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# The First 1000 Days Baby Bag

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Where everything begins.

Designed in collaboration with health professionals and parents, after analysis of programs in other countries and pilot tests conducted in maternity hospitals.

**A very large-scale policy experimentation.**

October 2022

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## 5 goals

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1. **Welcoming** new parents to parenthood
2. **Raise awareness** about the significance of the first 1000 days and its key issues
3. **Incentivise** new parents to adopt simple best practices that are beneficial for the child's development
4. **Reassure** new parents by providing clear, unified, and coherent information from medical professionals
5. **Contribute to addressing social and health inequalities** from the first 1000 days of life.



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## For who?

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The first 1000 days baby bag is a **universal** program.

It is meant **for all parents**, regardless of their socio-economic situation; there is no means-testing.

It is also conceived as a tool to assist professionals in **health promotion and disease prevention**.



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## A bag built into the first 1000 days journey

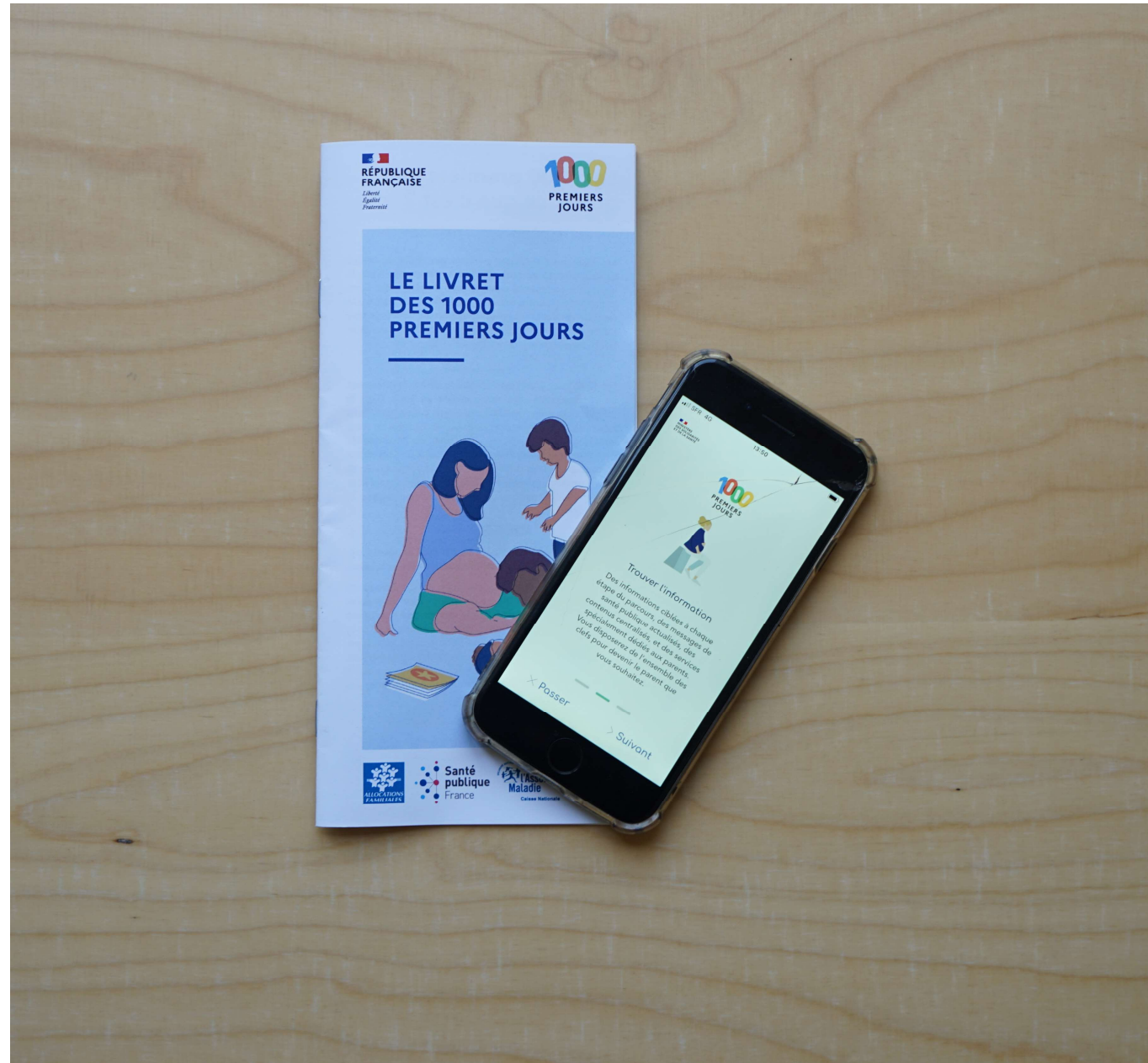
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Handed out at the **maternity hospital**: a key moment in the first 1000 days journey.

