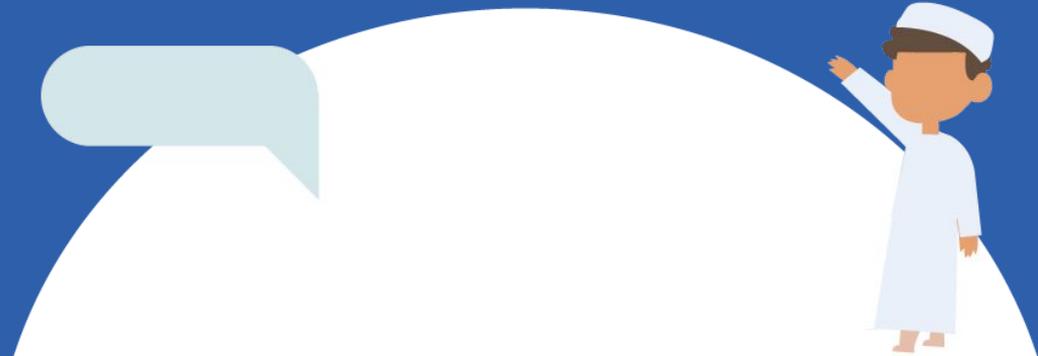


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# WED Alliance for Children & Families - Output



# Context

Childhood is under attack. Education systems have pushed academic expectations from primary education down to pre-primary education.

Parents keep children busy with early learning, heavily scheduled activities and multiple activities that leave them little time to play and engage with parents and playmates. Yet a growing body of evidence underscores the critical importance of foundational social-emotional skills, executive functioning and emotional wellbeing that prepares a child to succeed in the 21<sup>st</sup> Century.

Decades of child development research has confirmed that to be prepared for the future, children need opportunities to develop social interaction skills that civil societies value such as:

- Self-regulation
- Empathy
- Executive functioning (i.e., how to manage multiple “incoming messages- like air traffic controllers in a busy international airport like Abu Dhabi or Dubai)
- Perspective-taking (i.e., “understanding “ the others
- Motivation
- Communication
- Decision-making

# Vision and Objectives

The objective of the WED Alliance for Children and Families is to establish a sustainable funding resource for children and families in Abu Dhabi that will support the social and wellbeing needs for children aged 0-8 in the UAE and beyond.

The purpose is to provide economic and technical resources and support for young children and their families, specifically initiatives and innovations that provide family strengthening, responsive caregiving, nurturing, social interaction opportunities and high-quality early childhood care and education.

# Audience

All Children, aged 0-8 years (Emirati and expatriates, including children of determination)

Parents, mothers and fathers, extended family including grandparents, siblings and relatives for children 0-8 years

Caregivers / nannies for children 0-8 years

Early childhood educators, directors, managers, owners of nurseries, preschools and early childhood centers

Schools, including educators for KG and primary grades, administrators, and special service providers

Health care providers, including pediatricians, family practices and hospitals

City planners, municipality departments, parks and recreation

Social and education researchers

Product developers for young children

Media and publications

# Solution

The WED Alliance for Children and Families will provide technical expertise and financial resources to address the WED movement priorities, one of which targets social interaction as a critical component of children's wellbeing.

The collaborative fund will finance programs and projects that offer consistent and evidence-based messaging related to family strengthening, responsive caregiving, nurturing, social interaction and social skills development opportunities for children 0-8.

The WED Alliance will consist of local, national, and international member organizations, including foundations and philanthropists who agree to combine funds and who share a common goal of supporting the social-emotional wellbeing of all children 0-8.

A representative council of appointed members from organizations selected by the WED Leadership, with guidance from the Early Childhood Authority (ECA), will identify social, health, and educational needs and challenges for families and their children 0-8 and collaborate to fund initiatives that offer solutions to system-wide issues, locally, nationally, and internationally.

# Solution - continued

The WED Alliance will serve as a mechanism to leverage significant combined and sustainable resources to fund initiatives that will contribute to a positive future for young children, and their families, which is a vital component of the knowledge and education priority for the UAE Vision 2030.

The mission of a WED financial alliance would be to fund projects, programs and services that would impact the social well-being of children and families at three geographical levels:

1. Local/national/federal initiatives, startups, and expansions of existing businesses and services
2. Innovative projects in neighboring Gulf States that demonstrate potential for global scaling
3. Identified gaps in resources in countries with direct service links to the UAE, such as, south and central Asia, India, the Philippines, Kenya, Bangladesh, Nepal.

The proposed WED Alliance funding would prioritize families and their young children, ages 0-8 years, and the unique experiences which impact their development, the way they experience themselves, their social relationships, and their world.

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Thank you

