

mothers2mothers



# Promoting Nurturing Care through an Integrated ECD / RMNCH Programme in Kenya

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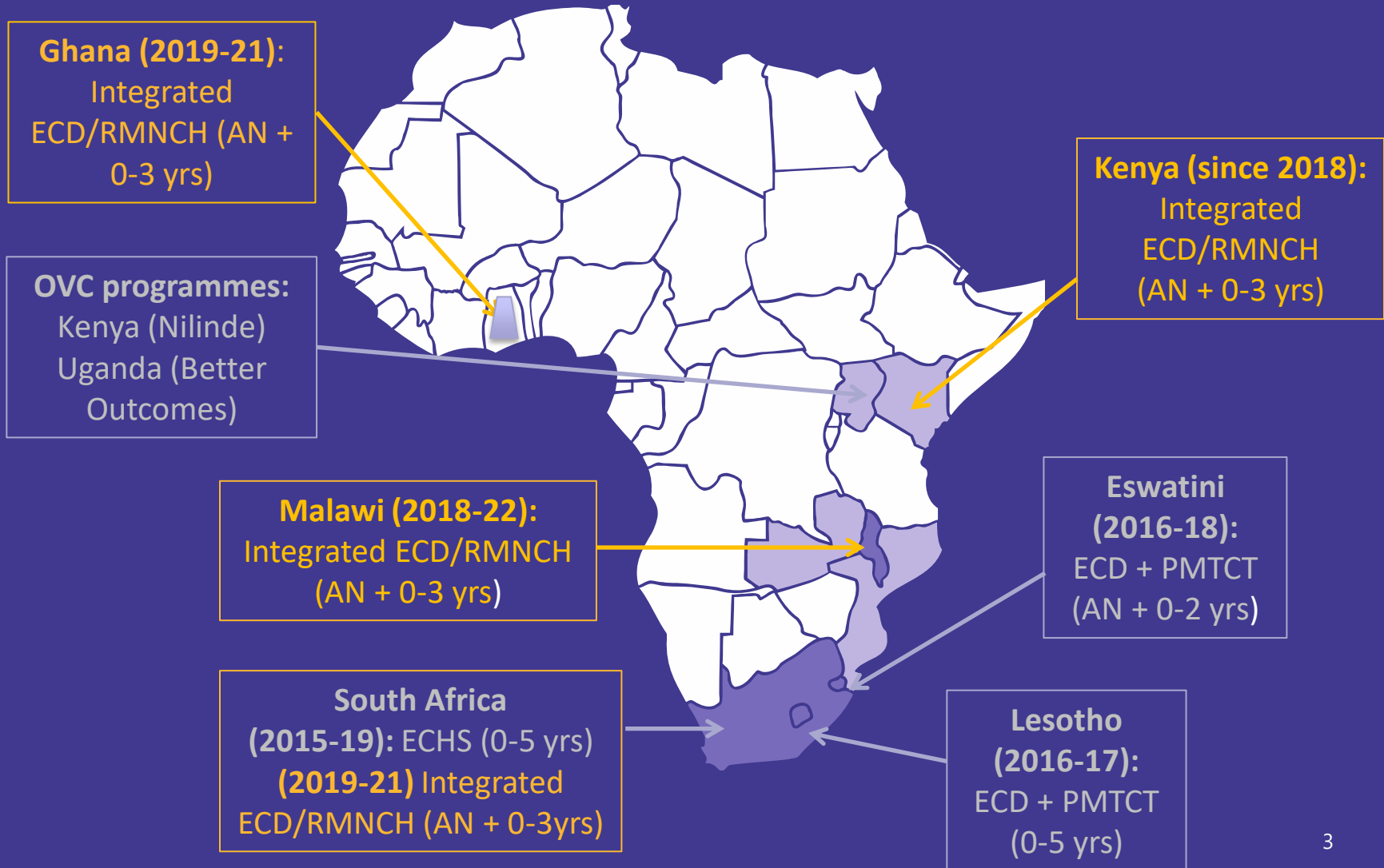
9 December 2020

# Agenda



1. m2m ECD programming in Africa
2. Goal and Objectives
3. Activities
4. Achievements
5. Pictorials

# m2m ECD PROGRAMMING IN AFRICA





**Goal:** HIV-positive, HIV-exposed and other vulnerable young children have improved health, wellbeing and developmental outcomes



## WHAT ARE OUR OBJECTIVES?



1. **Integrate ECD** into m2m's facility and community RMNCH/ PMTCT services.
2. **Improve health and wellbeing of vulnerable children** aged 0-5 years through promoting optimal development and reducing HIV vertical transmission, and improving linkages and retention in care among children aged 0-5 years.
3. **Improve health and wellbeing of pregnant women and mothers** of young children.
4. **Create a safe and stimulating environment** for early childhood development within health facilities, homes and communities.



### Key activities:

- High intensity case management via monthly household visits for clients assessed as most vulnerable:
  - Peer mentorship to caregivers – advice, information, psychosocial support; Referrals and linkages to health facility & other services
  - Assessments: Maternal mental health; Household hygiene and safety; Responsive caregiving; Positive discipline; Development milestones; Nutrition screening – MUAC
  - Early book sharing
- Community-based parenting groups – AN & PN – with attached playgroups (PIPS) – monthly, including practical toy making skills

# mothers2mothers' (m2m) eServices

Through m2m's face-to-face services, Mentor Mothers build trusted relationships with clients to ensure they get the care they need.

m2m is using technology to augment its face-to-face services, to increase and intensify reach and follow up of even more clients.

## Peer Services: Face-to-Face

Examples include:

1-1 & group sessions (counselling & education)

Screening & testing for HIV & other illnesses

Post-natal baby clubs

Active follow up of clients who do not report for services or treatment



m2m client



## Peer Services: Via Phone

Scripted one-to-one phone calls

- Tailored by client risk status
- Supported by mHealth apps



## Virtual Mentor Mother Platform (WhatsApp)

### EXTERNAL FACTORS:

COVID-19

Non-communicable diseases (i.e., Diabetes)

HIV prevalence

Related-illnesses (i.e., TB, Malaria...)

Fragile health systems

June 2020

**One:** COVID-19-focused information chatbot

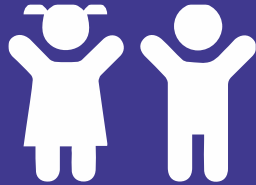
July-August 2020

**Two:** Content on HIV, maternal & sexual health, & early childhood added

End of 2020

**Three:** Additional interactive services

## WHAT HAVE WE ACHIEVED? (2019)



**94%**

of children  
enrolled in our  
integrated  
ECD/RMNCH  
programmes\*  
reached all of their  
developmental  
milestones  
at 12 months

*\*Kenya, Malawi*



**11%**

of mums  
in our  
integrated  
ECD/RMNCH  
programme in Kenya  
experienced a  
sustained  
improvement in  
coping



# CHILDREN'S PLAY CORNER



# EARLY BOOK SHARING



# HOME MADE TOYS





Thank you!



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