

Bebbo

Information Brochure



Challenge

Every growing child needs nurturing care, good health, optimal nutrition and a stimulating and safe environment that offers plenty of support for early learning.

***78% of children miss out on Early Childhood Education opportunities** and are already behind their peers before they start school, aged 5.

Gromada, Anna; Richardson, Dominic; Rees, Gwyther (2020).
Childcare in a Global Crisis: The Impact of COVID-19 on work and family life,
Innocenti Research Briefs no. 2020-18, UNICEF Office of Research - Innocenti, Florence



Challenge

To ensure the best start for their children, **all families need some support**. But **vulnerable families**, who face poverty, disability, or social exclusion, need more help.

Support is typically provided through health, education, and child protection services and through interaction of children and parents with ECD workforce; **such support is not always sufficient or not even available**.

COVID-19 **demanded solutions to support parents with timely and quality guidance** when contact with service providers was disrupted. Parents became first responders, taking further responsibility of their children's learning, health and well-being.

Opportunity

There is an opportunity to innovate how to support parents and caregivers of children (aged 0-6), providing them with trusted advice and tools that will support early learning opportunities in the home, ensure optimal support for health and development.

Several apps that provide guidance to parents are available on the market, but:

- They are mainly available in English
- They provide a limited thematic content (play activities) without a possibility for parents to familiarize with, track & support all aspects of their child health & development.
- Majority of apps are not free of charge, what presents a significant barrier, particularly for the most vulnerable families.





Introducing

Bebbo

**Your pocket partner
in parenthood**



Solution

Bebbo 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 and parental wellbeing. These include:

- 1. Early learning**
- 2. Health**
- 3. Nutrition and breastfeeding**
- 4. Responsive parenting**
- 5. Protection and safety**
- 6. Wellbeing of parents**



Solution

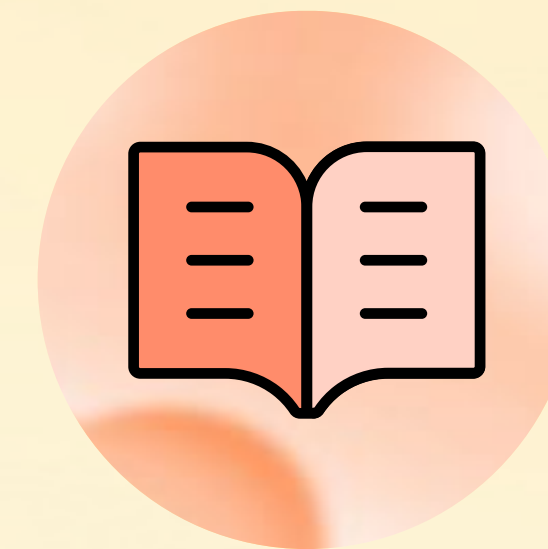
The individualized mobile app will **empower parents to be able to make opportune and right decisions** regarding the care and development of their child and their own wellbeing.

The mobile application supports the most vulnerable parents/caregivers, in terms of the navigation modalities, off-line operability and selection of the core content.

The Bebbo application actively encourages parent's daily engagement in activities that support child development, covering all the domains of early childhood development.



