



# Athar

ECD In-Person Learning Program  
Implementation Guide 2022





Hello  
there!

We at the Abu Dhabi Early Childhood Authority (ECA) are excited to share with you and your organization this **Implementation Guide to easily and effectively create and deliver early childhood development (ECD) in-person learning sessions for parents** to attend with their children.

Yes following this guide works – hear what the parents said when we ran it!



[Watch Summary Video](#)

Running the pilot program ourselves allowed us to truly understand the parent perspective and reflect our learnings in this guide.



# What does this guide include?

Step-by-step  
overview

Everything you  
need to know to  
deliver the  
sessions

Reusable  
content,  
templates, and  
samples

Let's dive in!



We have organized the process into simple steps



Define Objectives

At the start of every journey, you must first decide where you want to go. Identify your north star to guide you along the way!



Create Content

There are many important topics to choose from; but don't worry, you only need a few to begin. Remember your objectives!



Find Space

A nice quiet room with tables and chairs will do. Ok, maybe a screen or projector would be nice too!



Set Schedule

It's simple, just like planning a small get-together. Except with the added excitement of children, toys, and activities!



Assign Roles

They say it takes a village to raise a child; you and just a few others can make all the magic happen!



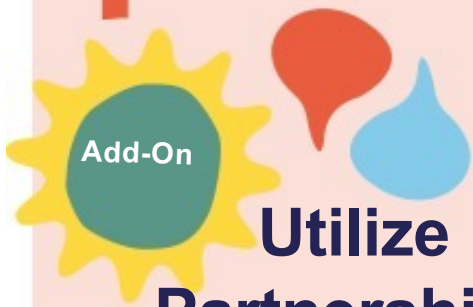
Measure & Assess Performance

Know you are on the right track by asking questions. A few before, a few after, and some along the way!



Plan Communication

Be sure to keep the parents engaged throughout; a few messages go a long way!



Utilize Partnerships

Every Batman needs a Robin, choose a great sidekick if you want to level-up the learning experience!



# Define Objectives

## Why it's important

Stating objectives will guide you through the implementation process and provide structure to key parts of the program.

## How to do it

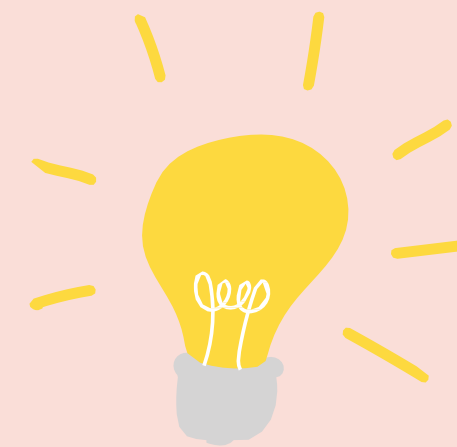
Think about the parents and children under your care; what are their challenges and needs?

Set 2-5 clear and distinguishable objectives that utilize best practices such as S.M.A.R.T and Theory of Change.

## How we did it

Identified pressing challenges parents were facing alongside shareholders.

Developed main and sub-hypotheses aligned to ECA priorities and mandate.



## Tips for you

### DOs

- ✓ Be specific
- ✓ Ensure goals are measurable
- ✓ Align to organizational priorities

### DONTs

- ✗ Be vague
- ✗ Set goals not measurable within the program duration
- ✗ Develop goals that are difficult to measure



[Click here](#) to see how we did it



# Create Content

## Why it's important

Engaging and relatable content will empower the parents to better absorb the topics, increasing your chances of meeting the objectives and delivering a successful program.

## How to do it

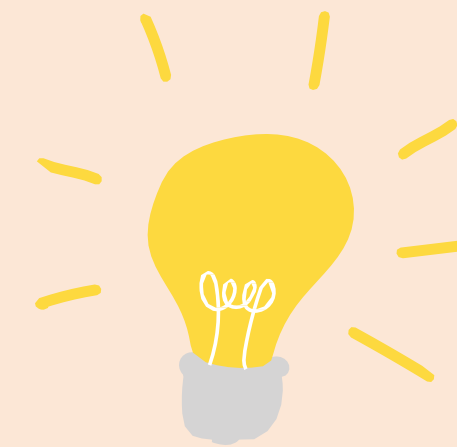
Consider your objectives; which topics best reflect the core offering you would like to provide?

Expand each topic to ~20 presentation slides and develop complementary in-session activities for parents to do with their children.

