



# GO BABY GO CAREGIVER PROGRAMME FOR EARLY CHILDHOOD DEVELOPMENT (0-6)

*Empowering Caregivers, Enriching Childhood*

Nearly half of all children aged 5 and under in low and middle-income countries are at risk of not achieving their developmental potential. Investing in Early Childhood is one of the most impactful and sustainable investments a country can make, providing substantial returns, reducing inequality, and establishing a strong foundation for lifelong learning.

[Go Baby Go](#) (GBG) is World Vision’s evidence-based model designed to establish a robust foundation for Early Childhood Development in children aged 0-6. As a transformative early childhood development model, GBG creates a critical foundation for lifelong learning. With a caregiver-centric approach, GBG targets primary caregivers, empowering them with knowledge, skills, and resilience to fulfil their pivotal roles as nurturers, play partners, and protectors of children.

Aligned with the Nurturing Care Framework (NCF), GBG is a holistic caregiver programme, implemented since 2015 and rigorously tested for effectiveness, adaptability, and scalability across diverse contexts, especially those where children are most vulnerable. GBG predominantly focuses on promoting Responsive Caregiving, Early Learning, and the Safety & Security domains of the NCF. GBG has been successfully integrated with health and nutrition interventions, promoting whole child development and amplifying their effect. Its gender-sensitive and responsive approaches set a strong foundation to enable more equitable caregiver roles within families and communities.

GBG adopts an ecological approach to ECD, emphasising a holistic framework with a multi-layered strategy for a robust foundation, facilitating children’s growth, learning, and thriving during the early years.

## Foundational Principles of GBG

1. Holistic care for young children.
2. Strengths-based approach.
3. Play-based and child-centered.
4. Promotion of child’s agency.
5. Responsive relationships and community-based.
6. Integrated approach for amplified effect.
7. Partnerships and collaboration.

## Major Components of Go Baby Go

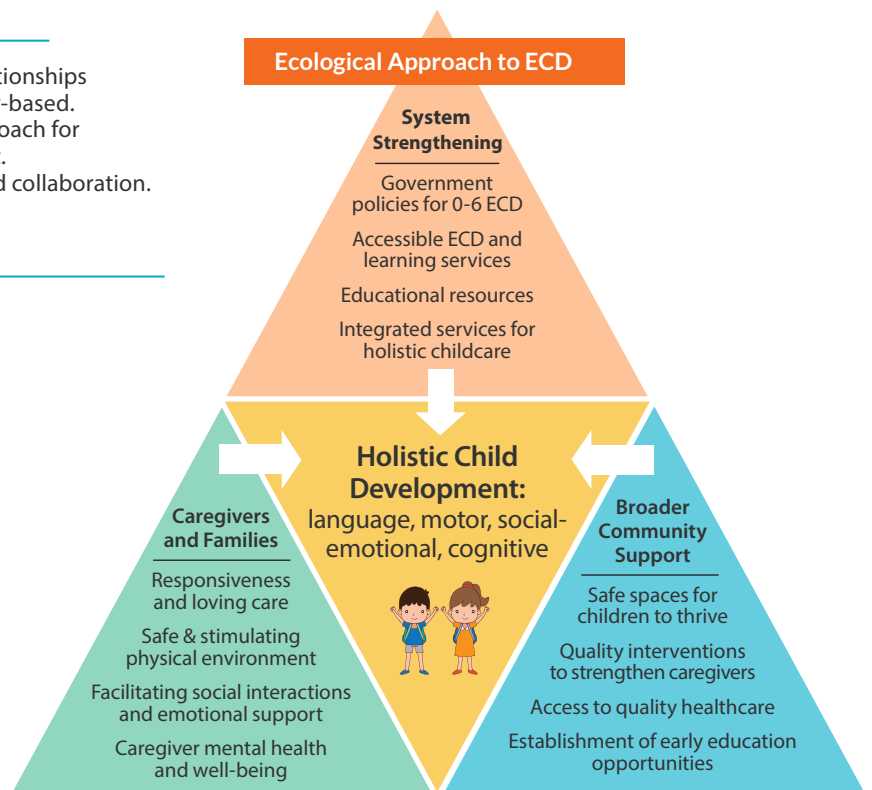


### A) Caregiver & Children Access:

- Group Sessions
- Home Visits and referrals
- Home resources (Playful Caregiving Activity Booklet and Toy Creation Guide)
- GBG Play Space (play-based learning, and fun for children 3-6 years old)

via **Core Package** (12 sessions, 4 or more home visits based on vulnerability assessment), **Core+ Package** (builds on **Core Package** with additional sessions based on needs), **Minimum Package** (7 sessions and 2 home visits), **Low intensity** for awareness-raising (Information, Education, and Communication interventions). GBG is adaptable and can be implemented across the nexus aligned with context.

## Ecological Approach to ECD





### B) Community-based GBG Workforce:

- GBG Facilitators, Mentors, Play Space Facilitators, equipped with resources, skills, and mentored for quality services.



### C) System Strengthening for ECD:

- Equitable access to quality caregiving, healthcare, nutrition, and early education.
- Training and professional development of ECD workforce.
- Advocacy and partnerships for an enabling environment.



