

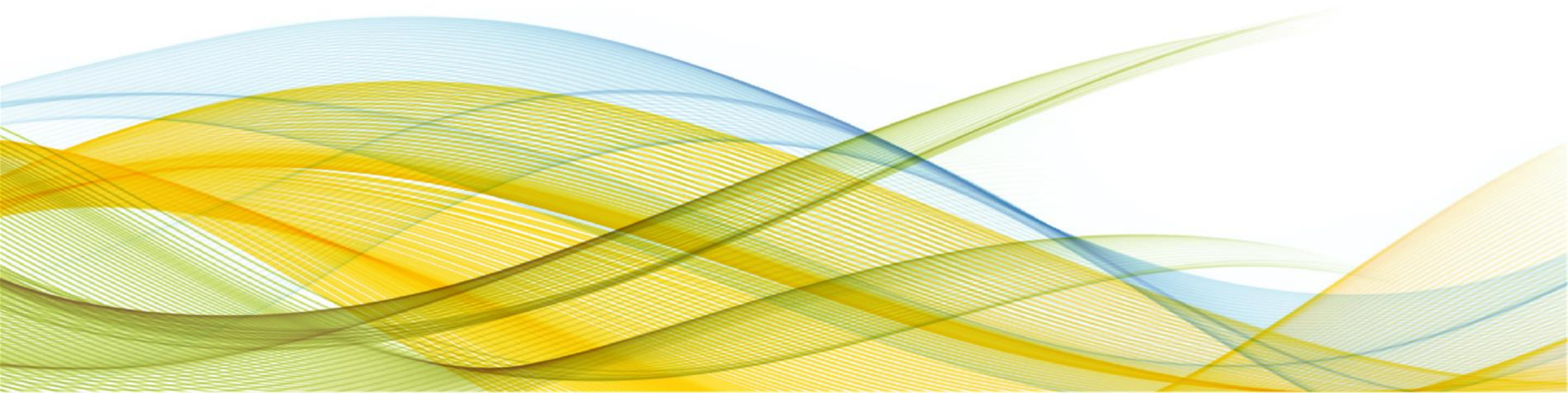


World Vision
sustainable health

Go Baby Go!

*Integrated Early Childhood Development in the
First 1,000+ Days of Life*

Erin A. Jones, MPH
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What is **Go Baby Go (GBG)**?

- World Vision's integrated programming package for Early Childhood Development (ECD), focused on the 0 to <3 age range
- Goal is to empower parents and caregivers with the skills to support holistic ECD in practical ways, and establish the strongest foundation possible for their babies' futures
- Enriched family relationships to improve children's growth, learning, and lifelong development
- Strengthens the **confidence** and **competence** of mothers (beginning in pregnancy), fathers and other primary caregivers

Key Principles of Early Child Development

- **The earlier the better:** much of children's well being and opportunity to fulfill their potential is shaped early in life
- **Holistic:** physical, cognitive, emotional, and social capacities are inseparable and thus must be supported holistically.
- **Competent caregivers:** children need consistent loving and competent care from at least one caregiver
- **Play:** children learn by playing, observing, copying, and trying things out

“Play is the work of the child”



ECD: What does it mean?

Early Childhood:

Period from *conception to the age of eight*, considered to be the most important developmental phase throughout the lifespan.



Child Development:

