

# Paalan 1000 National Campaign

August 17, 2022

**In news**– The Union government has virtually launched the Early Childhood Development Conclave, Paalan 1000 National Campaign and Parenting App.

## **About the campaign-**

- Paalan 1000 – Journey of the First 1000 Days', **focuses on the cognitive developments of children in the first 2 years of its life.**
- Paalan 1000 combines early years coaching for parents, families and other caregivers with services designed to meet families' basic needs.
- **The programme is aligned with the mission of the Rashtriya Bal Swasthya Karyakram (RBSK), emphasizing responsive care and focusing interventions on the first 1000 days.**
- **The PAALAN 1000 parenting app will provide caregivers with practical advice** on what they can do in their everyday routine and will help resolve the various doubts of parents and will direct our efforts in the development of a child.
- It focuses on the 6 principles on Maximize Love, Talk & Engage, explore through Movement and Play, Read and Discuss Stories, Mother's Engagement with the Child while Breastfeeding and Managing Stress and Staying Calm.

## **What is Rashtriya Bal Swasthya Karyakram(RBSK) ?**

- It is a new initiative aiming at early identification and early intervention for children from birth to 18 years to **cover 4 'D's viz. Defects at birth, Deficiencies, Diseases, Development delays including disability.**
- It was launched by The Ministry of Health & Family Welfare under the National Health Mission.

- It envisages Child Health Screening and Early Intervention Services, a systemic approach of early identification and link to care, support and treatment.