

Did You Know?



**90% of a child's
brain develops
before the age of 5**

The early years of a person's life are the most important to give them a solid foundation for all future success.

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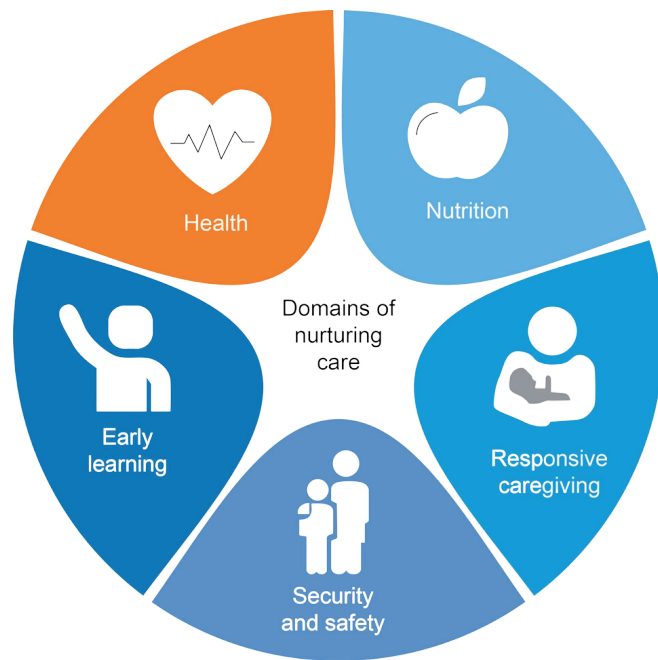
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What is ECD?



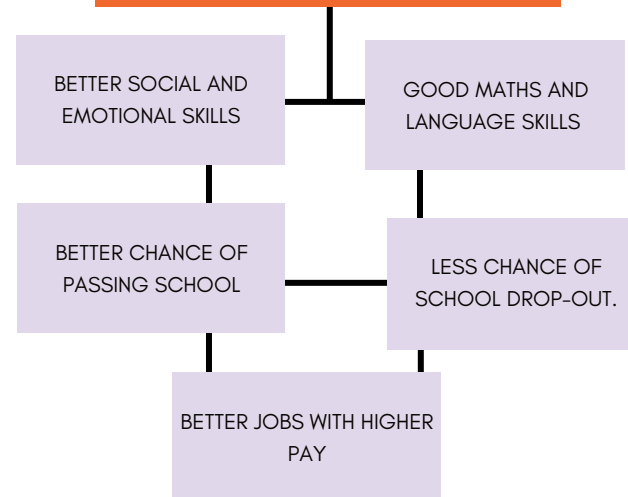
Early Childhood Development (ECD) refers to the period of rapid development of your child's brain and body, from before birth to when they start school.

Here is what children
between the ages of 0-6
need for the right start in
life:

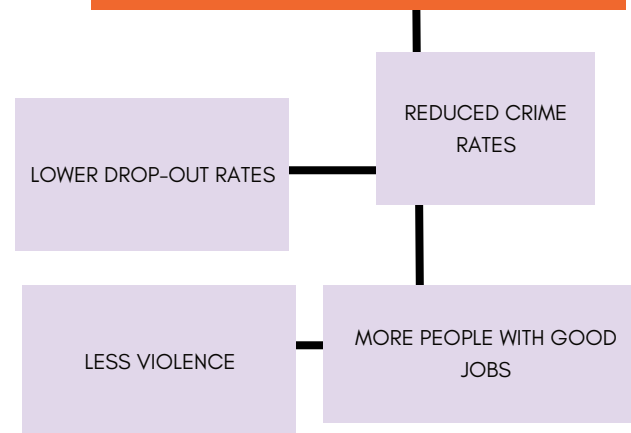


Early Childhood Development
looks at everything a child needs
to grow, not just education.
Love, care and feeling safe is
needed for brains to grow!

BENEFITS OF ECD FOR THE CHILD



BENEFITS OF ECD FOR SOCIETY



Here are simple things that
help your child develop



- **Read books:** Look at colorful books, point at the pictures, and ask questions. This helps your child learn to read and understand the world around them.
- **Loving cuddles:** Hugging and cuddling your child make them feel loved and secure.
- **Sing and dance:** Singing and dancing help your child learn, process feelings, and move their body.
- **Involve your child in day-to-day activities:** Talk about the colours of plates and cups, count the ingredients and clean up together.
- **Do not use violence on your child:** It stunts their development and makes them more likely to be violent in the future.