Idea 4

PARENT COACHING BUNDLED WITH HEALTH SERVICES

Photo: Vanessa Touzard/Bernard van Leer Foundation
Health services are a natural touch point for working with parents, since they reach the family during pregnancy and have regular contact during a child’s early years.

Healthcare workers are also typically trusted figures in the community and people from whom caregivers would find advice credible. Training healthcare workers to deliver new messages and use more effective coaching techniques can be a very cost-effective way to make a difference in children’s development and parental well-being.