



**unicef**   
for every child

## Early Moments Matter on Mobile – Parenting communication platform

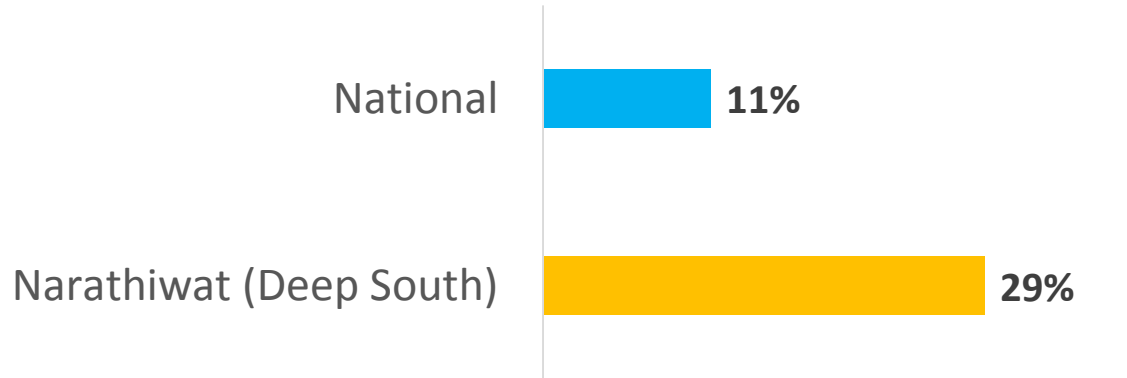
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Hugh Delaney,  
Chief of Education, UNICEF Thailand

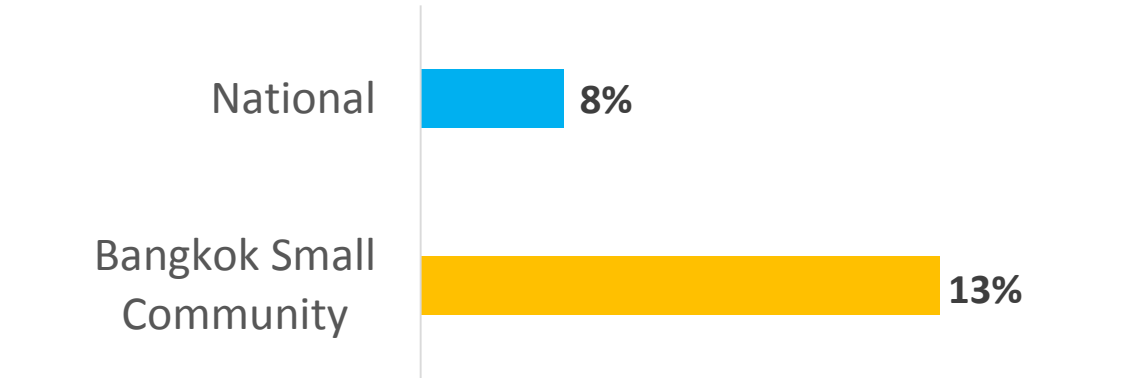
# Evidence from MICS 5 (2015-2016)

## - Nutrition & Health -

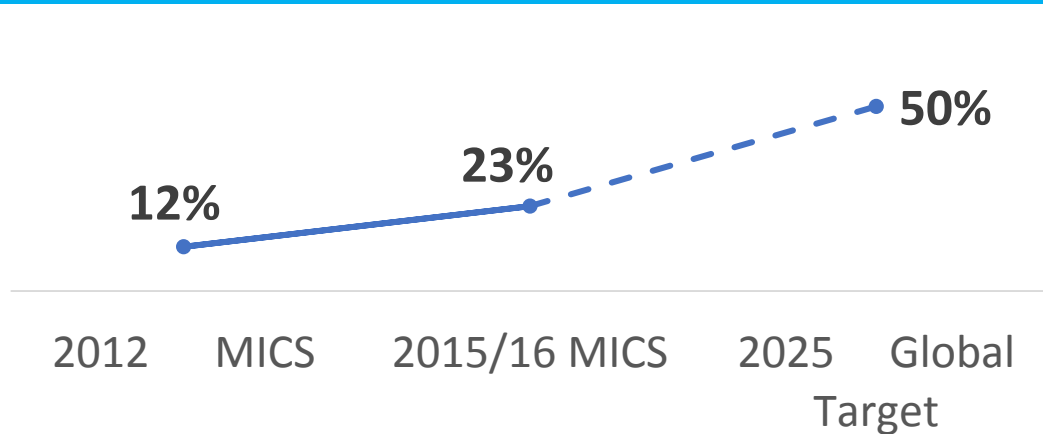
### Stunting (<5 years)



