

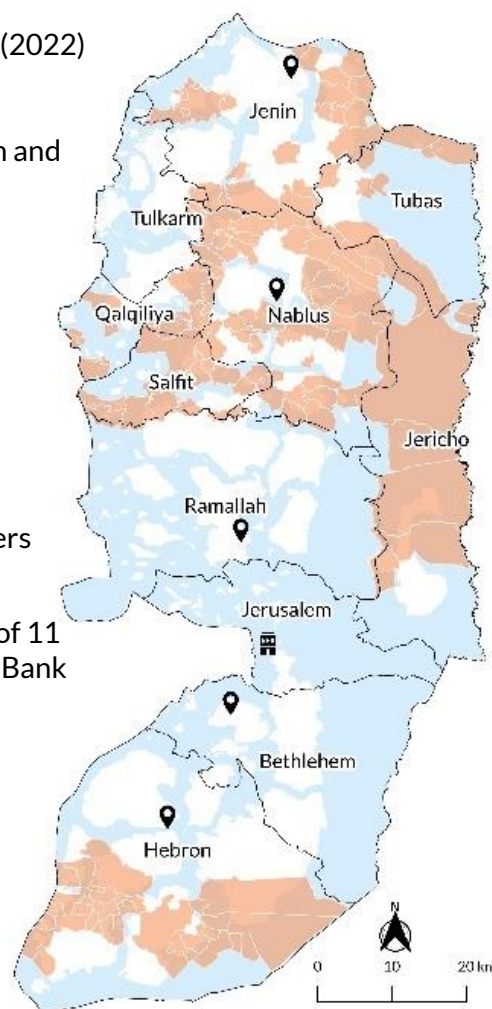


World Vision International Jerusalem - West Bank - Gaza GO BABY GO Building a Strong Foundation for Children During Their First 1,000+ Days of Life

Our model, Go Baby Go, enhances knowledge, skills, and resilience-promoting parenting behaviours to aid caregivers in fulfilling their roles as primary educators and protectors. Go Baby Go also provides caregivers with planning and self-care strategies to promote autonomy and well-being in the family and community.

Go Baby Go is built on evidence-based parenting programme approaches and content. It uses approaches in behaviour change communication, appreciative inquiry, and positive deviance so that caregivers learn to build on existing knowledge about child-rearing and can leverage their strengths and assets as a community to enable their children to have the best possible start in life.

- 1,659** children directly targeted (2022)
- 20,000** children reached by health and nutrition activities (2022)
- 100** health clinics supported
- 1,659** caregivers trained and supported
- 138** Community Health Workers equipped and supported
- Implemented in eight out of 11 governorates of the West Bank
- US\$500,000** (2022) funded by World Vision



A Critical Window of Opportunity

Early childhood experiences have a profound impact on brain development, which serves as the foundation for all subsequent learning, behaviour, and health outcomes. Eighty percents of the brain develops in the first three years of life. But this development can be interrupted if a child is poorly nourished and nurtured, if she/he is not stimulated properly, or if she/he is not protected from violence. A 2020 baseline study conducted by World Vision revealed that merely 62% of all Palestinian children under six years of age are on track developmentally in all domains.



A COMMUNITY APPROACH TO EARLY CHILDHOOD DEVELOPMENT DURING THE FIRST 1000+ DAYS

Families are the cornerstones, so World Vision's approach empowers caregivers to provide their babies and toddlers with the nurturing care and services that foster holistic development.

Go Baby Go aims to build knowledge, skills and resilience-promoting techniques to improve parenting practices at the household level. Using an integrated approach, it helps caregivers understand the interrelatedness of early

interrelatedness of early childhood development, health and nutrition, and child protection. It also provides caregivers with planning and self-care strategies so they can better fulfil their roles as first teachers and first protectors. Go Baby Go can be implemented as a stand-alone early childhood development education programme or integrated into existing health, nutrition, child protection, livelihoods, or WASH delivery platforms that serve this target population.

Our approach is implemented at three levels:

Household Level

Community Health Workers (CHWs) provide support to caregivers and families through home visits, which includes providing psychological first aid to caregivers and offering guidance to mothers, fathers, and other family members to encourage age-appropriate development of young children through home-based activities.



Community Level

Primary caregivers participate in skill-based learning sessions that concentrate on introducing and identifying their role as caregivers, along with developing active skills for promoting holistic child development.



Health Clinic Level

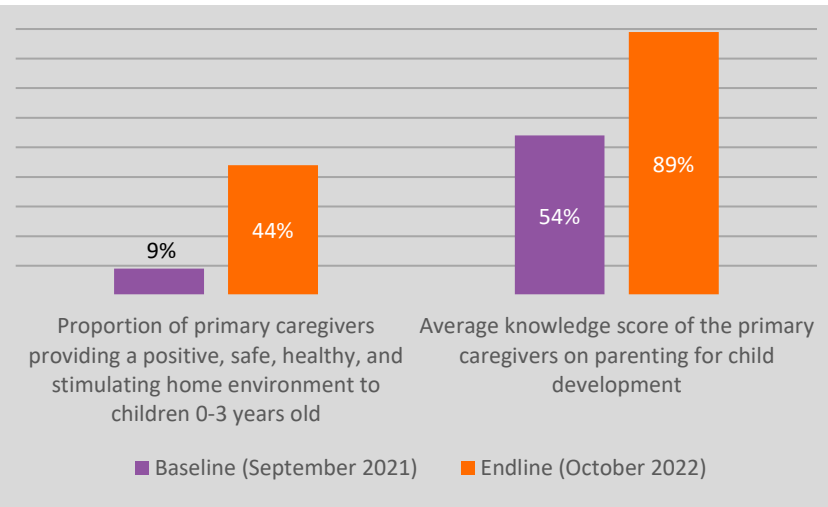
Our approach focuses on supporting the sustainable provision of high-quality ECD services by providing Maternal and Child Health clinics with the essential tools to enhance service quality and establish a more child-friendly environment, especially in relation to breastfeeding.

RESULTS AND IMPACT

To measure the impact of the Go Baby Go model, World Vision conducts annual baseline and endline surveys. In 2022, World Vision monitored the parenting knowledge and practices of 1,600 caregivers. It also measured the development of 725 children at 6 and 12 months of age.



- ▶ 83% of children supported through this model were developmentally on track in all domains at 12 months of age.
- ▶ 95% of the caregivers participating in skill-based learning sessions improved their knowledge on parenting for child development.



ABOUT US

World Vision is a Christian relief, development and advocacy organisation dedicated to working with children, families, and their communities to reach their full potential by tackling the root causes of poverty and injustice. World Vision serves all people, regardless of religion, race, ethnicity, or gender.

World Vision started operating in Jerusalem, the West Bank, and Gaza in 1975. Since then, the organization has been devoted to supporting Palestinian children by nurturing them, building their resilience, and instilling hope. By integrating development, relief, and advocacy programs, World

Vision ensures that children, especially the most vulnerable, are protected within their families and communities. The organization also focuses on equipping them with the necessary skills and resilience to lead healthy lives.

World Vision JWG has developed one of the most extensive community-based presences among organizations operating in the West Bank, with 91 dedicated staff and an annual budget of US\$11 million for 2023. In 2021, our programs directly benefited over 233,000 individuals, including 169,000 children residing in 150 villages across the West Bank.



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