Along with the bag come the **Booklet** (sent out in the 4th month of pregnancy), the First 1000 Days **mobile app**, and the **website**.

Its assets:

- ✓ **Promotes contact and conversation**: the moment when maternity staff hands out the bag to new parents creates an opportunity to discuss parenthood
- ✓ **Concrete**: the items within the bag are useful right away, and incentivise putting into practice the public health messages they carry
- ✓ **Lasting**: the items will be part of the parents' day to day life, even as they are caught in the whirlwind of the first few months



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## Mobilise (without burdening) maternity wards and professionals

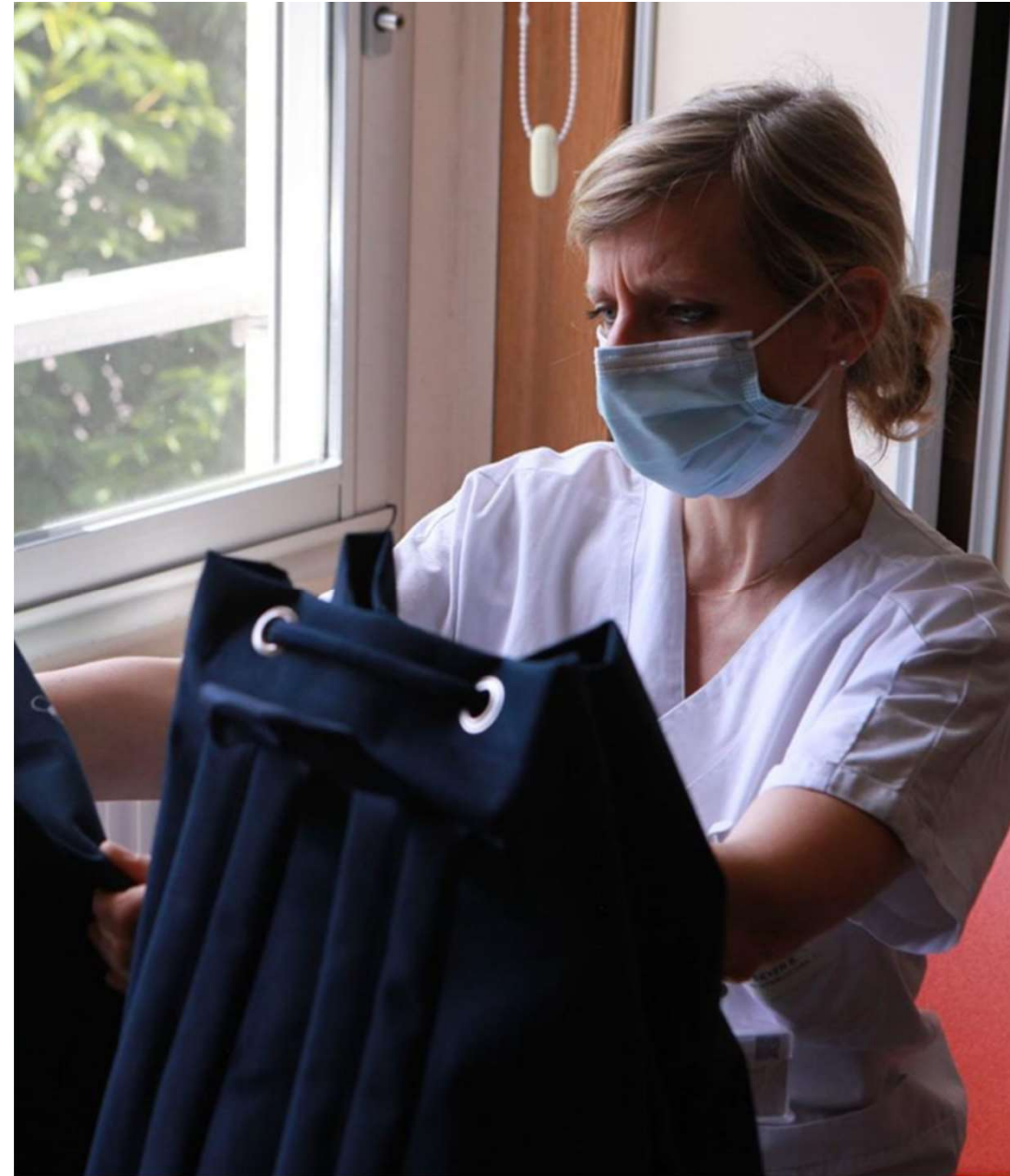
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The First 1000 Days Baby Bag **facilitates dialogue** between professionals and parents.

It is all more effective and useful as a public health tool when maternity hospitals and professionals carve out **time to discuss it** with the new parents.

