 1000 DAYS

- Pros and cons of breast milk vs. formula
- Babies are people: what you feed them, how you interact them matters
- Brain development in the first 1000 days
- What's so important about the first 1000 days?
- Food for mother and food for baby (and the challenges of stunted growth)
- Fetal alcohol syndrome (effects of alcohol, drugs and cigarettes on babies)

Ways to talk about "What's so important about the first 1000 days?"

- What are the three stages of the first 1000 days?
- What developments do babies go through during the first 1000 days?
- What challenges do babies and parents face in South Africa?
- What are the benefits of mom and baby maintaining a nutritious, balanced diet?
- How is playing and interacting with a baby important for their growth?
- What are ways to create a safer environment for a baby?
- What are ways to support pregnant mothers' healthy first 1000 days?

FORMATS



VOX POP



Aim

To get many opinions on one topic.



Who do you talk to

Anyone in the community.



Question

What do you know about the first 1000 days of a child's life?



AUDIO COMMENTARY



Aim

To get people's opinion about a topic that they care deeply about.



Who do you talk to

A local doctor, nurse or midwife who can talk about family planning, antenatal and postnatal care, sexual and reproductive health.

OR

Parents who can talk about how they used information about the first 1000 days to guide their pregnancy and the baby's early years.

FORMATS



AUDIO PROFILE



Aim

To get a first person account of someone's experience, passion or journey. Audio profiles often aim to inspire.



Who do you talk to

A mother in the community who can talk about her experience using information about the first 1000 days to guide her pregnancy.



Questions to ask to get the person thinking before they record their profile

- How did you learn about the importance of the first 1000 days?
- Can you describe how the first 1000 days guided your decisions during your pregnancy and the first two years of your baby's life?
- What was your experience of getting a balanced and nutritious diet during your pregnancy?
- What were some things you did to create a safer environment for your baby?
- Why do you think playing with babies is so important to their growth?
- How do you show your baby love and affection?
- What were the challenges you experienced during pregnancy and first two years of your child's life?
- Did you feel like you had the support you wanted during the first 1000 days?

Please see interview questions in "How to present your show"



PUBLIC SERVICE ANNOUNCEMENT (PSA)



Aim

To create a public awareness message.

1.

Voice 1: This week is mad hectic - I can't seem to cut a break! I just need a way to relax [sound of drink being poured].

Voice 2: Shem, Thando, aren't you pregnant? I've heard alcohol can be really dangerous for the baby.

Voice 1: I know, I know. But I just drink on the weekends, it's not a big deal. Besides, it's impossible to unwind without kicking back a little bit.



Slogan

Alcohol may seem like an easy escape, but it has serious consequences for pregnancies.

Babies with fetal alcohol syndrome, caused by consumption of alcohol while pregnant, have problems with brain development, abnormal growth and facial features. Talk to a doctor or nurse about ways to stop drinking during your pregnancy.



PSA CONTINUED...

2.

Voice 1: Wow, I can't believe you're pregnant, Lesedi! If I were in your shoes, I'd be eating the entire fast food menu - you know what they say about pregnant women, now you get to eat for two!

Voice 2: [Laughs] I'd like to believe that too - but it's a MYTH. I only need about 300 calories more! Plus, my baby isn't going to grow from double helpings of fast food. She needs nutritious, fresh and balanced meals that are going to help her grow nice and strong, like me!



Slogan

Eat for you, not for two. Good pregnancy health is about eating nutritious foods for you and your baby's healthy development. Poor nutrition during pregnancy can increase the chances of a child developing diabetes, obesity, heart disease and certain types of cancers. Talk with your doctor about healthy eating for you and your baby.



HOW TO PRESENT YOUR SHOW



Use your produced radio formats, your research and the suggested script and questions to write your own script.

Suggested questions for your interview with someone who knows about pregnancy care, early childhood development, sexual and reproductive health, etc. (doctor, nurse, midwife)

- How would you define the importance of the first thousand days?
- Can you describe the 3 stages of the first thousand days?
- What kind of growth developments occur for a mom and baby during this time?
- What can pregnant mothers and parents do to begin shaping a healthy first thousand days?
- What are the risks associated with drinking, smoking and doing drugs while pregnant?
- Why are stimulation and interaction, like playing with a baby so important to his/her intellectual, social and emotional development?
- What challenges might a child face if they do not get the nutrition and care they need in the first 1000 days? How might this affect her/him later in life?
- What can friends, family and communities do to support the first thousand days?

[INTRO:]

Host 1: It's just gone [TIME] and you're just in time for the [NAME OF SHOW] on [RADIO STATION]. My name is [NAME].

Host 2: And my name is [NAME], and today's show is all about the first thousand days! "Of what?" you might ask. Good question! We're looking at those first thousand days between a woman's pregnancy and her child's second birthday!

Host 1: That's right, we'll be taking a closer look at how those 9 months of pregnancy and first two years of a baby's life present a unique opportunity to set a foundation for life-long health and wellbeing. A tragic reality in South Africa is that infant deaths account for nearly 40% of overall deaths of children under the age of 5. Children continue to die from pneumonia, HIV, TB and diarrhoea - all of which are preventable with good maternal and child healthcare, nutrition, protection and stimulation in the first thousand days. Because

hear this - Children who get the right nutrition in the first thousand days are TEN TIMES more likely to overcome the most life-threatening child diseases. This window of opportunity is not only about preventing death - it's also about building more prosperous futures for children!

