Designing and delivering parenting programs to promote nurturing care and early childhood development:
A roadmap with guiding questions

1 WHO ARE THE PARENTS?
Identify and understand your parent population, and their parenting context.

2 WHAT DO PARENTS NEED?
Find out what parents need in this context, and actively engage them in this process.

3 HOW WILL THE PROGRAM ADDRESS PARENTS' NEEDS?
Use a theory of change and evidence-based research to inform program design.

4 WHAT IS NEEDED FOR THE PROGRAM TO SUCCEED?
Define what is needed "within" and "around" the program to achieve success.

What is needed WITHIN the program to succeed?
*Carefully consider **what** content and components are needed to achieve outcomes. Remember that **HOW** content is delivered is central to parents succeeding.*

What is needed AROUND the program to succeed?
Foster mutually beneficial relationships and partnerships with key stakeholders at all levels: parents and families, community and faith leaders, service providers, and policy makers.

5 HOW WILL THE PROGRAM BE DELIVERED?
Make decisions regarding delivery platforms and program dosage based on existing resources, research, and population risk profiles.

6 WHO WILL DELIVER THE PROGRAM?
Establish and maintain effective recruitment, training, and supervision of the program workforce.

7 HOW WILL WE KNOW IF THE PROGRAM IS SUCCEDING?
Systematically use monitoring and evaluation data for reflection, learning, program improvement, and community ownership.

8 WHAT IS NEEDED FOR THE PROGRAM TO BE SUSTAINABLE?
*For uptake and scale, pay as much attention to the **demand** side of the program (preferences of parents and priorities in their socio-political context) as the **supply** side (what the program can realistically offer).*