

How to change the world by putting children at the centre of everything we do

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DO TWO THINGS

Snapshot of work
we do in the first
1000 days

Move to the political
and the way we treat
our children in the
face of new threats



NURTURING CARE

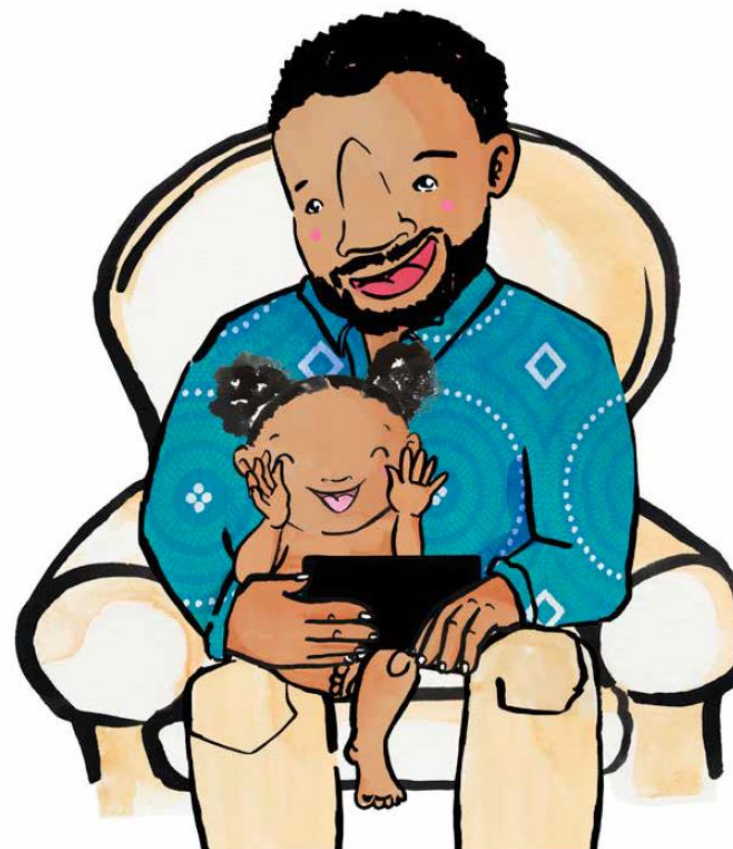
FOR EARLY CHILDHOOD DEVELOPMENT

A FRAMEWORK FOR HELPING CHILDREN **SURVIVE** AND **THRIVE TO TRANSFORM** HEALTH AND HUMAN POTENTIAL





SHARED READING to promote responsive caregiving and child development



Evidence from South Africa, Lesotho, Zambia and Tanzania

Shared Reading



- Group-based parenting programme, promoting **sensitive and responsive parenting** through shared reading activities.
- Books are used as tools to promote positive interactions between caregivers and their children.
- Programme delivered over **6-8 sessions**, using group demonstrations, discussions, practice and supportive feedback by trained **community health workers**.



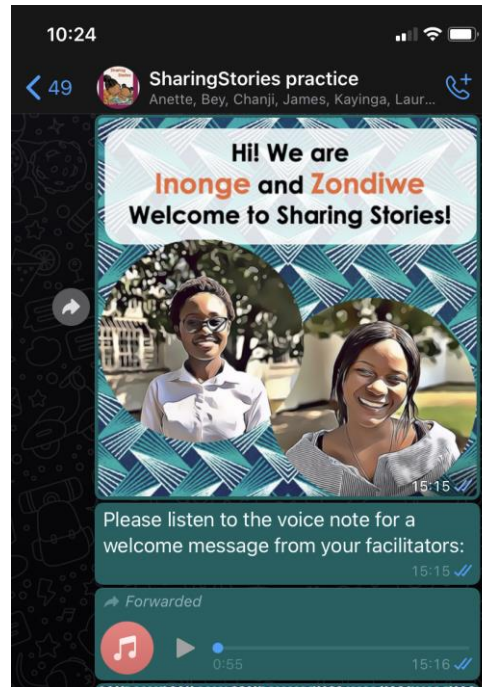
In-person delivery


- Groups of caregivers **meeting weekly**
- Facilitators present content to the groups, using **videos and practical demonstrations**
- Opportunity for **practice and feedback** from facilitators
- Caregivers receive a **picture book** to take home at the end of each session

