Ministry Of Women And Children Affairs

Orientation Workshop of BSA District Officers and APMs

on

Integrated Community Based Center for Child Care, Protection and Swim-Safe Facilities Project (ICBC)

21-22, 24-25 January 2023 I BCDM, Savar

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CIPRB   brac ied   SYNERGOS

Recap of previous day by groups

Facilitator

Representative from group

Project Components

(Child Care Center, Parenting and Swim-Safe) in ICBC Project

Facilitators

Ferdousi Khanom, BRAC IED,

Sazia Zaman, BEN and

Dr. Sanchoy, CIPRB

Components of ICBC Project

Ferdousi Khanom
Senior Lecturer and Academic Coordinator
ECD Academic Program
BRAC IED, BRAC University

Core Components of the Project

- Integrated Childcare Centres (for children under age 5)

- Parenting Sessions (for children under age 5)

- Swimming Training Facilities (for children ages 6-10)

Objective of Childcare Centre

Children have equitable access to quality early childhood development, education and care to thrive and develop to their full potential and are safe and protected from preventable premature deaths.

Key Elements/Features of Childcare Centres

- Play based Curriculum
- Playful Indoor and Outdoor Space
- Low Cost/No Cost Play Materials
- Skilled Workforce
- Parenting Education on ECCD
- Early Detection of Disability and Referral
- Referral to Other Services
- Community Engagement

Play based Curriculum

Playful Indoor and Outdoor Space

Low Cost/No Cost Play Materials

Skilled Workforce

Operation Structure of the Childcare Centres

- A maximum of 25 children in each childcare centre

- 1Caregiver and 1 Assistant Caregiver

- Operating Days and Hour: 6 days per week, 9 am and 2 pm

- Center Management Committee

Thank you

Parenting
in ICBC Project

Syeda Sazia Zaman
Member Secretary, BEN

Parenting

- Parents are the most important people in the lives of young children.

- Parenting is the process of raising, caring and educating a child to learn and grow.

- Parenting or child rearing promotes and supports children's development, protection and safety.

- Creating a safe, positive and interesting learning environment.

- Promoting children's development and managing their behavior and emotion in a positive way.

-

Parent Education

- Parent Education is an approach for offering information, guidance and emotional & practical support directly to parenting nurturing, and stable environment.

- Promote responsive care of infants and young children.

- Provide information and enhance parenting skills to children's protection and safety.

- Support maternal mental health and pregnancy care.

Importance of Parenting Education

- Create awareness of the importance of the caregiver role in relation to supporting children's growth, protection, psycho-social and cognitive aspects of development.

- Strengthen or modify caregiver attitudes, beliefs and practices.

- Enhance skills and empower them in a way that will improve their responsive caregiving and Interaction with young children.

- Enrich the immediate environment within which children live in regards to early learning, health, nutrition, safety, protection and development.

Parenting Related Outcomes and Outputs in ICBC Project

Outcome 5: Family and community are proactively engaged in protecting childhood injuries and practicing and promoting integrated ECCD services.

Outputs:

- Behavior Changes Communication (BCC) strategy and action plan for community awareness on childhood injury prevention and integrated ECCD service developed.

- BCC at national and sub-national level as per action plan implemented.

Outcome 6: Parents have a broadened horizon to comprehensive child care, protection, and positive parenting.

Outputs:

- 2 00,000 parents are empowered and better exposed to positive parenting and comprehensive childcare, protection, and child development

Parenting -- Features and Facts

Childcare Centre based parenting

- A parental awareness-curriculum for behavior changes on comprehensive/nurturing childcare, protection, development available. Curriculum on mental health and psychosocial support for positive parenting available.