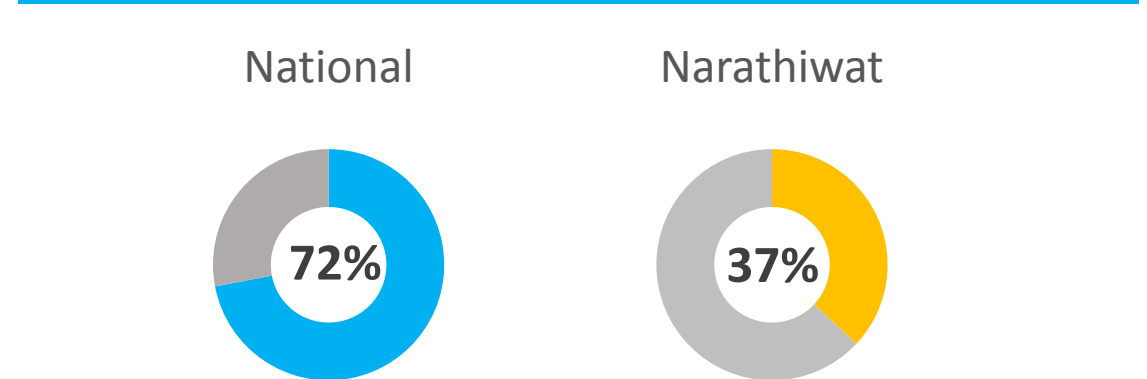
### Overweight (<5 years)



### Exclusive Breastfeeding (< 6 months)



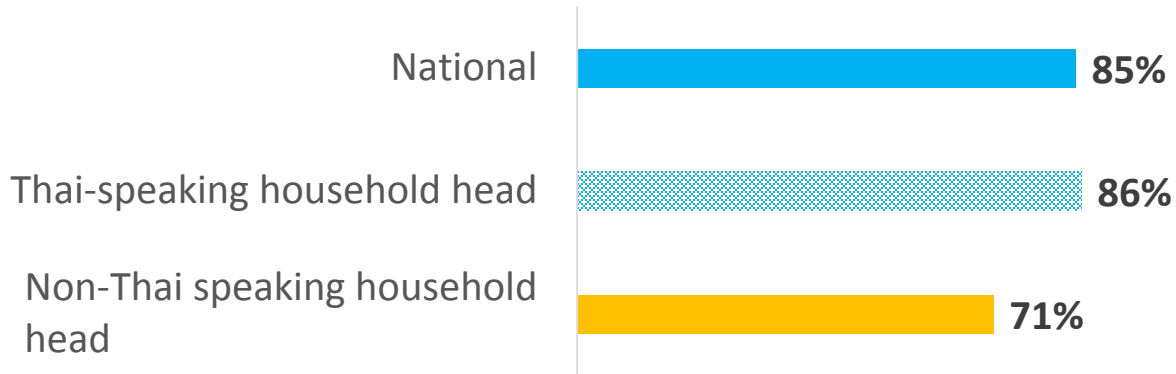
### Full Immunization (1 year old)



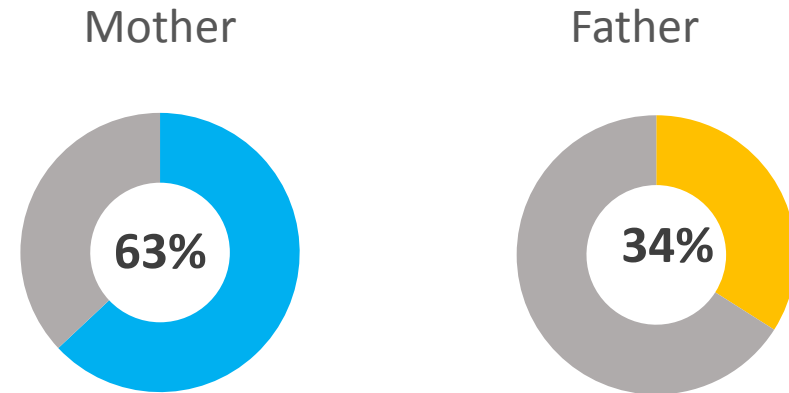
# Evidence from MICS 5 (cont)