## How we did it

Selected six priority ECD topics best suited to accomplish our objective and reflective of the ECD current state.

Developed session presentations and complementary activity cards for each topic.



## Tips for you

### DOs

- ✓ Consider parent demographic, culture, and preferred language
- ✓ Ensure activities are affordable and easy to replicate at home
- ✓ Caters to both parents and children

### DONTs

- ✗ Be primarily theoretical
- ✗ Be ambiguous with the child age range in relation to the topic
- ✗ Overlook the value of discussion and open dialogue



[Click here](#) to see how we did it

# Find Space

## Why it's important

A welcoming and functional space ensures parents feel comfortable having their children play nearby while they learn.

## How to do it

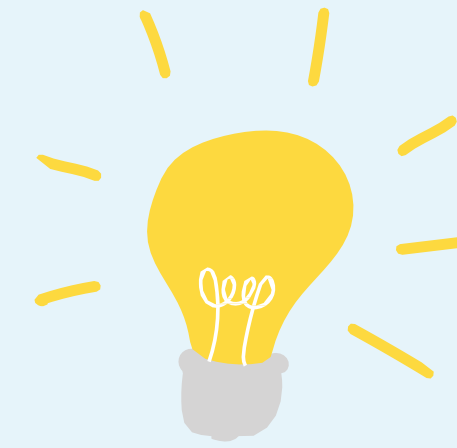
Think of what is required to deliver the content, do you need tables and chairs surrounding a projector perhaps?

Allocate a nearby space for the children to play.

## How we did it

Selected the school gym that contained a projector and fulfilled our session requirements.

Allocated a smaller neighboring room for the children to play in while not distracting the parents.



## Tips for you

### DOs

- ✓ Consider tech-related needs
- ✓ Ensure easy location access and related needs (i.e., prayer room and bathroom)
- ✓ Follow relevant safety procedures

### DON'Ts

- ✗ Overcrowd the learning space
- ✗ Forget to reserve the space
- ✗ Keep children unsupervised



[Click here](#) to see how we did it



# Set Schedule

## Why it's important

Maintaining a comprehensive schedule will ensure milestones are met and effectively track the progress of the program.

## How to do it

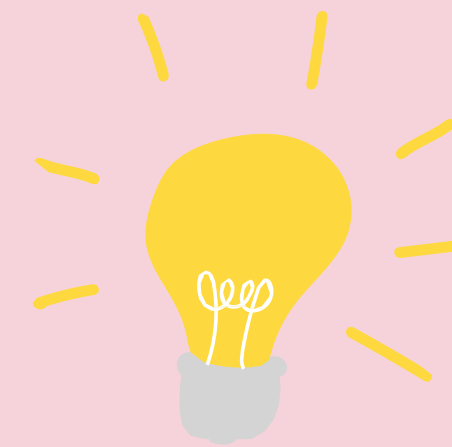
Draw out a timeline to deliver the program content, how would it ideally overlay across a typical school week?

Assign dates to the sessions with a checklist of task to stay on track.

## How we did it

Created an evenly spaced-out program timeline.

Aligned with stakeholders including parents and school to ensure the timeline was suitable.



## Tips for you

### DOs

- ✓ Cater to needs of families (i.e. session recordings for parents unable to attend)
- ✓ Consider school and public holidays
- ✓ Communicate your schedule with all relevant parties to ensure resources are available

### DONTs

- ✗ Be inflexible to slight changes
- ✗ Have a session exceed 2 hours
- ✗ Exceed more than 3~2 weeks between sessions



[Click here](#) to see how we did it





## Why it's important

Agreeing on team member roles will ensure each person is accountable for the quality and delivery of each task required to deliver a successful program

## How to do it

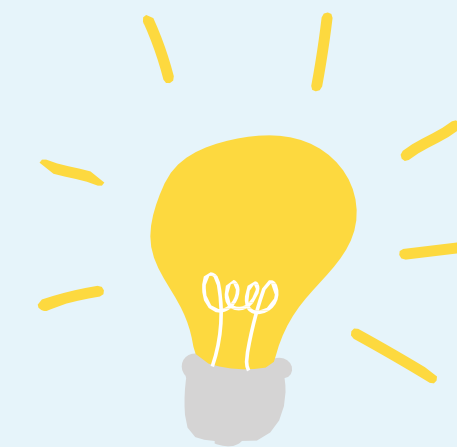
List the tasks required to deliver the session, what skills are needed and who is best suited?

Present the roles and associated tasks to the team to ensure cohesion.