- Child care center-based parents' forum

Target Parents

200,000 parents

Parenting Session

2 sessions/meetings per month

Community based parenting

- User ready BCC -strategy and implementation plan for community level awareness

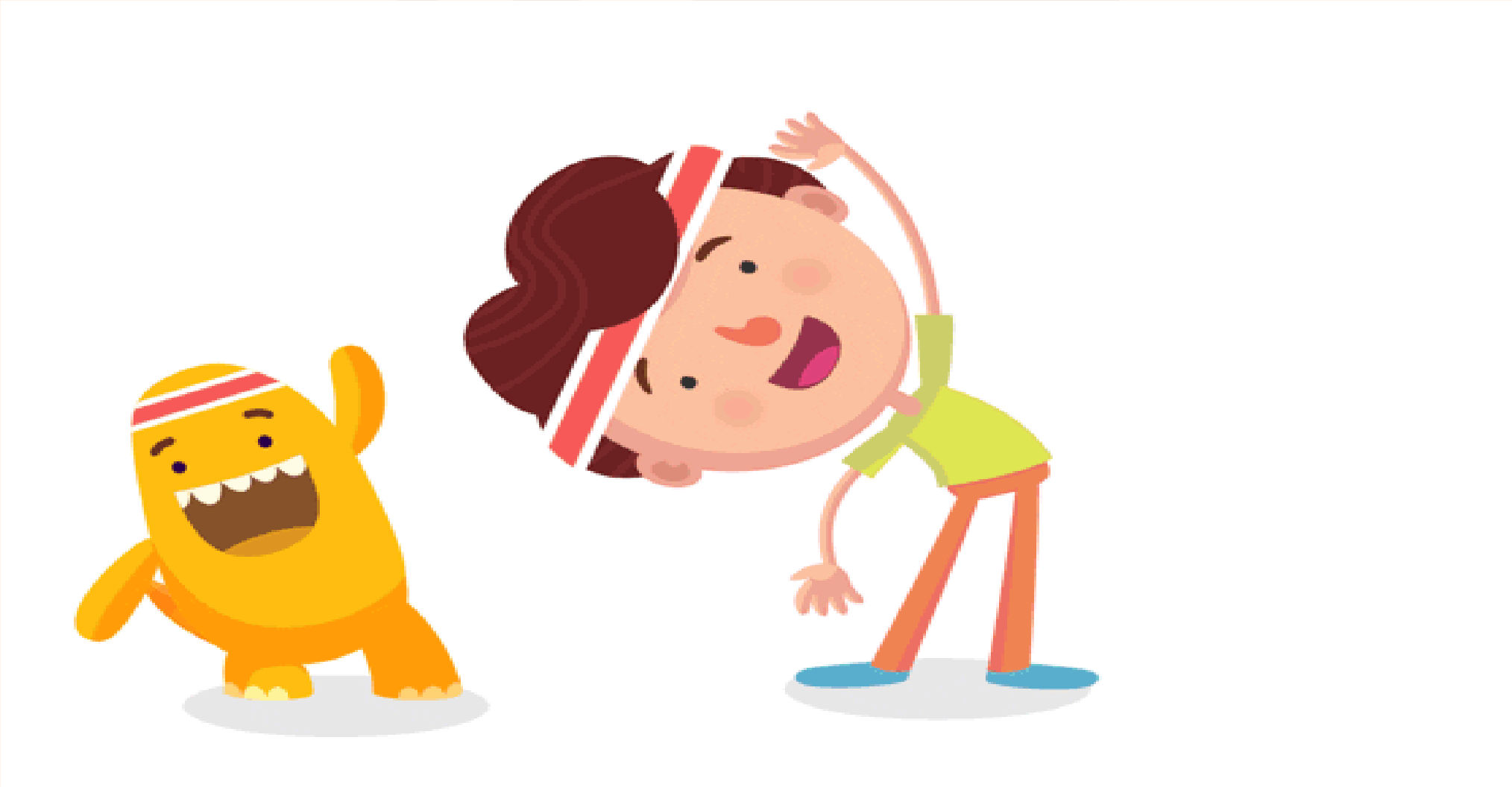- Village/Centre-level advocacy meeting

Energizers

Facilitators
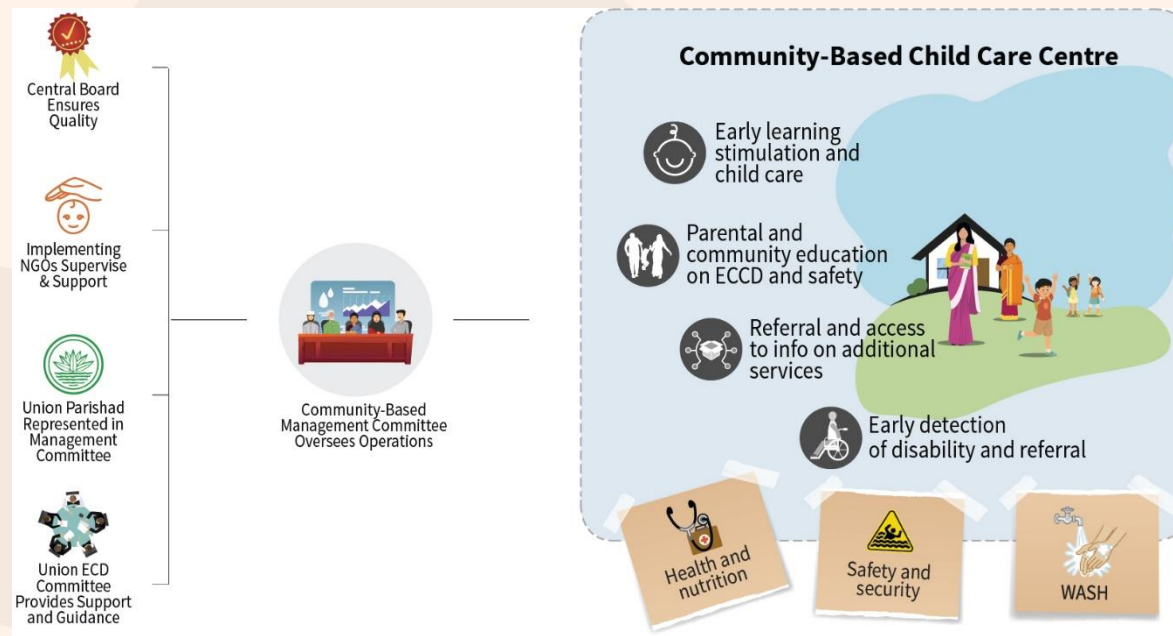
M Rizwan Khan and Team

How many of you do love delicious food?

How have we come here?

ICBC DPP Journey

Finding solutions to sustainability and scaling

Esha Husain-Synergos

Entry Point: proof of concept in child drowning prevention in Bangladesh

- Drowning is the leading cause of death of children under 5.

- Mortality rate is 72 out of 100,000 lives before age 5.

- More than 80% of the deaths occurs in water bodies <20m from home.

- Lack of adequate supervision between 9:00-1:00 pm is a common cause for drowning.

Solutions by Bloomberg Supported Research:

- Daycare centers provide adult supervision during the hours of highest risk.
- Shown to prevent child drowning deaths by 88% in some areas.

Challenges to Prevention:

- Sustainability of Bloomberg day-cares threatened beyond donor funding.
- Niche issue and low priority for Government with no interest for wider scaling by any agency.
- Synergos tasked with sustainability and scaling solutions.

