

Pacific Regional Council
for Early Childhood Development

Communications Plan

Supported by





Helping young children across the Pacific reach their full potential through coordinated action and investment in early childhood development.

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INTRODUCTION

This Communications Plan guides the advocacy, engagement and influencing work of the Pacific Regional Council on Early Childhood Development (PRC4ECD). The PRC4ECD is a multisectoral inter-governmental body comprising senior government representatives from education, finance, health, and social welfare sectors. Endorsed by Forum Education Ministers in Nauru in 2018, the Council represents 15 Pacific Island Countries and Territories: the Cook Islands, Federated States of Micronesia, Fiji, Kiribati, Nauru, Niue, Palau, Papua New Guinea, Republic of Marshall Islands, Samoa, Solomon Islands, Tonga, Tokelau, Tuvalu, and Vanuatu.

This Plan will support the PRC4ECD as it activates, supports, and monitors the implementation of the 2017 Pasifika Call to Action on Early Childhood Development (ECD), a nine-point plan outlining key actions to guide national multisectoral efforts for the optimal development of young children. It was endorsed by the Council's member countries and laying out critical national efforts to secure the optimal development of young children. The Council is the custodian of the Pasifika Call to Action and is the region's mandated coordinating body for driving and supporting its implementation. To clarify how it will work towards and measure its progress, the PRC4ECD has also developed the Pasifika Call to Action's Implementation Guide and Monitoring Framework and endorsed a 10-Year Work Plan.

This Communications Plan is informed by consultations with PRC4ECD member countries, ECD specialists, ECD networks and regional stakeholders, and this Communications Plan also aligns with the 10-Year Work Plan endorsed by the Council in 2020. Noting the changing contexts of the region and the importance of leveraging opportunities for raising the profile of ECD, this Communications Plan will be a living document, and adapted on at least an annual basis to meet country and regional developments.

GOAL

A Pacific in which all children reach their full potential to create a good future for themselves, their nation and the region.





STRATEGIC OBJECTIVES

- **The Strategic Objectives of this Communications Plan are:**
 1. To coordinate the Council's advocacy and support members in achieving purposeful visibility of ECD across sectors
 2. To facilitate the convening of Council members for collective decision making and knowledge sharing on ECD
 3. To create opportunities for thought leadership - within and beyond the Council - on ECD in the Pacific
 4. To support Council members with influencing and advising regional and national decision-makers on prioritising ECD

APPROACHES

The key approaches of this Communications Plan are:

- **Strategic alignment and communication**

This Communications Plan is designed to align with:

- The Sustainable Development Goals
- **The Pasifika Call to Action**
- The Council's 10-Year Work Plan.

The initiatives, procedures and resources in this Communications Plan are informed by these national, regional and global commitments to ensure that the Council and its members can report effectively on their progress. It will also uphold child safeguarding principles, as advocated for by UNICEF.

To clarify how it will work towards and measure its progress, the PRC4ECD has also developed the **Pasifika Call to Action's Implementation Guide and Monitoring Framework** and endorsed a 10-Year Work Plan.



Across the phases of planning, implementation, and evaluation and action relating to communication and advocacy, this Communications Plan seeks to optimise existing resources and opportunities, build on existing strengths, seek outleverage partnerships and resource-sharing opportunities, and purposefully allocate limited resources purposefully for delivering critical messages to target audiences with the most significant measurable impact. The supporting resources of this plan - tactics, checklists, reporting templates and clearance schedule - will guide the strategic alignment of the Council's communication and advocacy at an activity level. Behaviour change is vital to the role of the Council. This approach is outlined below as part of engaging technical expertise and communications for behaviour change interventions at country level, to impact existing norms around parenting and other aspects of ECD.

- **Context-informed, country-led actions**

This Communications Plan plan will prioritise opportunities for listening, including broadly in understanding encompassing the global and regional dynamics and priorities and nationally and locally in seeking a more profound understanding of community and practitioner contexts and challenges. The Pacific has suffered significant adverse impacts from the COVID-19 pandemic, compounded by the ongoing existential threat of climate change. As the region's countries recover post-pandemic, a new reality is still taking shape across the world. This cannot be ignored in the communication and advocacy undertakings of the Council.

Taking the opportunity to listen to children, families, communities, local leaders, officials, stakeholders and decision-makers, will ensure that communication is as impactful as possible while leaving room for refinement and iterative learning. The tactics in this Communications Plan will include feedback loops wherever possible, practical and relevant to incorporate the perspectives and responses of target audiences into ongoing communication and advocacy. This will include developing and implementing a member-endorsed biennial Knowledge Management and Learning Agenda (Annex A), including ECD themes prioritised for communication and advocacy support at regional and national levels.

- **Knowledge management and learning**

To create, build, share and act on ECD knowledge in the Pacific, developing a research and learning agenda is a part of the Council's 10-Year Work Plan. In support of this, the



Communications Plan's Knowledge Management and Learning Agenda will guide the Council in identifying, documenting, managing and disseminating its knowledge on ECD in the region. This is informed by the work of similar regional groupings on ECD, such as the Asia-Pacific Regional Network for Early Childhood (ARNEC). ARNEC's knowledge framework includes four essential aspects of knowledge management: people, processes, technologies, and governance. Incorporating these learnings, the Knowledge Management and Learning Plan will support the Council's efforts in generating, documenting, synthesising and disseminating knowledge on ECD in the Pacific at local, national, regional and global levels.

