

# Ensure the best start

for your child's brightest future

## What is "First 1 000 Days" and why is it important?

The first 1 000 days mark the period of conception until your baby's second birthday.

Caring for your baby should start even before they're born. Body and brain development occur rapidly during the 1 000 day period – the brain grows up to 80% of its size in this time! Taking care of yourself and your baby during this time will give your child the best chance of being healthy, happy and able to learn well.

The Western Cape Government wants to support mother and baby in the "First 1000 Days" journey. We believe that the right start is crucial for a bright future.

## There are 3 important aspects in the First 1000 days:

### Health and nutrition

It is very important not to smoke, drink alcohol or use drugs if you are expecting a baby or breastfeeding. Breastfeeding is best for your baby's health. Mothers should visit the Antenatal clinic before they are 14 weeks pregnant. Mother and baby should visit the baby clinic monthly for weight checks, follow feeding advice in the Road to Health Booklet (RTHB) and ensure that baby gets all immunisations up to 18 months.

### Love and attention

Mother and baby need the support and love from dads, partners or family. If mom is feeling stressed or sad, please ask for help at the clinic. Get information about parenting and care-giving options for working moms.

### Play and stimulation

Talk to baby, play with baby and read to baby. Protect babies from harm, stress and neglect by creating a safe environment for them. Follow the advice on the inside/back cover of the baby's RTHB.

## Contact the following numbers for more information:

Department of Social Development: 0800 220 250

Violence and abuse: SMS INFO to 35395

Where to find a registered ECD Centre: 0800 220 250

Parent information: The Parent Centre 021 762 8116

## Health Hotline (for information and/or complaints)

0860 142 142 or send a Please Call Me to 079 769 1207



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Western Cape  
Government  
FOR YOU

Health and Wellness

FIRST  
1000 days

Right Start. Bright Future.

# Verseker die beste begin

vir jou kind se blinkste toekoms

## Wat is "Eerste 1 000 Dae" en hoekom is dit belangrik?

Die eerste 1 000 dae merk die tydperk vanaf bevrugting tot jou baba se tweede verjaardag.

Nog voordat jou baba gebore word, moet jy al vir hulle begin sorg. As jy gedurende die eerste 1 000 dae na jouself en jou baba kyk, sal dit jou kind die beste kans bied om gesond en gelukkig te wees en om goed te kan leer.

Die Wes-Kaapse Regering wil die ma en baba in die "Eerste 1 000 Dae"-reis ondersteun. Ons glo die beste begin is uiters belangrik vir 'n blink toekoms.

## Daar is 3 belangrike aspekte in die Eerste 1 000 Dae:

### Gesondheid en voeding

Vermy drank, sigarette en dwelms  
Bosvoeding is die beste  
Maandelikse gewigsondersoeke  
Immuniseer tot op 18 maande

### Liefde en aandag

Ma en baba het liefde en ondersteuning nodig  
Hulp is nodig as ma hartseer is of stres ervaar  
Werkende ma's het ook hulp nodig

### Spel en stimulasie

Praat met baba, speel met baba en lees vir baba  
Beskerm babas teen gevaar, stres en verwaarlosing  
Skep 'n veilige omgewing

Volg die raad in die baba se Road to Health-boekie.

## Kontak die volgende nommers vir meer inligting oor:

Departement van Maatskaplike Ontwikkeling 0800 220 250

Geweld en mishandeling SMS INFO na 35395

Waar om 'n geregistreerde sentrum vir vroeë kinderontwikkeling (ECD) te vind 0800 220 250

Ouer Inligting: Die Ouer inligtingsentrum 021 762 8116

## Gesondheidsblitslyn (vir inligting en/of klagtes)

0860 142 142 of stuur 'n "Please Call Me" na 079 769 1207



Hierdie boodskap word aan jou gebring deur Wes-Kaapse Regering:  
Besoek ons by [www.westerncape.gov.za](http://www.westerncape.gov.za).



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FOR YOU

Health and Wellness

EERSTE  
1000 dae

Reg Begin. Blink Toekoms.