Initial Challenges to Sustainability and Scaling

Social	Stakeholders	Policy
• Generally low public awareness of child drowning as problem, and of prevention as a solution.	• The findings related to prevention had not been widely circulated outside a limited research community.	• Its importance not appropriately emphasized among policy makers – it is under resourced relative to its impact.
• Cultural acceptance of drowning as "God's will".	• The wider dividends and convergence between drowning and ECD sectors were recognized but resistance to build relationships due to lack of common purpose.	• No child directorate to pursue child development and protection ideas.
• No public demand for solution.	• Most drowning prevention efforts were focused on older children.	• Drowning prevention not a priority for any Ministry as it is not identified in SDG or 7th Five Year Plan .
• Wider benefits of Community day cares not recognized.	• Media awareness of the problem was low, and solution stories were not covered.	• Confusion over who should be the lead ministry.
		• Day Care Act drafted by government but drowning prevention linkages not clearly recognized

Reflections on the journey

Built on existing research but took a systems approach to design a broader frame under NCF and ECCD policy 2013.

Broadened the partnership base under BEN and created a common purpose across sectors for ECCD.

Mapping of existing good practice ECD examples to identify good practices for convergences.

MoWCA responded to scale program and assigned Bangladesh Shishu Academy (BSA) to conduct feasibility check on scaling.

Collective design of DPP building collective ownership.

Submitted a proposal in Feb 2020 in 80% govt fund to scale with 20% donor match fund for enhancing capacity.

Adapted to changes, transition at different stages and activated champions within the government to navigate the approval process unto final approval.

Success in a sustainable, scalable solution

On 22 Feb 2022 ECNEC approved integrated childcare centers for drowning prevention.

- ✓ $32M project over 3 years, with government funding 80% and leading its implementation

- ✓ Establish 8,000 centers in 16 priority districts, serving 200,000 children.

- ✓ Includes SwimSafe training for 360,000 older children

Systems Thinking with Peggy Dulaney
https://youtu.be/7j61aYTU5JM

- https://youtu.be/7j61aYTU5JM

Collaboration, Coordination, and Inclusiveness of ICBC Project

Esha Husain

Country Lead, Synergos

The Enabling Infra-Structure for Coordination and Collaboration in ICBC Project

ICBC project design is based on a vision of coordination and collaboration

- **The CECCD Policy 2013** calls for multi-sectoral coordination across 15 ministries and embodies a core principle on a "coordinated approach and partnership of government and NGO stakeholders.

- The **Nurturing Care Framework for Early Childhood Development (2018)** offers an important foundation for coordination and collaboration for the provision of high-quality integrated services for young children.

- **Growing ECCD infrastructure**-ECCD committees established by ELCDP at various levels , National ECCD coordination and technical committees in response to CECCD policy.

Draft ICBC Coordinating Mechanisms (from the design - 2020)

Mustard represents new institutions. **Grey** represents existing ones.

MIN. OF LOCAL GOV. & RURAL DEV.	MIN. OF PRIMARY & MASS EDUCATION	MIN. OF WOMEN AND CHILD AFFAIRS	MIN. OF HEALTH AND FAMILY WELFARE	MIN. OF YOUTH AND SPORTS	MIN. OF SOCIAL WELFARE

CENTRAL

ECDLP

STRONG PARTNERSHIP TO MOBILIZE ECD COMMITTEES

DAYCARE LICENSING BODY

A governing body that ensures quality standards are met by all daycares.

PROGRAM IMPLEMENTATION COMMITTEE

PROGRAM STEERING COMMITTEE

SWIM TRAINERS ACCREDITING BODY

Central pool of master swim instructor trainers and inspectors

DISTRICT

ECD COMMITTEES

CIVIL SURGEON

BANGLADESH SHISHU ACADEMY

PRIMARY EDUCATION OFFICER

MoYS OFFICER

UPAZILA

ECD COMMITTEES

WOMEN'S AFFAIRS OFFICER

UPALZILA HEALTH ADMIN.