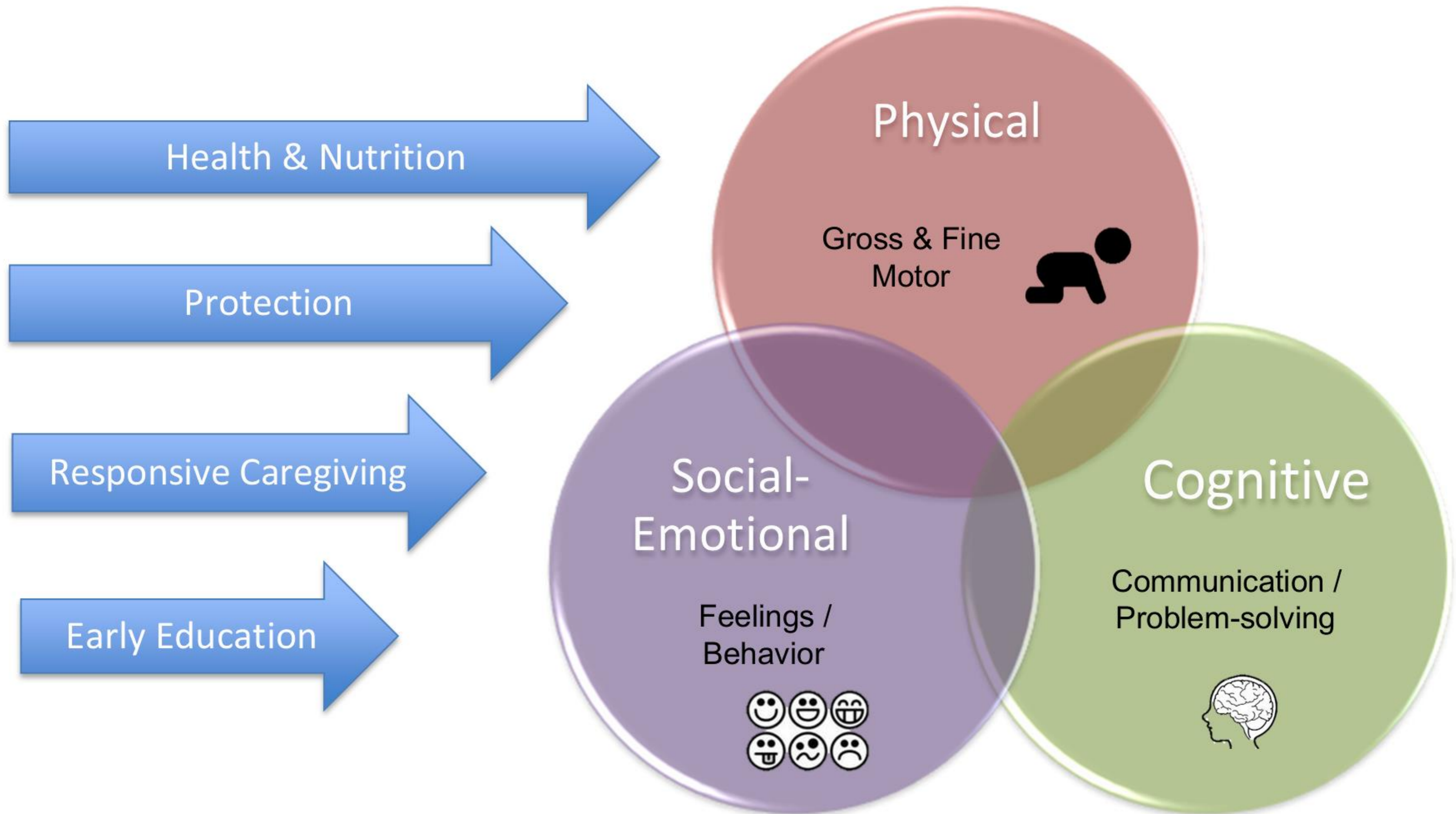
A *process of change* in which a child learns to handle ever more difficult levels of moving, thinking, speaking, feeling and relating to others.



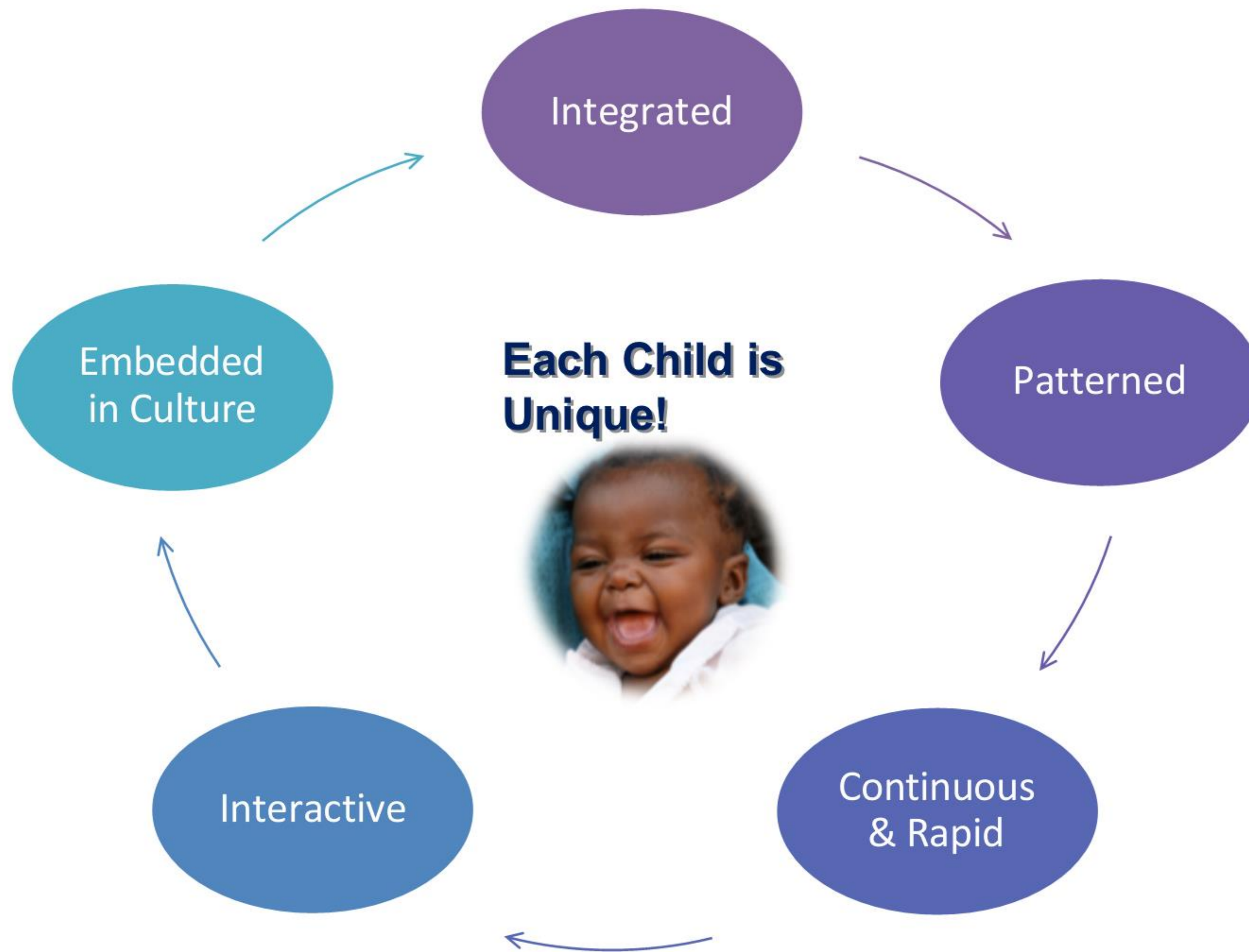
Early Childhood Development (ECD):