Host 2: Today, we'll be focusing on why it's so important mothers and parents have the information and access to health services, nutritious foods, support and quality interactive time for a baby's early development to enhance their opportunities for a lifetime.

Host 1: Let's hear more on what people think about the first thousand days?

[PRESENT WHO IS BEING INTERVIEWED]

[PLAY THE INTERVIEW]

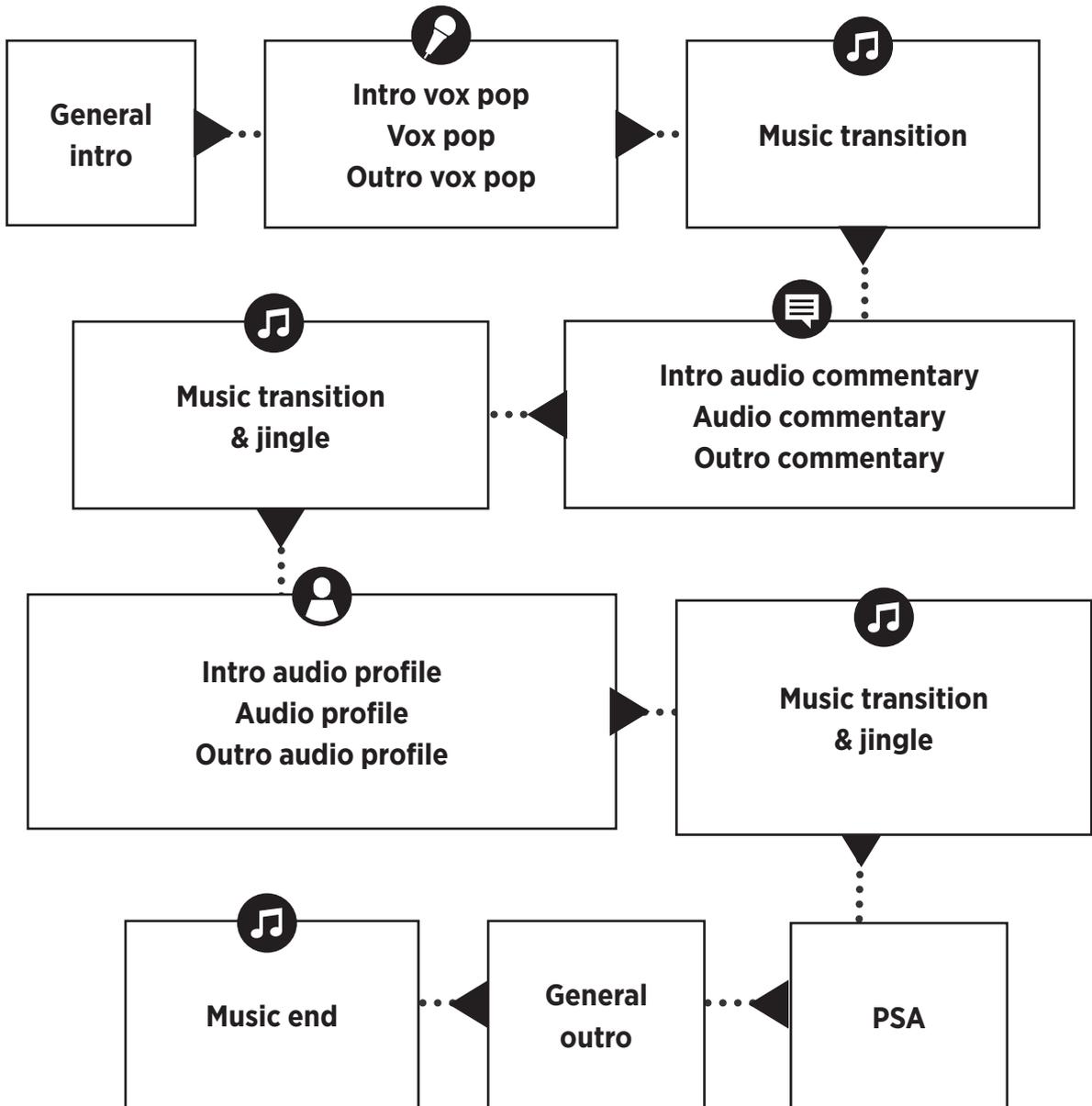
[OUTRO:]

Host 1: Today, we've learnt so much about the first thousand days! I never imagined how much that brief window of opportunity matters to a baby's lifetime and beyond!

Host 2: Yes! What an eye-opener it was to learn about how the combination of maternal health, nutrition, protection, stimulation and care are all vital factors in establishing a child's lifelong health and development!

Host 1: Next week on [DAY] at [TIME] we'll be talking all about [NEXT WEEK'S SHOW TOPIC]. Until then, it's bye from us!

SHOW OUTLINE



ETHICS AND CONSENT

This may be a sensitive topic for some, so make sure you inform your audience to respect those who share personal stories in the space. It is also a good idea to have local referral services you can share on air for people suffering trauma and stress from violence and loss. Repeat these a few times during your broadcast.

OUTREACH OUTLINE FLOW

When you create your outreach outline, be aware of the flow and the energy that certain activities generate. You don't want to start with a bang and end on a whisper.