

PROPOSALS THAT THE BUSINESSES WOULD BE INTERESTED IN FUNDING

CHILDREN ENJOY READING GOOD STORIES

What is needed?

There is nothing more worthwhile than reading books to children. Reading aloud is an important tool in literacy development and is an inexpensive, fun activity that should begin as early as feasible in a child's life. There are whole new worlds to explore in books for a child.

Preschool children are often excited to read and learn about the wider world outside of their home, school, or environment. When a love of books and the written word is instilled, children will adore going to the library and choosing their own reading material.

Why it is needed?

Research shows that the early years involve the highest rates of learning, and the habits formed at a young age will stay with them for a lifetime. It's therefore a perfect time to introduce children to books which educate and inform throughout life. Studies have shown that children that are read to on a consistent basis begin to develop both communication and thinking skills at a much younger age than children that aren't read to on a consistent basis. In addition, those skills continue to progress and develop much more rapidly in children that are read to consistently.

Your contribution

There are about 1000 kindergartens all over Turkmenistan with about 140 kids in each. Your business can help to print 200,000 copies of ABC books in Russian and Turkmen languages. Additionally 150,000 copies of promotional cotton bag with "Babies Love Books" message on it are intended for distribution to kids. Bags can be very simple, e.g. from cotton fabric. Please see the front page of books kids want to have as well as some bag samples you might want to go for. Given that children use such bags on a daily basis to carry extra-clothing to and from kindergartens, this promotional accessory will have long-term exposure. UNICEF will coach teachers on how to read and to talk about stories in an engaging manner.



Added value to you business

The more actors interested in promoting children's well-being the better!

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EARLY CHILDHOOD PROMOTION

What is ECD?

Parenting practices during the early years of life have a powerful influence on children's survival, health, growth and development -because the early years are the critical phase in life when rapid gains are made in motor, language, cognitive and socio-emotional development.

Many parents are not aware of the importance of early stimulation, affection and communication with their child. Low awareness of appropriate child-rearing practices leaves many families with minimal capacity to protect their children. This is further compounded by a lack of child appropriate picture books, stimulating toys, puzzles and art supplies. The consequence of this may be a loss of intellectual capacity of the child.



For the best start in life, parents have to play with their child using toys or home made toys, and tell stories and fairy tales at least once a day.

Beyond this, what would be wonderful is having everyone playing/communicating with children at least once a day for a minimum half an hour.

Why we need that?

- Mothers/caregivers are persuaded that reading and playing are important factors for children's early development even if children in their early ages do not understand;
- Mothers are convinced in their cost vs value calculation analysis in the benefits and advantage of the early stimulation in relation to other opportunity costs;
- Other family members (fathers, parents, in-laws) support mothers in allocating at least half an hour everyday for play/reading/talking;

Suggested activities:

1. Information on child rearing to disseminate in different places
2. ECD messages dissemination through other means (video, wall paintings)

Important messages to share with caregivers (sample messages):

- Make a child smile, play to him
- Kids love gentle voice! Teach them to smile!
- Lets' play and talk with kids everyday
- Did you read to you kid tonight?
- Let your child's brain develop by giving her safe things to see, touch, hear, smell and taste
- Children need love, attention and security to grow well, be bright and become good citizens.
- From birth: talk to your children; tell them stories; teach them new things daily.
- It is important to talk and sing to your baby.

- Children who are told stories or read to, sung to and who hear and learn rhymes often have better language skills, are more confident as well as playful.
- Communicate with the baby during breastfeeding, speak to them, caress, smile and look at their eyes. Your child needs breastfeeding not only for food but also to feel comfortable.
- Read and sing to the child more often. Even if the child is not yet able to speak, this can promote his/her speech and ability to learn from the world.

- Children should be physically healthy, mentally alert, emotionally secure, socially competent and ready to learn.
- Reading with children is important, not only as a mean of teaching reading, but rather to promote positive and nurturing care giving practices, emotional bonding and love of learning.
- The most beneficial and holistic messages are provided through bonding, responding and interacting.
- Everyday, small loving interventions done in the first days and years of a child's life last a lifetime.
- I can do this with my child
- Fathers support is important in the life of a child (even fathers who worked away from home could bond with and contribute to the development of their children).

SAVING TINY LIVES

What is needed?

The transition to the international standards of live birth by the Ministry of Health and Medical Industry in Turkmenistan is a step forward in infant care. By adopting the WHO live birth definition in 2007 the Ministry of Health and Medical Industry ensured the survival of new born children through recognition that low weight babies could no longer become considered miscarriages and stillborns.



The newly adopted recommendation needs infant incubators for effective implementation. Incubators are glass and metal cases heated to a certain temperature into which enough air is admitted to maintain life. Such conditions are required until premature infant is strong enough for temperature of room. Majority (85%) of the babies who were given care in incubators have survived.

