

THE POWER OF THE FIRST 1,000 DAYS

The right nutrition in the 1,000 days between a woman's pregnancy and her child's second birthday builds the foundation for a child's ability to grow, learn and thrive.

1 Pregnancy: Pre-pregnancy to birth

Babies developing in the womb draw all of their nutrients from their mother. If mom lacks key nutrients, so will her baby, putting the child's future health and development at risk.



2 Infancy: Birth to 6 months

Breast milk is superfood for babies. Not only is it the best nutrition an infant can get, but it also serves as the first immunization against illness and disease.



3 Toddlerhood: 6 months to 2 years

Nutrients from a variety of healthy foods are an essential complement to breast milk to ensure healthy growth and brain development.



The impact of good nutrition early in life can reach far into the future. Children who get the right nutrition in their first 1,000 days:

ARE 10x MORE likely to overcome the most life-threatening childhood diseases¹



COMPLETE 4.6 more grades of school²



Go on to earn 21% more in wages as adults³



Are more likely as adults to have healthier families⁴



SOURCES

1. Save the Children, Nutrition in the First 1,000 Days: State of the World's Mothers 2012.
2. Hodinott, J. et al "Adult consequences of growth failure in early childhood." American Society for Nutrition, 2013.
3. Ibid.
4. Ibid.

