



Zambia's Community-Based Integrated ECD Approach



ZAMBIA'S MULTI-LEVEL, MULTISECTORAL INTEGRATED ECD APPROACH

Policy/Advocacy

System Strengthening

Community-Level Delivery





We reach families in their communities

Insaka entails a full package of nurturing care interventions



Mother-baby play sessions (0-3 years)

Parental counselling

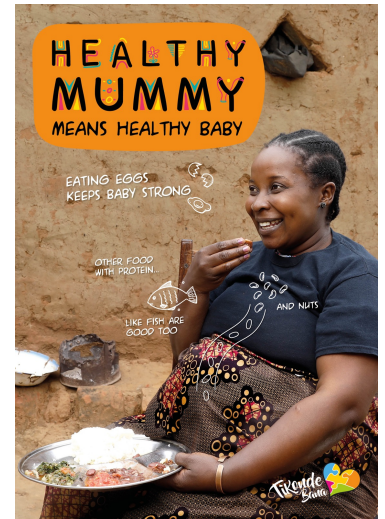
Health outreach (growth monitoring, immunization, etc)



Early learning classes (4-6 years)

Group counseling

Nutrition education and promotion



Adult literacy

Community dialogue sessions

Community gardens, and cooking demonstrations



Child protection and birth registration

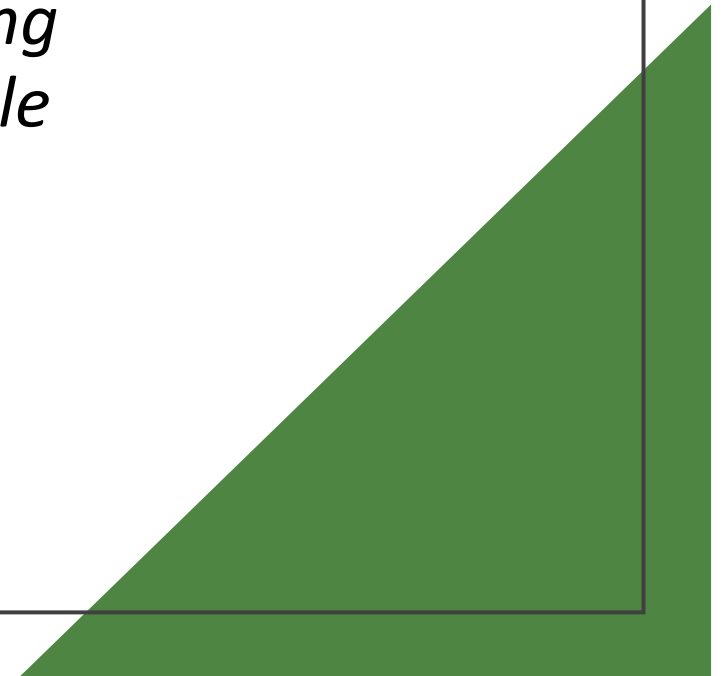


WASH (access to clean water, sanitation and hygiene)



Care for Child
Development
Package

*Promote early learning and
responsive caregiving through
integration into existing
services across multiple
sectors*





System strengthening, capacity building, and a developing a multisectoral ECD policy & strategic framework





Communication Strategy

- Annual National Playful Parenting Campaign
- A unifying campaign idea: *Tikonde Bana* to support social and behavioral change

Key results toward scale- up and sustainability

- 30,000 + children reached
- 26,000 + caregivers reached
- 1,000 + community-based volunteers trained
- 75 zonal and 18 district level supervisors trained
- 3,000,000 + reached through 1st National Playful Parenting Campaign (*95% of people polled reported campaign addressed parenting knowledge gaps*).
- 40 + parliamentarians oriented and provided with information on nurturing care and playful parenting
- 25 + technical and policy staff from 5 government ministries trained on the importance of investing in ECD

Lessons learned from implementation



Mobilize leaders (national and traditional) to enable sustainability



Strengthen data collection, management, and use



Strengthen training, mentorship and supervision of community-based volunteers