Why it is needed?

Babies born too early are born weak and with low birth weight. They have undeveloped nervous systems and also lack the energy to regulate their own temperature.

Incubators help the tiny and often immature babies to maintain body temperature. Most incubators also humidify the air and can add extra oxygen and isolate the baby from infections

Incubators have greatly increased the survival of very low birth weight and extremely premature infants. In the era before incubators, infants of birth weight less than 1400 grams rarely survived. Today, infants of 500 grams have a fair chance of survival.

What does it cost?

There are 64 maternal facilities in Turkmenistan in need of incubators. Your business can contribute an optional number of incubators to maternal facilities. Each incubator costs approximately USD 15,000. In case you are interested, UNICEF office has the list of companies that supply infant incubators.

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SPORTS FOR A HEALTHY LIFE STYLE

What is needed?

UNICEF is promoting Healthy Life Style behaviours among youth in collaboration with the Ministry of Health and Medical Industry and the Ministry of Education. This project aims to combat smoking, alcohol consumption, drug addiction and HIV prevalence amongst secondary school age children.

Why is needed?

Sport is not just a means to promote healthy life styles among teenage boys and girls, but one of the best ways for children to learn teamwork, tolerance and the value of fair play. It will also help children to grow physically strong, build their confidence and self-esteem that will serve them throughout their lives.

Football is the most popular sport in the world, and watched by many. Football has a power to unite people –young and old, rich and poor. The power of football can be used to disseminate healthy life style messages. These messages will include abstinence from casual and unprotected sexual activities and multiple partners before marriage, fidelity during marriage and avoidance of drugs and alcohol.

Our goal is to educate young people on the harmful effects of smoking, drugs abuse and alcohol consumption. Positive or “protective” behaviors related to HIV/AIDS/STI prevention will be passed on and emphasized.

What does it cost?

The project will consist of several phases:

1. Capacity building of sport coaches by Life Skills trained specialists from the Ministry of Health and Cascade trainings conducted by Sport coaches to their trainees.
2. Organization of Sport tournament amongst schools/etraps, where HLS messages will be reinforced and further disseminated to the audience.
3. Children will also get basic information about the danger of tobacco, drugs and AIDS through educational materials.

Private sector partners are requested to support the sport events, by providing prizes to the winners, T-shirts and caps to the sport team, printing of banners

School gyms renovation is another activity that is requested by Private sector partners as part of this activity

Quantity and the details of the activities will be further discussed

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CHILDREN LOVE TO PLAY

What is needed?

Ask any child what he would love to do on a sunny and breezy day and their answer most of the time would be to play outside.

Children's play grounds are fundamental to community planning. It is in the play ground that children make their first friends and learn to socialize. Playing provides balance in children's lives that will create the optimal developmental environment to prepare our children to be academically, socially and emotionally equipped for the future. Perhaps above all, playing gives a simple joy that is a cherished part of childhood.



There are already many nice playgrounds available for children in Turkmenistan. To provide every child with the opportunity to play, there is a need to support the limited initiative of the municipalities and help install new playgrounds in each community which are child friendly. Rural areas are especially in a great need of playgrounds.

Why it is needed?

Play is the way children learn about themselves and the world. It facilitates healthy and rapid brain development in young children. It is through play that children at a very early age engage and interact with the world around them and get to know it. Playing allows children to create and explore a world they can master; conquering their fears while practicing adult roles, sometimes in conjunction with other children or adult caregivers. As they master their world, playing helps children develop new competencies, that lead to enhanced confidence and the resilience they will need to face to concur challenges ahead. Indirectly playing allows children to learn how to work in groups, to share, to negotiate, to resolve conflicts, and to learn self-advocacy skills. When playing is allowed to be child driven, children practice decision –making skills, move at their own pace, discover their own areas of interest, and ultimately engage fully in the passions they wish to pursue. In contrast to passive entertainment, playing builds active, healthy bodies.

Your contribution

Installation of children's playground in the urban and rural areas is what your business can contribute for the promotion of child rights and ensuring YOUR business acts with social responsibility. Opportunities for playing and the safe environment are being made available to all children. It is always important that children's playgrounds are constructed with safe materials: preferably plastic and wood.

Added value for your business

Play for children is a whole world. Children play on weekends and week days. Any day can be a special day if you make it that way. Any time can be a wonderful weekend adventure. It all depends on you and the decisions you take today. The more adults interested in promoting children's well-being the better!! This partnership gives opportunity to the business community to be associated with UNICEF and the United Nations. Your contribution will be acknowledged on the UNICEF web-pages locally and regionally, giving you an opportunity to promote your brand.