



PLANT YNG NGHYMURU
CHILDREN IN WALES

Early Years Action Group

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www.childreninwales.org.uk





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Who are we?

- EYAG formed in 2020
- We bring together third sector organisations who have a focus on Early Years
- Our aim is to establish a collective voice to motivate and activate positive change for the youngest children, and align our work to enable a consistent and collaborative approach to supporting the early years





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Membership



Save the Children
Achub y Plant



nesta



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EYAG Priorities

- Childrens rights – for the youngest children
- Poverty & the cost-of-living crisis
- Perinatal and infant mental health
- Early Childhood Education and Care
- Investment and support for children and families





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United Nations Convention on Rights of the Child (UNCRC)

Babies and young children are **rights holders** from birth.

Parents and families play a central role in ensuring that children grow up healthy, happy and safe.

Parents are **rights holders** and need support to ensure that the rights of babies and young children are upheld to enable them the best start in life.



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Survive or thrive?

- Children's basic rights are under threat
- Times are tough for families and babies/young children still recovering from pandemic and in mist of a COL crisis.
- Families are under a lot of stress and need services to support at early stages
- How can parents be 'good enough' whilst dealing with the impact of poverty?



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Babies Voice

I might not be able to talk but I am
already communicating with you.

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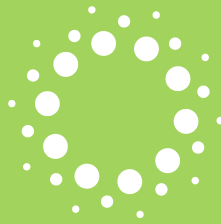




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I'm enjoying cuddles, being fed, warmth, love, exploring, eye contact, soothing sounds, smiley faces, sleep, being held, new adventures and you playing with me.

I really would like more happy faces, more cuddles, you to listen to me, use a calm voice, not rush, not shout, never leave me, put your phone away and look at me, play with me, make me the boss and give me your time and attention.



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Parents Voice

Parent are feeling lonely. Are worried about money and concerned about missed services

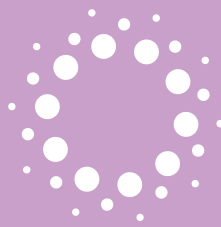
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A single mother of two children, who is employed on a 'zero hours' contract. Due to the rising cost of living, she is spending all of her money on food and energy costs. She is unable to take the children to groups or on days out and is worried about affording birthday and Christmas presents. She is worried about how this is affecting her children's social development



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Early Years sector Voice





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Current calls

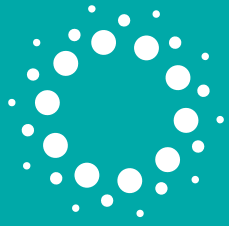
- Listen to babies, young children, and their families
- Ensure the right support at the right time for parents and parents-to-be
- Invest in specialist parent infant relationship services across Wales
- Ensure robust monitoring of the impact of poverty on children's outcomes



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Ongoing engagement

- Putting babies Rights at the top of the political agenda
- Advocate for babies & young children in the Senedd
- Ongoing engagement with the EYAG
- Support for the EYAG calls



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Thank you



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