- **Valuing and building on cultural ideals**

Culture is foundational to Pacific peoples' identities and ways of life, shaping behaviour, faith and powerfully influencing norms. The value of children and raising and caring for them is a cultural ideal universal across the globe, and the Pacific is no exception. All communication and advocacy will seek to identify, value and build on Pacific cultural ideals relating to ECD, reinforcing commitment and resourcing in response to cultural ideals and their corresponding values. By acknowledging the worldviews of children, families, communities, stakeholders and decision-makers, communication and advocacy interventions are more likely to be well-received and acted upon when they recognise and work with cultural values, structures and realities, strengthening development efforts while strengthening cultures. Informed and reinforced by in-built feedback loops and close collaboration with Council members, ECD initiatives and messaging will value and build on cultural ideals in progressing the Pasifika Call to Action.

- **Behaviour change**

Supported by a Communications Checklist and Clearance Schedule (Annex B), the Tactics and Activities of this plan will promote changes in knowledge, attitudes and behavioural norms in support of ECD and optimal development for children. Demonstrating progress and celebrating incremental wins by the Council's member countries will be vital to realising the Pasifika Call to Action on ECD. Wherever relevant, the initiatives in this plan will seek to identify opportunities for contextualised, measurable and sustained impacts on behavioural norms relating to ECD.



WORKSTREAMS

Promoting the implementation of the 2017 Pasifika Call to Action and guided by the Objectives of this Communications Plan, there will be four Workstreams:

- **Advocacy** - external communications initiatives aimed at informing, building understanding and celebrating milestones on ECD in the Pacific
- **Convening** - internal communications initiatives aimed at keeping members informed, engaged, motivated and enabling broad participation through accessible, transparent and action-focused messaging
- **Thought Leadership** - internal and external communications initiatives aimed at generating and sharing knowledge and opportunities amongst children and families, practitioners, policy developers and decision-makers
- **Influencing** - internal and external communications aimed at making substantive and measurable policy and programmatic impact

TACTICS

The Tactics employed towards the Objectives and Goal of this Communications Plan will include:

1. Provide opportunities for members and stakeholders to collectively reimagine, reflect and redirect a path forward together for ECD post-COVID.
2. Submit to the Council a biennial Knowledge Management and Learning Agenda for its endorsement after consultations with member countries, and implement a Pacific ECD Learning Series and Research Agenda.
3. Develop targeted advocacy, communication and campaign materials (made available via the Pacific Child website) for members' use as relevant. This will be informed by the Council-endorsed Knowledge Management and Learning Agenda and by the UNICEF Pacific Communications for Development Strategies and Resources for Early Childhood Development in the Pacific.
4. Include the standing theme of Resilience (covering climate change, COVID-19 recovery and fragile economic health of the region) in the Knowledge Management and Learning Agenda.
5. Develop and disseminate a multi-pronged Annual Pacific ECD Update celebrating progress and learning on ECD and the Pasifika Call to Action from amongst members.



These updates will draw from learning and discussions in the Pacific ECD Learning Series (Annex C), including from Secretariat to Council, from Taskforce to Council and from Council to development partners.

6. Develop an annual calendar of relevant Pacific Islands Forum and Pacific Community meetings, and global reporting, proactively targeting and prioritising the agendas of the: Pacific Heads of Health Meeting, Pacific Education Ministers Meeting, Forum Economic Ministers Meeting, Forum Leaders Meetings, and the Quadrennial and Biennial SDG Reporting mechanisms.
7. Support Council members to develop and maintain collaboration with relevant ministries, regional actors and development partners by facilitating dialogue, finding opportunities to convene and share resources wherever applicable. This will be integrated into the Pacific ECD Annual Learning Series and Research Agenda (Annex D).
8. Create and support opportunities for dialogue and learning on ECD at community, national and regional levels. This will also be integrated into the Pacific ECD Learning Series and Research Agenda.
9. Promote ECD in alignment with existing national and global calendars, in particular: International Day of the Girl Child (11 October), World Children's Day (20 November), World Human Rights Day (10 December).
10. Mobilise resources and investment opportunities from development partners for the PRC4ECD Research Agenda, national ECD policy frameworks and reporting priorities, and Pasifika Call to Action action points - with the view to cost allocations for onward cost-sharing and sustainability amongst members and via representation at regional and global events.
11. Report in an engaging, inclusive and contextually sensitive manner on ECD progress, challenges and milestones - ensuring links to the PRC4ECD website and linked to the ECD data dashboard and integrated with the Annual Pacific ECD Update on ECD, developing and disseminating a Quarterly Stakeholder Update on ECD and the Pasifika Call to Action (Annex E).
12. Promote opportunities for profiling the achievements and perspectives of ECD practitioners and champions at community and national levels to support the continuous upskilling, professionalisation and resourcing of the ECD workforce.





KEY MESSAGES AND TARGET AUDIENCES

For this Communication Plan, the following Target Audiences and Key Messages will be prioritised. Supported by Contact Lists (Annex G) and the Communications Checklist and Clearance Schedule (Annex B), the Target Audiences are:

- PRC4ECD Member Governments
- ECD Practitioners and Experts
- Donors and Development Partners
- Council of Regional Organisations of the Pacific (CROP) Agencies
- Non-State Actors (NSAs)
- Internal: Council Members, Steering Committee Members, Taskforce Members

Key Messages, adapted for each Target Audience, will outline the following:

- What is ECD?
- Why does ECD matter?
- How can ECD be supported?

The Key Messages (Appendix H) will drive communication tactics, and the Communications Checklist (Annex A) will clarify and prioritise Target Audiences, Strategic Objectives and Work Stream in accordance with the Activity. Key Messages will be reviewed every six months.

Driven primarily by the **2017 Pasifika Call to Action**, Key Messages will incorporate relevant global and regional commitments such as the Sustainable Development Goals, the Framework for Resilient Development in the Pacific and the 2050 Strategy for the Blue Pacific Continent.

