

## How MammaKind's practical support contributes to early childhood development

The table below illustrates how the practical support provided through MammaKind's Four Pillars contributes to children's physical, cognitive, social and emotional development during the early years.

Item	Area of childhood development	Contribution	Evidence Source
<b>Cot / Moses basket / new mattress</b>	Physical health	Enables parents to provide babies with a safe, firm sleep space, supporting safer sleep and healthy early development. Safe sleep also helps parents establish positive sleep routines during the critical early years.	<a href="#">The Lullaby Trust – Safer Sleep for Babies</a>
<b>Nappies / wipes</b>	Physical health	Removes financial barriers to maintaining children's health and hygiene. Enables parents to keep children clean, comfortable and healthy, reducing the risk of skin irritation, discomfort and preventable illness that can disrupt sleep and development.	<a href="#">In Kind Direct – A Clean Start in Life</a>
<b>Age-appropriate books</b>	Cognitive development	Enables parents to read regularly with their children, supporting language acquisition, vocabulary development and school readiness through shared reading and interaction.	<a href="#">Education Endowment Foundation – Early Years Toolkit</a>
<b>Age-appropriate toys</b>	Cognitive, Social & Emotional development	Supports children's curiosity, problem-solving, communication and early social learning through play. Play is fundamental to children's cognitive, social and emotional development.	<a href="#">Education Endowment Foundation – Early Years Toolkit</a>
<b>Pram</b>	Physical, Social & Emotional development	Enables families to attend healthcare appointments, Family Hubs, children's centres and early years activities, supporting children's health, social development and access to opportunities.	<a href="#">Department for Education – Family Hubs and Start for Life Programme</a>
<b>Clothing (weather-appropriate)</b>	Physical health	Helps parents keep children warm, dry and appropriately dressed, supporting children's health and enabling them to participate in outdoor play, healthcare appointments and community activities.	<a href="#">Trust for London – Child Poverty Data</a>

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<b>Afro-textured haircare products</b>	Physical, Social & Emotional development	Responds to culturally specific needs identified by families, supporting children's health, dignity, cultural identity and parents' confidence in meeting their children's individual needs.	<b>MammaKind client feedback and service development</b>

Further reading

1. **Joseph Rowntree Foundation – UK Poverty 2025**  
<https://www.jrf.org.uk/uk-poverty-2025-the-essential-guide-to-understanding-poverty-in-the-uk> (Joseph Rowntree Foundation)
2. **Royal College of Paediatrics and Child Health – Child Health Inequalities and Poverty**  
<https://www.rcpch.ac.uk/key-topics/child-health-inequalities-poverty>
3. **The Food Foundation – Food Insecurity Tracking**  
<https://foodfoundation.org.uk/our-work/food-insecurity-tracking>
4. **National Literacy Trust – Early Years**  
<https://literacytrust.org.uk/parents-and-families/early-years/>
5. **BookTrust – Bookstart**  
<https://www.booktrust.org.uk/what-we-do/programmes-and-campaigns/bookstart/>