Empowering Palestinian Mothers to Protect the Bodies and Brains of their Newborns and Infants
Quick Facts

- **Design:** Cluster randomized study
- **Hypothesis:** EttC will improve the development of infants during their first 12 months of life, and reduce postnatal depression among mothers
- 26 communities across Nablus, Ramallah and Salfeet governorates in West Bank randomized to receive innovative EttC package (Intervention Group) or basic ttc (Control Group)
- **Target Groups:** Pregnant women in their third trimester and their infants
  - Intervention Group: 238 mothers and their infants
  - Control Group: 231 mothers and their infants
- 38 female CHWs trained
  - 20 delivered the EttC package to Intervention Group
  - 18 delivered ttc to Control Group
- 20 female staff from 9 primary health clinics oriented to the study and the EttC package
- **Project duration:** 2 years

Multiple assessments were conducted through the 18-month period and CHWs collected most of the study data at various timepoints, using smartphones.

---

This program was undertaken with financial support from Government of Canada and Global Affairs Canada through Grand Challenges Canada.
I had five children in a short period of time. With the first four, I was angry all the time. With this child I am more calm and relaxed and I interact more with this child. I care for this child differently than my older children.

We learned about child development, and to use what we have and play with our children; we don’t need to buy expensive toys.

Participant mothers in Yatma village

The various measurement tools generated considerable amounts of data over the 18 months of implementation. Further analyses are underway and three manuscripts are planned for submission to peer-reviewed journals in 2019/2020.

“I had five children in a short period of time. With the first four, I was angry all the time. With this child I am more calm and relaxed and I interact more with this child. I care for this child differently than my older children.”

“We learned about child development, and to use what we have and play with our children; we don’t need to buy expensive toys.”

Participant mothers in Yatma village
Although the project did not include an explicit gender equality strategy from the outset, recurrent anecdotal feedback from the female CHWs, participant mothers, and community members pointed to a shift in perceived gender roles and dynamics in the project areas. World Vision’s Project Lead was invited to present these observations to other grantees at a Gender-themed GCC Saving Brains Learning Platform webinar in September 2018.

“I joined World Vision’s work to improve my skills. World Vision helped me to discover and develop my gifts. Working as a community health worker improved my self-confidence.”

Ghadeer (CHW), shown on front cover