



REPUBLIC OF KENYA

# MINISTRY OF HEALTH



## MINISTRY OF HEALTH IN ADVANCING ADVOCACY INITIATIVES FOR ECD

Dr. Janette Karimi

Head, Division of New-born and Child Health, MOH-Kenya

# Introduction

- Advocacy for Early Childhood Development (ECD) in Kenya is crucial for ensuring the well-being and optimal development of young children.
- The Ministry of Health in Kenya aims to advance advocacy initiatives for early childhood development, ensuring that every child has the opportunity to thrive and reach their full potential.
- The Ministry of Health and stakeholders employ **several strategies** to advance advocacy initiatives for ECD in the country. Here are some of the key strategies:





# 1. Policy Development and Implementation

- **Policies:** IECD policy finalization, with detailed multisectoral implementation plan.
- **Strategies:** Draft ECD Advocacy Strategy, and ECD Social Behavior Change and Communication Strategy. The Advocacy Strategy outlines key target stakeholders, advocacy tools and activities aimed to
  1. To attain a high level political goodwill, commitment and increased investment for Nurturing Care for Early Childhood Development (NCfECD) services
  2. To strengthen multi-sectoral coordination for NCfECD coordination at all levels
  3. Public awareness and education To create awareness and improve Knowledge, Attitude and Practice for NCfECD



## 2. Guidelines and Capacity Building

- **Guidelines:** Integration of ECD messaging into KMC and Chlorhexidine use guidelines, newborn comprehensive care training, MCH handbook, and proposed integration of ECD module in the community maternal newborn care (CMNC) modules.
- **Capacity building:** Review of ECD Module for Community Health Promoters with proposed expansion to cover other community workers like child officers, lay volunteer counsellors, ECDE teachers





### 3. Partnerships and Collaborations

- a) **Other National Ministries:** Collaboration with Ministry of Education, Ministry of Labour and Social Protection (MOLSP): National Council for Children Services (NCCS), Directorate of Children Services, Directorate of Social Development.
- b) **Partnerships with Counties** with already established ECD programs to learn from them and develop practical and replicable national policies, strategies and guidelines; and partnerships with County-level ECD Implementation Partners.
- c) **Development and Implementation Partners:** Partnerships for technical and financial support: Conrad Foundation, WHO, UNICEF, USAID, PATH, World Bank ECD-Network and all affiliate partners, AfECN, CRS and other NGOs, and community-based organizations, and other stakeholders to advocate for ECD.
- d) **Private Entities such as forming** partnerships to leverage resources and expertise; Agakhan University –data and training leaders and policymakers on ECD

# 3. Partnerships and Collaborations



COUNTY GOVERNMENT OF SIAYA

## Nurturing Care for Early Childhood Development Strategic Plan 2020 – 2024

*"If we change the beginning of the story, we change the whole story."*

February 2020



### 3. Community Engagement

- Engaging communities is vital for successful advocacy and implementation of ECD initiatives.
- Community Health Promoters (CHPs), now being government-supported shall be a key target group to reach the caregivers through training on ECD.





## 4. Monitoring Evaluation and Learning

### **M&E is a key accountability and advocacy tool**

- Robust monitoring and evaluation mechanisms to track progress in the health sector to identify challenges, and make necessary adjustments to improve outcomes for newborns and children through the Kenya Health Information System (KHIS).
- Inclusion of ECD indicators into the 2022 Kenya Demographic Health Survey.
- Planned Integration of ECD interventions into existing health systems and programs.
- Development of robust IECD M&E system led by NCCS
- Participation in national and international ECD conferences to share knowledge



## 4. Monitoring Evaluation and Learning





## 5. Planned Awareness Campaigns

- MOH conducts targeted awareness campaigns to educate parents, caregivers, communities, and policymakers on Health and Nutrition
- Planned mass media campaigns for ECD using the SBCC ECD package
- Campaigns using various media channels, community meetings, workshops, and educational materials to disseminate information and raise awareness about the significance of ECD integrated in child health programs.

# Successes

- Finalization of IECD policy led by NCCS in collaboration with MOH, MOE and MOLSP, and all partners, counties and stakeholders
- Strong Multisectoral Coordination
- Implementation plan to support counties
- Validation of SBCC and Advocacy Strategy
- Planned review of CHP ECD training module to ensure all community workers including CHPs, lay volunteer counsellors, children officers and ECE teachers





# Challenges

- Low of Government of Kenya funding for ECD programming
- Incomplete mapping of stakeholders
- Lack of an integrated data system
- Lack of standardized guidance to counties on ECD implementation

All addressed in the IECD Policy planned dissemination and implementation guide



# THANK YOU!

