Experiences of Design & Development of ECCE Resource Book for Frontline Workers- *Parwarish ke Champion* (Champions of Caregiving) for Pre and Post COVID19 Outreach Scenarios

Presented at:
South Asia Regional SBCC Conversation 2021 at New Delhi (India) on 9\textsuperscript{nd} November 2021

Presenters:
Lady Irwin College: Archna Kumar, Aparna Khanna, Vinita Bhargava, Shraddha Kapoor, Aprajita Sharma, Dimple Rangila & Nikita Aggarwal

UNICEF: Alka Malhotra, Sunisha Ahuja & Aparajita Chaudhary

LADY IRWIN COLLEGE (University of Delhi) and UNICEF (New Delhi)
Why Responsive Parenting?

• Children need positive affection and nurturance.
• Caregivers’ responses influence children’s responses.
• We need to accept that all children are unique individuals.
• It is vital to provide new experiences to children to lay a strong foundation for their optimal development.
• Parents need support which can be given through suitably designed interventions.

Current challenges

• Implications of unresponsive and harmful parenting are severe and sometimes permanent.
• Focus on formal education for children below 6 years is leading to harsh and coercive practices.
• Unverified and multitude of messages from the digital media are leaving caregivers confused about children’s care and protection concerns.
Responsive Parenting Strategy - UNICEF

**Frontline Workers**
- ASHA - Home Based Young Child Care (HBYC)
- AWW – Integrated Child Development Service (ICDS) centers

**Parent Networks**
- SHGs
- PRIs
- Farmers cooperatives
- Small and medium scale trade federations (KVIC)

**Media & Partnerships**
- Electronic media – TV, radio
- Print media
- Digital media – social media
- Community media
Communication Strategy for designing the ECCE Resource Book *Parwarish Ke Champion (Champions of Caregiving)*

- Objective: Development of a Resource Book on responsive parenting
- Client Group: Parents/caregivers and frontline health workers (ASHA and AWW)
- Type of Visual Aid: Book/Flip Book
- Mode of Delivery: Dyadic and small group settings
- Language: Hindi
- Design Approach: Human Centred Design Approach
- Time Line: 6 months
- Other guidelines:
  - Converge with Mother and Child Protection Card (MCP) and other ECCE resources of the Government of India
  - Suggest simple and creative structured activities to engage caregivers, that are fun to do, and can be adapted for different socio-cultural groups & low resource settings
Process of Development of ECCE Resource Book

**Parwarish Ke Champion (Champion Caregivers)**

**Phase 1**
Desk review of available materials on responsive parenting
Development of appropriate content on responsive parenting for birth-6 years
Preparation of resource material
Workshop with experts to finalize recommendations from the review

**Phase 2**
Communication strategy to include:
- Title
- Objective(s)
- Primary and Secondary Viewers (age, gender, socio-economic status, literacy level)
- Type of Visual Aid
- Dimension(s) of Visual Aid
- Call-to-Action (CTA)
- Location of Display
- Method(s) of Dissemination

**Phase 3**
Type of media
- Format
- Dialogic Learning
- Voice
- Access
- Participation
- Relevant
- Reflection-Action
- Self management

**Phase 4**
Messages
- Visuals
- Layout
- Contextual
- Flexible
- Easy to Use
- Replicable

**Phase 5**
Book and messages were finalized after pre-testing with 120 ASHAs and Anganwadi Workers at:
- Community Health Centre (CHC), Bisrakh, Gautam Buddha District, Uttar Pradesh (15th November 2019)
- Community Health Centre (CHC), Murad Nagar, Uttar Pradesh (5th December 2019)

**The Need:**
- Streamline the messages on responsive parenting for children from birth to 6 years
- Prepare prototype resource materials that can be adapted by states
- Suggest different ways to engage with parents
- Develop training materials for AWWs and ASHAs on how to engage parents and other caregivers
The Message matrix

Core Messages
- Observe the child
- Listen and talk to the child
- Provide a safe and structured environment.
- Be playful with the child
- Be warm and loving
- School readiness
- End violence at home
- Accept individual differences in children. Do not discriminate children based on gender, ability, birth order, and appearance
- Keep the home and surrounding environment to be clean and hygienic
- Health and Nutrition

Informational Aspects
- Birth Registration
- AADHAR Card
- Opening a Bank Account
- Photograph of the child with the parents
- Disability Certificate
- Emergency Phone Number
- Government Policies and Schemes
- Resource Reservoir