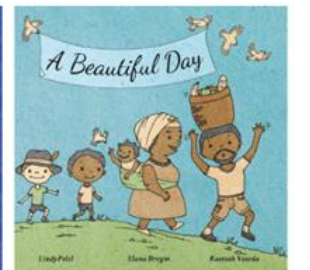


Digital delivery

- Caregivers join **WhatsApp groups** with new content introduced weekly
- Facilitators send content via the WhatsApp groups using **texts, audios, infographics, animation clips and video demonstrations**
- Caregivers receive **two digital picture books** over WhatsApp each week



 Let's practice! What could you tell your child about this picture below? What do you think the caregiver is feeling, and why is she feeling that way?



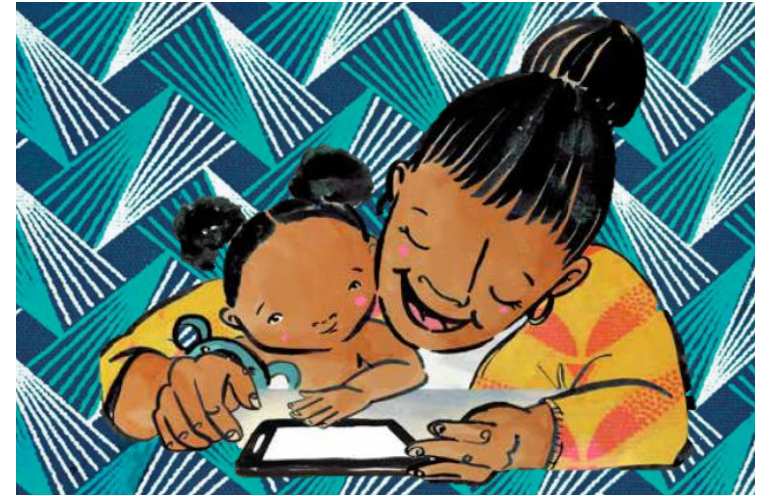


In-person shared reading interventions

 **South Africa and Lesotho**

South Africa: 6-8 week shared reading intervention for caregivers with children ages 1 - 2.5yrs

Lesotho: 8-week shared reading intervention delivered as part of an integrated ECD, nutrition and HIV programme for caregivers and children ages 1-5



Digital shared reading interventions

Zambia and Tanzania 

A 6-week digital shared reading + parent mental health intervention for caregivers with children ages 0-3, delivered over WhatsApp.

Informing the development of ParentApp for Kids (LEGO Foundation)

Shared Reading: Evidence for the in-person programme



Khayelitsha, South Africa

- Two RCTs conducted in Khayelitsha, SA
- RCT with 91 children (12-14mo)
- RCT with 140 children (21-28mo)
- Significant improvements in **child language and attention** (both RCTs)
- Significant improvements in **caregiver sensitivity and reciprocity** (both RCTs)

Mokhotlong, Lesotho

- RCT with 1040 children (ages 1-5) and their caregivers
- Integrated ECD, nutrition + HIV programme
- Significant improvements in **child language development**
- Significant improvements in **caregiver sensitivity and reciprocity**

