

Jordan - Early Childhood Development/ Better Parenting (ECD/BP) Project

Main communication strategies:

This project provides parents and caregivers of very young children with the necessary knowledge, skills and social services concerning child rearing, specifically in the area of health, nutrition and social-emotional development. Local facilitators are trained to deliver courses about:

- ◆ Better parenting content
- ◆ Socialization: family, school, religion, peers, media
- ◆ Communication skills within families
- ◆ Relationship between family and school
- ◆ Gender roles in the family

They use appropriately-adapted and translated materials such as videos, parent booklets and facilitator guides. They are also trained to build more effective relations between and among parents, health centres, schools and teachers.

Key Points:

A national survey conducted by UNICEF Jordan on the knowledge, attitudes and practices related to early childhood care among Jordanian parents showed that the majority of parents do not have the information and skills needed to create a stimulating home environment, especially in the areas related to social and emotional development. The Better Parenting Project was created to address these needs of parents. The five-year country programme for 1998-2002 was built upon pilot phases initiated in 1996. The pilots demonstrated the positive impact of parental education tools in increasing parental knowledge of child growth and development and improving patterns of parenting. The project focuses on the following four areas for its work:

1. Identify and assess gaps in knowledge and skills among different beneficiary groups including parents, social services providers and decision makers;
2. Support advocacy events and the development of relevant information material focusing on decision makers, parents and caregivers within the context of the Convention on the Rights of the Child (CRC);
3. Continue the development of training materials to be used by participating partners with community outreach facilities and non-governmental organizations (NGOs) to enable them to adopt and incorporate the better parenting strategies and methods;
4. Support the formation of core teams of trainers/supervisors from ministries and NGOs for the development of resource centres, including centres for children with disabilities.

The project focuses on disadvantaged urban and rural families. This focus population includes nearly a quarter of Jordanian children between birth to six years of age (approximately 225,000-250,000 children).

Partners:

Community Empowerment Project, Al-Nassr (East Amman) Local Area Committee, General Union of Voluntary Societies, Jordanian Women's Union, Jordanian Hashemite Fund for Human Development, Ministry of Health, Ministry of Social Development, Ministry of Youth, Noor Al-Hussein Foundation, United Nations Relief and Works Agency.