

# KidSTART

*A good start in life*

**#KidSTART #AGoodStart**



# KidSTART supports children from B10<sub>PS</sub> families



## Mission:

Empower low-income families to build strong foundations for their children and foster positive child development outcomes

## Desired Outcomes



Parents have knowledge and skills to support child's health and development



Children have strong foundation for health and well-being (i.e., up-to-date immunisations, earlier enrolment in preschool)



Families have informal support systems, and can access relevant services to meet their needs



Early childhood, social service and health professionals adopt holistic child-centric lens

## Eligibility criteria

- Families with Singapore Citizen (SC) children aged up to 6 years old
- Monthly Gross Household Income (GHHI) ≤ \$2,500\* / Per Capita Income (PCI) ≤ \$650
- Residing in participating Social Service Office (SSO) regions

\*KidSTART accepts families who miss the income criteria (i.e. up to GHHI ≤ \$3,000) if there are child development concerns.

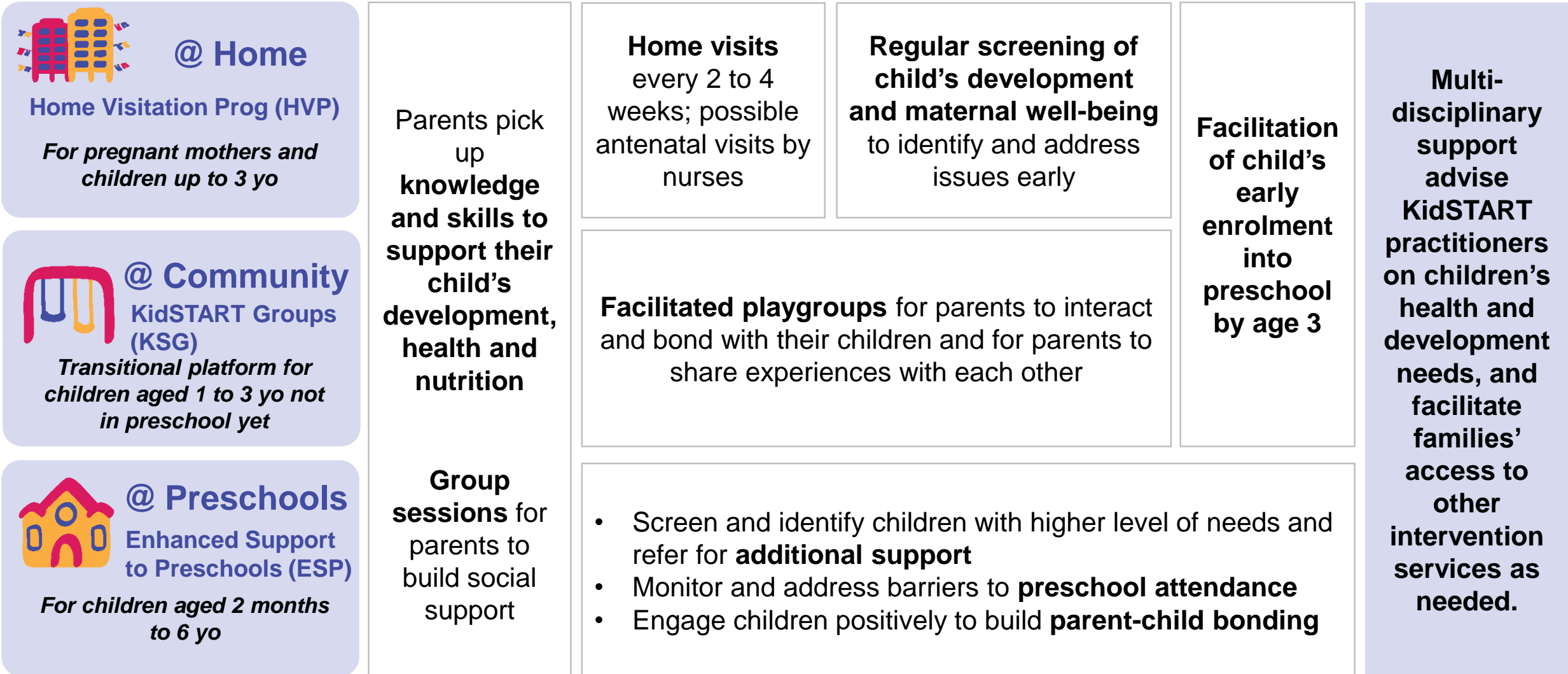
CIR

## Eligible families are identified through:



- **Outreach** by hospitals and KidSTART Social Service Agencies (SSAs) using Govt admin data (e.g. HDB rental data, ComCare data, Baby Bonus data etc.)
- **Referrals** from community partners (e.g. Family Service Centres (FSCs)) and hospitals

# To achieve desired outcomes, KidSTART leverages natural settings and touchpoints to roll out interventions



# Local evidence support upstream interventions: Key Findings from GUSTO studies

Over 260 publications since 2012



- 1 1 in 5 women in Singapore affected by gestational diabetes
- 2 Positive maternal mental health during pregnancy associated with positive child skills
- 3 Poor maternal mental health negatively affects child brain development and function
  - Lower-income mothers are **3.4 times more likely to have clinical depression and anxiety**
  - **Transmissibility of vulnerability for depression** from mother to child, with effects persisting up to 4.5 years old
- 4 Maternal mental health mediates the effect of income disparity on school readiness
- 5 Mothers with lower education and suboptimal moods tend to provide **longer screen time** for their young children
  - Early screentime exposure is associated with poor social and attention skills, increased BMI and obesity
- 6 Lower-income families spend **less than half as much time reading** to their children
  - Language stimulation through reading in the early years can improve the child's literacy, with the greatest gains for children from low-income families

# KidSTART is aligned to the National Child and Maternal Health and Well-being Strategy



Enhancing upstream preventive health efforts for women and children



Working with polyclinics and hospitals to tighten social-health nexus and improve accessibility of health services for families

Parliament Debate on ministries' budgets: Health

## New task force to boost maternal health, kids' well-being



Joyce Teo



PUBLISHED MAR 5, 2021, 4:23 PM SGT



A new inter-agency task force has been set up to ensure there is comprehensive support to help women prepare for motherhood, and help children attain good health and well-being from their early years.

