



ENGAGING HEARTS & MINDS

Strong Families for a Strong Community – Fulfilling the Last Mile

Organised by:



In collaboration with:

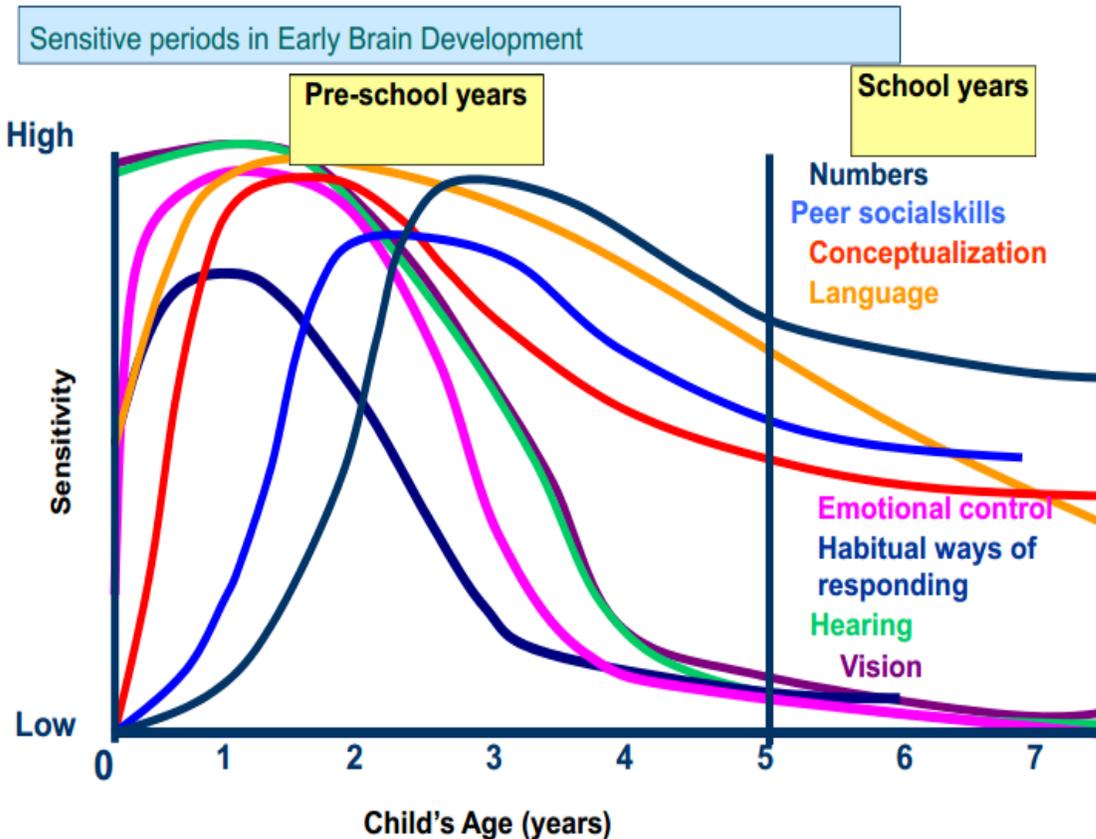




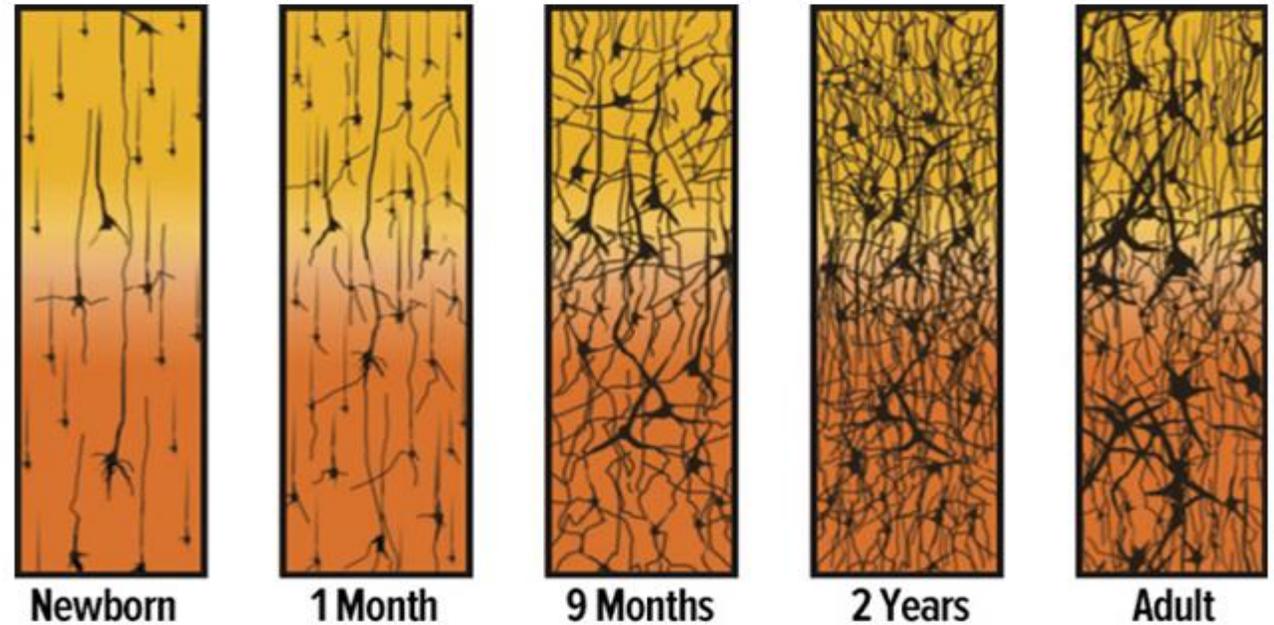
PARTNERING PARENTS, SHAPING LIVES: WHY IT MATTERS



Early years set the foundation for future development



Graph developed by Council for Early Child Development (ref: Nash, 1997; Early Years Study, 1999; Shonkoff, 2000.)



