



Here I am!

A pledge for babies in Wales

This pledge has been developed to highlight the perspective of the baby, focusing on their rights and needs within the first 1000 days. It is informed by the United Nations Convention on the Rights of the Child (UNCRC) and has been co-produced with parents, their babies and professionals across Wales.

Babies have unique needs and are more vulnerable than others because they can't advocate for their rights, so this pledge ensures their needs are considered.

This pledge acknowledges that all babies and their grown-ups (parents, carers or guardians) are different, and some will need more support than others.

This pledge is written from the voice of the baby. It sets out what a baby needs from their grown-ups, what their grown-ups need to support and care for their baby and what babies and their grown-ups need from communities.

I am my own person, and I depend on you to love me and help me understand this big wide world. This is my voice.

We are all different but have similar needs for love and care.

- **I need** my grown-ups to feed me, keep me safe, warm and clean.
- **I need** my grown-ups to take care of my health, both physically and emotionally.
- **I need** my grown-ups to hold me close, talk to me, comfort me and show me I'm important.
- **I need** my grown-ups to play with me, sing to me, read to me and show me new things so I can learn and grow.
- **I need** my grown-ups to try to understand how I feel. They won't always get it right and that is ok; we can learn together.

My grown-ups are important to me, they need to be supported, feel valued and have their own needs met.

- **My grown-ups need** to feel heard and be able to get support for any difficulties they experience, so they can take care of me.
- **My grown-ups need** to be given the right information, at the right time, in a way that is right for them.
- **My grown-ups need** to spend time getting to know me, I'm new to them, we are learning together.
- **My grown-ups need** to be able to meet my basic needs, like having enough food, clothes, and a safe place to live.
- **My grown-ups need** welcoming places, activities and groups they can enjoy with me, so we can learn, play and grow together.

Me and my grown-ups need support from our communities to help me have the best start.

- **Me and my grown-ups need** communities to listen to us, so that we can have a say in shaping policies and services that affect us.
- **Me and my grown-ups need** communities to recognise how important but challenging this time can be, every kindness helps us on our journey.
- **Me and my grown-ups need** communities to play their part in keeping me safe, protected and nurtured as I grow.
- **Me and my grown-ups need** communities to provide clear and up to date advice and information, so that we feel informed and supported.
- **Me and my grown-ups need** communities to have welcoming places or activities we can get to easily that are safe, clean and fun for me to play.