¹ Individual member countries (Cook Islands, Federated States of Micronesia, Fiji, Kiribati, Nauru, Niue, Palau, Papua New Guinea, Republic of the Marshall Islands, Samoa, Solomon Islands, Tonga, Tokelau, Tuvalu and Vanuatu) and inter-governmental groupings (Pacific Islands Forum, FEMM, FEEdMM, Pacific Heads of Health, etc.).

² ECD service providers, advisers, networks and coordinators

³ Bilateral and multilateral donors (DFAT, MFAT, USAID, UK, UN, EU, etc.), development banks and international finance institutions (World Bank, ADB, etc.).

⁴ FFA, PASO, PPA, PIDP, SPC, SPREP, SPTO, USP, PIFS (<https://www.forumsec.org/council-of-regional-organisations-of-the-pacific/>)

⁵ Regional representative organisations (Pacific Disability Forum, Pacific Islands Private Sector Organisation, etc.) and research bodies (universities, thinktanks and institutes).



ACTIVITIES, RESOURCING, TIMELINES AND RESPONSIBILITIES

| JAN | FEB | MAR | APR | MAY | JUN |
|---|--|-----------------------------------|------------------------|---|--|
| Embark on Pacific Child campaign market research | First 6-Monthly Meeting: PRC4ECD Steering Committee* | | Quarter.2 ECD Webinar* | Review of Pacific Child campaign market research results and commission communications firm | Review of PRC4ECD Communications Plan Key Messages |
| Quarter 1 ECD Webinar* | Commissioning of Experts to Develop Policy Papers per Regional Meeting and Global Reporting Calendar | Quarter 1 ECD Stakeholder Update* | | | Quarter 2 ECD Stakeholder Update* |
| Finalisation of 2022 Pacific Regional Meeting and Global Reporting Calendar and Policy Papers | | | | | Annual Pacific ECD Update |
| Finalisation of 2022 PRC4ECD Social Media Plan | | | | | |
| Establishment of 2022 PRC4ECD Social Media Platforms | | | | | |
| | | | | | |

ACTIVITIES, RESOURCING, TIMELINES AND RESPONSIBILITIES cont'd

| JUL | AUG | SEP | OCT | NOV | DEC |
|------------------------|---|-----------------------------------|--|---|---|
| Quarter 3 ECD Webinar* | Second 6-Monthly Meeting: PRC4ECD Steering Committee* | Quarter 3 ECD Stakeholder Update* | 2022 PRC4ECD Council Meeting and approval of Biennial Knowledge Management and Learning Agenda** | Finalisation of 2023-2025 Biennial 'Pacific Child' Campaign Resources | Finalisation of 2023 Annual ECD Learning Series and Research Agenda |
| | | | Quarter 4 ECD Webinar* | World Children's Day (20 Nov) Multi-Sectoral Dialogue - TBC: Regional, Virtual* | |
| | | | TBC: Pacific Heads of Health Meeting | | World Human Rights Day launch of Pacific Child Campaign Resources |
| | | | International Day of the Girl Child (11 Oct) Multi-Sectoral Dialogue - TBC: Regional, Virtual* | | |
| | | | | | World Human Rights Day (10 Dec) Multi-Sectoral Dialogue - TBC: Regional, Virtual* |
| | | | | | Quarter 4 ECD Stakeholder Update |

*Video Recording, E-Evaluation (Poll), Summary Publication distributed to attendees and uploaded to Pacific Child website

**Supported by event logistics, media engagement and knowledge product documentation



PLANNING, MONITORING, EVALUATION AND LEARNING

Reporting

This Communications Plan includes the following templated commitments to reporting on PRC4ECD developments, with the focus on profiling progress on **the Pasifika Call to Action Implementation Guide and Monitoring Framework**:

- Biennial Pacific ECD Update (external)
- Annual Pacific ECD Update (internal and external)
- Quarterly Pacific ECD Stakeholder Updates (external)

Knowledge Products

In accordance with the endorsed Knowledge Management and Learning Agenda, and reporting on the progress of the 2017 Pasifika Call to Action, knowledge products as a result of this Communications Plan are expected to include:

- Biennial PRC4ECD Meeting Publication (1)
- Biennial Pacific Child Campaign Suite of Materials (1)
- Annual Pacific ECD Update (2)
- Annual World Children's Day Multi-Sectoral Dialogue Webinar Video and Publication (2)
- Six-Monthly PRC4ECD Steering Committee Meeting Publication (4)
- Quarterly Pacific ECD Stakeholder Update (8)
- Quarterly Webinar Videos and Publications (8)
- ECD Policy Papers, Abstracts, Research Papers (As Required)



Communications Plan Implementation

Specific to the implementation of this Communications Plan, Internal updates from the Secretariat to the Council (as part of the Annual Pacific ECD Update) will include iterative annual reporting on:

- objectives progressed
- tactics implemented
- target audience engagement and feedback
- uptake of knowledge products/events
- influencing and behaviour change indicators

Based on the accumulated learning over its four-year implementation, this Communications Plan will be reviewed and adapted in continued alignment with the PRC4ECD Terms of Reference and Work Plan for further endorsement by Council Members.



ANNEX A - KNOWLEDGE MANAGEMENT AND LEARNING AGENDA

This Knowledge Management and Learning Agenda is part of the Pacific Regional Council for Early Childhood Development's (PRC4ECD) Communications Plan. The Agenda is designed as a biennial guidance document, informed by consultations with early childhood development (ECD) experts, stakeholders and PRC4ECD Taskforce members. Following Council endorsement, this Agenda will determine the implementation of the Council's communications tactics and activities by the Council Secretariat. The following is a template intended for use when submitting the proposed Knowledge Management and Learning Agenda to the PRC4ECD for endorsement at its Biennial Meeting.

