



Ministry of Health

World Vision

Jerusalem - West Bank - Gaza



'Go Baby Go' Programme

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



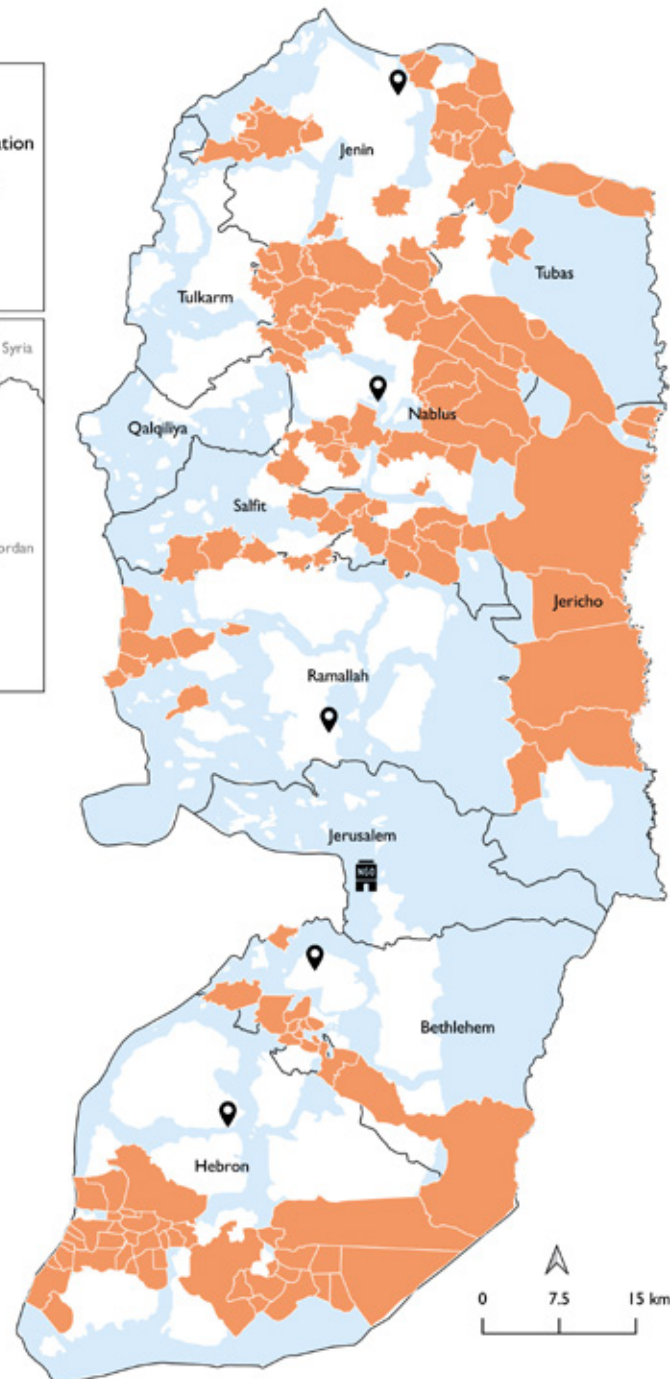
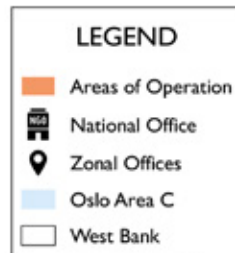
World Vision

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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.



Points of Contact

Lauren Taylor
National Director
Lauren_Taylor@wvi.org
+972 547 749 518

Dr. Salem Jaraiseh
Health Programme Technical Lead
Salem_Jaraiseh@wvi.org
+972 594 300 605



www.wvi.org/jerusalem-west-bank-gaza



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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.