## -Early Childhood Education and Child Protection-

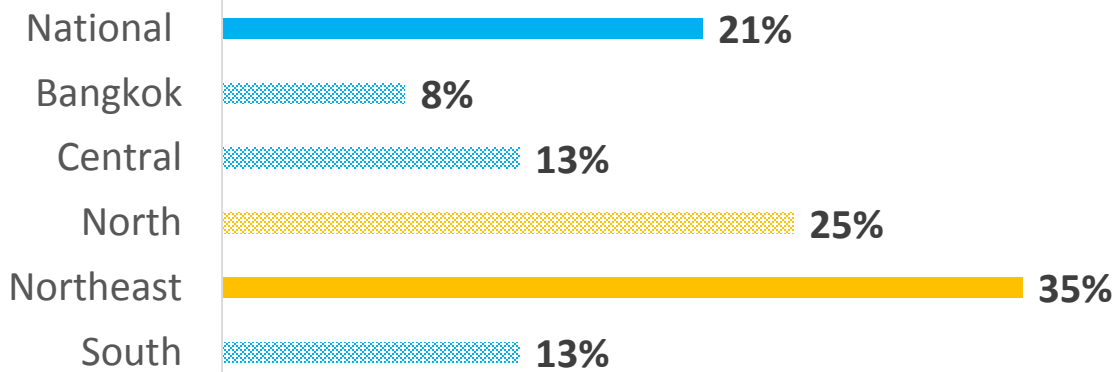
### Attendance in Early Childhood Education (3-4 years)



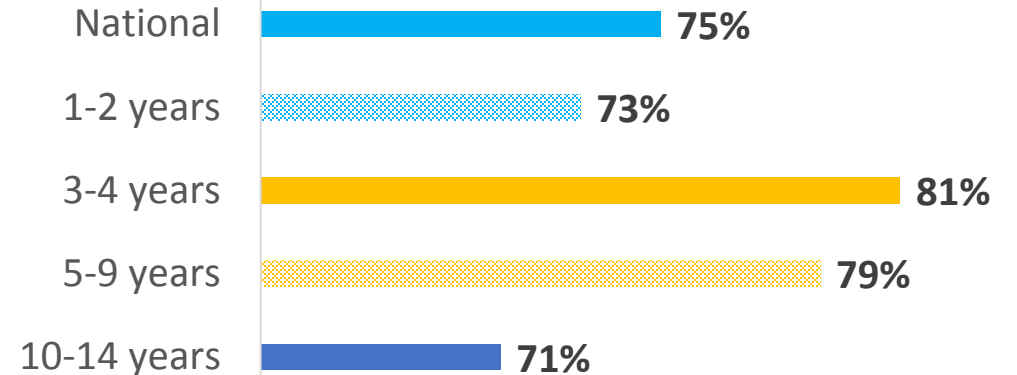
### Support for Learning (3-4 years)



### Not living with either biological parent (0-6 years)



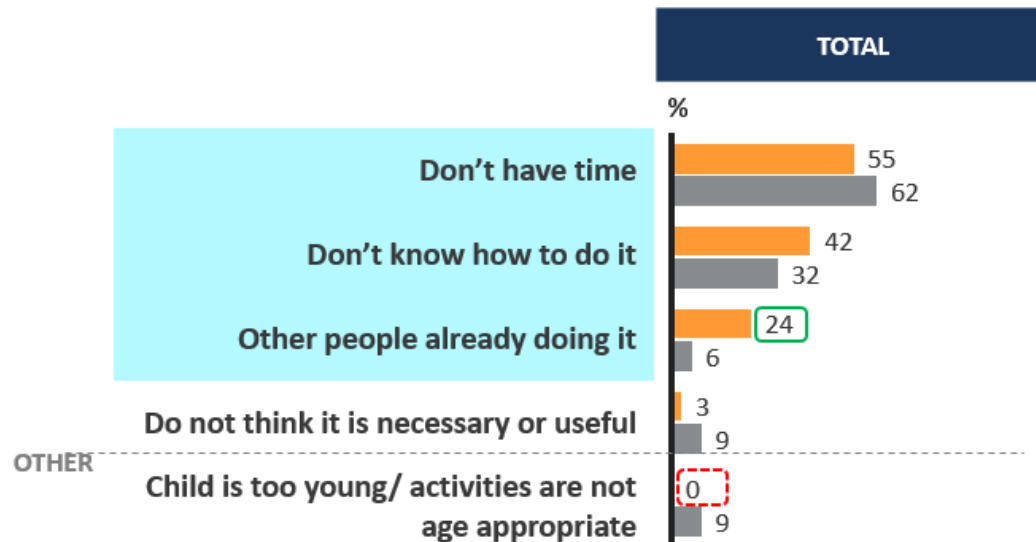
### Violent Discipline (0-14 years)