Guided by advice and insights from ECD experts, stakeholders and PRC4ECD Taskforce members, the PRC4ECD Secretariat puts forward the following for the Council's endorsement.

Thematic Priorities

The following thematic priorities will inform the key messages and contents of the biennial Pacific Child campaign, and the Annual Pacific ECD Learning Series and Research Agenda to be commissioned and coordinated by the PRC4ECD Secretariat:

1. *[Theme headline]* Resilience (Standing Theme)

[Theme rationale and links to Pasifika Call to Action] Climate change and its impacts comprise the single most prominent and existential threat facing the Blue Pacific continent. Pacific Island countries and territories, through regionally mandated collectives such as the Pacific Islands Forum and the Pacific Community, are committed to addressing climate change through climate action, adaptation and financing. The increasing severity and frequency of natural disasters in the Pacific, including floods, droughts, cyclones and sea level rise, are affecting communities, families and children in wide-ranging ways. Children's safety, security, health, nutrition, education, access to clean water and sanitation are compromised by natural disasters and sea level rise. Progressing on the Pasifika Call to Action (and relevant regional commitments like the Framework for Resilient Development in the Pacific) and achieving optimal development for all Pacific children for a thriving, sustainable region will require incorporating climate change and its impacts into plans, policies and frameworks across multiple sectors - including humanitarian mechanisms.



The COVID-19 pandemic has disrupted and adversely affected economies, health systems, societies and ways of life across the world. The Pacific has experienced significant social and economic setbacks, including fatalities (unvaccinated children among them) - not to mention the toxic stress experienced by children as a result of the uncertainties and losses of the pandemic. As countries recover in the wake of COVID-19 and determine what a 'new normal' will look like for their societies, it is only fitting that priorities and resourcing allocations will need to adapt. Under new constraints and new possibilities, policymakers, donors, institutions, ECD practitioners and stakeholders will need opportunities to reflect on their experiences of the pandemic and its implications on ECD, to acknowledge learning and successes, to evaluate what needs to change, and to articulate a collective way forward on the Pasifika Call to Action.

Links to Pasifika Call to Action:

- 1 - Strengthen national systems on holistic ECD
- 5 - Improve coordination between government and civil society
- 9 - Harmonise development partners' support

2. Early Learning and Development

ECD experts and PRC4ECD Taskforce Members have highlighted ongoing national efforts to engage Pacific children in early learning. Council member countries are making progress on this and there are opportunities to share milestones and maintain momentum. Whether through the establishment of early childhood education centres, training early childhood educators, encouraging parents to enrol their children, or developing and updating curriculums and teaching resources, there is much to learn collectively. Early learning in a culturally contextualised way is also an avenue worth exploring. Sharing Council member experiences of professionalising the ECD workforce, developing supporting frameworks and influencing behaviour on early childhood education would help foster and inform progress on the Pasifika Call to Action.

Links to Pasifika Call to Action:

- 1 - Strengthen national systems on holistic ECD
- 6 - Professionalise ECD workforce
- 7 - Support parents and communities

3. Health and Nutrition



‘Stunting, a key indicator of early childhood development, is at an alarming rate in the Pacific. Where data exists, only three countries have low rates of less than 10%. Sixty per cent of these countries have high (20-29%) or very high rates ($\geq 30\%$) of stunting. Of even greater concern is that, unlike other regions demonstrating a marked reduction in stunting, rates in the Pacific have remained stagnant and possibly increased since 2000.’ (Discussion Paper: Implications of Poor Investments and Inaction on Early Childhood Development) Stunting is linked to future losses in cognitive ability and earning capacity, as well as health complications later in life. Addressing stunting in the first 1,000 days of a child’s life would go a long way towards achieving targets to eliminate non-communicable diseases in the Pacific. Access to water, sanitation and hygiene is also essential for children’s health outcomes and is a key health priority.

Links to Pasifika Call to Action:

- 1 - Strengthen national systems on holistic ECD
- 7 - Support parents and communities
- 9 - Harmonise development partners’ support

4. Positive Parenting, Safe Families and Communities

‘Rates of violence against children in Pacific island countries are among the highest in the world, including violent discipline in the form of physical and emotional abuse at home (up to 85%) and in schools, peer bullying (up to 75%) and fighting in schools (up to 70%) often leading to severe injuries (up to 68%), and sexual abuse before 15 (up to 37%).’ (Discussion Paper: Implications of Poor Investments and Inaction on Early Childhood Development) The toxic stress of experiencing and witnessing violence - in the home and community - has debilitating effects on children’s brains, leading to substantial social and medical costs for government programs and interventions. Given the high rates of gender based violence in the region, prioritising safe and violence-free families and communities would also contribute to broader regional commitments for gender equality.

Links to the Pasifika Call to Action:

- 1 - Strengthen national systems on holistic ECD
- 6 - Professionalise ECD workforce
- 7 - Support parents and communities

5. Helping Children with Development Challenges Achieve their Potential



Research Agenda

The PRC4ECD Secretariat puts forward the following research priorities to inform Council members' progress on the Pasifika Call to Action and to provide evidence-based recommendations to decision makers at Pacific Islands Forum, Pacific Community and Biennial PRC4ECD meetings.

