Idea 4

BEHAVIOURAL PROMPTS
Any place where children linger with their parents can be a place of learning, from a supermarket to a bus stop.

A set of key messages and caregiving behaviours to promote can be identified and spread through behavioural prompts in the physical environment (on walls, in markets, on billboards, on product packaging).

To increase their effect, these messages can be strengthened through mobile phones and online channels, or through coherent messages from other people in parents’ lives, such as health professionals, teachers, employers, barbers, imams, bus drivers.