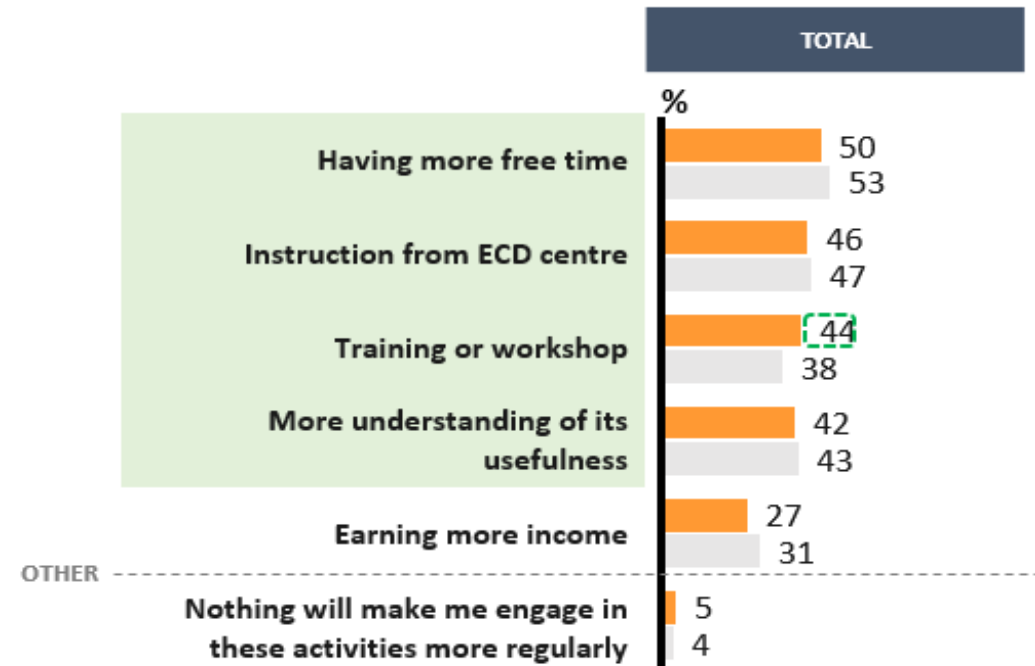
# Survey of parents' knowledge, attitude, and practices (2017)

## Support for Learning (3-4 years)

### Reasons for providing support for learning



### What parents say would be helpful to them?





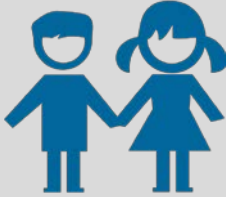
- **Having more free time**, along with **instructions from ECD centre or training/workshop** to help parents **understand the usefulness of activities**, would help drive regular engagement with children.
- The main reasons for not doing most activities are **limited time** and **knowledge**. In **exposed areas**, parents also have **someone else doing these activities**.

# UNICEF Framework on Early Childhood Development



A child ready to take on the future  
การสร้างความพร้อมให้เด็กมีชีวิตที่มีคุณภาพในอนาคต

# Mapping of Existing Parenting programme in Thailand

	Through services in Health sector	Through services in edu sector	Supplementary Services
 <p>ANC</p>	<ul style="list-style-type: none"> <li>• Face to face info with health professional in ANC clinic</li> </ul>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>	<p><i>Information channels</i></p> <ul style="list-style-type: none"> <li>• Pink Book</li> <li>• SMS for Family</li> </ul> <p><i>Group learning</i></p> <ul style="list-style-type: none"> <li>• Parenting school (in hospitals)</li> <li>• Special support for parents in special situation (e.g. mothers who receive CSG from MSDHS)</li> </ul> <p><i>In communities</i></p> <ul style="list-style-type: none"> <li>• Home visit by Village Health Volunteers</li> </ul>
 <p>0-2 years</p>	<ul style="list-style-type: none"> <li>• Face to face info with Health professional in well-child clinic</li> <li>• DSPM</li> </ul>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>	
 <p>3-6 years</p>	<ul style="list-style-type: none"> <li>• DSPM</li> </ul>	<ul style="list-style-type: none"> <li>• Home visit</li> <li>• Group and individual counselling</li> </ul>	

**Standard services** – Formal service provided by line Ministries contributing to ECD, with dedicated budget

**Supplementary services** - Services provided by Ministries or other stakeholders as additional component to strengthen the standard services

# Early Moments Matter on Mobile Platform



To be launched in early January 2019



Objective: To reach **5 million** parents, recruited through public hospitals and other mechanisms

Early Moments Matter on Mobile operates with **RapidPro**, UNICEF's open source software.



### Benefits to parents:

- Receive 1 message a day through Facebook
- Target at key age appropriate development
- Reader friendly C4D messages
- Potential to link to Line application for greater access by parents and ECD caretakers.
- Government can conduct surveys of parents

Thailand is ranked 18<sup>th</sup> for the number of smartphone users (30.2 millions user)



# How to register

- Scan the QR Code
- OR
- Type “9 yang” in the Facebook messenger” search box, and click “start”



- Must have Facebook account.
- No additional charge to receive messages



Thank you

Hugh Delaney  
Chief of Education  
Email: [hdelaney@unicef.org](mailto:hdelaney@unicef.org)