1. [Research topic and question] Innovations in ECD: How can Pacific Island countries leverage existing resources and employ low-cost innovations to make progress on ECD?
2. Multi Sectoral Collaboration on ECD: What best practice examples are there - within and beyond the Pacific - of collaboration across sectors to achieve ECD objectives?
3. Parenting Support and Community Mobilisation on ECD: How can cultural ideals inform parental and community support and education to define ECD for Pacific Island Countries and inform ECD policies and frameworks?
4. Sustainable Public Financing on ECD: How have PRC4ECD members engaged with the Pasifika Call to Action, are there preliminary impacts that can be shared and are there global examples relating to public financing for ECD?
5. Evidence-Based Decision-Making on ECD: What low-cost, practical actions can Pacific Island countries undertake to make evidence-informed decisions, advocate for support and report on progress on ECD?



Knowledge Products

The knowledge products produced as part of this Knowledge Management and Learning Agenda will include:

- Biennial PRC4ECD Meeting Publication (1) 20-page publication, 2 page brief, 1 page infographic
- Biennial Pacific Child Campaign Suite of Materials (1)
- Annual Pacific ECD Update (2) 10-page publication, 2 page brief, 1 page infographic
- Annual World Children's Day Multi Sectoral Dialogue Webinar Video and Publication (2) 5 page publication, 2 page brief
- Six-Monthly PRC4ECD Taskforce Meeting Publication (4) 5 page publication, 1 page brief
- Quarterly Pacific ECD Stakeholder Update (8) 5 page publication, 2 page brief, 1 page infographic
- Quarterly Webinar Videos and Publications (8) 2 page brief
- ECD Policy Papers, Abstracts, Research Papers (As Required)



ANNEX B - COMMUNICATIONS CHECKLIST AND CLEARANCE SCHEDULE

This Communications Checklist and Clearance Schedule is to be used in the planning and implementation of all activities in the PRC4ECD Communications Plan. The Checklist aims to ensure alignment to the Communications Plan's Objectives, Key Messages and Target Audiences in contributing to achieving the overall Goal of the Council. It will also inform reporting on the Communications Plan's implementation. The Clearance Schedule enables efficiency in communication efforts, consultation and fact-checking while managing risks.

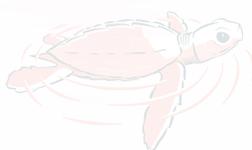
COMMUNICATIONS CHECKLIST

1. Activity Title: _____
2. Proposed Date of Completion: _____
3. Primary Output: Event / Meeting / Multimedia / Document / Knowledge Product / Survey / Other: _____
4. Supplementary Outputs: Multimedia / Publication / Knowledge Product / Media Release and/or Invitation / Social Media Post / Blog or Article / Survey / Other:

5. Supporting Outputs: Concept Note / Program or Agenda / Minutes / Talking Points or Statements
6. Activity/ies (Refer to Communications Plan: pp17-20):
7. Key Messages and Target Audiences (Refer to Communications Plan: pp5-16, pp17-20)
8. Knowledge Management and Learning Agenda (Refer to Annex A):
 - a. Thematic Priorities: 1, 2, 3, 4, 5, N/A
 - b. Research Agenda: 1, 2, 3, 4, 5, N/A
9. Does the activity involve an attempt to influence behaviour or decisions? Y / N
 - a. If yes, what behaviour or decisions?
 - b. If yes, what would success look like?
10. Will the activity require application of Child Protection Safeguarding principles? Y / N
 - a. If yes, how?



CLEARANCE SCHEDULE



| PRODUCT / ACTIVITY | PLANNING | CONTRIBUTORS | FACT-CHECKING | APPROVAL | FOR INFORMATION |
|---|--|---|---|---------------------|--|
| Knowledge Management and Learning Agenda | PRC4ECD Secretariat | ECD Experts and Stakeholders, PRC4ECD Taskforce Members | ECD Experts and Stakeholders, PRC4ECD Taskforce Members | PRC4ECD | ECD Experts and Stakeholders, PRC4ECD Taskforce Members |
| PRC4ECD Meeting Publication | PRC4ECD Secretariat | PRC4ECD Council Members | PRC4ECD Agenda Participants | PRC4ECD Secretariat | PRC4ECD Council Members |
| Pacific ECD Learning Series and Research Agenda | PRC4ECD Secretariat (based on Council-endorsed Knowledge Management and Learning Agenda) | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Council Members |
| Pacific ECD Stakeholder Update (Quarterly) | PRC4ECD Secretariat | PRC4ECD Council and Taskforce Members (based on Six-Monthly Meetings and Quarterly Webinars) Six-Monthly Meetings and Quarterly Webinars) | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Council and Taskforce Members Donors and Development Partners Institutions, Organisations and Individuals Networks and Associations |



| PRODUCT / ACTIVITY | PLANNING | CONTRIBUTORS | FACT-CHECKING | APPROVAL | FOR INFORMATION |
|---|---------------------|---|---------------------|---------------------|--|
| Pacific ECD Stakeholder Update (Annual) | PRC4ECD Secretariat | PRC4ECD Council and Taskforce Members (based on Six-Monthly Meetings and Quarterly Webinars) Six-Monthly Meetings and Quarterly Webinars) | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Council and Taskforce Members Donors and Development Partners Institutions, Organisations and Individuals Networks and Associations |
| Six-Monthly Taskforce Meeting and Publication | PRC4ECD Secretariat | PRC4ECD Taskforce Members | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Council and Taskforce Members Donors and Development Partners Institutions, Organisations and Individuals Networks and Associations |



