

26 April 2022

To whom it may concern,

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

As academics from the Division of Human Nutrition, Department of Global Health, Faculty of Medicine and Health Sciences, Stellenbosch University, we are engaged in research on early childhood development. 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 nutrition, 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.

We recognize that to change South Africa's trajectory, the country will need to focus on early childhood development in a collaborative way with the public, private and NGO sectors and support from academic institutions.

We are aware that the DO MORE FOUNDATION is participating in Lego's Build a World of Play challenge with their proposal that "Everyone gets to play". This proposal is a collective impact model that benefits from corporate-public partnerships to optimally implement South Africa's National Integrated Early Childhood Development Policy (2015).


We 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". In doing so, we hope that our support of their model will boost their profile to the Lego award.

Kind regards,



**Prof Lisanne M. du Plessis**

*Associate Professor:*  
Community and Public Health Nutrition  
t: +27 21 938 9175  
e: [lmDup@sun.ac.za](mailto:lmDup@sun.ac.za)



SCOTT DRIMIE

**Prof Scott E. Drimie**

*Extra-ordinary Professor:*  
Division of Human Nutrition  
t: +27 832903620  
e: [sedrimie@sun.ac.za](mailto:sedrimie@sun.ac.za)