



Using mass media and community engagement to support provision of nurturing care

Regional multi-sectoral meeting to promote nurturing care for early childhood development

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Media & Community Engagement for Nurturing Care

Mass media and community outreach can be used to convey **key messages** on nurturing care to **parents and practitioners at low cost**

They have the potential to:

- Raise awareness and increase demand for nurturing care services
- Support behavior change
- Amplify reach and impact of existing services and programs

Messages should be **tailored to the target audience and setting**

They may be delivered via **multiple platforms**, including:

- Print media
- Radio
- Television
- Social/digital media
- Text messages
- Billboards



Serbia

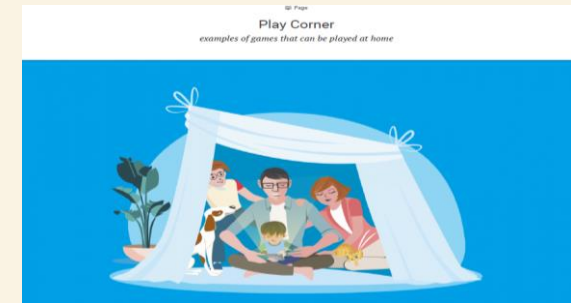
- Multi-pronged communication and outreach strategy to support parents in the provision of playful parenting and nurturing care
- Adapted to meet increased demand from parents for information and support during the pandemic– 2 million people/parents reached

The Strategy includes:

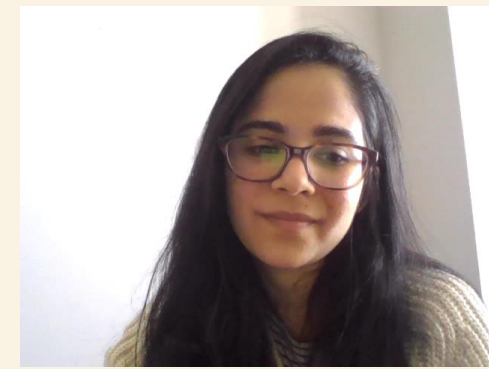
1. **National TV:** Collaboration with national network "RTS" to broadcast TV programmes with ECD messages/information (playful parent-child interactions, early learning through play, fathers' engagement in caregiving, support to caregivers' mental health etc.)
2. **Launch of online Parenting Hub, which provides activities, tips, videos and easy-to-access information for parents:** Expanded to include "The Play Corner" - specific activities/ideas to engage in with children during COVID-19 lockdowns
3. **Parenting Month – Social Media Digital Campaign** (including video highlighting importance of co-parenting)



Social media assets for digital campaign



'Play Corner' on UNICEF Serbia Parenting Hub



Serbia



Every day is Father's Day: <https://youtu.be/nsmTHwcZDTU>



Zambia

- Multi-pronged communication and outreach strategy to support parents in the provision of playful parenting and nurturing care
- Adapted to meet increased demand from parents for information and support during the pandemic— 3 million people/parents reached in multiple languages
- The strategy includes various channels:
 1. **Billboards** across 20 cities and towns with local proverbs in seven languages
 2. **Radio spots** featuring key messages on the importance of nurturing care and early stimulation
 3. **Social media posts** showcasing nurturing care with quotes from caregivers
 4. **Print media**, including press releases from the Ministry of Health, newspaper articles to raise awareness



Billboard messages build on local proverbs and focus on providing nurturing care to young children to ensure their healthy growth and development



Zambia


 **Unicef Zambia** ✓
September 8, 2020 · 🌐

Play is a child's right; but it is also a critical form of stimulation that boosts children's cognitive, physical, social, and emotional development. [#PlayLearnThrive](#)

Photo credit – ©UNICEF/Zambia/2020/Siakachoma







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 **Unicef Zambia** ✓
July 20, 2020 · 🌐

"From the playful parenting lessons, I learned the importance of communicating with a child even before birth," said mum Stella. Read more about how baby Moses benefited from parenting tips. [#PlayLearnThrive](#)
<https://www.unicef.org/.../beyond-baby-talk-zambia-story...>
[@mohzambia](#) [@LEGOfoundation](#)

Photo credit – ©UNICEF/Zambia/2020/Siakachoma





  52  5 Comments

 **Unicef Zambia** ✓
August 12, 2020 · 🌐

"As a first-time mother I consider myself privileged," said Felistus Phiri. "Having learned various ways of being a responsive parent, I now understand that even low-cost materials can have a great impact on child development both mentally and physically." [#PlayLearnThrive](#)

Photo credit – ©UNICEF/Zambia/2020/Siakachoma



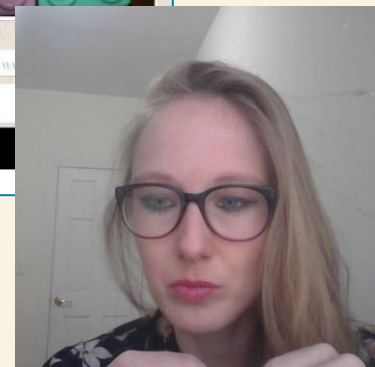
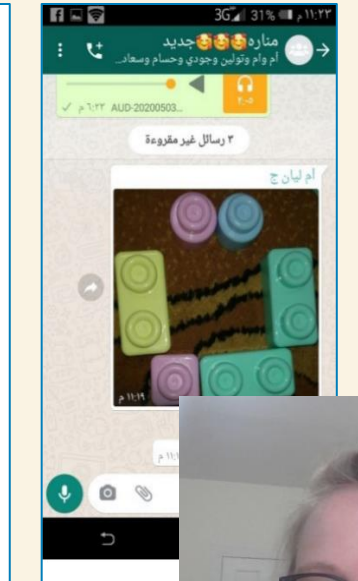
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Mass media as a key strategy to reach families during COVID-19