| PRODUCT / ACTIVITY | PLANNING | CONTRIBUTORS | FACT-CHECKING | APPROVAL | FOR INFORMATION |
|--|--|---------------------|---------------------|---------------------|--|
| Quarterly Webinar, Video and Publication | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Council and Taskforce Members Donors and Development Partners Institutions, Organisations and Individuals Networks and Associations |
| Policy Papers | PRC4ECD Secretariat (based on Council-endorsed Knowledge Management and Learning Agenda) | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Council and Taskforce Members Donors and Development Partners Institutions, Organisations and Individuals Networks and Associations |



| PRODUCT / ACTIVITY | PLANNING | CONTRIBUTORS | FACT-CHECKING | APPROVAL | FOR INFORMATION |
|--------------------------------|--|---------------------|---------------------|---------------------|--|
| Abstracts and Research Papers | PRC4ECD Secretariat (based on Council-endorsed Knowledge Management and Learning Agenda) | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Council and Taskforce Members Donors and Development Partners Institutions, Organisations and Individuals Networks and Associations |
| Media Releases and Invitations | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Council and Taskforce Members Donors and Development Partners Institutions, Organisations and Individuals Networks and Associations |



| PRODUCT / ACTIVITY | PLANNING | CONTRIBUTORS | FACT-CHECKING | APPROVAL | FOR INFORMATION |
|-------------------------------|--|---------------------|---------------------|------------------------|-------------------------|
| Social Media Posts | PRC4ECD Secretariat PRC4ECD Secretariat (based on Council-endorsed Communications Plan, and Knowledge Management and Learning Agenda) | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Secretariat | Social Media Followers |
| | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Secretariat | Social Media Followers | |
| Talking Points and Statements | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Representatives |
| Concept Notes | PRC4ECD Secretariat (based on Council-endorsed Communications Plan, and Knowledge Management and Learning Agenda) | PRC4ECD Secretariat | PRC4ECD Secretariat | PRC4ECD Secretariat | N/A |



ANNEX C - ANNUAL PACIFIC ECD UPDATE

This Annual Pacific ECD Update will be templated with a focus on reflecting the Pasifika Call to Action Implementation Guide and Monitoring Framework. The formats of this Update will be a 10-page publication supported by a 2-page brief and 1 page of infographics (likely built into the full publication).

TITLE: EARLY CHILDHOOD DEVELOPMENT IN THE PACIFIC - ANNUAL UPDATE [INSERT YEAR]

10-PAGE PUBLICATION SECTIONS:

- **The Year in Overview (Half-page)**

A summary of the year's regional highlights, setting the context in terms of climate change and COVID-19 recovery milestones, and other events of regional economic, social and cultural development significance.

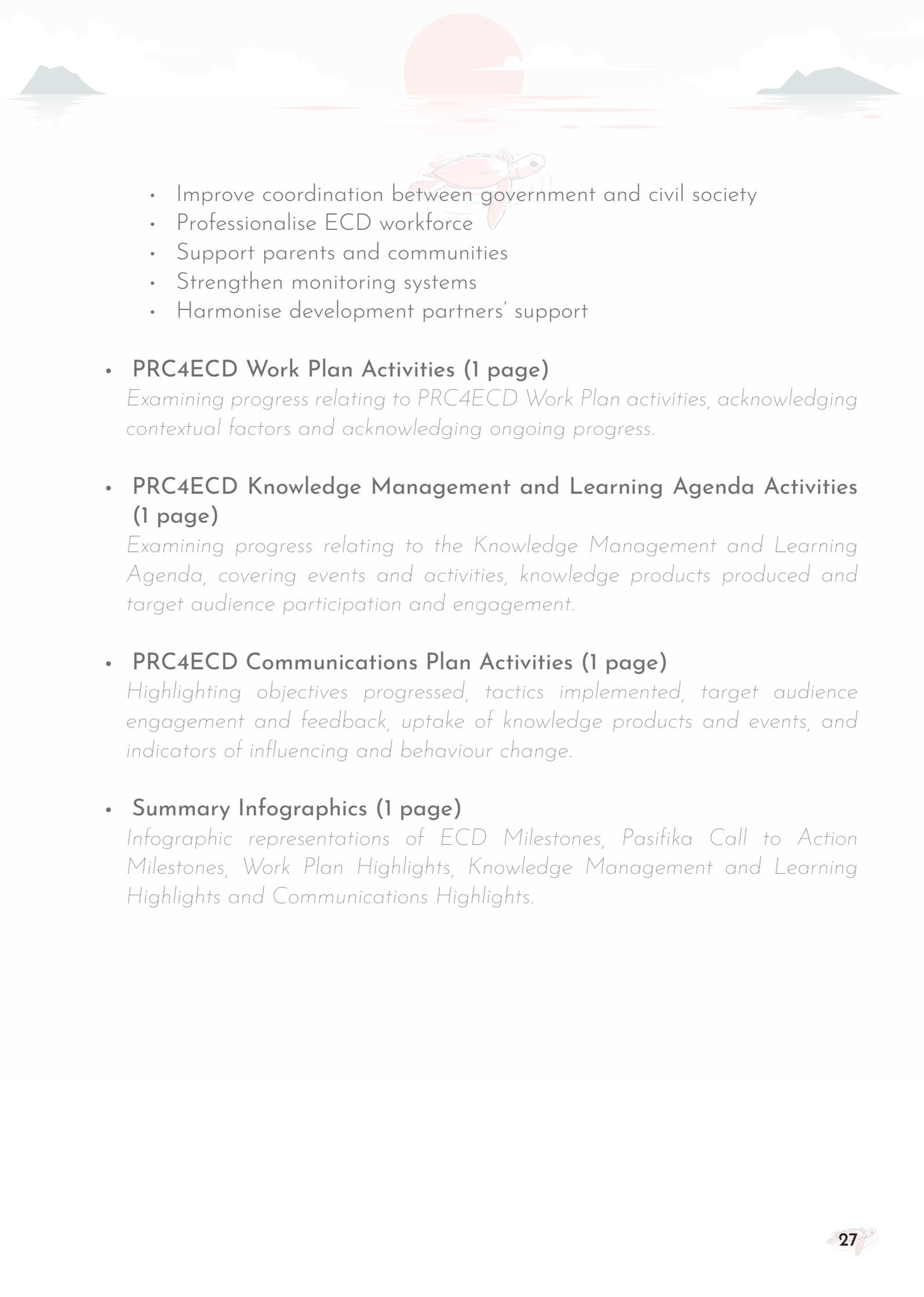
- **Early Childhood Development Milestones (Half-page)**

