Overview

World Vision’s Go Baby Go (GBG) model is designed to target the most vulnerable pregnant mothers and their children in the first 1,000+ days of the baby’s life. The approach strengthens the knowledge of caregivers, their competencies, skills, confidence and well-being. The GBG model equips mothers with tools for stimulating early childhood development (ECD) so they can provide age-appropriate nurturing care for children under the age of three, which is a crucial period of a child’s life considering the rapid brain growth and development. The GBG model supports parents, who are their children’s first teachers, with individual, household-based support and group sessions for improved parenting skills, family well-being and holistic child development.

The model also supports mother and child health (MCH) services by equipping MCH clinics with the necessary tools to improve the quality of the services the clinics provide and to make the environment of the clinic more child friendly.

131 community health workers trained
104 communities targeted
1,836 of primary caregivers took GBG sessions
108 clinics supported
Baseline Data (Beneficiary level)

14% of caregivers provide positive, safe, healthy and stimulating home environment to children ages 0-3

57% was the average knowledge of primary caregivers before GBG sessions

Impact Data (Beneficiary level)

30% of caregivers provide positive, safe, healthy and stimulating home environment to children ages 0-3

73% is the average knowledge of primary caregivers after GBG sessions

86% of children at 12 months are on track in all domains

**Damaging Effects of Early Deprivation**
can extend to adulthood, resulting in long-term brain changes that affect language, cognitive functioning, self-control, and emotional well-being. *Ibid*
Our goal is that boys and girls in the oPt have improved resilience, live in a nurturing environment and have hope for the future.

SO 1. Children, especially the most vulnerable, are cared for and protected in families, in communities, and in the country.
SO 2. Boys and girls are able to meet their full potential and become active citizens.

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World Vision believes every child is created equal in God’s sight, but injustice, corruption, inequality and disasters keep them from lives filled with hope, promise and well-being. In response to this, we connect with and mobilise partners who share common values of compassion, love and mercy to transform children’s lives. World Vision serves all people regardless of religion, ethnicity, race or gender.