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Measuring Change in Understanding of ECCE Issues Through Advocacy Strategies and Campaigns

As part of its mandate to ensure a conducive atmosphere and supportive environment for Early Childhood Care and Education (ECCE) in Seychelles, the Institute of Early Childhood Development (IECD) conducts a survey every two years to assess the level of understanding about ECCE issues among different sections of the population. This factsheet presents the results from the survey conducted in 2017.

"Advocacy is the deliberate process, based on demonstrated evidence, to directly and indirectly influence decision makers, stakeholders and relevant audiences to support and implement actions that contribute to the fulfilment of children's and women's rights." - UNICEF

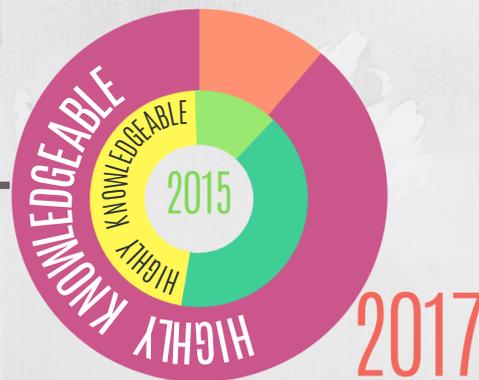
Early Years Factsheet is an initiative of the Institute of Early Childhood Development (IECD) that presents a snapshot of the research carried out in Early Childhood Care and Education (ECCE). Through this Factsheet, IECD aims to widely disseminate the findings in a manner that is simple and easy to understand for the general population.

GOALS MET

How much change?

The chart below compares the percentage of respondents who were highly knowledgeable about ECCE issues in 2015 and 2017

47% of all respondents in 2015
89% of all respondents in 2017

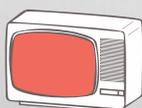


Whose understanding?

- POLICY MAKERS
- TECHNICAL TEAM MEMBERS
- PROFESSIONALS (HEALTH, EDUCATION & SOCIAL AFFAIRS)
- MID LEVEL MANAGERS (EDUCATION)
- OTHER PROFESSIONALS (FIRE SAFETY, POLICE, FINANCE)
- COMMUNITY MEMBERS (PARENTS, SERVICE PROVIDERS)
- WIDER COMMUNITY

Access to Information

Internet, Television and Newspapers emerged as important sources of knowledge for ECCE. This survey showed that more people are accessing these mediums now in comparison to 2015.



Level of Knowledge

2015 survey ● ——— ● 2017 survey

13-20 points increase in scores in all subject areas

Group with Highest Mean Scores **Other Professionals**

Highest Mean Score EDUCATION **Care Providers and Wider Community**

Lowest Mean Score HEALTH **Care Providers**

LESSONS LEARNT



Knowledge Gaps identified across different groups need to be addressed

E.g. Child and Social Protection : Rights of the adopted child and legality of tribunal rulings on custody issues
Education : Inaccurate beliefs regarding certain child development practices
Child Health : Benefits of breastfeeding and healthy feeding practices



40% of children are cared for at home

Community & Parents Partnerships:
Innovative programmes for promoting understanding of ECCE issues maybe needed. e.g. special educational and capacity building programmes for parents, home- based care providers and members of the community



Concern regarding age and qualifications of Early Childhood Teachers

- Urgent recruitment strategy needed to attract a younger generation of candidates for teacher training in collaboration with SITE (Seychelles Institute of Teacher Education), leading to a diploma level qualification
- Attractive retention strategy should be developed and implemented



Investment in Early Childhood Education and Development

Targetted campaigning is needed to help different groups understand the benefit of investing in early childhood development and care. This includes private sector, citizens and policy makers



Policy Dialogue

Coalitions and sharing strategies may need to be developed specifically for Policy makers and influential stakeholders



Newsletter

Methods to expand readership base of IECD's newsletter maybe explored and measures may need to be developed to ensure that the important information on ECCE issues contained in the Newsletter, continues to be shared widely

The survey has shown an increase in knowledge regarding ECCE issues as a result of advocacy campaigns. It has also identified the different media through which the population is accessing information and this can now be used as avenues to further disseminate information regarding ECCE.

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