ENGAGING HEARTS & MINDS

Strong Families for a Strong Community — Fulfilling the Last Mile

Organised by: In collaboration with:
PARTNERING PARENTS, SHAPING LIVES:
WHY IT MATTERS
Early years set the foundation for future development

The brain grows fastest during our early years – it is 80% of adult size by 3 years old.
Parent-child interactions are critical for development

‘Serve and return’ key to developing strong brain architecture

‘Toxic stress’ can profoundly affect brain development and health
Adverse childhood experiences make children vulnerable to adverse life-long effects

Figure: The life-cycle approach to developmental risk factors (reproduced from Ertem, 2011)
Overview of KidSTART pilot

**Objective**

To give children from low-income families a good start in life

**Desired outcomes**

- Age-appropriate child development
- Improved parent-child interactions
- Earlier enrolment; preschool attendance

**Who qualifies for KidSTART?**

- Singapore Citizen children aged up to 6 years old
- Low-income families GHHI≤$1,900 or PCI≤$650
- Residing in the pilot regions (Taman Jurong, Boon Lay, Bukit Merah, Kreta Ayer, Geylang Serai)
Key components of KidSTART

**Home-based**

**Community-based**

**Centre-based**

**HOME VISITATION PROGRAMME**

**KIDSTART GROUPS**

**ENHANCED SUPPORT TO PRESCHOOLS**

An Eco-System of Support which emphasises:

- Warm and responsive parent-child relationships
- Nurturing environments
- Holistic support across health, early childhood and social sectors
Insight 1: Coordinate holistic service delivery

CO-CREATION
CONSULTATION
CROSS SECTOR COLLABORATION
ECO-SYSTEM OF SUPPORT
COMMUNICATION
FLEXIBILITY
Insight 2: Understand challenges and what drives families

- **NATURAL SETTINGS – ACCESSIBILITY**
- **INTRINSIC MOTIVATION – SUSTAINABILITY**
- **PROGRAMMING – CREATIVITY**
- **PRACTICAL HELP AND RESOURCES**

*Walk a mile in my shoes*
Insight 3: Build Relationships

- REAL, RESPONSIVE, RESPECTFUL
- TRUST
- EMPOWER FAMILIES
- STRENGTHS BASED
- REGULAR FEEDBACK
- KidSTART AMBASSADORS
We seek your support...

• Share **knowledge** about importance of early years to pregnant mothers and young families
• Support **responsive relationships** for children and their families – how they can ‘grow’ their child’s brain
• **Identify and refer** pregnant mothers and families with young children (in pilot regions) to KidSTART
• Help families to reduce **sources of stress** - provide prompt and adequate support e.g. pace actions plans with family’s circumstances
• Work with KidSTART professionals to coordinate support and **case manage** families with multiple issues

*For referrals/queries: email us at kidstart@ecda.gov.sg*
Alone we can do so little; Together we can do so much. (Helen Keller)

May we give our children the roots to grow and the wings to fly.

We would like to thank the KidSTART children and their families whose stories of perseverance, aspirations, commitment and love, despite their many challenges, provided us with these valuable insights to refine KidSTART to where it is today.