### D) Monitoring, Evaluation, and Learning

- Process monitoring: tools embedded for adaptive management; MEQA tool tracks change in caregiving practices, implementation quality, and fidelity.
- Impact evaluation measures child development status and caregiver practices.

## Go Baby Go Results

**Improved Child Development and Growth:** Research studies in 4 countries indicate positive changes in child developmental outcomes.

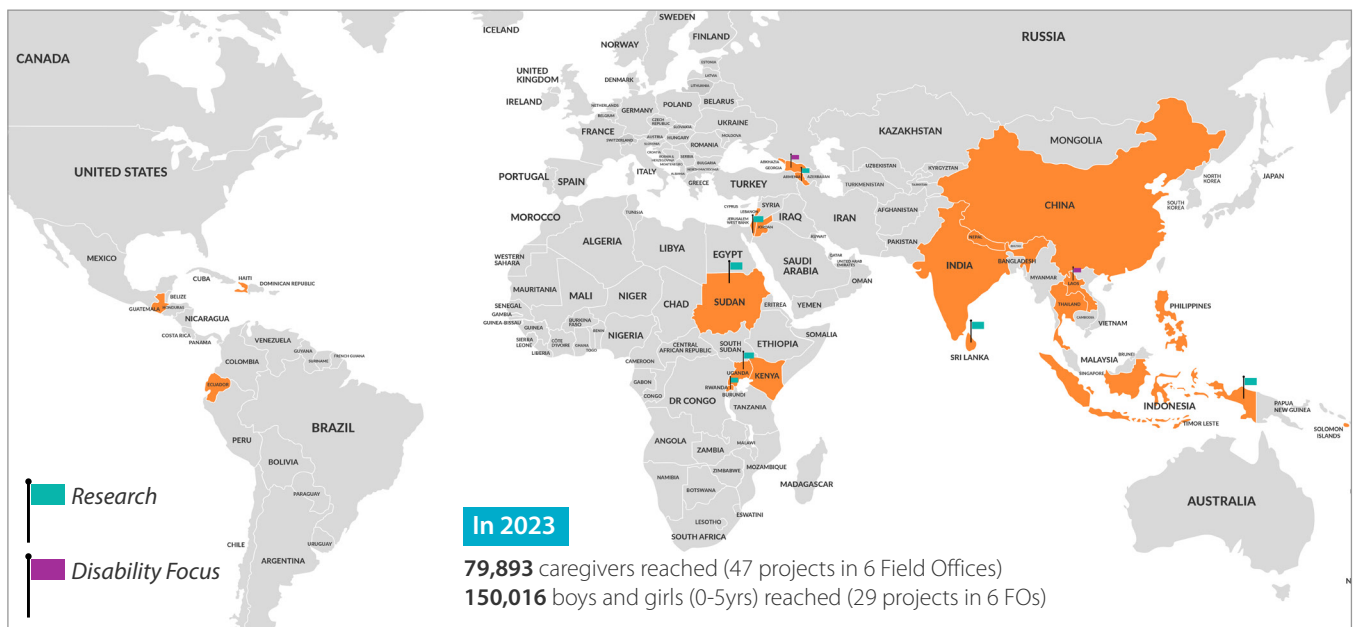
- **In Nepal**, Go Baby Go integrated with nutrition interventions, and delivered in high and low intensity packages, produced statistically significant differences in fine motor, gross motor, and language outcomes compared to the group that only received Information, Education, and Communication (IEC) interventions.
- **In Rwanda**, the 'Care and Comfort for Children (3C)' parenting programme applied context adapted GBG integrated with WASH and was delivered in high and low intensity packages for Congolese refugees. The results showed a significant impact on children aged 25-48 months. They had higher ASQ Mean(SD) scores for gross motor and fine motor skills in the high dose (HD) and low dose (LD) groups compared to the group that did not have access to 3C.

**Improved Caregiver Practices and Wellbeing:** Evidence from 7 countries show enhancements in early learning, responsive caregiving, and health practices in the most vulnerable families and communities.

- **In Uganda**, a higher percentage of caregivers participating in GBG integrated with health interventions engaged in 4 or more stimulation activities in the past 3 days. This difference was significant for both the high intensity and medium intensity GBG packages compared to the low intensity (only IEC) package.
- **In Sri Lanka**, a research study on integrated GBG with health and WASH demonstrated significant improvements in caregiver mental health. PHQ-9<sup>1</sup> scores decreased from 2.58 in the control group to 1.59 in the intervention group (p=0.001), and Mental Wellbeing scores (WEMWBS<sup>2</sup>) increased from 49.02 in the control group to 51.61 in the intervention group (p=0.001).

Over 20 countries have strengthened GBG through formal and non-formal systems increasing the capacity of primary healthcare workers, community health workers/volunteers, social workers, active community caregivers, faith leaders/communities, or child protection workers.

## Global Portfolio for Go Baby Go ECD Model - by 2023



1 The nine-item Patient Health Questionnaire (PHQ-9) is a depressive symptom scale and diagnostic tool

2 The Warwick-Edinburgh Mental Well-being Scale (WEMWBS) is a scale of 14 positively worded items for assessing a population's mental wellbeing