Narrowing the scope of regional milestones to health, education, social welfare and finance-related progress on ECD in the region. This would also be informed by six-monthly PRC4ECD Taskforce Meetings and Quarterly Pacific ECD Stakeholder Updates.

- **Pasifika Call to Action Progress and Priorities (Half-page per action: 4.5 pages total)**

Examining progress on the Pasifika Call to Action with reference to the Pasifika Call to Action Implementation Guideline and Monitoring Framework (pp26-31), focus on celebrating incremental wins and articulating ongoing priorities/efforts.

- Strengthen national systems on holistic ECD
- Incorporate ECD into national development plans
- Clarify roles of different ministries
- Increase government investment

- 
- Improve coordination between government and civil society
 - Professionalise ECD workforce
 - Support parents and communities
 - Strengthen monitoring systems
 - Harmonise development partners' support

- **PRC4ECD Work Plan Activities (1 page)**

Examining progress relating to PRC4ECD Work Plan activities, acknowledging contextual factors and acknowledging ongoing progress.

- **PRC4ECD Knowledge Management and Learning Agenda Activities (1 page)**

Examining progress relating to the Knowledge Management and Learning Agenda, covering events and activities, knowledge products produced and target audience participation and engagement.

- **PRC4ECD Communications Plan Activities (1 page)**

Highlighting objectives progressed, tactics implemented, target audience engagement and feedback, uptake of knowledge products and events, and indicators of influencing and behaviour change.

- **Summary Infographics (1 page)**

Infographic representations of ECD Milestones, Pasifika Call to Action Milestones, Work Plan Highlights, Knowledge Management and Learning Highlights and Communications Highlights.



TWO-PAGE BRIEF SECTIONS:

- **The Year in Overview (Half-page)**

A summary of the year's regional highlights, setting the context in terms of climate change and COVID-19 recovery milestones, and other events of regional economic, social and cultural development significance.

- **Early Childhood Development Milestones (Half-page)**

Narrowing the scope of regional milestones to health, education, social welfare and finance-related progress on ECD in the region. This would also be informed by six-monthly PRC4ECD Steering Committee Meetings and Quarterly Pacific ECD Stakeholder Updates.

- **Summary Infographics (1 page)**

Infographic representations of ECD Milestones, Pasifika Call to Action Milestones, Work Plan Highlights, Knowledge Management and Learning Highlights and Communications Highlights.

ONE-PAGE INFOGRAPHICS:

- **Summary Infographics (1 page)**

Infographic representations of ECD Milestones, Pasifika Call to Action Milestones, Work Plan Highlights, Knowledge Management and Learning Highlights and Communications Highlights.





ANNEX D - PACIFIC ECD ANNUAL LEARNING SERIES AND RESEARCH AGENDA

This Pacific ECD Annual Learning Series and Research Agenda is based on the endorsed Knowledge Management and Learning Agenda and part of the Pacific Regional Council for Early Childhood Development's (PRC4ECD) Communications Plan. The Learning Series and Agenda is designed as an annual learning and research calendar, informed by consultations with early childhood development (ECD) experts, stakeholders and PRC4ECD Taskforce members. Following Council endorsement of the Knowledge Management and Learning Agenda, this Annual Learning Series will determine the implementation of webinars and research initiatives by the Council Secretariat. The following is a template intended for use when submitting the planning of the Pacific ECD Annual Learning Series and Research Agenda.



| QUARTER | WEBINAR TOPIC | SPEAKERS | WEBINAR DATE | WEBINAR SURVEY | VIDEO AND PUBLICATION UPLOAD* DEADLINE |
|---------|--|---|--------------|--|--|
| 1 | <p>ECD in the COVID-19 Era: How has ECD been impacted by the pandemic, what have Pacific countries learned and what is needed to progress ECD in the 'new normal'?</p> <p>Sub-topics: -Strengthening national systems on holistic ECD -Improving coordination between government and civil society -Harmonising development partners' support</p> | <p>Speaker 1 Speaker 2 Speaker 3 Moderator</p> | Day / Month | <p>Rate the webinar (1-5) on: Coverage of the topic Contributions of speakers Relevance of content</p> <p>What ECD topics would you like to learn more about? List up to 3.</p> | Day / Month** |



| QUARTER | WEBINAR TOPIC | SPEAKERS | WEBINAR DATE | WEBINAR SURVEY | VIDEO AND PUBLICATION UPLOAD* DEADLINE |
|---------|--|---|--------------|--|--|
| 2 | <p>ECD in the COVID-19 Era: How has ECD been impacted by the pandemic, what have Pacific countries learned and what is needed to progress ECD in the 'new normal'?</p> <p>Sub-topics: -Strengthening national systems on holistic ECD -Improving coordination between government and civil society -Harmonising development partners' support</p> | <p>Speaker 1 Speaker 2 Speaker 3 Moderator</p> | Day / Month | <p>Rate the webinar (1-5) on: Coverage of the topic Contributions of speakers Relevance of content</p> <p>What ECD topics would you like to learn more about? List up to 3.</p> | Day / Month** |



