



SAVE THE CHILDREN: FIRST READ

The Transformative Power of Home-Based Early Childhood Care and Development (ECCD) Interventions to Improve Learning Outcomes for Children.



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first read



ARNEC conference Mar 3, 2017

WHO KNOWS?

4



YES, THAT'S RIGHT! IT IS

4 QUALITY EDUCATION





WHAT IS FIRST READ?

- ‘Learning starts from birth’
- ‘Parents are a child’s first teacher’
- ‘I’m learning while my child is learning’





FIRST READ: AN OVERVIEW

- Home based ECCD
- Launched in 2013
- Operating in 4 countries (Rwanda, Thailand, Cambodia, Philippines)
- For children aged 0-6y.o
- A holistic approach with a focus on cognitive development

PROJECT LOCATION AND REACH

PHASE 1: 2013-2015

Child reach – 47,688

Adult reach - 39,451 parents and caregivers,
and 529 community facilitators

PHASE 2: 2016-2018

Child reach – 30,500

Adult reach - 30,917



ECCD IN

CAMBODIA



1.8 million children under 6y.o



20.17% of 0-5y.o
(national average)



27%

in our target area



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Why do we need First Read?

Indicators	2013/2014	2014/2015	2015/2016
	Target/Actual	Target/Actual	Target/Actual
Core Break Through Indicators			
Percentage of 5-year old children in all aspects of ECE	62%/59.93%	66%/61.40%	71%/ 64.07%
Sub-sector Outcome Indicators			
Percentage of 4-year-old children attending school	28%/24.47%	33%/29.07%	37%/ 28.29%
Percentage of 3-year-old children attending school	23%/16.65%	27%/16.61%	32%/ 19.79%
Percentage of ECE services meet quality standards	20%/NA	40%/NA	60%/ 11%
Percentage of ECE service of 5 yr learning capacity tested	20%/NA	40%/NA	60%/20
Percentage of children with an acceptable nutritional status	20%/NA	40%/NA	60%/NA
% children in public pre-school get deworming	90%/NA	90%/87.8%	90%/95%

1. Engages **parents**
2. **Supports** and encourages parents to change their behaviour and **monitors** whether this is occurring
3. First Read is a **low-cost model** that has the potential to **reach** lots of children

THE THREE CORE STRENGTHS OF THE FIRST READ MODEL



84% of parents reported practicing 4 or more of the behaviors promoted by the program



49% of caregivers reported participating in First Read for one year or more.



But there is still a long way to go until we see

similar frequency of engagement between parents of children 0-3y.o and parents of children 4-6y.o.

STRENGTH 1:

FIRST READ
ENGAGES
PARENTS





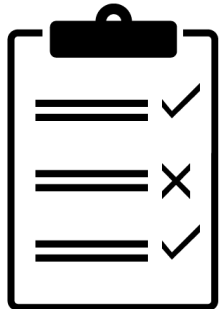
Parents' discipline behaviours and the variety of food children received were significant

predictors of learning outcomes of children aged 0-3y.o.



Combination of community group sessions and

home-visits



In Phase 2 uses an **RCT** baseline with **800** child assessments of 0-6y.o using the CREDI and IDELA tools.

STRENGTH 2:

FIRST READ SUPPORTS PARENTS AND MONITORS AND EVALUATES PROGRESS



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CAMBODIA ENDLINE

PHASE I

Overall IDELA Score

43%

Motor Development

47%

Emergent Literacy

35%

Emergent Numeracy

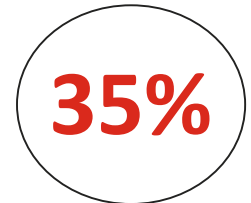
47%

Socio-Emotional Development

43%

Executive Functioning

38%





Local publishing industry have
stimulated **market
demand** for books



Volunteers are used
to deliver activities and
encourage uptake..



Home-based ECCD was viewed
positively by
**MoEYS, PoE,
DoE, and CC** as a
good way to reach the most
marginalized

STRENGTH 3:

FIRST READ IS
LOW COST



RECOMMENDATIONS:

1. **Parents are critical actors:** To make a difference for children they must be involved in ECCD interventions.
2. **Contextualise** your program for your location and understand how parents want you to **engage** with them and **monitor** if this is effective.
3. Consider a **home-based intervention** as a part of your projects: It's a **low-cost**, effective model with the potential to reach lots of children.

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