



# Early Childhood Development Communication Strategies/ experiences in promoting Playful Parenting

Zambia  
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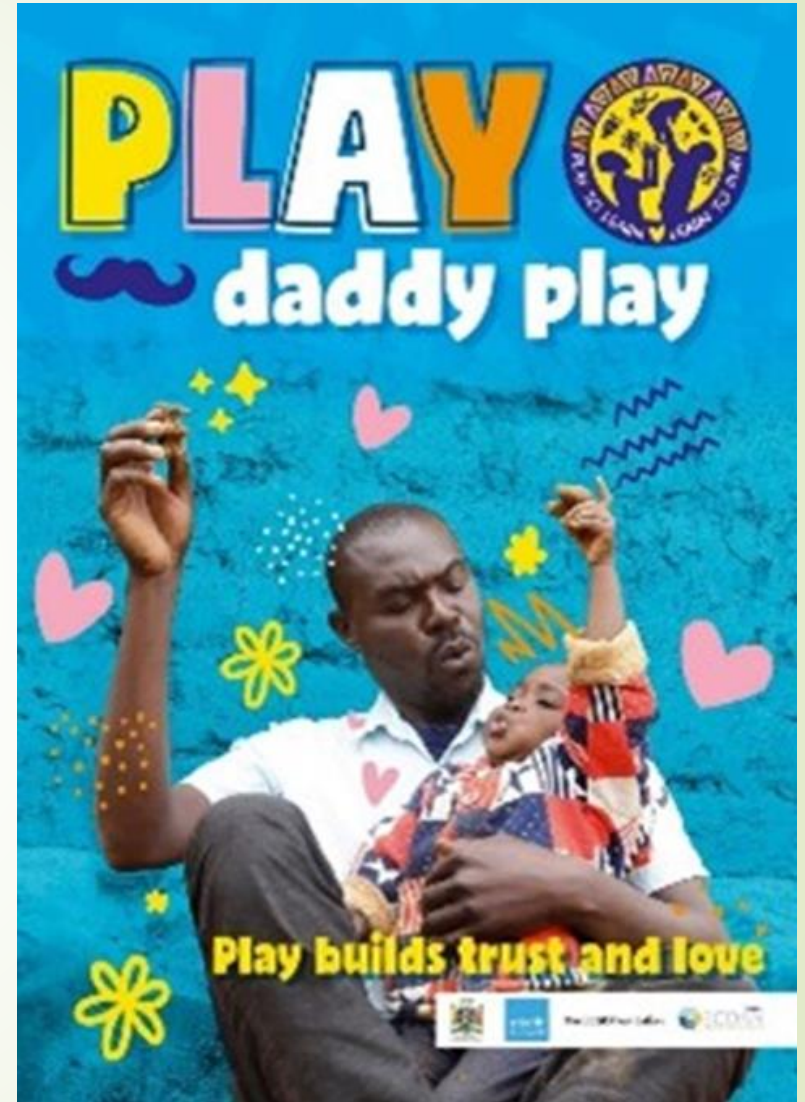
# Playful parenting annual campaigns and integrated SBCC materials (1)

- ▶ Zambia took the initiative to amplify the awareness of the importance of playful parenting by:
  - ▶ Conducting annual playful parenting campaigns
  - ▶ Integrating playful parenting into the community-based ECD programme or “Insaka” as well as into other key children’s programmes.
  - ▶ Ensuring playful parenting is part of the routine key messages being given to caregivers through group and individual counseling.
  - ▶ Including in the ECE Communication Strategy the channeling of messages on playful parenting
  - ▶ Launching and disseminating at community-level a Social & Behavior Change (SBC) campaign with 5 key messages, including playful parenting, good health, nutrition, food storage, as well as sanitation and hygiene.
- ▶ The objectives have been to:
  - ▶ Shift adult attitudes and behaviour around play and learning
  - ▶ To boost demand for playful learning
  - ▶ To equip and empower caregivers



# Playful parenting annual campaigns and integrated SBCC materials (2)

- ▶ The target groups:
  - ▶ General public
  - ▶ Caregivers with children 0 – 8 years (also modelling male caregivers).
  - ▶ Traditional leaders
- ▶ Strategies – nation wide campaigns with the theme “Play to Learn, Learn to Play”
- ▶ Key campaign mode used:
  - ▶ Billboards; Song (with 7 vernacular versions); TV spots; Radio spots in English and (7) main vernacular languages; Social media; Traditional media coverage using community radio stations; Posters as well as Newspaper adverts



# Implementation experiences (1)

- Achievements
  - Increased awareness of the importance of playful parenting.
- Facilitating factors (enablers)?
  - Involvement key national figures such as the President, Ministers, the First Lady and traditional leaders such chiefs.
- Use of multiple media channels: Print, Radio, TV, social media & community level channels).

Playful Parenting Campaign Launch - September 2022

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373 views 1 year ago #Zambia #playfulparenting #earlymomentsmatter

Did you know that playing with your children

0:03 / 0:59

# Implementation experiences (2)

## ➤ **Challenges**

- Inadequate resources to achieve optimal country wide coverage of key target population and beneficiaries.

## ➤ **Mitigating measures**

- Encouraging multi-sectoral approach to support increasing the coverage
- Use of public private partnership approach

## ➤ **Lessons Learnt & Key Takeaways**

- Government ownership always matters a lot any in given programme
- Orientation of key government officials and capacity building of programme officers through evidence-based dialogue on new programmes /projects matters a lot
- Encouraging participation of community members and local traditional leadership should not be overlooked

# Sustainability & Scalability (1)

- Sustainability measures
  - Government ownership through **key** line Ministries
  - **Inclusion of playful parenting interventions on the annual budgets of key line Ministries at all levels of service delivery**
  - Involvement of policy makers to make ECD and playful parenting visible in key national documents
- Scalability
  - Playful parenting has been integrated as one of the core components in the ECD training package
  - **Included as a key component in integrated ECD programming & other national programs such as Nutrition.**
  - Use of multisectoral **integrated ECD** approach

# Sustainability & Scalability (2)

## ➤ Policy changes

- Inclusion of ECD programme where playful parenting is one of the key interventions in the 8<sup>th</sup> National Development Plan
- Inclusion of ECD programme in the Ministries Sector strategic plans such as the National Health Strategic plan & the National Education Plan with Learning through Play as key.
- Development of the ECD multisectoral Policy Framework

## ➤ Key observations

- Increased policy makers support after orientation
- Visibility of ECD in annual MTEF frameworks with budgetary allocation



➤ Thank you for listening