Domains
- Development
- Protection - Safety and Abuse
- Health and Nutrition
- Self-help
Glimpses into the process of Development of ECCE Resource Book

Parwarish Ke Champion (Champions of Caregiving)

Workshop: Introduction, Review of Resources and Discussion
Glimpses into the process of Development of ECCE Resource Book

Parwarish Ke Champion (Champions of Caregiving)

Workshop: Group work to finalize key messages
Glimpses into the process of Development of ECCE Resource Book
Parwarish Ke Champion (Champions of Caregiving)

Glimpses into the process of Development of ECCE Resource Book
Parwarish Ke Champion (Champions of Caregiving)

The Final Idea:

परवरिश के चैंपियन की वर्णमाला

*(Parwarish Ke Champion)*

The ECCE Resource Book includes:

- **48 alphabets** of Hindi language were used to lay the foundation for ‘parenting literacy’ along with **key words** and **core messages** on responsive parenting -
  - *Vyanjan*- Consonants (36)
  - *Swar*- Vowels (12)
  - 144 illustrations (3 for each alphabet)
  - 48 poems
  - 48 additional words
  - 48 activities to be used in parents’ and other caregivers’ meetings
  - Including COVID19 appropriate behaviour
रवरिश के चैंपियन
की वर्णमाला

परवरिश के चैंपियन की वर्णमाला

परवरिश के चैंपियन भारत भारत के जननवास और स्वास्थ्य सेवाओं के लिए संगठित किया गया है। यह परवरिश के चैंपियन भारत भारत के जननवास और स्वास्थ्य सेवाओं के लिए संगठित किया गया है। यह परवरिश के चैंपियन भारत भारत के जननवास और स्वास्थ्य सेवाओं के लिए संगठित किया गया है।

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For every child

Inside cover page-
About Parwarish Ke Champion
Steps for conducting a Caregivers’ meeting:
Welcome > Recall > Demonstrate and Discuss > Practice > Wrap Up
First consonant of Hindi language-
Importance of stories and ways to tell engaging stories to children

Overarching Design Considerations-
- Culturally appropriate
- Social Inclusion and Diversity
- No stereotypes
- Contextualize
- Active engagement

Instructions for conducting a discussion on story telling with caregivers within a time frame and a flexible structure
Importance of playing and maintaining a daily routine

Overarching Design Considerations-
- Culturally appropriate
- Social Inclusion and Diversity
  - No stereotypes
  - Contextualize
- Active engagement

Importance of doing household chores together
Importance of dancing and singing

Overarching Design Considerations-
• Culturally appropriate
• Social Inclusion and Diversity
  • No stereotypes
  • Contextualize
• Active engagement

Importance of maintaining a daily routine for children
Importance of all caregivers taking care of children

Importance of each body part and fitness

Overarching Design Considerations-

- Culturally appropriate
- Social Inclusion and Diversity
- No stereotypes
- Contextualize
- Active engagement
Contents of the ECCE Resource book have contributed to development of other materials for the ECCE Tool Kit by UNICEF

Responsive Parenting Package
Parvarish ke Champion

3 Posters for parents and caregivers with key messages for children of different age group

Responsive Parenting Package
Parvarish ke Champion

Film (12 min) and five short films (3-4 mins) for parents on responsive parenting (birth to 6 yrs)

Training film (5 min) for ASHAs on how to conduct home visits for children below age 3, focus on involving fathers

Training film for AWW on how to conduct a parent meeting

Other Resources

Repository of parenting material developed by UNICEF field offices, other developmental partners and other agencies

Global resources are available on parenting during COVID-19
- COVID-19 ECD and Parenting – Response and Recovery Toolkit
- Global Parenting Resources – 12 posters
- Collating, adapting and translating existing resources

All COVID sensitive material will include responsive parenting messages and vice versa
ECCE Resource Book- *Parwarish Ke Champion (Champions of Caregiving)*

**Pre and COVID-19 Outreach Scenarios**

- Training and capacity building of all stakeholders- adapting to using a blended mode
- Translation into other languages to enhance reach
- Developing media in other print and digital formats for enhancing access and reinforcing key messages
- Disseminating and using content in a technology mediated eco-system
- Leveraging parents’ and caregivers’ groups- physical and virtual
- Adapting to draw benefit from Synchronous and Asynchronous communication media
- Conducting online sessions, competitions and awareness campaigns
- Research and document experiences using participatory methods
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Thank You

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