



GO BABY GO Parenting Programme

EARLY CHILDHOOD DEVELOPMENT (AGES 0-3)

BUILDING A STRONG FOUNDATION FOR LIFELONG LEARNING, HEALTH AND WELL-BEING

Our aspiration for all children is for them to be “educated for life,” from birth all the way through and beyond adolescence. This life-cycle approach, at the heart of World Vision’s Education strategy, enhances learning outcomes by integrating physical, cognitive, social, and emotional support across each phase of a child’s development.

Given that 80 per cent of the brain develops in the first three years of life, and 90 per cent by age five, World Vision’s Early Childhood Development (ECD) programming encompasses a child’s life from pregnancy to six years, to ensure children reach their full developmental potential.

In the earliest years of life, children’s brains can form 1,000 neural connections every second—connections that are the building blocks of a child’s future. Those connections can be interrupted if a child is inadequately nurtured, poorly nourished, lacking in opportunities to play

and communicate, is not protected or their caregiver is unresponsive. Thus, World Vision endeavours to facilitate multi-sectoral ECD interventions for vulnerable families.

Families are the cornerstones of child development, so World Vision’s approach empowers caregivers to provide their babies and toddlers with the nurturing care and services that foster holistic development.

The **Go Baby Go** programme targets the first 1,000+ days of life and aims to build knowledge, skills and resilience-promoting techniques to improve parenting practices at the household level. Using an integrated approach, it helps caregivers understand the connections between early childhood development, health and nutrition, and child protection. It also helps caregivers understand the interrelatedness of responsive care-giving, early learning, health, nutrition, security and safety, while providing self-care strategies for caregivers to better fulfill their roles as first teachers and protectors. Go Baby Go can be implemented as a stand-alone ECD programme or integrated into existing health, nutrition, child protection, livelihoods, or WASH delivery platforms that serve this target population.

Around
250
MILLION CHILDREN



43 PERCENT of all children under the age of five in low and middle income countries are at higher risk of not reaching their developmental potential due to stunting, poverty and disadvantage.¹

BY AGE 3,

the most deprived children have half the vocabulary of other children. These children are already at a high disadvantage before they enter formal schooling.²

THE DAMAGING EFFECTS OF EARLY DEPRIVATION

can extend to adulthood, resulting in long-term brain changes that affect language, cognitive functioning, self-control, and emotional wellbeing.³

Go Baby Go is built on evidence-based parenting programme approaches and content. It uses behaviour change communication, appreciative inquiry and positive deviance approaches so that caregivers learn to build on existing knowledge about child-rearing. Caregivers can leverage their strengths and assets as a community to enable their children to have the best possible start in life.

Go Baby Go is delivered through:

10 + contextualised group, skills-based learning sessions for primary caregivers, focused on enhancing nurturing care through:

- Sensitive and responsive parenting
- Holistic child development
- Play and communication
- Well-being as a family affair (including fathers)

Individualised home-based visits which seek to support caregivers and families by:

- Reaching the most vulnerable households
- Reinforcing learning and application through in-depth dialogue and coaching
- Identifying barriers to adopting positive practices
- Monitoring provision of nurturing care within the home environment, and providing referrals to key services
- Providing support to enhance maternal mental well-being and providing support and referrals as needed

Support Networks to facilitate sustainable support for families with young children by:

- Establishing systems to replicate **Go Baby Go** parenting sessions and support
- Strengthening networks for advocacy and improvement of services
- Supporting families, especially the most vulnerable, to connect with key services

RESULTS:

An impact evaluation in Armenia demonstrated:

- Parents who participated in **Go Baby Go** were four times more likely to demonstrate age-appropriate practices than their peers who did not participate in the programme
- Seventy-two per cent of parents who participated in **Go Baby Go** were more likely to be developmentally on track, compared to 59 per cent of the children of children of parents who did not participate
- Parents who participated in **Go Baby Go** are 54 per cent more likely to provide nourishing, age-appropriate feeding

An impact evaluation in Jerusalem-West Bank-Gaza demonstrated:

- Mother to child attachment was strengthened, with a 13 per cent increase in attachment behaviours among those participating in **Go Baby Go**
- More children in **Go Baby Go** sites were developmentally on-track in communication and gross motor domains compared to children in non-**Go Baby Go** sites

EDUCATING
CHILDREN *for life*

World Vision

For more information, please visit wvi.org/education

¹ Richter, Linda et al. (2016). *Investing in the foundation of sustainable development: pathways to scale up for early childhood development*. The Lancet.

² Center on the Developing Child (2009). *Five Things to Remember About Early Childhood Development*. Retrieved from www.developingchild.harvard.edu.

³ Ibid.