



PAKISTAN

Country Experience on ECD

**Integrated Early Childhood Development (ECD)
From Policy to Programming**

WHO SEARO Regional Meeting
27-29 April 2021

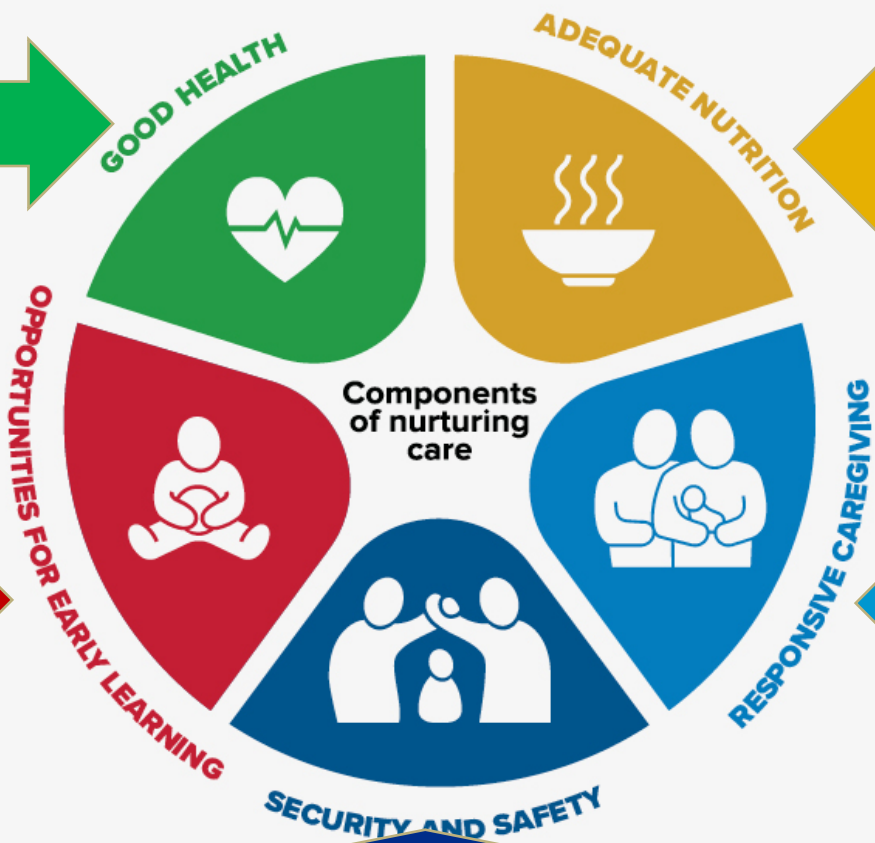


Brief Situation of ECD in Pakistan

COMPONENTS OF NURTURING CARE

- 55/1000 births (Neonatal MR)
- 54% receive all basic vaccinations
- 71% ANC
- 52% delivery by a skilled health professional

- ECCE is mainly a private sector engagement-inaccessible for poor (LWQ)
- Lack of TLM at Katchi
- 39% Preschool enrolment
- 34.4% attendance of ECE 3-5 years
- Untrained teachers on ECE and multi-grade teaching
- 2.3% of GDP to Education
- 30.4% Net in-take in primary school
- 22.5 million (44%) of 5-16 year-old OOSC



- 45.8% Early Initiation BF
- 48.4% EBF
- 3.6% children with at least MAD
- 40.2% U5 Stunting rate
- 54% of U5 suffer from anemia
- 13.1% of 24-59mths given deworming medication
- 23% food insecurity (M&S)
- Malnutrition costs US\$7.6 billion (3% of GDP)

- Lack of Responsive care giving in service provision
- 30% early stimulation
- 3% fathers engage in early stimulation
- 2.5% U5 with 2+ books at home
- 60% of children 3-5 are developmentally on track (ECD Index)

34% BR ; 81% violent punishment, 21% Open defecation with 32% with no access to toilet facilities, baby WASH rarely practiced



Context: Early Childhood Development in Pakistan

- **ECD mapping conducted under the leadership of SUN Secretariat/Nutrition Section M/o PDSI/Planning Commission of Pakistan**
- ✓ *Multi-sectoral stakeholders' consultation*
- ✓ *Key findings from the mapping*
 - *Responsive care and nurturing was completely missing from interventions being provided*

Recommendation:

