



Innovations in SBCC Methods for Education

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World Visions approach to SBCC with parents in:

- Early Childhood programming
- Literacy programming
- Adolescent programming



Early Childhood programming

ECD: Parents are at the center of children's well being

- As a child-focused organization, supporting families, is one of the cornerstones in our programming
- Parenting programs are an integral part of our Education program approaches:
 - Go Baby Go (0-2)
 - Learning Roots (3-6+)
 - Literacy Boost (early grades)????



Parenting in ECD (Go Baby Go and Learning Roots)

■ Context:

- mixed bag of positive and harmful practices for children's holistic development

■ Aim:

- strengthen positive practices and reduce harmful ones

■ Approach:

- strategic contextualization and address system/cultural barriers



Strategic Contextualization and Curriculum Delivery

- **Step 1:** Individual and Group Dialogues
- **Step 2:** Curriculum content is adapted and contextualized including delivery mechanism
- **Step 3:** Conducting group sessions and home visits
- **Step 4:** Reflection on learning, pending gaps, and action for change

A young girl with dark hair, wearing a colorful floral dress and a bracelet, is smiling broadly while sitting at a desk in a classroom. She is holding a pen over an open book. Other students are visible in the background, slightly out of focus.

Literacy programming

What about Literacy?

- Literacy Boost™
- Community Action aims to change behavior:
 - Of parents, to increase their engagement
 - Of communities, to increase their action



™ Save the Children

What have we found?

- Significant gains in reading scores
- Small or no change in parental engagement in the home, and yet still significant gains in reading
 - Ethiopia
 - Ghana & Senegal
- High parent engagement outside the home
 - Ghana

Where are we going?

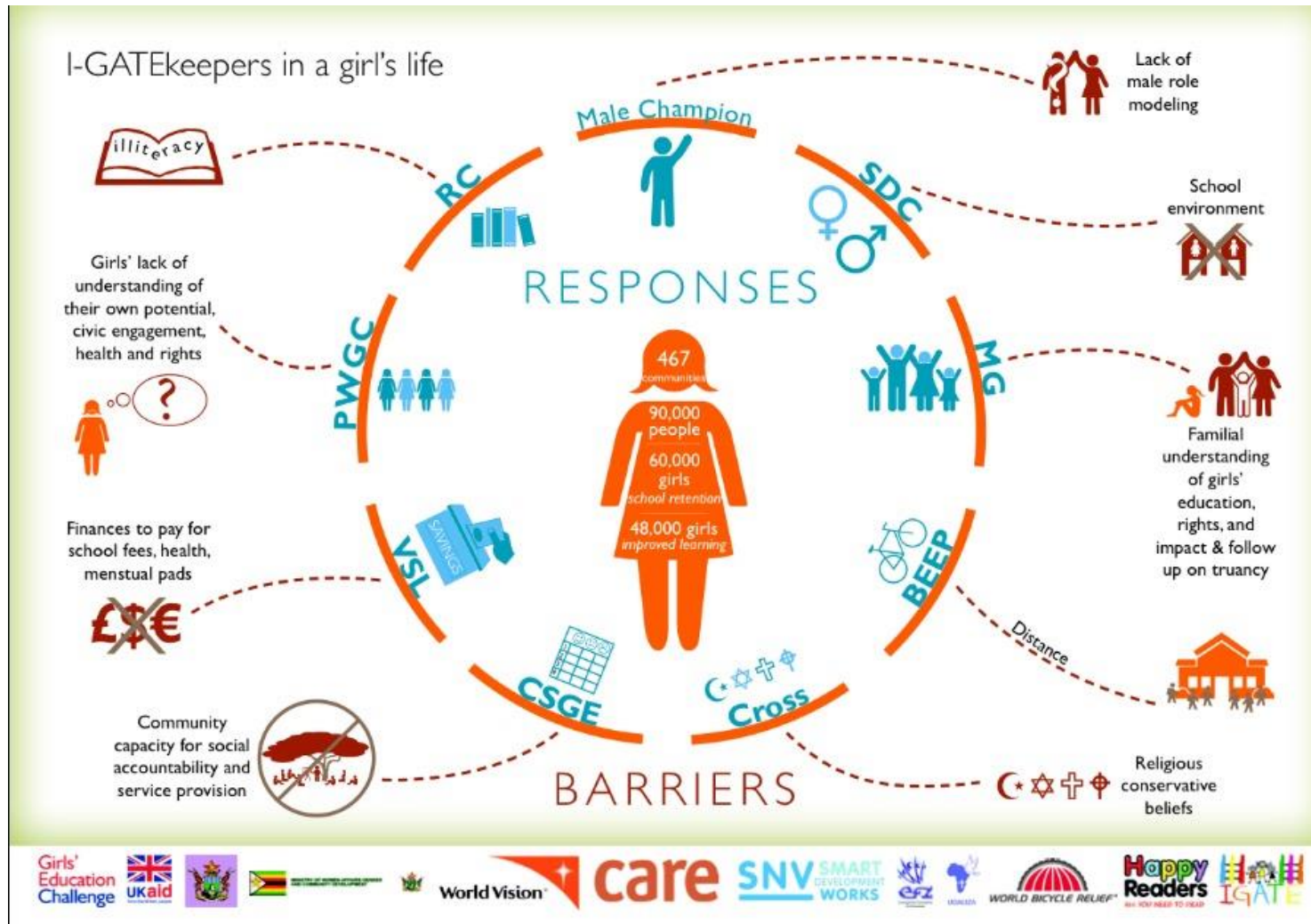
- Integrate Community Action questions into all assessments
- Research engagement in a specific context
 - Identify barriers and enablers to engagement
 - Identify positive deviance
- Establish Citizen Voice and Action in all literacy programming



Adolescent programming



iGATE: adolescent girls education



Changing hearts and minds:

- **Citizen Voice in Action (Community Engagement and Advocacy)**
- **Channels of Hope (Gender/Health)**
- **Social Engagement and Action Clubs (MenCare/ Mothers Groups)**