Shared Reading: Evidence for the digital programme

Zambia and Tanzania

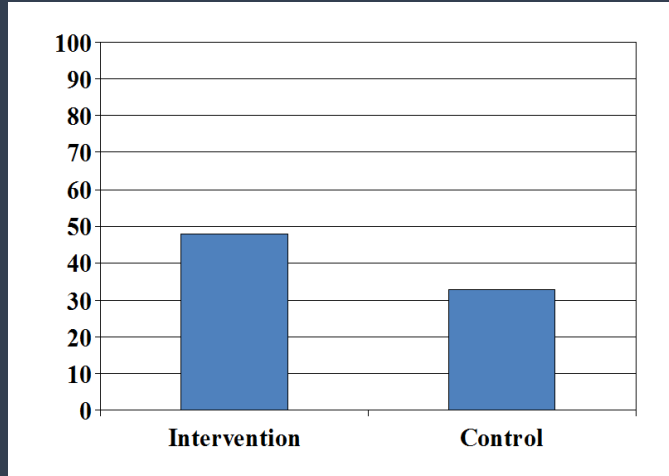
- Delivered over **six weeks** via facilitated WhatsApp groups (**30-40 caregivers** per group)
- Shared reading + parenting mental health digital intervention
- 494 children (0-3yrs) and their caregivers
- Significant improvements in **responsive caregiving** and caregiver **mental health**



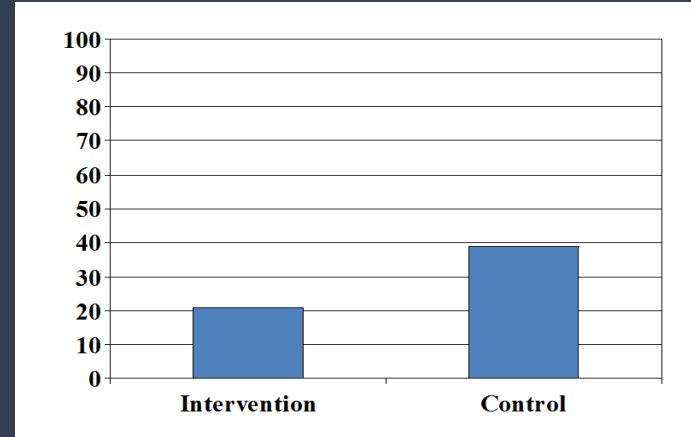
Thula Sana (Hush baby)



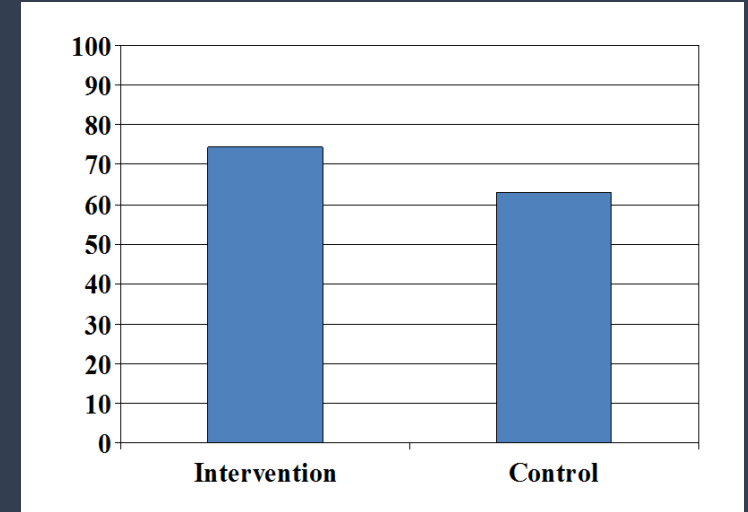
Results



Sensitivity at 6 months



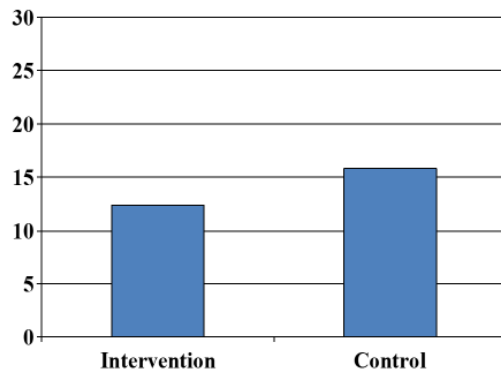
Intrusiveness at 18 months



Attachment at 18 months

Maternal depression at six months

(Cooper et al, British Medical Journal, 2009)