- *an integrated parenting package - KFCPs*
- *Adaptation and inclusion of ECD in National pre-service and community IMNCI modules*
- **National Policy Dialogue on ECD**
- **ECD Policy framework in progress**
- **National Steering committee and Technical working group for ECD established**
- **National SUN Secretariat/Nutrition Section MoPDSI/Planning Commission is developing**
- **PC-II to secure Government resources for ECD**



Rationale for Parenting Package – ECD Mapping

- **An important stream of the implementation of ECD as indicated in ECD mapping:**
 - ✓ key family practices have stagnated hence, need powerful behavior change communication
 - ✓ Positive parenting
 - ✓ System strengthening on ECD
- **Process of Development of Parenting Package:**
 - ✓ Desk review (in-country and global)
 - ✓ Multi-sectoral partners' consultation (federal & provincial)
 - ✓ Review, pretesting, revision & endorsement
 - ✓ Dissemination at all levels
 - ✓ Parenting package includes 22 key family care practices(KFCPs)
 - *Gender sensitive based on life cycle approach using existing resource materials*



Content of the Package

- Training manual for frontline workers training.
- Handbook for frontline workers - as reference manual
- Counselling cards for front line workers to use for educating parents/caregivers
- Flyers on children's growth milestones
- Cards on Learning and development signs
- Animated videos on KFCP
- ECCE booklets and animated videos
Materials pre-tested with care givers, frontline workers and range of stakeholders in provinces and federal level



ملی مشق نمبر 1
پہلی کتب خانہ اور دیگر سرکاری اداروں کے ذریعہ دستیاب کیے جانے والے مواد کے ساتھ ساتھ

Counseling cards (English, Urdu)





Audience to be reached



Mothers,
fathers,
grandparents

Service Providers:

- LHW
- Social Welfare Workers
- Social Mobilisers
- Teachers

Community

Service Providers:

- Community leaders
- Religious leaders
- CHWs
- Vaccinators
- Teachers

Front line
workers:
LHW, ECCE
facilitators,
teachers,
social
mobilisers

Trainers:

- Health facility (LHV, EPI supervisors)
- Social welfare officers
- Trainers of teachers
- NFE trainers
- WASH programme facilitators



Progress: Roll out of Parenting Package

- Trainings of trainers – 230 multi-sector participants
 - ✓ > 720 teachers trained
 - ✓ 300 nutrition assistants
 - ✓ Around 17, 000 families and care givers have been reached
- Social and mass media reach:
 - ✓ More than 180,000 people engaged through social media
 - ✓ 25 Radio programs aired on 41 channels across Pakistan reaching millions
- Community engagement:
 - ✓ Engaged mother and father support groups to promote KFCP messages
 - ✓ It is part of integrated service delivery in 40 Polio High Risk Union Councils
 - ✓ Roll out through national NGO partners, an Alliance on Early Childhood
- The package has been integrated into existing system:
 - ✓ Newborn Care Package , IMNCl curriculum, Health Policy Punjab, LHW curriculum Sindh , EPI-IPC manual in KPK, IPC manual Polio
- Positive Parenting sustainability & resilience in COVID-19 context



ECD- sensitive IMNCI in PAKISTAN

EARLY CHILDHOOD DEVELOPMENT



INTEGRATED MANAGEMENT OF NEONATAL
AND CHILDHOOD ILLNESSES (IMNCI)
CARE FOR CHILD DEVELOPMENT

ASSESS, CLASSIFY AND TREAT
DEVELOPMENTAL DELAYS



AND CHILDHOOD ILLNESSES (IMNCI)
CARE FOR CHILD DEVELOPMENT

CHART BOOKLET



- Revision and endorsement of National pre-service and community ECD-sensitive IMNCI guidelines by MoH & Provincial DoH
- National ECD-sensitive modules developed after intensive deliberations with Provincial DoH, IMNCI TWGs, RMNCAH&N TWG, WHO, Health Services Academy, Pakistan Medical Association (PMA), and Pakistan Pediatric Association (PPA)
- **Way forward:**
 - ✓ Detailed implementation plans with Federal Health Ministry and Provincial DoH to be finalized
 - ✓ ECD modules to become part of IMNCI App and web-training
 - ✓ Integrated ECD-sensitive IMNCI implementation (with nutrition & education sectors)



Next steps



- Scale up use of parenting package through multiple service delivery platforms and multiple stakeholders, including in the context of COVID-19



**The greatest return of all:
Every child whose future happiness is
brightened by full cognitive
development**