Ukongela abantwana
Investing in growing my child’s brain for a bright future!

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Empowering primary caregivers

Imagine the situation...
The challenge:

Emphasis on supply of ECD services
BUT not enough of on caregiver

- understanding of,
- demand for,
- and confidence to participate in

ECD services

Caregivers often told WHAT to do, and a bit about HOW, but very little about WHY

New developments in neuroscience underscore the fundamental role of parenting

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Inspiration: savings groups

- 800,000+ stokvels with approximately 11.4 million members investing an estimated R44bn annually
- Incredible existing social capital platform to reach an audience at scale
- Commercial models using stokvels for marketing and promoting brand loyalty
- Adapted for a social good → ECD messaging for caregivers
Project description

- Partnership - Ubunye Foundation (non-profit) Eastern Cape) & Expressive Promotions (for-profit)
- Community-based ‘ECD Champions’ as ‘ambassadors’ for ECD at savings meetings.
- Short, simple monthly inputs through savings meetings with practical resources
- Phase 1: focus on early stimulation & brain development
- Proto-typing with 48 groups (approx. 720 members) - rural & urban
- Purpose of a savings groups – must not detract & must add value
- Vulnerability of our target audience - non-threatening, practical, everyday activities - ‘just one thing’
Progress: Research phase

- Asset-based approach
- Appreciative inquiry focus groups
- Acknowledging local strengths and exploring traditional methods

My vision for my child’s future
- Education
- Career
- Being a good, competent person
- Financial wealth
- Personal fulfillment

What I mean by a wonderful childhood and learning
- Relationships
- Tradition and culture
- Fun and freedom
- Life skills and learning

My strengths as a grower of young brains
- Love
- Respect and discipline
- Play and learning
- Looking after basic needs

My interest in future topics
- Communication
- Child development
- Discipline and respect
- Supporting early learning
- Child protection
Developing the 5 sessions

1. **Brain development**
   ‘How to grow my child’s brain by knowing how the brain grows’

2. **Language development and communication**
   ‘How to grow my child’s brain through communicating well’

3. **Social, emotional and moral development**
   ‘How to grow my child’s brain by promoting positive discipline and respect’

4. **The importance of play and investigation**
   ‘How to grow my child’s brain by promoting active learning and play’

5. **Social and emotional development**
   ‘How to grow my child’s brain by building confidence’
What success looks like:

• Primary caregivers understand and act on the importance of early stimulation
• Primary caregivers actively support their children’s early learning
• Primary caregivers proactively access early learning services for their children
• Savings groups as a space for parental support
• Potential extensions – adding other topics, swapping ECD resources, bulk buying of ECD resources
Thank you!

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