BMJ



RESEARCH

Improving quality of mother-infant relationship and infant attachment in socioeconomically deprived community in South Africa: randomised controlled trial

Peter J Cooper, professor in psychopathology,¹ Mark Tomlinson, specialist scientist,² associate professor,³ Leslie Swartz, professor of psychology,³ Mireille Landman, clinical psychologist,⁴ Chris Molteno, professor,⁵ Alan Stein, professor of child and adolescent psychiatry,⁶ Klim McPherson, visiting professor of public health epidemiology,⁷ Lynne Murray, professor in developmental psychopathology¹



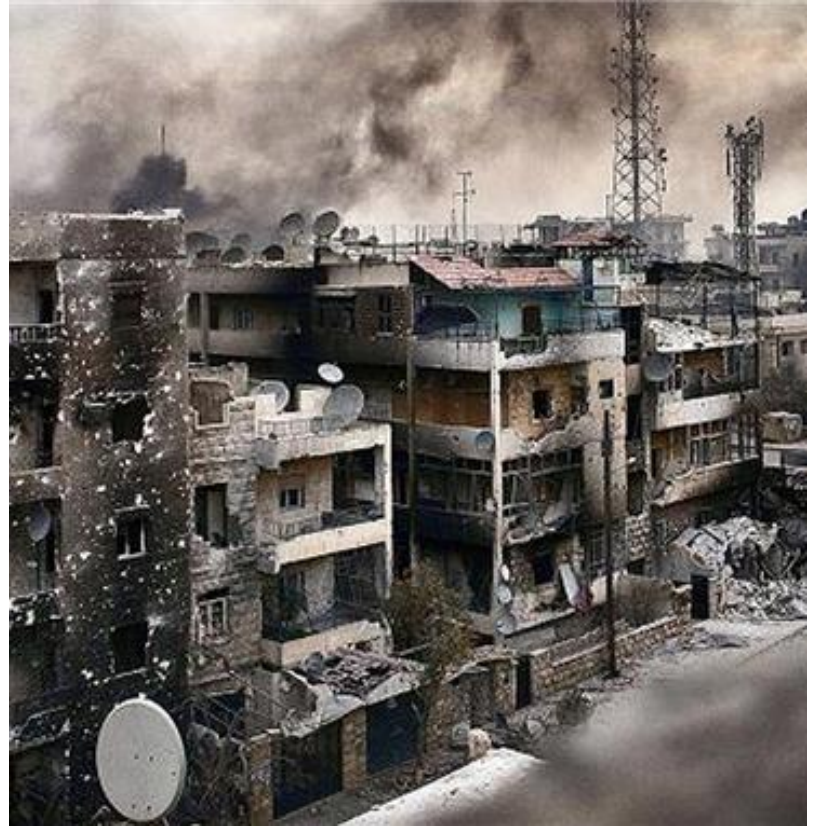
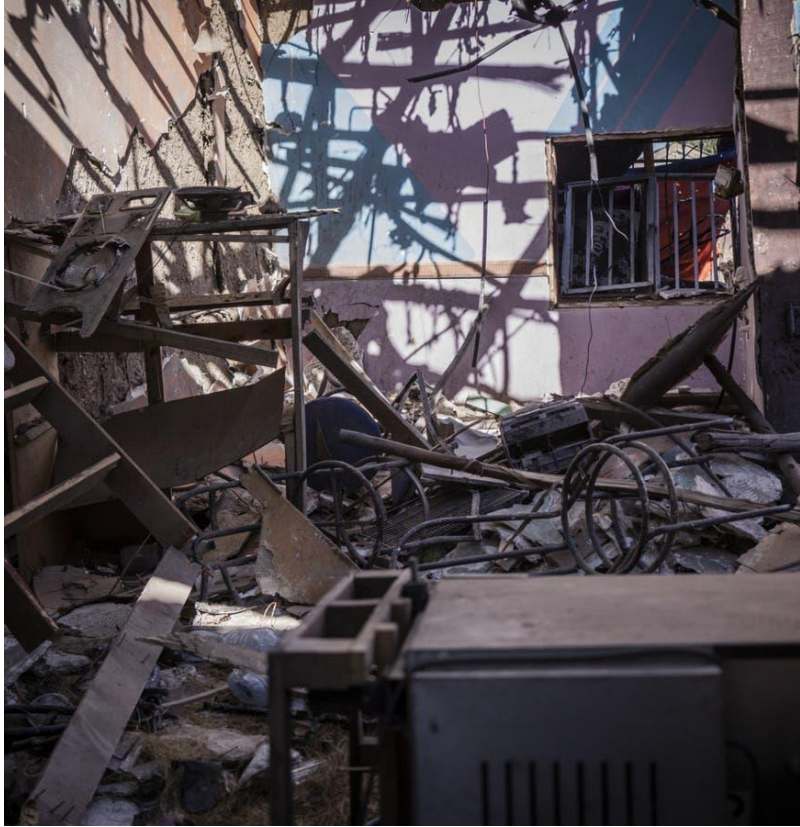
First 1,000 days: enough for mothers but not for children? Long-term outcomes of an early intervention on maternal depressed mood and child cognitive development: follow-up of a randomised controlled trial