Activities

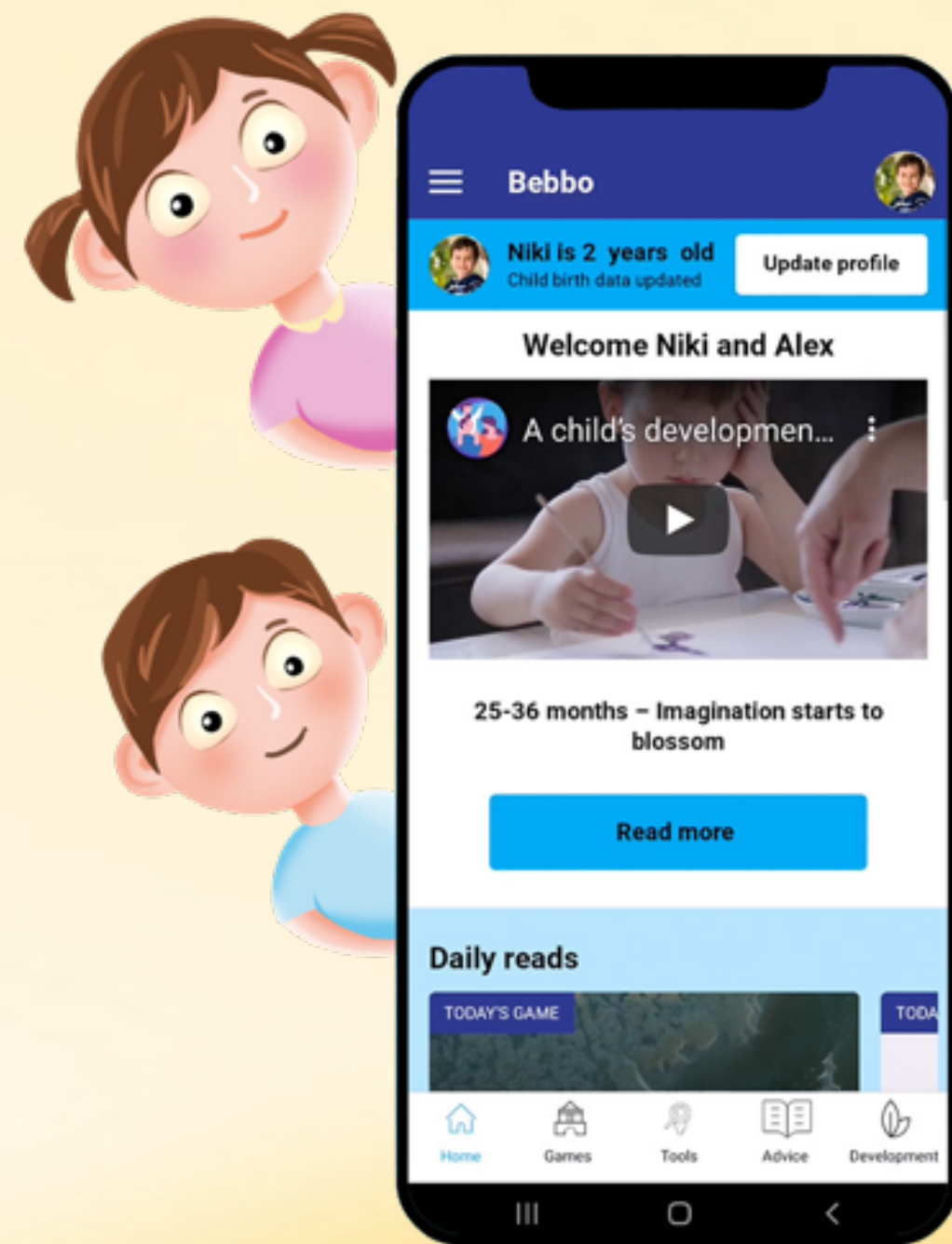


Advice

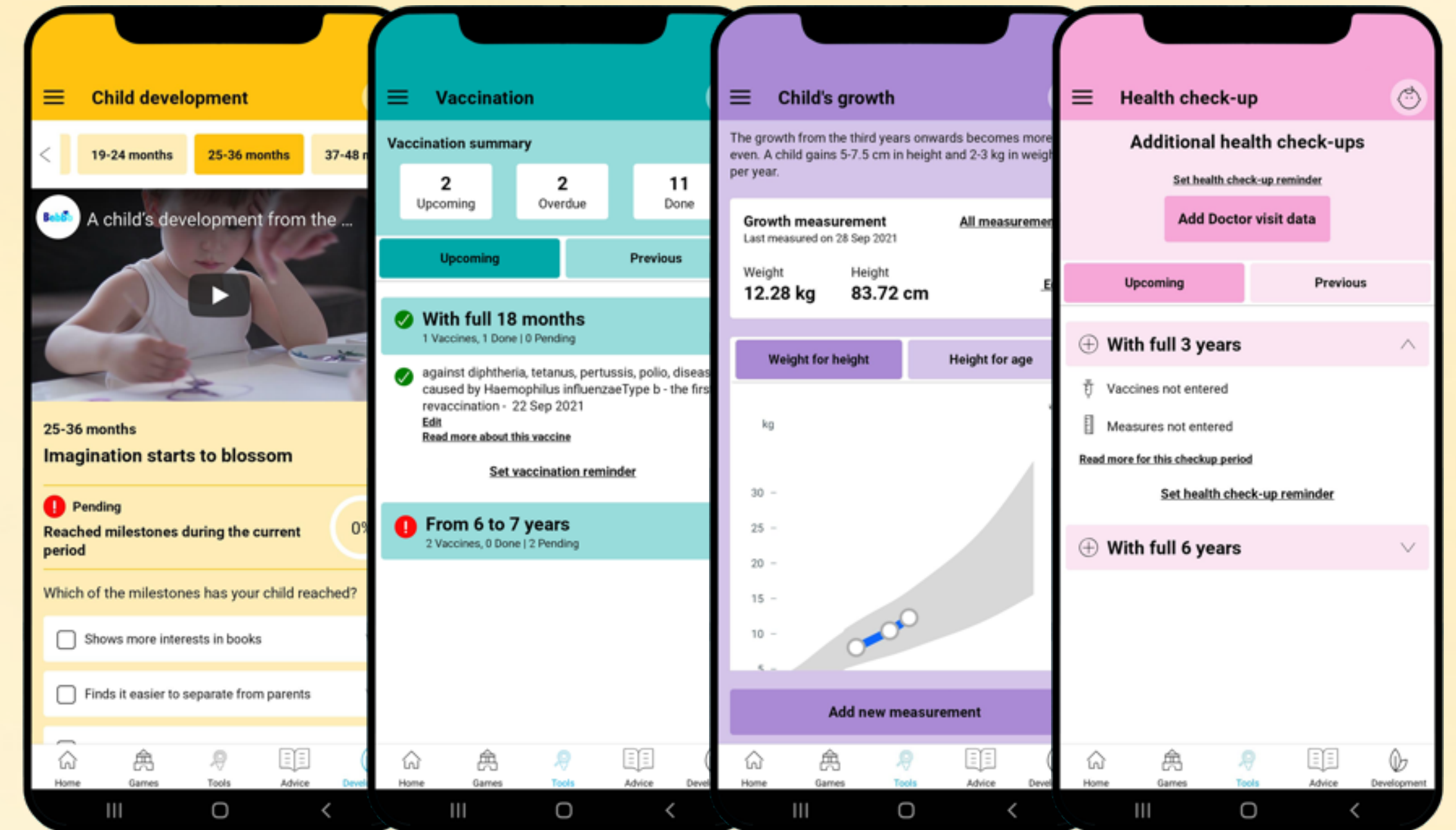


Tools

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.