Synapse Density Over Time FIGURE 3

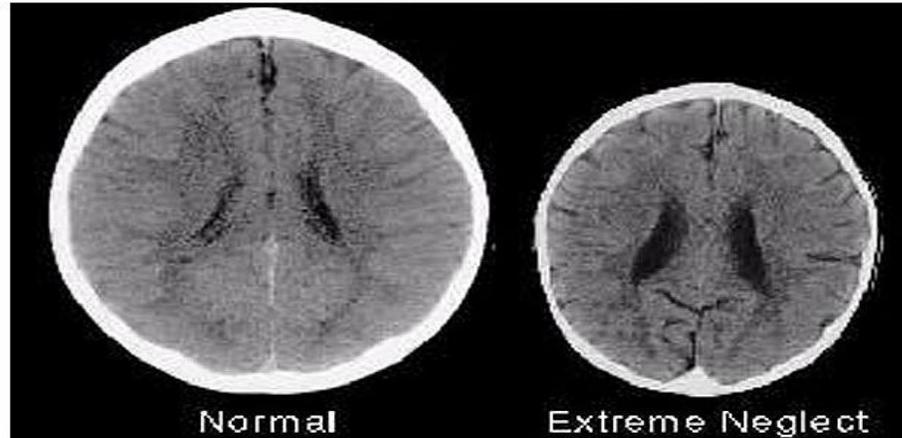
Source: Corel, J.L. The postnatal development of the human cerebral cortex. Cambridge, MA: Harvard University Press; 1975.

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



Images of the brains of two three-year-old children clearly showing the effects of neglect

The Telegraph

What's the difference between these two brains?