The physical, social-emotional, and cognitive dimensions of human development, each equally important, in the earliest years of life.

ECD: *How does it happen?*



ECD: *What does it “look like” in action?*



GBG Theory of Change

Aspirational Goals

Lowered child U2 morbidity
Improved child U2 nutritional status & growth

Children under 3 years old are surviving & thriving
(optimal growth & development)

Improved developmental outcomes for children 0-3 years in target communities through building caregiver competency to provide a nurturing environment

Natl & Intl Goals to which project contributes

Outcomes to which project primarily contribute

Outputs & intermediate outcomes to attribute results to project

Foundational activities

Caregivers competency and well-being is strengthened for enhanced support of child development

Caregivers plan for & provide a responsive, safe and nurturing environment at the household level

Community-based network functioning to support the holistic needs of families with children 0-3

GBG sessions are facilitated within the target community & attended by target caregivers

Caregivers have access to adequate and sustained home-based support

Household is safe & free of severe hazards)

Reduction in harsh discipline practices

Community level GBG Facilitators recruited & trained in GBG curriculum & Home Visitors approach

Caregivers engage in adequate self care

Referral of most vulnerable caregivers & children to additional supports as required

Caregivers engage in age appropriate play & communication with child

Increased household uptake of health, nutrition & hygiene behaviors

GBG network/s established to support the facilitators and needs of families.

Harmonize M&E plan considering government standards and conduct baseline

Map local/national partnership landscape & consolidate partnerships

Map and identify suitable community structures to support model

Contextualize GBG curriculum to incorporate beneficial local practices (formative assessment)

Identify and integrate linked models/approaches

Review relevant ECD policy environment & formulate agenda

Project Goal: Improved developmental outcomes for children 0-3 years in target communities, through building caregiver competency to provide a nurturing environment

Connect to MNCH, Nut & WASH Outcomes

Connect to CP Outcomes

Outcome 1: Caregivers competency and well-being is strengthen for enhanced support of child development

Output 1.1: GBG sessions are facilitated within the target community & attended by target caregivers

Output 1.2: Caregivers have access to adequate and sustained home-based support

Output 1.3: Caregivers engage in adequate self care

Output 1.3: Referral of most vulnerable caregivers & children to additional supports as required

Outcome 2: Caregivers plan for & provide a responsive, safe and nurturing environment at the household level

Output 2.1: Household is safe & free of severe hazards

Output 2.2: Caregivers engage in age appropriate play & communication with child

Output 2.3: Reduction in harsh discipline practices at household level

Output 2.4: Increased household uptake of health, nutrition & hygiene behaviors

Outcome 3: Community-based network functioning to support the holistic needs of families with children 0-3

Output 3.1: Community level GBG Facilitators recruited & trained in GBG curriculum

Output 3.2: GBG network established & trained to support the facilitators and needs of families.

GBG Integrated 360° Approach

Impact on Broader Environment

GBG policy development

Impact on Community

Positive GBG norms

Safety & community organization

Community ownership

Available support

Impact on Caregiver/Family

Inter-family relationships strengthened

Reduction in domestic violence

Confidence & competence

Learning-rich environment

Impact on Child



ECD outcomes

Go Baby Go! ECD Parenting Plus **(GBG PP) Curriculum**

Aim: Improve ECD outcomes by strengthening parenting skills, practices and caregiver-baby and family relationships

Approach: Dialogue-based, action-oriented learning, behavior change communication through group and individualized/home-based support and learning opportunities

Resources: GBG Training of Facilitators Manual, Facilitator Reference Cards, Pictorial Developmental Milestones Cards, Storytelling Cards, Field Guide, M&E Package, Trainers Guide

GBG Parenting Plus Curriculum

Sessions:

- GBG Journey: Who We Are As Caregivers 
- Sensitive and Responsive Caregiving 
- Holistic Child Development 
- Nurturing Physical Development 
- Nurturing Cognitive Development 
- Nurturing Socio-Emotional Development 
- Play and Communication 
- Home Environment 
- Well-being is a Family Affair 
- Community Action Planning 