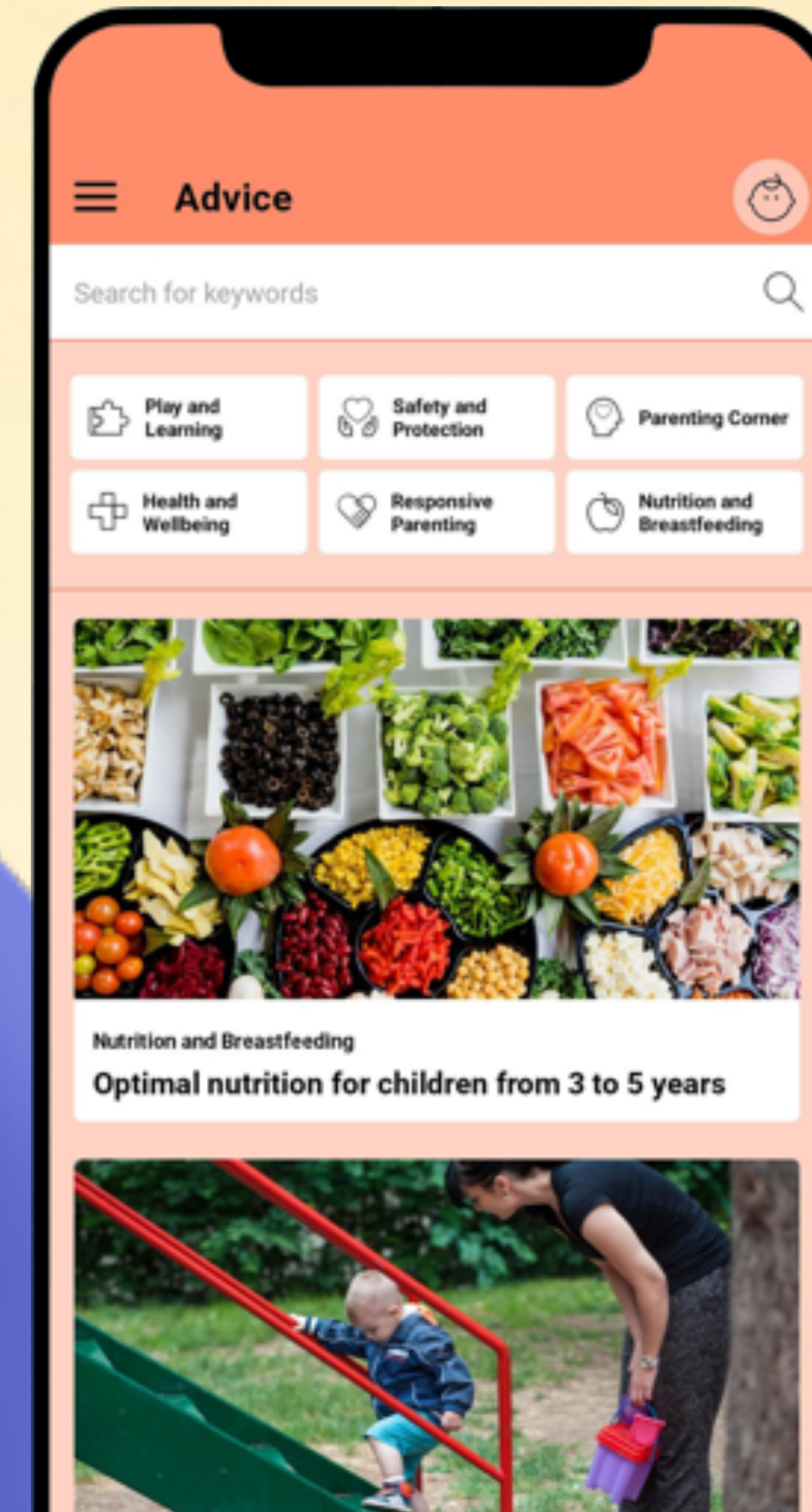


2 The app will prompt parents to actively record and monitor their child's development and growth milestones. It will notify parents about upcoming vaccinations and health check-ups, with detailed information, and serve as a user friendly repository of all records.

How does it work?

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 of Advice

The Bebbo app also offers a rich library of articles and videos grouped into different themes.

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. Advice provided is based on many years of parental, pedagogic and medical experience and expertise.

The library is complemented by a search function that allows for easy navigation to the content of interest.

Bebbo in support to service providers:

The library 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 Bebbo to jointly review a child's vaccination schedule or developmental milestones achieved, while offering additional in-person guidance.

Benefits

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



App Development and Launch

Bebbo is one of the innovative solutions developed 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 and customization has been conducted in 2020-2021 and the launch is planned for late 2021/early 2022 in **19 language variants** in the following 11 countries:

Albania, Belarus, Bulgaria, Greece, Kosovo*, Kyrgyzstan, North Macedonia, Montenegro, Serbia, Tajikistan and Uzbekistan.