Mark Tomlinson,^{1,2}  Sarah Skeen,¹ G. J. Melendez-Torres,³ Xanthe Hunt,¹
Chris Desmond,⁴ Barak Morgan,⁵ Lynne Murray,⁶ Peter J Cooper,⁶ Sujit D. Rathod,⁷
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Future Child





Spot the difference



10 million children younger than 5 years died in conflicts between 1995 and 2015



A future for
the world's
children

Lancet
Commission



Comment

After COVID-19, a future for the world's children?

In February, 2020, the WHO-UNICEF-Lancet Commission's report *A Future for the World's Children?* examined threats facing children—from climate change and related crises of poverty, migration, and malnutrition; commercial marketing of harmful substances; and across all sectors, from unsafe roads and hazardous housing to inadequate education and social protection.¹ The COVID-19 pandemic is exacerbating many of these threats, jeopardising child welfare gains, and causing a global economic crisis in which children will be prime casualties.² Yet recovery and adaptation to COVID-19 can be used to build a better

a children-only press conference.³ Many children have been or continue to be unable to play or socialise outside the home. Adolescents especially can suffer when deprived of social stimuli, since peer interaction is key to their development.⁴ Many children and adolescents are spending more time online, allowing social interaction for some but also increasing the risk of exploitation, bullying, and intensified commercial marketing.^{5,6} The most vulnerable children are those who have been separated from caregivers, in past health-related disasters up to 30% of such children met the criteria



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THE LANCET

February, 2020

www.thelancet.com

A future for the world's children?
A WHO-UNICEF-Lancet Commission



"Governments must harness coalitions across sectors to overcome ecological and commercial pressures to ensure children receive their rights and entitlements now and a liveable planet in the years to come."



unicef for every child

A Commission by *The Lancet*

Children and adolescents are at risk today like never before



- Recent years have seen improvements in health and education
- But millions still experience violence, hunger, and illness
- New threats have also emerged:

ENVIRONMENTAL THREATS

to current health and future well-being

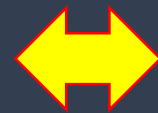
COMMERCIAL THREATS

via targeted marketing of harmful substances



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ENVIRONMENTAL THREATS

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COMMERCIAL THREATS

via targeted marketing of harmful substances

Why now?

