

## **Empieza Temprano general information**

- “Empieza Temprano” belongs to Televisa Foundation, who is committed to promoting early childhood education for the Hispanic community. It was launched in January 2016 to motivate and encourage the full development of capacities and comprehensive compliance of children's rights in Mexico.
  - The first years of life are a period of fast and fundamental growth in a child’s brain development, as it creates the foundation for future learning. Our Early Childhood call to action supports child development by promoting parental engagement activities specifically designed to develop a child’s socioemotional, cognitive and motor skills.
  - There are specific actions you can take during the first years of life to help nourish your child’s brain. Our platform offers useful tips on easy activities you can do with your child to help them develop the building blocks of their personality, intelligence and social behavior.
  - The objective of Empieza Temprano is to reach more and more families in Mexico to continue contributing to the development of children who in the future will be key parts of our country.
  - Empieza Temprano wants to raise awareness of dads, moms and caregivers that babies learn from birth: the most important stage for development occurs within the first six years because the brain can transform itself every day to develop intelligence, creativity and social behavior.
  - The context in which a child develops his first years determines his future, so it is so important that mom, dad or their caregivers stimulate him or her with exercises appropriate to their age.
  - This Year Empieza Temprano launches the “Cada momento cuenta 2017” (Every Moment Counts 2017) campaign on television, radio, social networks and printed media to raise awareness among moms, dads, families and caregivers that through Early Childhood Development, their children can reach their full potential.
  - Activities, exercises and tips to stimulate your baby are at [empiezatemprano.org](http://empiezatemprano.org). All of them are very easy to do and can be practiced in activities of daily life.
  - “Every Moment Counts,” means to encourage a baby from birth. In addition, showing him or her all the love and respect you have helps the baby to understand and manage emotions and feelings. With your guidance, your child will be able to develop this important social area to become a safe, independent and kind person. What the baby sees at this stage, will be the example to follow throughout his or her life.
  - Empieza Temprano is in permanent partnership with UNICEF and is inspired by the content of Vroom.
  - To join the “Empieza Temprano, Every Moment Counts” campaign, follow them on social networks and use #EmpiezaTemprano.
- Web Page: [empiezatemprano.org](http://empiezatemprano.org)

- Twitter: @empiezatemporno
- Facebook: facebook.com/empiezatemporno
- YouTube: <https://www.youtube.com/c/EmpiezaTempranoCadaMomentoCuenta>
- In [www.empiezatemporno.org](http://www.empiezatemporno.org) you can subscribe to their newsletter and receive tips by SMS.