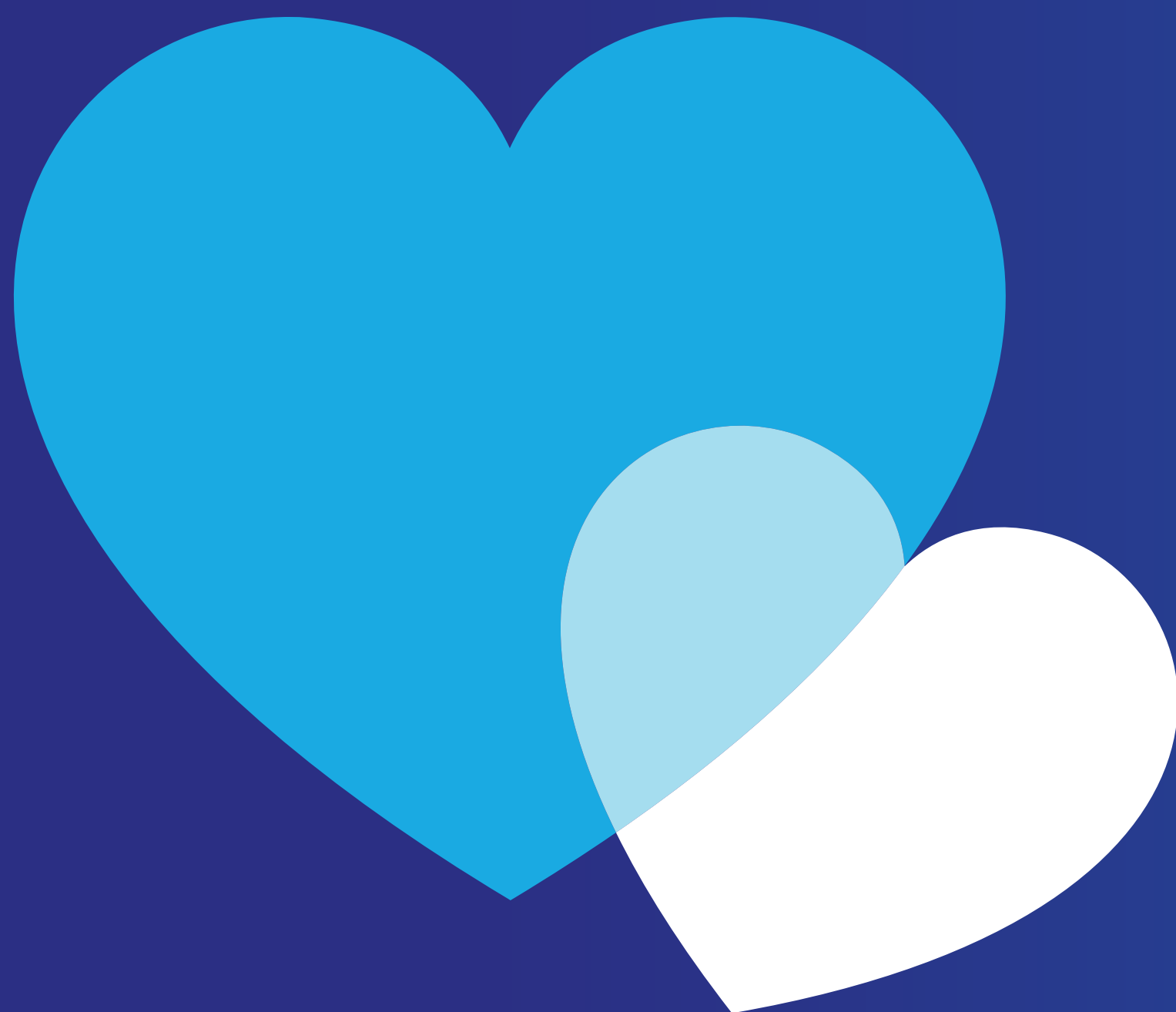
Phase III

Scale up is expected as of 2022. Additional countries in the Region and beyond are expected to join the initiative pending the interest of partners and funding.

* All references to Kosovo should be understood in reference to the United Nations Security Council Resolution 1244



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.



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