

ATTITUDES TOWARDS THE EARLY YEARS

March 2021

GAME CHANGERS



1.

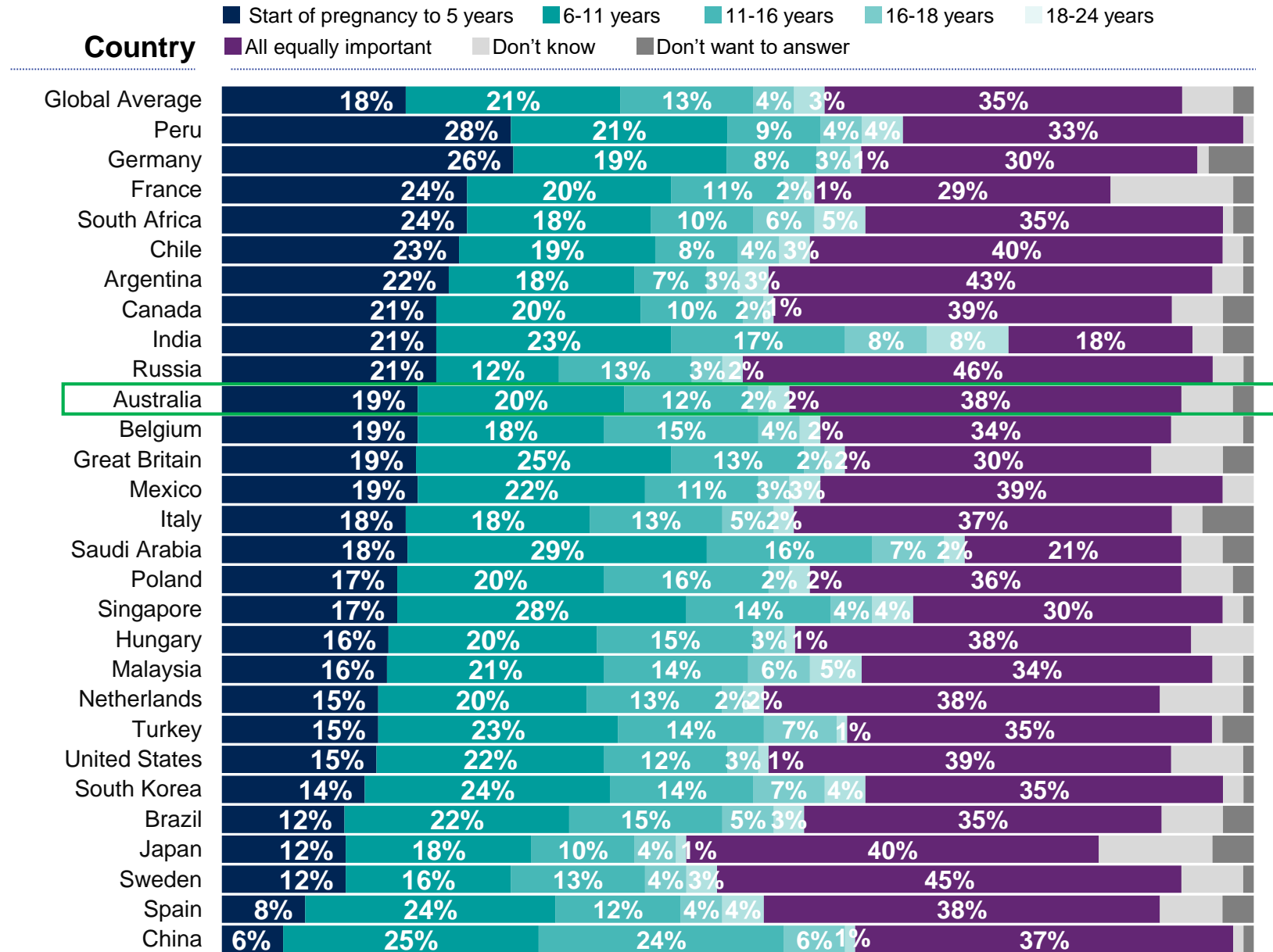
THE IMPORTANCE OF THE EARLY YEARS

Q.

Q1. Which period of a child and young person's life do you think is the most important for health and happiness in adulthood?

There is scientific consensus that the period from conception to age 5 is critical in providing the foundation for future physical and mental health, as well as overall wellbeing and productivity.

