



## **MEDIA RELEASE**

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In advance of today's (31.10.07) Scottish Government debate on the early years and early intervention, Children in Scotland's chief executive, Bronwen Cohen, said:

"This debate is an important opportunity to make clear what can be achieved for the early years over the course of this parliament. We need to aspire to more for our young children. Our services need to be integrated and organised around the needs of children and their families, not their providers, and staffed by a better-qualified and valued workforce."

"We need to focus on models of provision that can encourage children's participation in their communities and develop habits for healthy lifestyles and lifelong learning. By 2010 we would like to see a 10-year early years strategy for Scotland well underway, consistent with the Organisation for Economic Co-operation and Development's (OECD) international guidance, and meeting its first targets."

Paula Evans, Children in Scotland's policy and parliamentary information officer, said:

"The early years are no longer a marginal issue for Scotland's politicians; early years minister Adam Ingram has talked about how ministers want all departments – from health to justice – to be informed by the early years. The Scottish Government is signaling that it wants to invest in the pre-school experience. Now we need to ensure that the rhetoric is matched by reality."