



social development

Department:
Social Development
REPUBLIC OF SOUTH AFRICA

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To whom it may concern,

Endorsement of DO MORE FOUNDATION's "Build of world of Play" submission

Early childhood development is recognised as a national priority and public good because it advances the rights of the child; reduces social and economic inequality; improves health and education; and promotes economic productivity and social cohesion. It represents significant opportunity to change both individual (child) and national trajectories of growth and development.

Government recognises that early childhood development 'services do not fall neatly into any one government department, sphere of government or sector, as the needs and rights of infants and young children span across the areas of health, nutrition, safe environment, and psychosocial and cognitive development.

The Department of Social Development (DSD) aims to transform society by building conscious and capable citizens through the provision of comprehensive, integrated and sustainable social development services. The role of DSD includes child protection, social security and other welfare services to support of families in South Africa. Early childhood Development is the critical foundation in the development of a child and therefore requires the collaboration between government and all stakeholders, all investing in children.

We as the National Department of Social Development of South Africa are aware and proud that the DO MORE FOUNDATION is raising their hands to Lego's Build a World of Play challenge with their proposal that "Everyone gets to play". "Everyone gets to play" being a collective impact model leveraging corporate-public partnerships toward sustainable implementation of the National Integrated ECD Policy in South Africa. Using the National Integrated Early Childhood Development Policy (2015) as their road map for scale.

Department of Social Development would like to endorse the DO MORE FOUNDATION's proof of concept and vision that "everyone should play and young children should be a priority".



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We believe that our support of their model will ensure a multiplier effect to the Lego award and we are proudly in support of their initiative to collaborate with National Government to achieve their goal.

ACTING DEPUTY DIRECTOR GENERAL

MS ISABELLA SEKAWANA

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