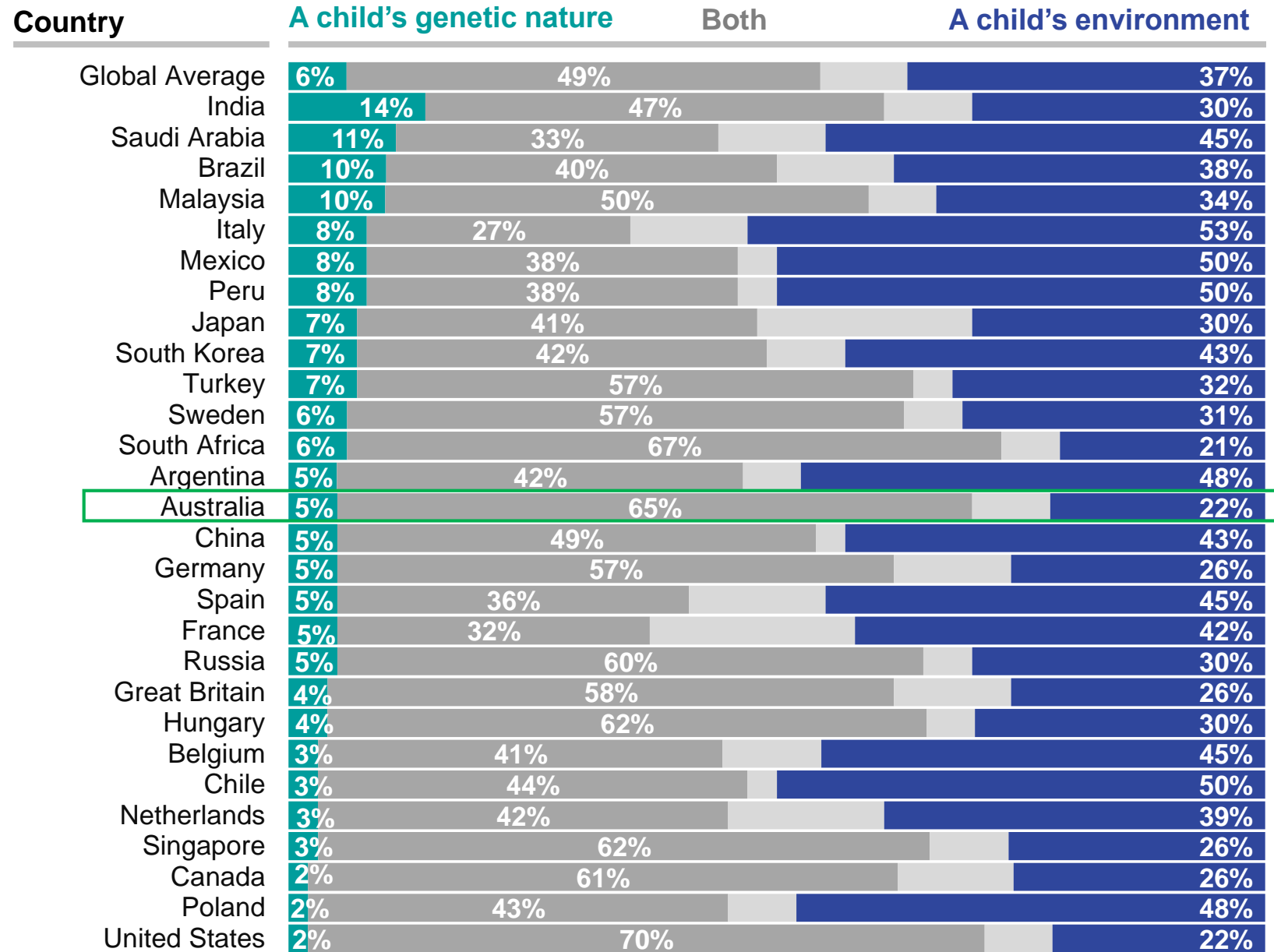
Our research shows that this is not recognized across the 28 countries surveyed. The early years are not seen as uniquely important compared with other periods of life.



Q.

Q2. Which of the following is closest to your opinion of what influences how children develop from the start of pregnancy to age 5?

There is overwhelming recognition that children’s development is not determined at birth and can be shaped by their environment.



Base: All respondents (23,004)

2.

