



NNC Tech Workshop 5: Scaling young children-centric development

Starting with the Basics: 1+1+1

Laying a solid behavioural foundation for Nurturing Neighbourhoods



What do you see?



Behaviour change – at the heart of Nurturing Neighbourhoods

HEALTHY BEHAVIOURS



CAREGIVER MENTAL HEALTH



UTILISATION OF SERVICES



CAREGIVER-INFANT INDOOR/OUTDOOR PLAY



HEALTHY INFANT FEEDING PRACTICES



STORYTELLING, SINGING AND READING



NON-VIOLENT DISCIPLINE



HEALTHY URBAN ENVIRONMENTS



PUBLIC SPACE



TRANSPORTATION



NEIGHBOURHOOD PLANNING



AIR QUALITY



EXPOSURE TO NATURE

Where to start?



Babies and toddlers spend the vast majority of their lives **inside the home**, particularly during the first 2-3 years of life

Many of our Nurturing Neighbourhoods interventions are focused on public spaces. We need to **ensure people use them!**

Most Indian municipal corporations have **thousands of employees** who interact with and impact infants, toddlers, and caregivers every day

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Caregiver
behaviour
in the
home

In your city, which 1-2 behaviours would you prioritize because they would be most impactful?



Utilisation of services

[Learn more](#) >



Healthy feeding practices

[Learn more](#) >



Caregiver–infant play
(indoors)

[Learn more](#) >



Caregiver mental health

[Learn more](#) >



Storytelling, singing and
reading

[Learn more](#) >



Non-violent approaches
to discipline

[Learn more](#) >

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Caregiver
behaviour
in public
space

In your city, which 1-2 behaviours would you prioritize because they would be most impactful?



Utilisation of services
(public spaces, mobility)

[Learn more](#) >



Healthy feeding practices

[Learn more](#) >



Caregiver–infant play
(outdoors)

[Learn more](#) >



Caregiver mental health

[Learn more](#) >



Storytelling, singing and
reading

[Learn more](#) >



Non-violent approaches
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[Learn more](#) >

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Service provider behaviour

In your city, which 1-2 behaviours would you prioritize because they would be most impactful?

For example..

Service provider behaviour

Counselling, mentoring, and referral to other services that might support babies, toddlers and their caregivers

Supporting access, safety, comfort, and stimulation of babies, toddlers and their caregivers on public transit or while waiting for it

Favouring access, safety, comfort, and stimulation of babies, toddlers and their caregivers in parks and public spaces

Who?

Early years and family services' frontline workforce: doctors, nurses, social workers, parent coaches, teachers, librarians...

Public transit workforce: bus drivers, ticket collectors, cleaners, inspectors, transit safety, traffic management staff...

Public space stewardship workforce: attendants, cleaners/public sanitation workers, playworkers, public safety staff...

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Caregiver behaviour in the home

Imagine a city that prioritizes reading to children 0-5, setting a target for at least 15 minutes of reading at least 5x per week for every child under 5.

- **Parent coaches and social workers** would emphasize the importance of reading during home visits (including practicing reading), encouraging parents to set objectives and track their progress.
- **The health department would include age-appropriate books** in the kits provided to mothers and fathers during regular child development checkups, **doctors would prescribe reading sessions** for children diagnosed with learning delays; appropriate **books available in all clinic waiting areas**.
- **Anganwadi/kindergarten/preschool teachers** would read to children in class and **give children books to take home and regularly encourage parents** to read them with their children.
- The **public transportation network** would creatively ensure that **stimulating reading opportunities are available to caregivers and children in transit**, including at stops/stations and in vehicles.
- **The culture and library departments** would organize events for reading to infants and toddlers, and encourage parents to read on-site and at home and provide access to recommended books in physical and digital formats; they also would nominate **Baby Reading Ambassadors** to promote reading across the city, and encourage **parents to set up their own reading clubs**.
- **All municipal services** would ensure **age-appropriate reading materials are available** in locations where infants, toddlers, and parents congregate for services, **including in parks and public spaces**.
- **Reading stations for children** would become a **standard component of any city-sponsored festivals and public events**, with materials for parents to take home an integral part of the plan.
- **The city communications team** could develop a **communications campaign with branding and messages to be tested, validated, and rolled out** across distribution channels ranging from billboards to public transit posters to social media, including a set of competitions and prizes on social networks.
- **The municipal management team would collect data on reading within the home** to identify what's working and what isn't, and identify communities that need extra support.

What we'll want to see in your next phase proposal



- 1. Pick at least 1 behaviour from one of the 3 categories***
- 2. Tell us how you'll promote it (beyond just infrastructure)**
- 3. Tell us how you'll measure/monitor it**

* You may pick more than one either from the same category or from different categories