The bag can be useful to services and professionals who support parents **outside the maternity hospital**. For them to meaningfully integrate the bag into their practice, they **must first be informed about the items and their message**.

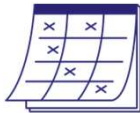
Bag deliveries are **organised in the simplest way**, and take into account the hospitals' storage capacity



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## Implementation in 2022 and 2023

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### A large-scale experimentation

From March 2022 to July 2023

Over 270 maternity hospitals in metropolitan France

In strategic areas (urban policy districts & rural development zones)

Ongoing policy evaluation by an independent third-party



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Spring 2022 version

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**A large-scale  
experimentation (431  
000 baby bags  
distributed in 270  
maternity hospitals**

**A model of ethical  
public procurement (a  
French-designed Baby  
Bag, sourced from 100%  
French, inclusive, and  
social partners)**



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Spring 2022 version

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**6 useful items from daily life as 6 invitations** to put into practice public health guidelines.

**The Welcome Booklet**, which explains the message behind each item and insists on the importance of parent-child interactions early on.



**The First 1000 Days Booklet**, which presents the key issues about this stage of life and provides parents with useful information.

The bag is distributed at the **maternity hospital** to all parents, without means-testing, and with an option to refuse the bag.



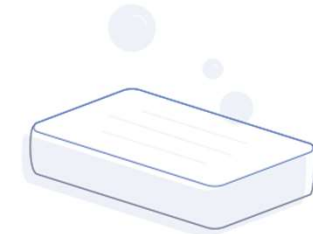
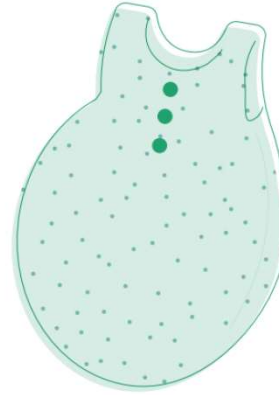
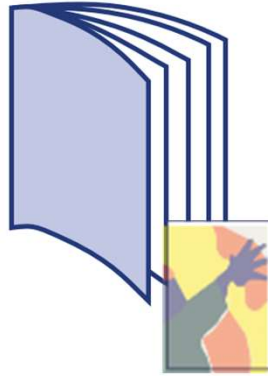
A **set-aside procurement** to support employment opportunities for disabled workers. The bag and its items are manufactured by companies and factories staffed by disabled workers.



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6 items  
= 6 incentives

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6 useful items from daily life as 6 incentives to put into practice public health messages.

1. A **bag** to incentivise going outdoors to play and to be in contact with nature
2. A **sleeping bag** to sleep safely and soundly
3. A **natural soap** to recommend getting rid of harmful chemicals
4. A **bib** as an invitation to follow the steps towards dietary diversification
5. A **children's book** to foster reading as well as cultural and artistic early learning
6. A **moisturising cream** to encourage parents to practice self-care

Each item is an invitation to spend time with and interact with one's child



*The selection of items is subject to change in future versions of the Baby Bag, depending on the evaluation results*

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## A working tool for professionals

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## Testimonies from maternity hospital staff

« Explaining the contents of the bag, and communicating the message behind the First 1000 Days **is an opportunity to have a discussion with the parents and allows the maternity staff to touch on broader themes.** Parents pay close attention. The bag makes the health promotion campaign more concrete. The bag was very well received by the staff. » - *Martigues Hospital Center*

« Positive feedback from the staff and very positive feedback from parents. **It facilitates discussion.** » - *Péronne maternity hospital*

« The contents of the bag and the public health messages they carry are very relevant and more than useful [...]. However, it's difficult to touch on everything because it takes too long [...]. **Maternal and child protection centers, midwives, pediatricians, and doctors must take over this task in the first couple months of the child's life.** » - *Paris Saint Joseph Hospital complex*

« The bag's content is relevant and **appropriate for our sometimes underprivileged patient population.** » - *Mont Saint Martin Maternity Hospital*

« This bag is very appreciated by couples. Good feedback from the staff because its contents and the messages in the booklet match our practices in the maternity hospital [which has a baby-friendly label]. **It is very nice not to feel like we are involved in a marketing operation when giving out this bag, but actually take part in a coherent and thoughtful action to support and advise new parents.** » - *Hôpital Privé de Villeneuve d'Ascq*

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## The bag

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*The bag stands for a message: promoting physical activity and encouraging social encounters. In this metaphor, the arrival of a baby is seen as the start of a journey, and the bag is here to help parents make the most of it. The bag is to be kept and taken everywhere when parents go out with their child, to be by their side as they discover the world and all its wonders.*



### **Public health message the item carries:**

- Playing is part of growing up, and is even more beneficial in nature
- The child does not need screens (smartphones, TV, tablets...)
- Physical activity (for the child and his parents)