## How we did it

Identified required roles and responsibilities and listed out all associated tasks.

Created supporting documents required for each team member if needed.



## Tips for you

### DOs

- ✓ Distribute workload fairly and evenly
- ✓ Consider the schedule when assigning roles
- ✓ Enable communication between team members

### DONTs

- ✗ Assign the same role and task to multiple team members
- ✗ Forget to set expectations for your team
- ✗ Dismiss skillset of each team member when assigning



[Click here](#) to see how we did it



# Measure & Assess Performance

## Why it's important

Setting performance indicators is key to determining the program impact and enables systemic and sustainable changes for the future.

## How to do it

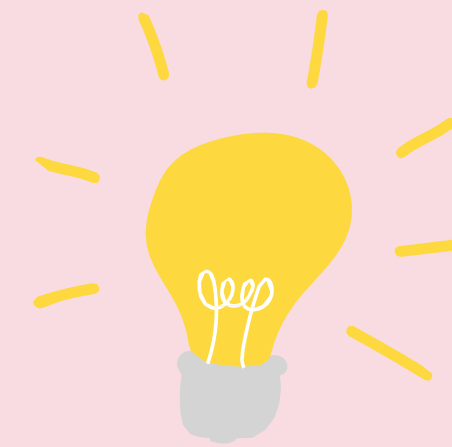
Think about your objective(s), how would you go about measuring success?

Prepare all the necessary resources (ie. survey questions, forms, etc.).

## How we did it

Reversed engineered questions to gather data from our shareholders based on objectives.

Developed a set of questions to be asked throughout the duration of the program.



## Tips for you

### DOs

- ✓ Follow data management and privacy guidelines
- ✓ Remember to listen more than you speak
- ✓ Use reliable data collection tools

### DONTs

- ✗ Lose sight of your overall objective
- ✗ Forget to set aside time during the program to collect feedback
- ✗ Disregard parent preference for data collection (ie. over a call instead of writing)



[Click here](#) to see how we did it

# Plan Communication

## Why it's important

Establishing a good communications plan ensures your stakeholders are engaged, builds rapport and allows you to collect honest feedback.

## How to do it

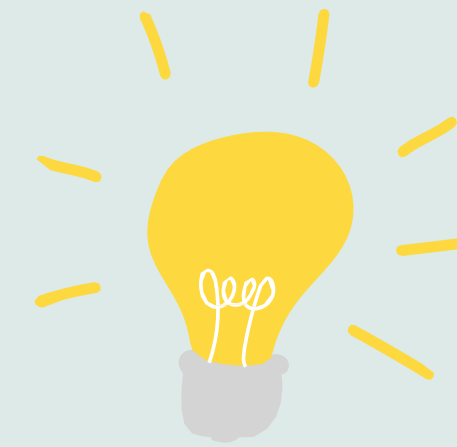
Consider the program schedule, what announcements and reminders are required?

Develop a communication plan leveraging multiple channels (ie. group texts, phone calls etc.)

## How we did it

Identified touchpoints across the program duration and established an overlaying communications plan.

Assigned the best suited team member to run the parent communications and provide consistency.



## Tips for you

### DOs

- ✓ Keep your stakeholders engaged by listening and acting on their feedback
- ✓ Be concise and use key words
- ✓ Cater to language preferences

### DON'Ts

- ✗ Forget to encourage the parents to leverage the group chat to bond with each other
- ✗ Overuse one communication channel
- ✗ Delay session reminders; you can start a week before and call the day before



[Click here](#) to see how we did it



# Utilize Partnerships

## Why it's important

Leveraging partnerships can help take your program to the next level by enhancing the experience with complimentary services.

## How to do it

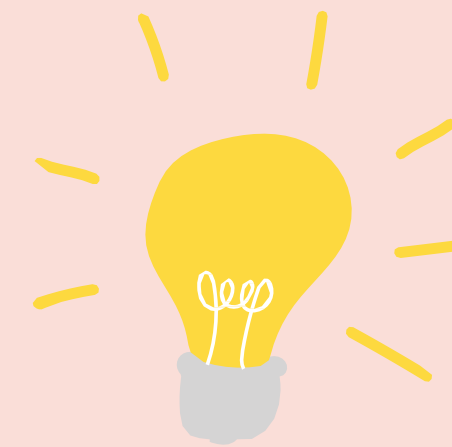
Consider your program budget, do you have the resources for add-ons to enhance your program experience?

Align with the relevant parties on delivery, expectations, and quality standards.

## How we did it

Created three interactive play-based activity boxes in partnership with a local ECD startup to complement the session topics.

Arranged for food catering during the session break and children's toys and products for the play area.



## Tips for you

### DOs

- ✓ Choose partners with the right experience in the ECD space
- ✓ Ensure add-on offerings support your program objective(s)
- ✓ Remember it is complementary and should not define the success of your program

### DON'Ts

- ✗ Lose sight of your program objective(s)
- ✗ Rely on using the services of your partners – remember, you can do it on your own!
- ✗ Forget to gather feedback on the add-on offerings
- ✗ Delay session reminders; you can start a week before and call the day before



[Click here to see how we did it](#)

# Supporting Slides



Our main objective branches into three sub-objectives identifying measurable goals to achieve - you can do this too!

## Providing in-person learning sessions for parents to attend with their child/ children ages 4-6 will improve their parent-child engagement and quality time.



Parents found the learning sessions to be enjoyable, beneficial, and actionable in their capacity as a parent to their child/children.



Parents developed a better understanding of the learning session topics as well as feel confident to replicate the associated session activities at home.



Parents reported that the learning sessions and associated activities improved the quality of engagement with their child/children.



Our seven modules cover a wide range of ECD topics, downloadable and ready to present with a detailed instructor's manual to help you along the way!

## Instructor's Manual

The instructor's manual provides in detail how to deliver the learning session, including preparation, skills required, and in-session discussion points.



## Session Presentations, Activity Cards, and Recordings

In-session content slides for every session along with their respective activity cards An audio recording of the full session overlayed over the presentation.



[Link](#)



01

Intro to Early  
Childhood  
Development



02

Learning  
Through  
Play



03

Are you  
happy and  
you know it?



04

Learning  
Through  
Literacy



05

Making  
Math Fun



06

Managing  
Children's  
Behavior



07

The School-  
Home  
Partnership

[Go Back](#)

We found it helpful to imagine the parent and child journey and what they would need - you can try this too!

## Session Space

- ✔ Presentation setup
- ✔ Table
- ✔ IT: Internet connection, presenting laptop, microphones

## Children Play Area

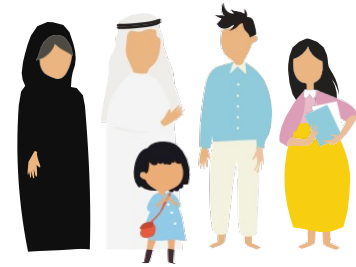
- ✔ Reading area
- ✔ Drawing area
- ✔ Toys: blank paper sheets and coloring pencils, LEGOs, play dough, story books

## Welcome Area

- ✔ Security officer for entrance check
- ✔ Participant name placeholder



Here is a breakdown of our program schedule, feel free to customize as needed and make it your own!



No. Of  
Family  
Groups

02



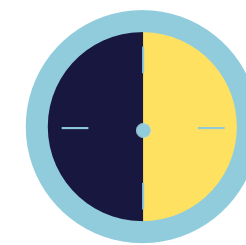
Families  
Per Group

~10



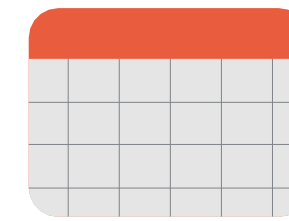
No. of  
Sessions  
Per Group

06



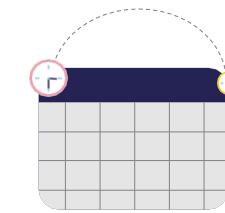
Time  
Between  
Sessions

~02  
weeks



Day of  
Sessions

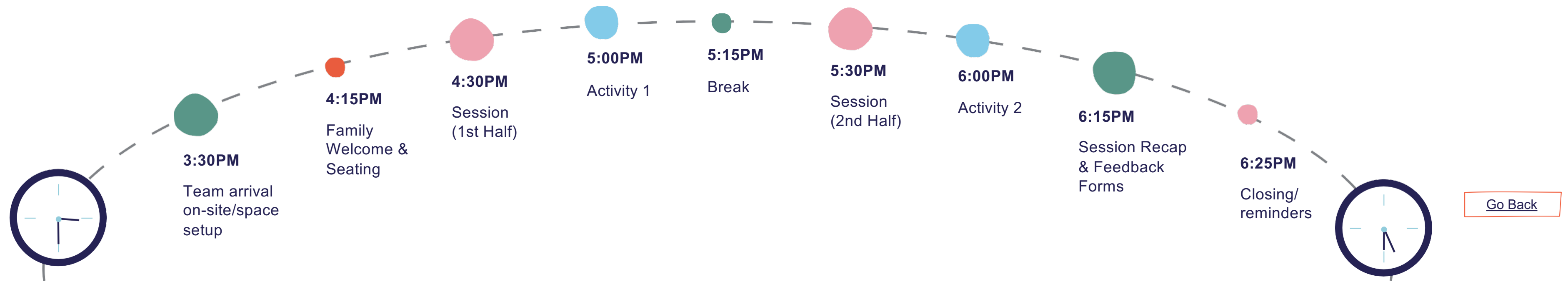
Tuesday,  
Wednesday






Time of  
Sessions

4:30PM -  
6:30PM

## Session Schedule






Four was the magic number of team members to deliver the program for us, what is your magic number?

Role	Responsibilities		
 <p>Instructor x1</p>	<b>Content Preparation</b> <ul style="list-style-type: none"> <li>Adjust content (if needed) to align with session flow and requirements</li> <li>Conduct session rehearsal</li> </ul>	<b>Content Delivery</b> <ul style="list-style-type: none"> <li>Conduct sessions and engage with parents</li> <li>Answer or elaborate on session topics as needed</li> </ul>	<b>Reporting</b> <ul style="list-style-type: none"> <li>Synthetize data into reports</li> <li>Extract key learnings from session observations and parent feedback</li> </ul>
 <p>Ushers x2</p>	<b>Space &amp; Logistics Setup</b> <ul style="list-style-type: none"> <li>Prepare space for sessions, inclusive of technology setup, seating allocations, space bookings, and scheduling</li> </ul>	<b>Communication</b> <ul style="list-style-type: none"> <li>Establish and maintain parent communication channel</li> <li>Act as point of contact for parents and relevant stakeholders</li> </ul>	<b>Data Collection</b> <ul style="list-style-type: none"> <li>Collect consent forms, session surveys, baseline and post pilot surveys</li> <li>Conduct focus groups and one-on-one interviews</li> </ul>
 <p>Child Supervisor x1</p>	<b>Child Engagement &amp; Safety</b> <ul style="list-style-type: none"> <li>Ensure child engagement during sessions via pre-planned activities or other group activities</li> <li>Ensure child safety according to premise requirements</li> </ul>	<b>Procurement &amp; Storage</b> <ul style="list-style-type: none"> <li>Procure required play items and products</li> <li>Ensure the storage, distribution, and stocking of required items and products during and between sessions for children and parents</li> </ul>	



We developed a comprehensive performance measuring and tracking mechanism with associated questions, feel free to customize as needed and make it your own!

Data Collection Method	Frequency	Program Team	Parents	School
 <b>Surveys/ Questionnaires</b>	Baseline-Pre-Pilot		X	
	Session-Based	X	X	
	Post-Pilot		X	X
 <b>Focus Group</b>	Post-Pilot		X	
 <b>Check Points (ie. Phone Interview)</b>	Between Sessions		X	



[Click here](#) to view question samples



Remember to keep your communications light and fun with the parents, you can adapt these samples to your needs!



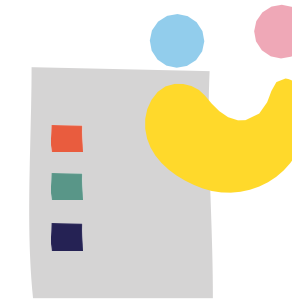
Invitation for Parents to  
Apply to the Program

[Link](#)



Application Acceptance  
& Rejection

[Link](#)









Session & Feedback  
Reminders

[Link](#)



We have also listed down a few potential partnerships to help you deliver the magic!

Potential Partnerships	Description	Recommendation
Content Development	A ECD partner to develop the presentation, activity cards, and relevant session details for the topics you have chosen	 
Interactive Play-Based Activity Boxes	A partner to develop topic and age-appropriate interactive play-based activity boxes as complimentary products for the sessions	 
Survey Tools	A partner to help you develop digital trackers of the metrics you have chosen be it surveys or ECD milestone trackers	 
Support Services	A partner to help you with administrative and logistical support such as catering, baby sitting, scheduling, etc.	<b>Nursery Staff, Hourly Nannies</b>



Abu Dhabi  
Early  
Childhood  
Authority

# Thank You

Please do not hesitate to contact us, should you have any questions at [athar@eca.gov.ae](mailto:athar@eca.gov.ae)