They both belong to three-year-olds, so why is one so much bigger? Because one was loved by its parents and the other neglected – a fact that has dramatic implications

‘Toxic stress’ can profoundly affect brain development and health

Adverse childhood experiences make children vulnerable to adverse life-long effects

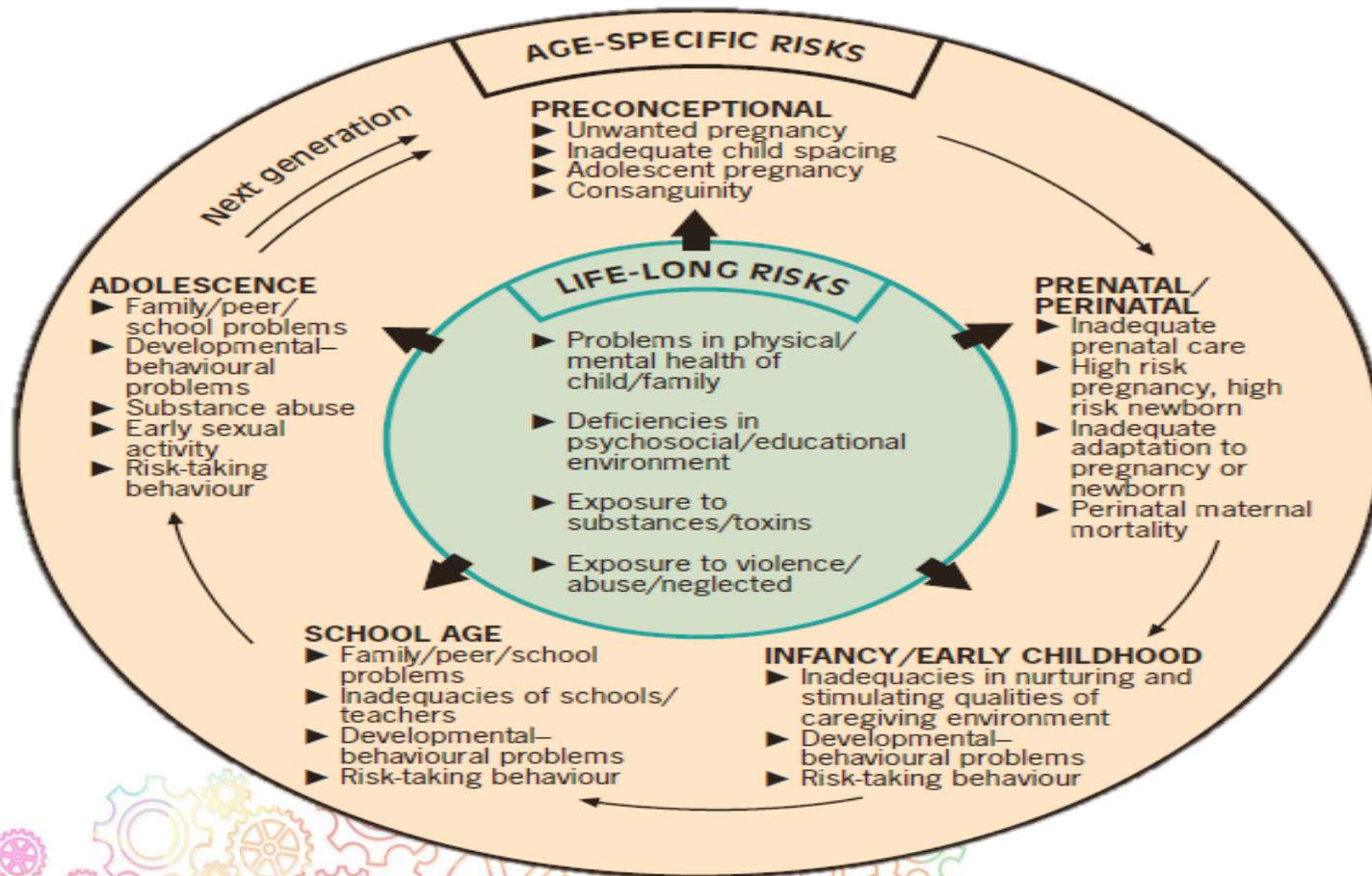


Figure: The life-cycle approach to developmental risk factors (reproduced from Ertem, 2011)

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



Birth

1 year old

3 years old

6 years old

Home-based



HOME VISITATION
PROGRAMME

Community-
based



KIDSTART GROUPS

Centre-based



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**



Walk a mile in my shoes

**PROGRAMMING -
CREATIVITY**

**PRACTICAL HELP AND
RESOURCES**



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](mailto: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.

