



BABY DAY®

2021 IMPACT REPORT

Baby Day is the only statewide celebration of the first three years, when early experiences shape lifelong potential.

A WEEK OF BONDING AND DELIGHT

Live streamed and on-demand activities included storytime with elected officials, art activities from local museums, music classes in Spanish and with the symphony, parent education sessions that promoted attachment and bonding, infant and toddler yoga classes, mindfulness and breathing exercises, sensory play, STEM activities, fine and gross motor skills, and more!



"The sessions were engaging and informative and free!! What more do we need? Thank you again. I love the fact that we have access to the sessions for 3 months."



"I attended all the events during the week either live or watched the recordings of live sessions and On Demand videos. Thank you so much!!"



19 media stories resulted in 4.2 M audience impressions



132 cities across Texas participated in Baby Day!

The City of San Marcos proclaimed February 13, 2021 as Baby Day!



EVENT STATS

7,139

Total adults and children registered

3,378

Total packages mailed to 0-3

354

Volunteer hours to create Baby Day

119

Live and on-demand sessions

30%

New followers across social media

18,290

Baby Day website page views



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ABOUT BABY DAY 2021

On February 7, 2021, First3Years launched the third annual Baby Day, a week-long virtual experience that brought together over 7,100 adults and very young children across Texas. Baby Day, the only statewide celebration of the first three years of life, is a day to acknowledge and celebrate the incredible period of growth in infants and toddlers, inviting families to participate in activities that support strong family bonds and emotional connection, while engaging in fun activities and play that support early brain development.

Baby Day is inspired by the understanding that everyday interactions, along with responsive, nurturing care can build healthy brains, and a strong start for all children. With this in mind, Baby Day attendees were invited to participate in a variety of live-streamed and on-demand sessions that promoted caregiver/child interaction hosted by community partners.

While the Baby Day celebration is once a year, the spirit and action of Baby Day continues year-round through our website and newsletter, bringing increased awareness and resources to caregivers. To learn more about Baby Day, ways to get involved or to access resources, visit: <https://babyday.us/>.

MADE POSSIBLE BY:



PRESENTED BY:



www.first3yearstx.org

Follow us for the most up-to-date information on Baby Day!



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POWERED BY:

