Moments That Matter®
An Early Childhood Development Program Partnership

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Moments That Matter®

A parenting empowerment program for Primary Caregivers with children 0-3 in vulnerable families

- faith leader agents of change
- evidenced based
- community led

Evaluation of the Early Childhood Development Program for Children Affected by HIV and AIDS - 2017

By Dr. Beatrice Matafwali and Mr. Matthias Zingel

African Population and Health Research Center
Implementation Research Study 2021, with MTM Partners:
MTM’s Holistic Program Model

- Primary Caregiver Support & Learning Groups with ECD Home Visits
- Caregiver Savings & Loan Groups
- Essential actions at home; Referrals to government services
MTM Community Sustainability & Scaling

First Cycle
- ECD Committees and Faith Leaders trained and equipped
- ECD Promoters trained and equipped; engaged with 1st set of Primary Caregivers in Caregiver Support & Learning Groups, ECD Home Visits
- MTM staff Start-Up & Monitoring budget

Second Cycle
- ECD Committees and Faith Leaders expand their MTM roles
- ECD Promoters engage with 2nd set of Primary Caregivers
- Caregiver Support & Learning Groups, ECD Home Visits
- Reduced MTM staff time Monitoring budget

Third Cycle
- ECD Committees, Faith Leaders and former ECD Promoters fully manage their MTM Program
- Graduated caregivers engage with 3rd set of Primary Caregivers in new Groups
- Link to light-touch staff monitoring Local and in-kind resources budget
Effective Community Agents of Change
Peers and Key Influencers
ECD Committees

✔ Provide oversight of Promoters
✔ Coordinate with health and other service providers
✔ Tackle specific challenges, such as a campaign to end corporal punishment, child abuse and neglect through closely working with traditional

“...it’s the way MTM has taught the parents in the positive discipline of the children. It is much different from back then. What we did before was not right and even made the children wilder. The way they have taught us, if we go by it we will have a good generation.”
- ECD Committee member
MTM Zambia – Ten Years

2012–2021

22,685 Primary Caregivers

with

43,975 Children under 3

80 MTM community sites in 7 Zambian provinces

“You can sing songs with them, and you will find that even when they are alone, they will be singing, that helps them with talking.”

Primary Caregivers
Transforming Parent/Caregiver & Child Relationships

Primary Caregivers Increased Playtime with Children in Zambia

Baseline

- Never: 45.2%
- Rarely: 18.9%
- Sometimes: 14%
- Often & always: 22%

Endline

- Never: 77.9%
- Rarely: 18%
- Sometimes: 8.9%

Note: Endline conducted at 24 months
Primary Caregivers increased interactions with children contributing to five developmental domains

Midline = 18 months
Endline = 24 months
Improved Child Developmental Outcomes

Proportion of children under five years at endline who scored above cut-off (-2SD) in all domains – Zambia

Midline = 18 months
Endline = 24 months
Thank You!