

ECA - BWG 3

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3.3

Awareness Campaign on Social Interaction - Output



Context

The aim of this BWG is to positively impact the social interaction skills and development of children 0-8 years.

In order to do this successfully, we require a collaborative, multi-sectoral, effort, and one that will need coordination and high level “drivers” for the project to ever materialize. Without an awareness campaign, there will be a lack of awareness of the depth and breadth of ECA resources and support.

Vision and Objectives

The basis of this effort will be a strong campaign to raise awareness of the depth and breadth of ECA resources and support among parents and the community.

Audience

All stakeholders targeted
across BWG 3.

Solution

Team 3b recommends developing a strong communication campaign that illustrates social interaction as an essential component of children's wellbeing.

A strong awareness campaign will also build trust within the community utilizing multiple platforms, including:

- Public Relations ('PR')
- Advocates and Influencers
- Community Partnerships
- Social Media
- Advertising
- Website
- Events

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Thank you