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## The bib

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*The bib is a must-have in the parents' new day-to-day life, especially as the child begins to eat more and more like a grown up. Baby's first meals are a good opportunity to review the family's diet and to make it healthier (that is to say, more varied and balanced).*

### **Public health message the item carries:**

- Eating a healthier, more balanced diet
- Diversifying baby's diet, step by step



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## The sleeping bag

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*The sleeping bag is an invitation to adopt good habits around putting baby to sleep safely, that is laying baby on his or her back and with no blanket. Ensuring baby's sleep quality also means respecting his natural sleep-wake rhythm, putting screens aside, and creating a healthy and safe environment around the room in which he or she sleeps.*



### **Public health message the item carries:**

- Laying baby on his or her back to reduce risks of Sudden Infant Death Syndrome (SIDS)
- Respecting baby's natural sleep cycles
- Taking time for self-care and rest

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## The natural soap

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*Bathing: the simplest hygiene product is also the healthiest and most effective. An all-natural soap, containing no essential oils, is best for baby's delicate skin and health. The soap is also an invitation to make bath time a moment of shared enjoyment, without forgetting to be safe and watchful.*

**Public health message the item carries:**

- Adopting the right hygiene and health habits
- Reducing exposure to harmful chemicals
- Preventing domestic accidents



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## The children's book

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*The children's book is an invitation to make time for reading and telling stories during the first 1000 days: this is important for baby's sensory development and to fulfil his or her attachment needs. Reading promotes language acquisition and stimulates his or her imagination. This is also a way to raise awareness about the cultural component of health (« cultural health ») for both parents and child.*



### **Public health message the item carries:**

- Artistic, cultural, and sensory early learning
- Language acquisition
- Cultural health (for both parents & child)

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## The moisturising cream

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*With the upheaval that is the birth of a child, keeping up with self-care is both a challenge and a necessity.*

*The moisturising cream is a wink, a pretense to evoke the negative emotions and mental health disorders that can arise following the arrival of a new baby. The cream is an invitation for parents to keep an eye on their own health and mental health, and to make (and take) time for self-care.*



### **Public health message the item carries:**

- Perinatal mental illness and postpartum depression
- The need for a robust support system to lean on, and not hesitating to ask for help
- Being aware of parenting support services



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## The Welcome Booklet

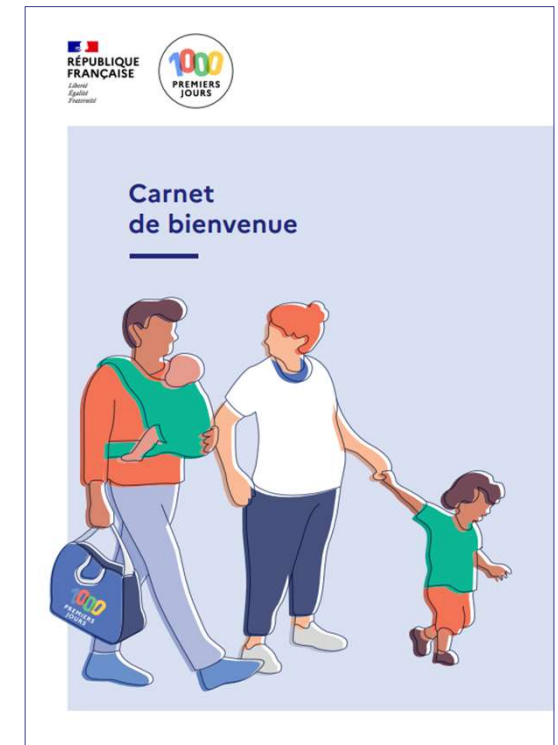
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*The Welcome Booklet introduces the Baby Bag, an open hand for each parent to make the most of their child's first days, months, and years. Customisable, to keep for as long as possible, the Booklet makes explicit the link between the items and the key principles of the First 1000 Days. It guides parents towards the resources, places, and professionals that they must not hesitate to call upon during this unique period of their lives.*

### The Welcome Booklet contains:

- A few words about the First 1000 Days
- For each item, directions for use and the public health message behind it
- A reminder of the main sources of information (First 1000 Days website and app, national health insurance and family allowances websites)

**The Booklet is customisable.** The child's name and birthdate can be written on it. With drawing, a photograph, a few handwritten words, the precious memory of each « first time » can be recorded (first bath, first night in a sleeping bag, first meal...). A good reason to keep it for a long time.





# RÉPUBLIQUE FRANÇAISE

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*Égalité*  
*Fraternité*



Find out more information on the website for the [Departments of Health and Solidarity](#)

For any question you may have: [1000premiersjours@sg.social.gouv.fr](mailto:1000premiersjours@sg.social.gouv.fr)