

# ECD WORKING GROUP MEETING ON THE GLOBAL ACTION WEEK PREPARATION

March 6<sup>th</sup> 2012

## Agenda

1. Objectives & audience
2. Visibility
3. Campaign materials
4. Launch
5. Activities

**Chairperson:** Elisa RADISONE, ECCD & Child Rights Governance Programme Manager, SAVE THE CHILDREN

**Reporting:** Pierre NZEYIMANA, ECCD Programme Coordinator, SAVE THE CHILDREN.

-Overview of Global Campaign for Education and Action Week. In 2012 focus on ECD - planned dates: 22<sup>nd</sup>-28<sup>th</sup> April 2012 worldwide.

-Participants agreed that this should remain a global action week in Rwanda rather than extending it to a month.

## **I. Objectives & audience & messages & materials**

Participants set 2 main campaign objectives and agreed on the target audience, messages to be delivered as well as means and materials:

<b>Objectives</b>	<b>Targeted Audience</b>	<b>Messages</b>	<b>Means</b>	<b>Materials</b>
1. Build consensus amongst decision makers and local authorities about what ECD means	National level decision makers	<ul style="list-style-type: none"> <li>• ECD is an integrated holistic way of approaching development of a young child</li> </ul>	<ul style="list-style-type: none"> <li>• Development of communication materials <b>(UNICEF)</b></li> <li>• Communication plan for the stakeholders' meeting including pull-ups (approx.10), banners, press release, etc.</li> <li>• Interministerial panel discussion on ECD <b>(MINEDUC)</b></li> </ul>	<ul style="list-style-type: none"> <li>• A separate leaflet highlighting the key components of the policy and the role of stakeholders <b>(Misbah to prepare a draft)</b></li> </ul>

		<ul style="list-style-type: none"> <li>Importance and components of ECD policy and the role of each stakeholder</li> </ul>	<ul style="list-style-type: none"> <li>Prime Minister or First Lady opening stakeholders' meeting planned on 20<sup>th</sup> March 2012 (whoever writes his speech must stress integrated, holistic nature of ECD)- <b>MINEDUC to take the lead.</b></li> </ul>	<ul style="list-style-type: none"> <li>PowerPoint presentation on the ECD policy for 20 March Meeting (also distribute to media and authorities)</li> <li>Printing of 150 copies of ECD policy and Strategic plan for the stakeholders meeting (<b>Save the Children</b>)</li> </ul>
	Local authorities	Insert ECD in performance plans	<ul style="list-style-type: none"> <li>March 20<sup>th</sup> stakeholders 'meeting: have an expose where NGOs can display ECD materials.</li> <li>Development of Materials (<b>UNICEF</b>) – including reference to ECCD in performance plans</li> </ul>	<ul style="list-style-type: none"> <li>Pamphlets and PowerPoint in Kinyarwanda</li> <li>Additional materials developed by different ECD stakeholders.</li> </ul>
	Media		<ul style="list-style-type: none"> <li>Half day media orientation on ECD (<b>Nana to lead</b>)</li> </ul>	<ul style="list-style-type: none"> <li>Pamphlet and PowerPoint and Kinyarwanda</li> </ul>
2. Raise awareness amongst parents communities and caregivers about ECD and its benefits for children		What is ECD? Why ECD (benefits to children)?	<ul style="list-style-type: none"> <li>UMUGANDA event on Saturday 28<sup>th</sup> April.</li> <li>SMS messages for the ECD action week</li> <li>Radio spots (no budget)</li> <li>Community radio discussions</li> <li>Interfaith network to discuss (mobilize key church leaders to talk about ECCD during the week)</li> </ul>	<ul style="list-style-type: none"> <li>Poster on benefits of ECD for a child (milestones) to be distributed during UMUGANDA (<b>Misbah to draft</b>) with Drawings</li> </ul>

			<ul style="list-style-type: none"> <li>• Districts to organize action week</li> <li>• Ask MINISPOC to organize a football match with Children under six <b>(Theoneste to follow this up with MINEDUC Sport Department)</b></li> <li>• Individual organizations will organize the following: <ul style="list-style-type: none"> <li>✚ CHF will do a radio programme on one day with Contact FM, Musanze Community radio and one other community radio station on ECD</li> <li>✚ STRIVE will organize activities in Burera and Musanze and will get back with more info</li> <li>✚ CARE will launch scale up of home based ECD in Kamonyi district</li> <li>✚ IMBUTO foundation will get back with more info</li> <li>✚ KUNDA UMWANA association will organize a public discussion in NYANZA district about ECD.</li> <li>✚ SAVE THE CHILDREN will organize public discussions with district, sector authorities and local communities around ECD in four districts: GICUMBI, RUBAVU, BURERA and RUHANGO and community radio discussions in the same districts.</li> <li>✚ UNICEF will support the national launch, the development and printing of communication materials and will ensure dissemination of ECD messages through the network of community radios, interfaith network</li> </ul> </li> </ul>	<p>illustrating cross-sectoral needs of a child to be posted on local infrastructure (health posts, ECCD centres)</p>
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			<p>and URUNANA.</p> <ul style="list-style-type: none"> <li>✚ MINEDUC: high level endorsements including a letter to First Lady to be the guest of honor for the Stakeholders 'meeting on 20th March and the official launch of the Global action Week. Endorsement letter to MINALOC (<b>Henriette to draft it</b>)</li> <li>✚ MINALOC: Request Districts to promote ECD during the Global Action Week + inclusion of ECD in the performance contracts. Organize Umuganda of 28<sup>th</sup> April around ECD.</li> </ul>	
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## II. Launch of the Global Action Week

Participants suggested that either the Prime Minister, First Lady or Minister of Local Governance be invited on Monday April 23<sup>rd</sup> to an integrated ECD services site to launch the week. The site would be chosen by the ECD Steering Committee.

## III. Visibility

Participants agreed that the logos of partners who are actively engaged in the organization and implementation of activities for the ECD action week will be on the communication materials.

So far these include: Government, UN (unicef), SAVE THE CHILDREN, CHF, KUNDA UMWANA, UMUHUZA, CARE, IMBUTO Foundation and STRIVE Foundation. Organizations need to provide high resolution logos.

Other organizations may join on a later stage.

***Next meeting: Thursday March 15th 9:00 am at Save the Children office.***

## List of participants:

	<b>Names</b>	<b>Organisation</b>	<b>Job title</b>	<b>Telephone</b>	<b>Email adress</b>
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