- Under business-as-usual scenarios, there is a 93% chance that global warming will exceed 4°C by the year 2100
- The effects would be devastating:

RISING

ocean levels

DISRUPTION

of water and ecosystems

INUNDATION

of coastal cities and small island nations

INCREASED MORTALITY

from heatwaves

A CRISIS OF MALNUTRITION

because of disruption to food production systems

PROLIFERATION

of vector-borne disease



Commercial marketing of harmful products

The commercial sector exploits developmental stage to sell harmful products: alcohol, tobacco, & unhealthy foods



51M

Children and adolescents in Australia viewed 51M alcohol adverts in a single year



68%

of 5- and 6-year-olds in Brazil, China, India, Nigeria, and Pakistan could identify at least one cigarette brand logo



24M

Adverts for e-cigarettes reach 24M in the USA each year

<https://www.cbsnews.com/news/kid-influencers-companies-make-millions-law-hasnt-kept-up-cbsn-originals>

By TAYLOR MOONEY | CBS NEWS | August 26, 2019, 6:19 AM

Companies make millions off kid influencers, and the law hasn't kept up

<https://www.telegraph.co.uk/technology/2019/04/03/children-young-six-bombarded-gambling-ads-online/>

Technology Intelligence

Children as young as six bombarded by online gambling ads

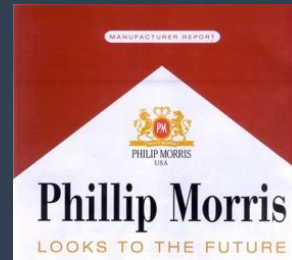
<https://usrtk.org/academic-work/coke-pr-campaigns-tried-to-influence-teens-views-on-health-impacts-of-soda-study-says/>

NEWS RELEASES

Marketing to Children

Coke PR Campaigns Tried to Influence Teens' Views on Health Impacts of Soda, Study Says

Industry self-regulation does not work



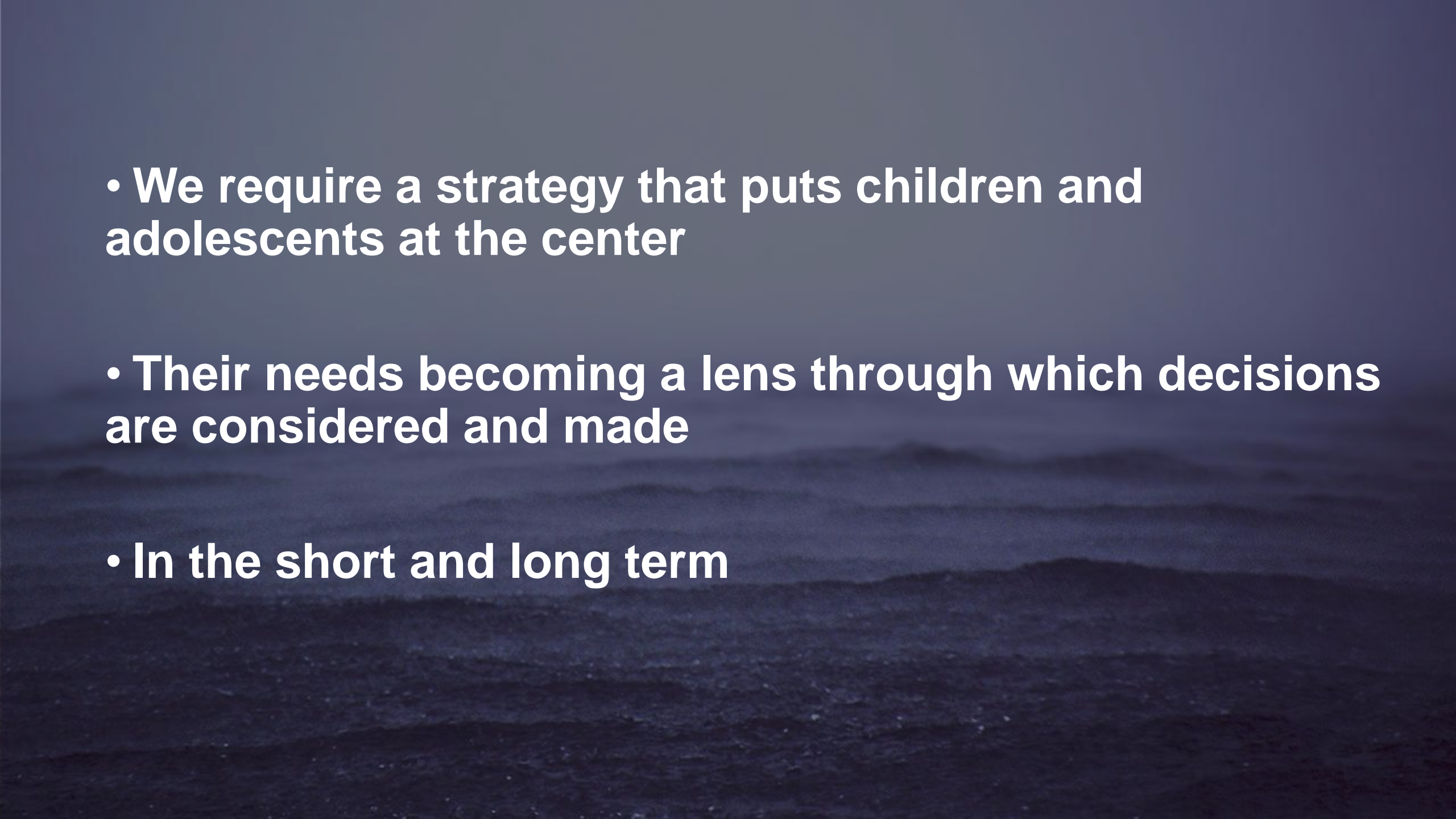
Studies in Canada, Mexico, New Zealand, the US and Australia – among others – have shown that self-regulation has not hampered the ability or propensity of businesses to advertise to children