IMPLEMENTING NGOs

UPAZILA COORDINATING COMMITTEE

PRIMARY EDUCATION OFFICER

SWIMMING SUPERVISORS

TRAINING POOL

For ongoing orientation, capacity strengthening, and refresher training

UNION

ECD COMMITTEES

UNION STANDING COMMITTEES (education, health)

UNION PARISHAD

UNION HEALTH CENTERS

PRIMARY SCHOOLS AND ACCREDITED SWIMMING TRAINERS

COMMUNITY

OTHER COMMUNITY ORGANIZATIONS

CARE CENTER MANAGEMENT COMMITTEE

CARE CENTER MANAGEMENT COMMITTEE

CARE CENTER MANAGEMENT COMMITTEE

CARE CENTER MANAGEMENT COMMITTEE CARE CENTER
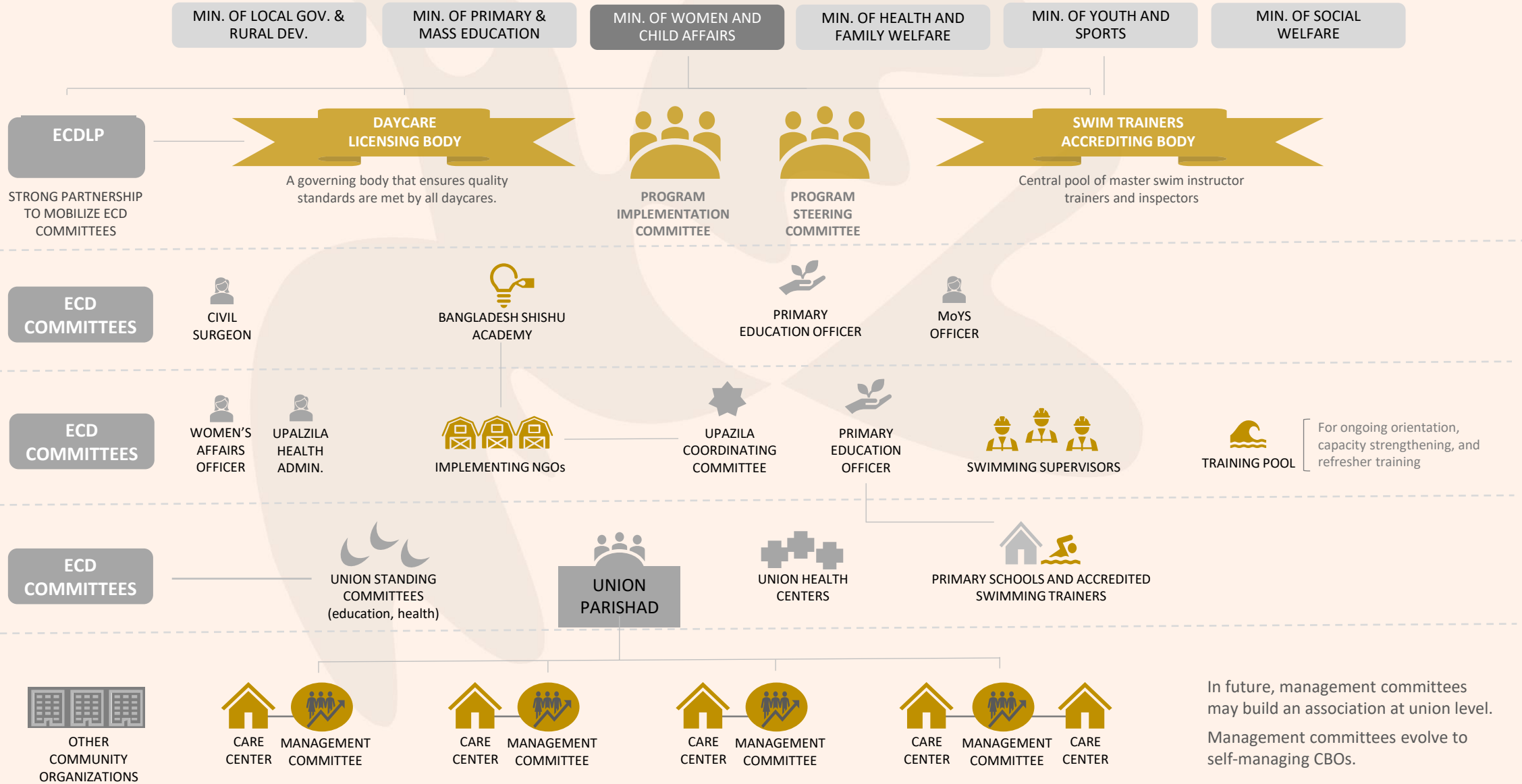
In future, management committees may build an association at union level.

