Idea 3

ICT-ENABLED COACHING

While still relatively untested relative to person-to-person-based approaches, the use of mobile phones and other technologies, as well as the application of artificial intelligence to augment parent coaching, is a promising area for exploration.

These approaches allow for large-scale reach at relatively low cost and allow caregivers more anonymity to address some sensitive topics.

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<th>At a glance...</th>
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<td><strong>COST</strong></td>
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**GOVERNMENT INVOLVEMENT**
- Social Services
- Education
- Health
- Parks
- Planning
- Transport

**MINIMUM SCALE**
Neighbourhood

**EXISTING IMPLEMENTATION LEVEL**
Tested and implemented

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OUTCOME AREAS

- Exclusive breastfeeding in the first six months
- Healthy food preparation in infancy
- Increased frequency of storytelling, singing and reading
- Increased frequency of caregiver–infant play
- Reduced caregiver stress and isolation
- Increased caregiver-reported sense of self-efficacy
- Use of non-violent approaches to discipline
- Improved access to early childhood services

REAL WORLD EXAMPLES

- **Tel Aviv, Israel**, is using its digital platform to deliver customised content to parents with babies and toddlers. This includes connecting new parents to services and activities near their homes and sharing practical child development tips that caregivers can use in their daily routines.

- In **Jordan**, the International Rescue Committee and the Behavioural Insights Team tested different child development messages delivered to refugee parents via mobile phone. In a randomised controlled trial, they found that by using a science-based subject line, they could increase click-throughs to YouTube videos on parenting by 25%.

- In the **USA**, Vroom identifies potential intentional ‘brain building moments’ in the routines of parents and developed more than 900 tips for activities that don’t require much additional time. For example, stacking and counting pieces of fruit when eating or telling a story during a diaper change.

- In **South Africa**, ChildConnect uses SMS messaging programmes focusing on early language development. It sends three SMS messages a week to participating mothers, with tips on activities to develop early language. It spans five provinces, about 1000 mothers, and is available in English, isiXhosa and Afrikaans.

- **Suaahara**, a maternal child health and nutrition initiative in **Nepal**, holds a weekly radio drama series called *Banchan Amma* which broadcasts messages on nutrition, sanitation and hygiene, and health care, with the aim of changing behaviours.

RELATED IDEAS

- 4 Behavioural prompts
- 4 Parent coaching bundled with health services
- 5 Integrated early childhood services