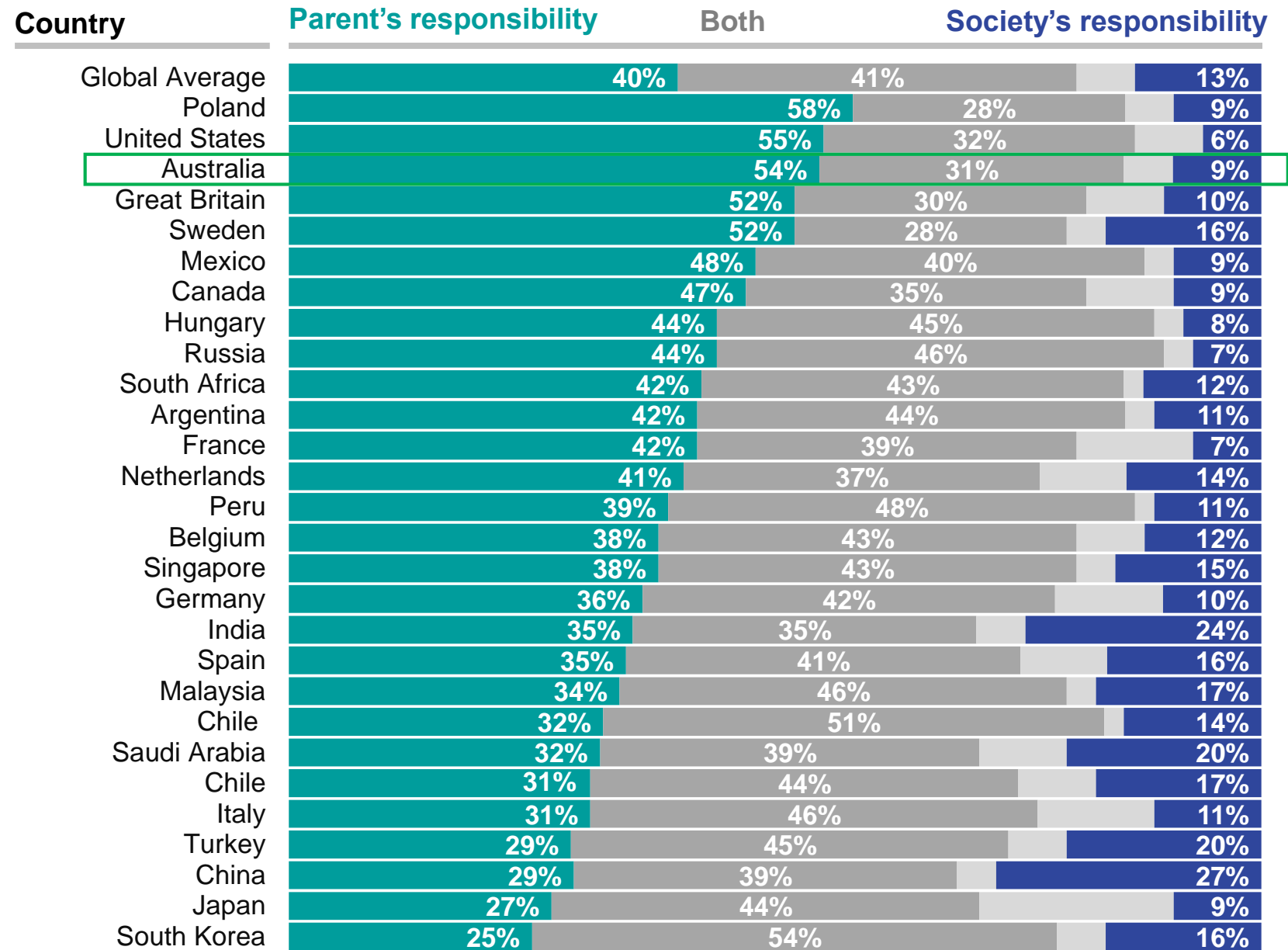
THE ROLE OF WIDER SOCIETY

Q3. Which of these statements is closest to your opinion?

- It is mostly the responsibility of parents to give children aged 0-5 the best chance of health and happiness
- Parents and society are equally responsible for giving children aged 0-5 the best chance of health and happiness
- It is mostly the joint responsibility of everyone in society to give children aged 0-5 the best chance of health and happiness

Large differences between countries in attitudes towards the role of parents and society in bringing up children

Base: All respondents (23,004)



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GAME CHANGERS

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