Management committees evolve to self-managing CBOs.

Some points to consider…

- Consider the critical points of coordination and collaboration at each layer.

- This framework can help streamline the engagement of a wide range of related stakeholders and offer a clear way to bring the work of multiple organizations together in service of the project.

- Governance and accountability mechanisms are built into the design.

- An operational plan for the coordination framework will be developed. It will identify the connections/relationships between entities and determine roles for committees and various job posts.

- Closely linked to this is the referral plan which will clarify that service provision in an integrated CCC doesn't have to take place under one platform but also through establishing linkages.

For now, understand the critical points of coordination

NATIONAL

PM Office
MoWCA & BSA
Nat. Council of Women & Child Dev
MoHFW ECCD COORD & TECH WORKING COMMITTEES (0-3 year olds)
MoH&FW
MoSW
MoPME
ECCD desks
MoYS
MoLGRD&C
EPI, ESSENTIAL SERVICE PACKAGE
ECCD COORD COMMITTEE
PMT
ECCD TECH COMMITTEE
PSC
PIC
TA PROVIDERS: Synergos, CIPRB, BRAC IED
DONORS (BB, RNLI)
Childcare licensing body
Swim trainer accreditation body

DISTRICT

UNICEF (Nutrition division)
ECDLP
BEN
ICDP IN 3 CHT DISTT
Emerging ECCD pilots and research
ECCD COMMITTEE
LEARNING PLATFORM
PROJECT MONITORING COMMITTEE
BSA CHILDREN AFFAIRS OFFICER
District hospital

UPAZILA

UPZ SOCIAL WELFARE OFFICE
Deptt of Women Affairs Officer
UNO
UPZ PARISHAD
SAM & IMCI CORNERS
UPZ HEALTH CENTRE
Civil surgeon
MoYS Officer
ECCD COMMITTEE
LEARNING PLATFORM
PROJECT MONITORING COMMITTEE
Implementing NGOs

UNION

UNION PARISHAD
UNION STANDING COMMITTEES
UNION NUTRITION COMMITTEE
UNION HEALTH CENTRE
ECCD COMMITTEE
LEARNING PLATFORM
PROJECT MONITORING COMMITTEE
SWIMMING SUPERVISORS
TRAINING POOL
PRIMARY EDUCATION OFFICER
SWIMMING FACILITY
PRIMARY SCHOOLS
SWIMMING TRAINER
CELEBRITIES, ARTISTS
MEDIA ORGS/ JOURNALISTS

COMMUNITY/ VILLAGE

Ward members
MANAGEMENT COMMITTEE
CHILDCARE CENTER
CAREGIVER & ASST.
MANAGEMENT COMMITTEE
COMMUNITY HEALTH CENTRE
INJURY PREVENTION COMMITTEE
PARENTS & FAMILIES
WOMEN'S GROUPS
OTHER PROJECT FUNCTIONARIES eg. BRAC health workers
WOMEN'S GROUPS & NETWORKS
OTHER PROJECT FUNCTIONARIES
OTHER PROJECT FUNCTIONARIES
PVT. SECTOR ORGS INTERESTED IN INTEGRATED SERVICES FOR CHILDREN

OTHER DONORS and IMPL ORGS (pre-school & parenting programs (Plan Int, Save, Suchana Foundation, BRAC, AKF)
Women's orgs, Other NGOs
PVT. SECTOR ORGS
INFLUENTIAL PEOPLE
PRIVATE CHILDCARE
OTHER COMMUNITY ORGANIZATIONS
LOCAL BUSINESSES