It's an Emergency

A person in a dark jacket and shorts stands on a rocky shore, looking out at the ocean during a sunset. The sun is low on the horizon, casting a bright orange glow across the sky and reflecting on the water. The sky is filled with dark, dramatic clouds. The foreground shows dark, jagged rocks and a calm sea. The overall mood is contemplative and serene.

**A PARADIGM
SHIFT?**

- 
- **We require a strategy that puts children and adolescents at the center**
 - **Their needs becoming a lens through which decisions are considered and made**
 - **In the short and long term**

What might this look like?



Education

“Programmes that better support the cognitive and behavioural skills—self-reliance, decision making, anxiety management, communication, and assertiveness—will enable them to thrive.”

Editorial

COVID-19: the intersection of education and health



CrossMark

What lessons does the COVID-19 syndemic offer when considering the convergence between health and education? The International Day of Education, on Jan 24, provides an opportunity to reflect on the weaknesses of the education system before COVID-19, and on the impact of school closures and education disruptions on children and adolescents. Since March, 2020, more than 1.5 billion students worldwide—an unprecedented number—have been affected by school or university closures. The implications of these closures are enormous. In addition to the loss of learning, a lack of access to school means that many children lose protection from hazards such as domestic violence and child abuse, others lose

24 million; Save the Children estimates 9.7 million). Many educational institutions have re-established their programmes online to mitigate short-term interruptions in learning. However, the effects of a digital divide and intangible losses of cognitive and social skills cannot be easily repaired. The economic crisis is pushing poor households into greater poverty, with families turning to early marriage as an alternative form of income. This predicament further perpetuates intergenerational poverty and inequality. Education is the only ladder out of poverty for many children and adolescents, and it is crucial to empower girls to economic independence and resist violation of their rights.



Narayan Mahajan/NurPhoto/Getty Images



NURTURING CARE

FOR EARLY CHILDHOOD DEVELOPMENT

A FRAMEWORK FOR HELPING CHILDREN **SURVIVE** AND **THRIVE** TO **TRANSFORM** HEALTH AND HUMAN POTENTIAL



We need nurturing environments and nurturing health systems





**Thank
you
Danke**

Enkosi. Dankie. Kiitos! Zikomo kwambiri! Asante sana, Ye dewaese pii! Merci beaucoup! cảm ơn bạn! Obligado! Cam on! Kea leboga, Siyabonga! спасибо