

**A. SHAPE OUR TOMORROW**

The 'Shape Our Tomorrow' campaign is a national campaign by the Early Childhood Development Agency (ECDA), as part of its ongoing efforts to empower children, parents and educators during the early years for positive impact on future generations.

First launched in 2018, the campaign sought to enhance the public's understanding and recognition of the early childhood profession.

In the refreshed campaign to be launched later in 2024, ECDA will advocate for parents and EC educators to complement each other's respective roles at home and in the preschool to support young children's holistic development during the crucial early years, and form a strong foundation for emotional, social and cognitive development in the long-run.

The campaign also advocates for children to be children – the freedom to be curious, playful and imaginative. This reiterates ECDA's commitment to ensuring our preschools are safe spaces for children to learn and express themselves, cultivating a more creative, resilient and understanding future generation.

For more information on working in the Early Childhood sector, please visit the Shape Our Tomorrow website: <https://www.ecda.gov.sg/shapeourtomorrow>.