Project boundaries blurring
Project boundaries blurring

INSIGHTS ON THE POTENTIAL TO SET UP REFERRAL MECHANISMS

There has been some **EXPERIMENTATION AROUND REFERRALS THAT WE MAY LEARN FROM**

Commitment to the use of the **NURTURING CARE FRAMEWORK & ELDS STANDARDS** offer strong focus to build a referral system

REFERRAL SOLUTIONS NEED TO BE PILOTED IN DIFFERENT CONTEXTS and lessons drawn. A few different options may be scaled

MAY NOT BE POSSIBLE TO ESTABLISH REFERRAL SYSTEM AT SCALE in the first three years

Examples of the kind of referrals that may be possible
- Immunization – Childcare centres invite EPI centre staff, or refer parents to centres
- Nutrition monitoring (and maintenance and use of weight and height records)
- Referring children to SAM and IMCI corners at upazila level
- Referring childcare centre enrolled children to hospitals or disability specialist institutions
- Inviting teams for children's health **checkups** and addressing health emergencies. at the childcare centre
- Referrals for birth registration (management committee proactive)
- Referrals for psychosocial support
- Disaster or environmental emergencies.

A Curious Question…

This Project Needs Capacities, Mindsets, Ways of Working That are Different to Traditional Projects. There is a Perception That We Don't Know How to Collaborate Well, and We Continue to Work in Silos. Are We Willing to Work Differently for Alia and Joy?
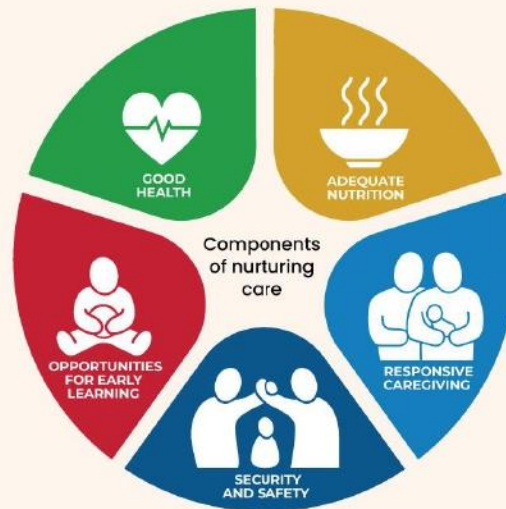
ALIA

IF **WE CHANGE**
THE BEGINNING OF
THE STORY, WE CHANGE
THE WHOLE STORY

Components of nurturing care

GOOD HEALTH

ADEQUATE NUTRITION

OPPORTUNITIES FOR EARLY LEARNING

SECURITY AND SAFETY

RESPONSIVE CAREGIVING

Bangladesh Shishu Academy
Ministry of Women and Children Affairs

JOY

Let's have a break

Mapping Roles and Responsibilities of APMs and DCAOs for ICBC Project

ASSISTANT PROJECT MANAGER-16 (FULL TIME, BASED IN DISTRICT LEVEL)

A. SPECIFIC RESPONSIBILITIES:
- ✓ **Project planning and implementation**
- ✓ **Coordination and collaboration**
- ✓ **Supervision, Monitoring, Evaluation, Learning and Program Quality**

B. ACCOUNTABILITY AND ADMINISTRATION

DISTRICT CHILDREN AFFAIRS OFFICER-16 (PART TIME WORKING ON THIS PROJECT, BASED IN DISTRICT LEVEL)

A. SPECIFIC RESPONSIBILITIES:
- ✓ **Project planning and implementation**
- ✓ **Coordination and collaboration**
- ✓ **Supervision, Monitoring, Evaluation, Learning and Program Quality**

B. ADMINISTRATION AND ACCOUNTABILITY

Reflections on expectations met

Let's Build Bridges for Children

BUILDING
BRIDGES
TO IMPROVE
LIVES

Thank You