Early Education – strategic goal in Europe

**Why?**
Research conducted by the Jacobs Foundation and others has shown that early childhood is the most significant developmental period. It tells us that high-quality early childhood education and care transforms people’s lifetime prospects, especially for those who are disadvantaged.

**How?**
We will help to formulate comprehensive early education policies in Switzerland and other European countries. We will do this by developing programs designed to promote equal opportunities at school-entry level and that emphasize the societal benefits of education.
How to develop a local early education strategy and
How to advocacy for it at national level

We support interconnected early childhood education and care programs in Switzerland, Germany and Romania.

We advocate in government and business for a comprehensive Early Childhood policy in Switzerland.
Primokiz- Approach

**Goal**
Development and implementation of **COMPREHENSIVE STRATEGIES** in the field of early childhood education and care with a specific focus on **HORIZONTAL AND VERTICAL NETWORKING**.

**Target Group**
Admin and political level of municipalities, cities, cantons (NOT practitioners)

**Key Factor**
Political will → legitimation
Primokiz Model

Universal structural prevention

Early childhood policy

POSITIVE LIVING AND DEVELOPMENTAL CONDITIONS FOR ALL CHILDREN

PROGRAMS FOR SPECIFIC GROUPS OF CHILDREN AND FAMILIES

INDICATED PREVENTION/INTERVENTION

HEALTHCARE  SOCIAL SERVICES  EDUCATION

Facilitating successful development

Child protection measures
Continuity is crucial

- **Birth**: Pediatricians, Obstetricians, Delivery location, Midwives
- **Birth to Age 2**: Counseling for mothers/fathers, Groups for mother/father and child, Early education, Home visit programs
  - Child care centers, Playgrounds, Family centers
- **Ages 2 and 3**: Play groups, Parenting advice
- **Ages 4 and 5**: Preschools, After-school care, School psychologists, Therapeutic education
Overview of project phases

POLITICAL LEVEL

PHASE 1
Decision/Project mandate: Situation analysis

PHASE 4
Decision/Mandate: Strategy

PHASE 6
Decision/Mandate: Implementation

SUBSTANTIVE LEVEL

PHASE 2
Definition of parameters

PHASE 3
Situation analysis

PHASE 5
Strategy and implementation plan

PHASE 7
Further action Implementation

Evaluation: Goals achieved

Handbook Primokiz
Advocacy Strategy

**Goal**

A systemic transformation for a greater wellbeing for all small children and their families in Switzerland has taken place.

**Outcome**

All political levels are convinced that a comprehensive ECEC policy is a shared responsibility of health, social and educational sectors.

**Outputs**

- Societal and political discourse has achieved awareness of benefits of ECEC for all members of society.
- Relevant political and executive leaders understand the importance of a comprehensive early childhood policy and assume a common responsibility.
- The three political administrative levels develop a comprehensive early childhood policy and are able to implement its concepts and standards.
- Public and private stakeholders are engaging in funding partnerships to provide access to quality ECEC services.
Switzerland does not invest enough in early childhood

Chart PF1.6.B: Public social expenditure by age group
Distribution (%) of public spending on family benefits and education (primary and secondary) for children aged 0-17 years by broad age group, 2013

Note: Data missing for Canada and Turkey
Source: OECD Social Expenditure Database and OECD Education Database

Charts PF1.6.C (early childhood), PF1.6.D (middle childhood) and PF1.6.E (late childhood) show how public social expenditure on children is allocated across the various type of spending in each of the three stages of childhood, in US$ PPP (Purchasing Power Parity).
Parents pay a high amount of their income for external childcare in Switzerland

Chart PF3.4.A. Gross childcare fees
Gross fees for two children (age 2 and 3) attending full-time care at a typical childcare centre, as % of average earnings (AW), 2015

Note: 'Full-time' care is defined as care for at least 40 hours per week. Data for countries marked with an * are based on estimates for a specific region or city, rather than for the country as a whole. Average earnings/the average wage refers to the gross wage earnings paid to average workers, before deductions of any kind (e.g. withholding tax, income tax, private or social security contributions and union dues) (see OECD, 2007: 186-187). See the OECD Tax and Benefit Systems website (http://www.oecd.org/els/soc/benefits-and-wages.htm) for more detail on the methods and assumptions used and information on the modelled for each country.

Source: OECD Tax and Benefit Models 2015
### READY!

**Four demands of the Public Affairs Campaign**

<table>
<thead>
<tr>
<th>Dialogue</th>
<th>Establishment of National Dialogue on early childhood policy, supported by federal and cantonal levels in cooperation with umbrella organizations of Swiss cities and municipalities as well as relevant economic stakeholders.</th>
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</thead>
<tbody>
<tr>
<td>Coordination</td>
<td>Coordination of existing activities, establishment of cooperation with cantons, coordination of current tasks of federal administration.</td>
</tr>
<tr>
<td>Research</td>
<td>Elaboration of scientific basis in terms of a thematic research policy for further development of an early childhood policy (eg. National Science Foundation project)</td>
</tr>
<tr>
<td>Strategy</td>
<td>Elaboration of a «National Strategy on Early Childhood Policy» in collaboration with all relevant stakeholders and accounted for by federal and cantonal levels.</td>
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