

parent buddy app



Your companion in
the journey of parenting



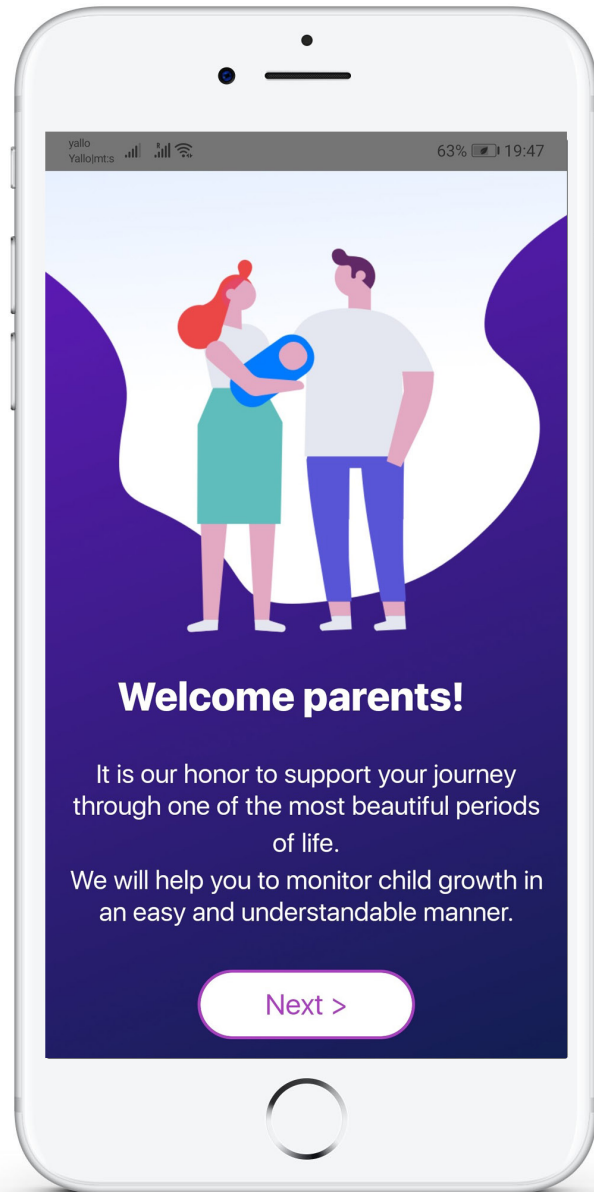
UNICEF ECARO

The 'Parent Buddy' App

Parent buddy is UNICEF's new mobile app designed to **reach and support parents of children, aged 0-6 years**, with comprehensive, evidence-based information and interactive tools to cover a wide range of children's health and development. These includes:

- ✓ Health
- ✓ Nutrition and breastfeeding
- ✓ Early learning
- ✓ Responsive parenting
- ✓ Protection and safety
- ✓ Wellbeing of parents

Every young child needs nurturing care, good health, optimal nutrition, and a stimulating and safe environment that offers plenty of support for early learning. Parents and immediate caregivers are so important in making this happen.



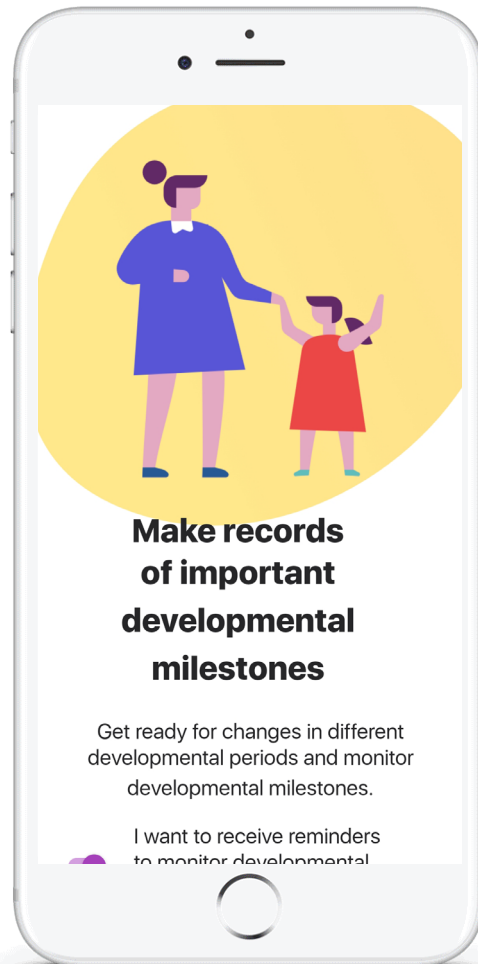
The new Parent Buddy App's benefits and advantages:

- ✓ All the domains of early childhood development are covered and brings practical tools so that parents can:
 - Monitor child's development.
 - Monitor and support optimal growth.
 - Track and record health visits and immunization schedules.
- ✓ Up-to-date messages, such as prevention and protection alerts related to COVID-19
- ✓ Two parents simultaneously can use it and set up for more than one child
- ✓ Content pushed to parents to the specific age and needs of their child
- ✓ Open source solution, free of charge for all users, without internal advertising, across countries
- ✓ Compatible with Android and iOS mobile phones
- ✓ Easy adaptations of new content and translation to many different languages.
- ✓ Access to advice and the rich information library offline.

How does it work?

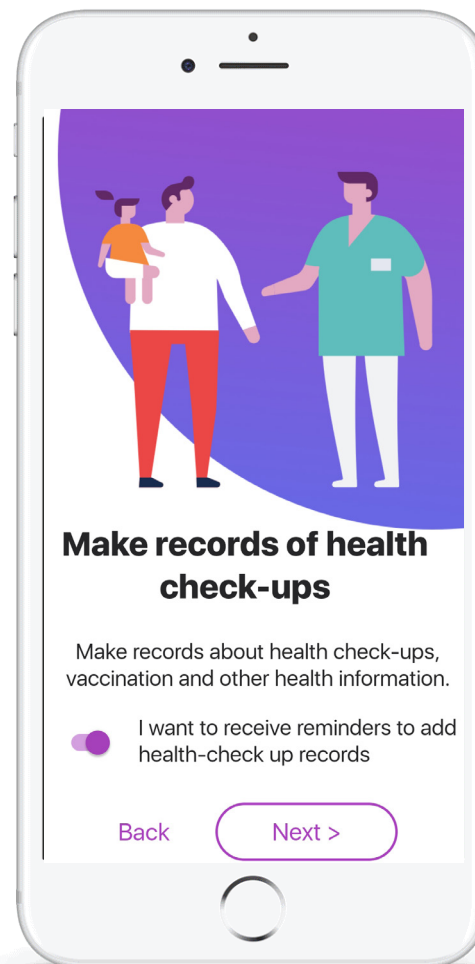
1.

Parents or immediate caregivers enter basic details about their child (birthdate, height, weight), and start receiving information relevant to their child's age and gender.



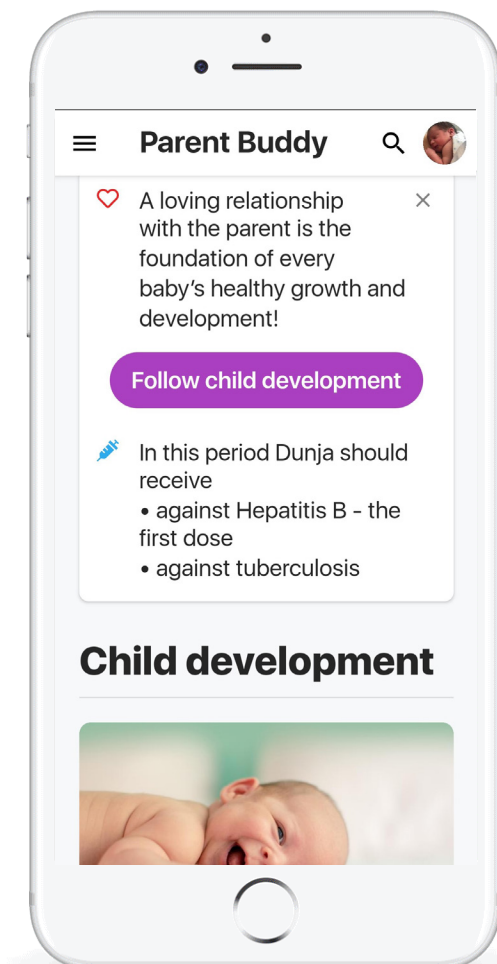
2.

The app will prompt parents to actively record and monitor their child's development and growth milestones. It will notify parents about upcoming vaccinations and health check-ups, with detailed information, and serve as a user-friendly repository of all records.