To respond to lockdowns and interruptions to services, **many countries** turned to media to reach parents with support/information:

- **Oman:** Parents4Parents portal launched to provide a space for parents to support each other and share parenting tips.
- **Jordan:** Automated WhatsApp chatbots used to share parenting tips, and connect parents with learning materials linked to Sesame Street episodes airing on TV
- **El Salvador:** Online portal created with specific sections for pregnant mothers and caregivers of children 0-3. Specific play activities and linking learning activities to national TV broadcasts.



Steps that have shown to be effective

- Begin with formative research
- Frame your messages with care
- Secure political will and champions
- Get your dissemination strategy right
- Test your messages
- Make media engaging and interactive
- Use familiar cultural symbols
- Be creative to ensure equity
- Monitor your objectives

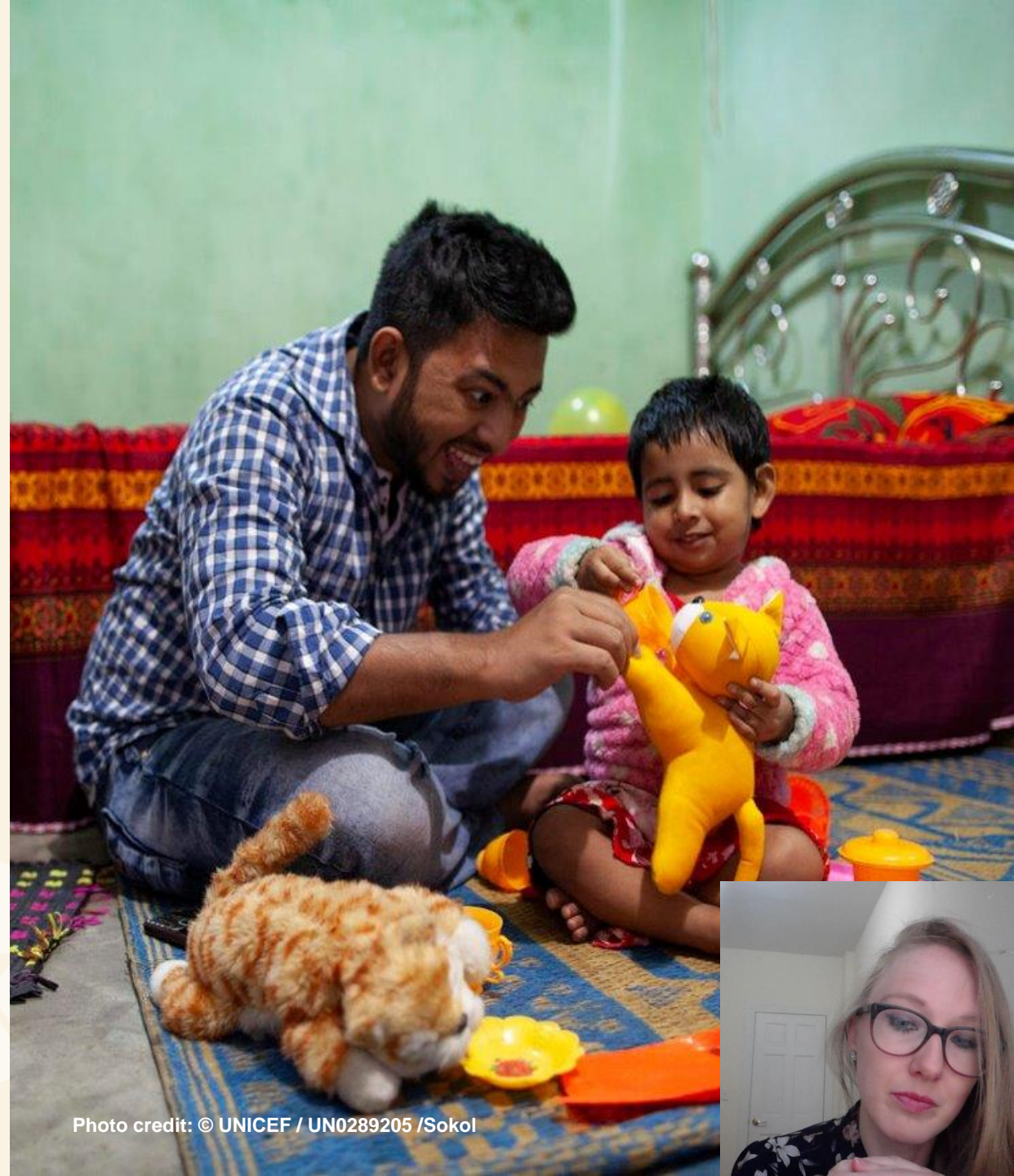


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Thank you