A local study - Growing Up In Singapore Towards Healthy Outcomes, or Gusto - has shown that a mother's health can directly influence her child's development, and that a child's early years can have a lasting impact on later life outcomes.

"These findings underscore the importance of intervening early in life to prevent disadvantages from snowballing, and that parents play a key role to a child's longer-term development," Second Minister for Health Masagos Zulkifli said at the ministry's budget debate yesterday.



MINISTRY OF  
MANPOWER

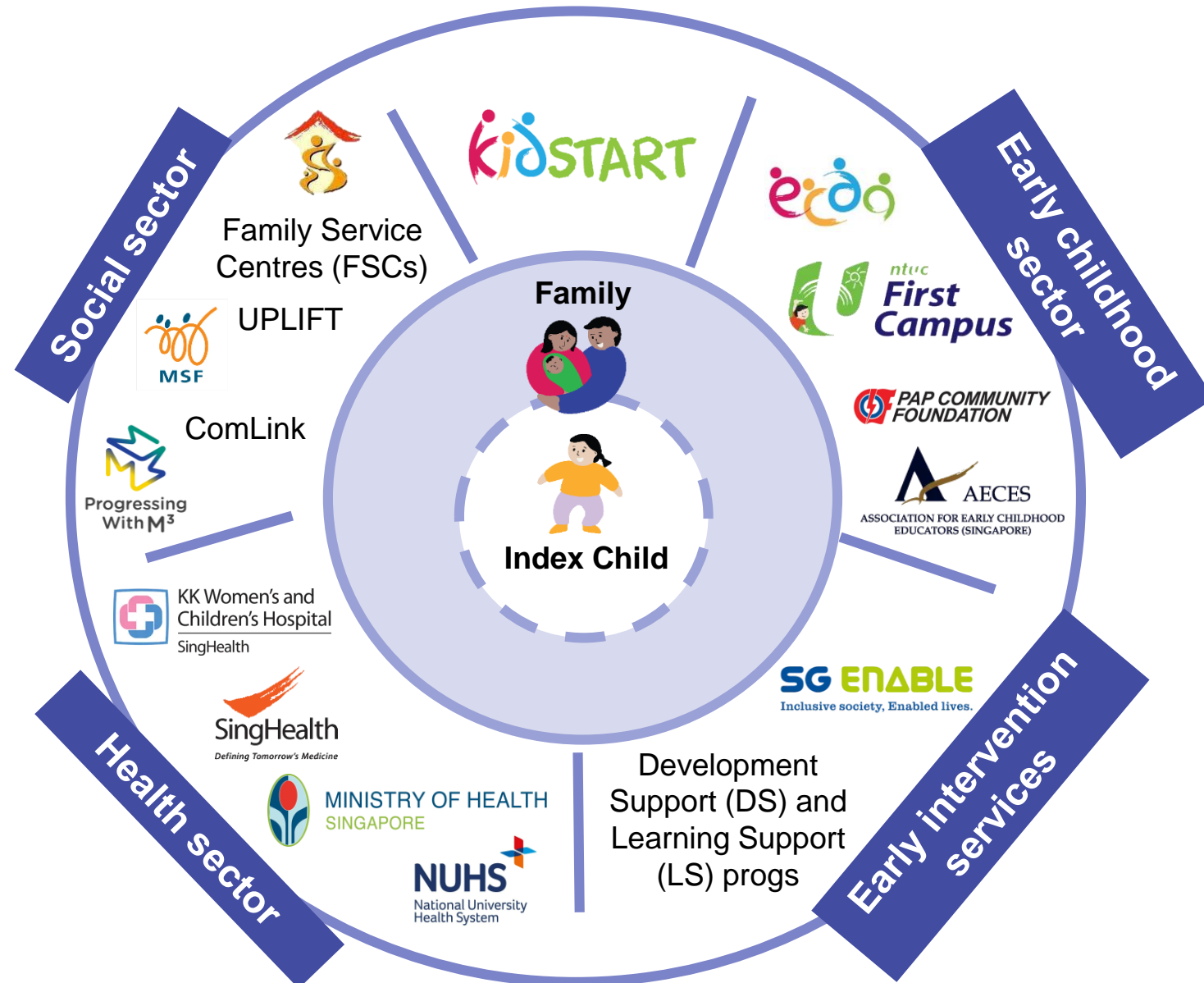


PRIME MINISTER'S OFFICE  
SINGAPORE







MSF  
MINISTRY OF  
SOCIAL AND FAMILY  
DEVELOPMENT

# KidSTART families are plugged into a wider ecosystem for holistic support





**Thank you!**

-  [@kidstart.sg](#)
-  [facebook.com/kidstart.sg](#)
-  [www.KidSTART.sg](#)
-  [contactus@kidstart.sg](mailto:contactus@kidstart.sg)