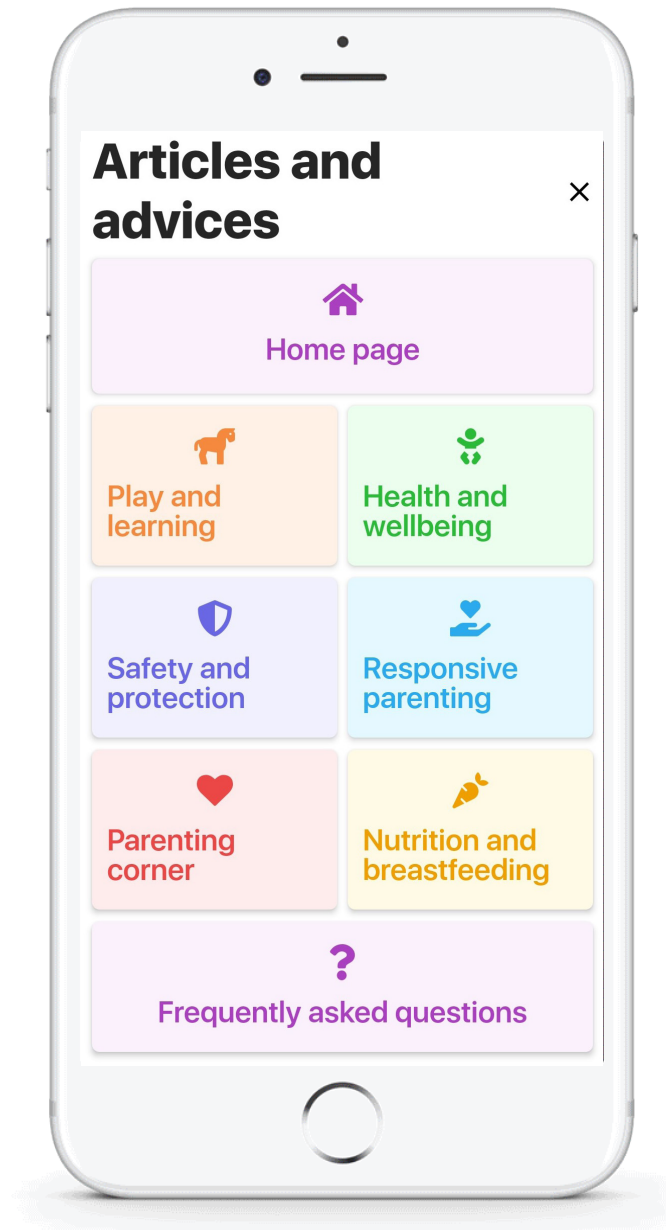
3.

Parents will receive customized guidance on how they can further stimulate their young child's development, introduce a more nutritious diet, or better understand the needs and behaviours of their children.



Library and Q&A database

The **Parent Buddy app** also offers a rich library of articles and videos grouped into themes on:



The library is complemented by a database of commonly asked questions, and answers based on many years of parental, pedagogic and medical experience and expertise. Based on the child's profile, the content and guidance are filtered to offer tailored recommendations to engage parents in applying this knowledge in everyday life.

Parent Buddy app in support to service providers

The library and Q&A database can be a resource for their work and a tool for building trustworthy relationships with parents for the benefit of young children. As contact points in health-care facilities or preschools, staff can encourage parents to use the app, or refer to it themselves for quick tips. Home visitors and nurses could help parents download the **Parent Buddy app** to jointly review a child's vaccination schedule or developmental milestones achieved, while offering additional in-person guidance.

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Optimizing the app and a phased roll-out:

The **Parent Buddy** mobile phone app is one of the innovative solutions advanced by UNICEF to bridge the digital divide, reach the most vulnerable, and achieve results for children at scale. Roll-out plan status:

- Phase I** The app was developed by ECARO in partnership with UNICEF Serbia and the City Institute of Public Health, Belgrade, through consultation with UNICEF Country Offices.
- Phase II** Optimization, already in progress, and during the next six to twelve months, the app will be customized and launched in 10 countries (Albania, Bulgaria, Greece, Kosovo, Kyrgyzstan, Montenegro, North Macedonia, Serbia, Tajikistan, Uzbekistan).
- Phase III** Deployment is expected to be scaled up in Europe and Central Asia.

Whether you are a decision maker seeking further details, a UNICEF Country Office looking to engage in future roll-outs, or civil society organizations and businesses interested in supporting this work, we invite you to reach out to us.

Please contact

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