



START RIGHT NOW!

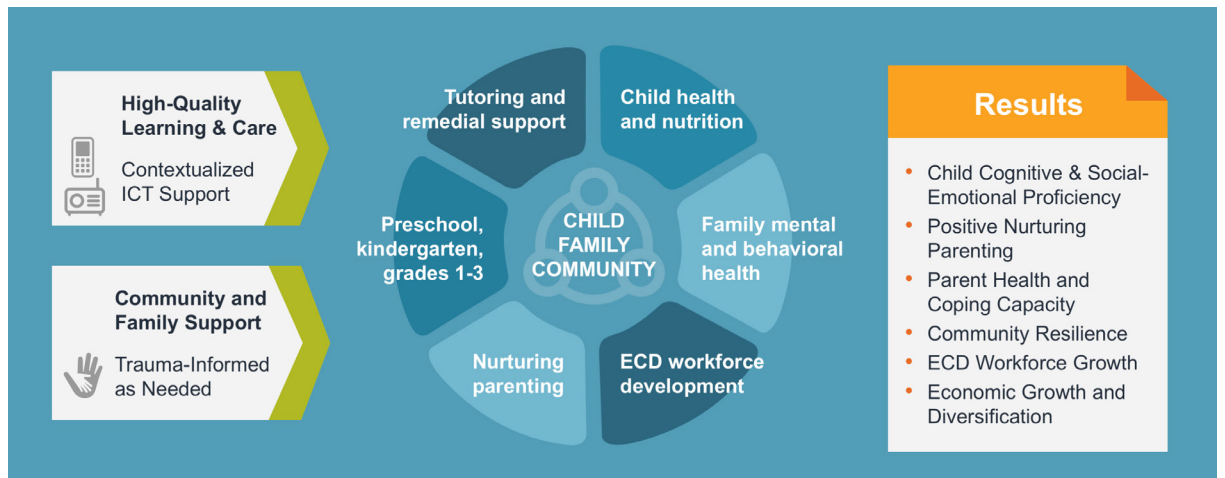
## Start Right Now!

### An Integrated, Intergenerational Program for Children Ages Birth to 8 and their Families

250 million children under the age of 5 in low- and middle-income countries are at risk of not achieving their developmental potential because of extreme poverty and stunting.<sup>1</sup>

Robust research shows that investments in early childhood development (ECD), particularly for the most disadvantaged, produce individual and social returns that can turn this tide. Although global commitment to improving support for children’s development is growing, programming remains limited. The most vulnerable children and families are not effectively targeted. Poor caregiver coping capacity is a barrier to child development. Children from vulnerable households are often not ready to learn. And HIV-exposed children and those with experiences of trauma have special needs.

EDC’s **Start Right Now** program is an integrated, intergenerational ECD solution for low-resource communities that addresses these gaps. By linking health, education, and workforce development interventions, Start Right Now enhances caring, learning, and earning for all participants.



<sup>1</sup><https://www.thelancet.com/series/ECD2016?code=lancet-site>

## Meeting the Needs of the Most Vulnerable

Start Right Now supports caregivers and communities that are not coping well with tailored mental health interventions that enable them to provide more nurturing care for children. The program improves children's school readiness by addressing social-emotional barriers to learning and providing rich, familiar-language early learning experiences. It encourages demand for ECD by raising awareness of the importance of early experiences to children's later success in school and in life.

## Increasing Quality, Scale and Sustainability

Start Right Now builds on EDC's decades of proven success in the use of ICT (information communication technology) to enhance program quality at reasonable cost. It uses simple, cost-effective technology to extend the reach of ECD into marginalized and highly challenged communities. Audio dramas support caregiver education. ECD facilitators receive audio and video professional development and support on mobile phones. High-quality ECD curriculum is delivered through EDC's proven interactive audio instruction methodology. Mental health messaging, training, and tracking are conducted securely and privately using digital devices.

Start Right Now also expands the ECD workforce. As community youth and adults serve as Start Right Now teachers and facilitators, they acquire valuable skills in language, instruction, and leadership. The program's capacity-building focus provides livelihood opportunities to young women and young mothers that both increase the scope of available ECD and enhance the economic development of communities.

## Responding to Unique Challenges

Start Right Now is a modular program that follows the developmental continuum. It can be implemented as a complete package or expanded gradually as community demand is built and initial interventions prove successful.

Program Component	Age of Children	Child Focus	Adult Focus
<b>Starting Strong!</b>	Prenatal–3	Nurturing care	Parenting support; caregiver wellbeing
<b>Ready to Learn!</b>	3–4	Preschool readiness	Parent support and development
<b>Off We Go!</b>	4–5	Preschool/ Kindergarten	Preparation for preschool facilitators, leading to livelihoods
<b>Read Right Now!</b>	5–8	Literacy tutoring	Soft skills and credentialing for youth literacy volunteers

Start Right Now strengthens ECD programs, systems, and evidence. It builds on EDC's history of success in supporting governments in Asia, Africa, and Latin America as they expand and improve their early childhood programming. Integrating the lessons we have learned from our education, health, and workforce development interventions with young children and their communities, Start Right Now provides a tailored and adaptable solution with improved outcomes for both children and adults.

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