| QUARTER | WEBINAR TOPIC | SPEAKERS | WEBINAR DATE | WEBINAR SURVEY | VIDEO AND PUBLICATION UPLOAD* DEADLINE |
|---------|--|---|--------------|--|--|
| 3 | <p>Early Childhood Education: Pacific experiences of progressing Early Childhood Education</p> <p>Sub-topics: -Strengthening national systems on holistic ECD Professionalising the ECD workforce -Supporting parents and communities</p> | <p>Speaker 1</p> <p>Speaker 2</p> <p>Speaker 3</p> <p>Moderator</p> | Day / Month | <p>Rate the webinar (1-5) on: Coverage of the topic Contributions of speakers Relevance of content</p> <p>What ECD topics would you like to learn more about? List up to 3.</p> | Day / Month** |



| QUARTER | WEBINAR TOPIC | SPEAKERS | WEBINAR DATE | WEBINAR SURVEY | VIDEO AND PUBLICATION UPLOAD* DEADLINE |
|---------|--|---|--------------|---|--|
| 4 | <p>Health and Nutrition: Pacific experiences of progressing early childhood health and nutrition</p> <p>Sub-topics: -Strengthening national systems on holistic ECD -Supporting parents and communities -Harmonising development partners' support</p> | <p>Speaker 1</p> <p>Speaker 2</p> <p>Speaker 3</p> <p>Moderator</p> | Day / Month | <p>Rate the webinar (1-5) on: Coverage of the topic Contributions of speakers Relevance of content</p> <p>What ECD topics would you like to learn more about? List up to 3.</p> | Day / Month** |

*Pacific Child Website

**Within 72 hours of webinar event

***Refer to endorsed Research Agenda topics under Knowledge Management and Research Agenda



| QUARTER | WEBINAR TOPIC | SPEAKERS | WEBINAR DATE | WEBINAR SURVEY | VIDEO AND PUBLICATION UPLOAD* DEADLINE |
|----------------------------------|---|---|------------------------|--|--|
| World Children's Day Webinar | <p>Safe and Violence-Free Families and Communities for Early Childhood Development</p> <p>Sub-topics: -Strengthening national systems on holistic ECD -Professionalising the ECD workforce -Supporting parents and communities</p> | <p>Speaker 1</p> <p>Speaker 2</p> <p>Speaker 3</p> <p>Moderator</p> | Day / Month | <p>Rate the webinar (1-5) on: Coverage of the topic Contributions of speakers Relevance of content</p> <p>What ECD topics would you like to learn more about? List up to 3.</p> | Day / Month** |
| DATE & EVENT | RESEARCH TOPIC*** | CONSULTANTS/ EXPERTS | COMMISSIONING DEADLINE | COMPLETION DEADLINE | PUBLICATION UPLOAD* DEADLINE |
| Forum Economic Ministers Meeting | | TBC | Day / Month | Day / Month | Day / Month |
| Forum Economic Ministers Meeting | | TBC | Day / Month | Day / Month | Day / Month |
| Pacific Heads of Health Meeting | | TBC | Day / Month | Day / Month | Day / Month |
| Forum Leaders Meeting | | TBC | Day / Month | Day / Month | Day / Month |
| Meeting | | TBC | | | |





ANNEX E - QUARTERLY STAKEHOLDER UPDATE ON ECD AND THE PASIFIKA CALL TO ACTION

This Quarterly Stakeholder Update on ECD and the Pasifika Call to Action will be templated with a focus on reflecting the Pasifika Call to Action Implementation Guide and Monitoring Framework. The formats of this Update will be a 5-page publication supported by a 2-page brief and 1 page of infographics (likely built into the full publication).

TITLE: THE PASIFIKA CALL TO ACTION - QUARTERLY STAKEHOLDER UPDATE [INSERT MONTH AND YEAR]

5-PAGE PUBLICATION SECTIONS:

- **The Year in Overview (Half-page)**

A summary of the quarter's regional highlights, setting the context in terms of climate change and COVID-19 recovery milestones, and other events of regional economic, social and cultural development significance.

- **Early Childhood Development Milestones (Half-page)**

Narrowing the scope of regional milestones to health, education, social welfare and finance-related progress on ECD in the region. This would also be informed by six-monthly PRC4ECD Taskforce Meetings and Quarterly Pacific ECD Stakeholder Updates.

- **Pasifika Call to Action Progress and Priorities (Half-page per action: 4.5 pages total)**

Examining progress on the Pasifika Call to Action with reference to the Pasifika Call to Action Implementation Guideline and Monitoring Framework (pp26-31), focus on celebrating incremental wins and articulating ongoing priorities/efforts.

- *Strengthen national systems on holistic ECD*
- *Incorporate ECD into national development plans*
- *Clarify roles of different ministries*
- *Increase government investment*

- 
- *Improve coordination between government and civil society*
 - *Professionalise ECD workforce*
 - *Support parents and communities*
 - *Strengthen monitoring systems*
 - *Harmonise development partners' support*

- **Summary Infographics (1 page)**

Infographic representations of ECD Milestones, Pasifika Call to Action Milestones, Work Plan Highlights, Knowledge Management and Learning Highlights and Communications Highlights.

TWO-PAGE BRIEF SECTIONS:

- **The Year in Overview (Half-page)**

A summary of the quarter's regional highlights, setting the context in terms of climate change and COVID-19 recovery milestones, and other events of regional economic, social and cultural development significance.

- **Early Childhood Development Milestones (Half-page)**

Narrowing the scope of regional milestones to health, education, social welfare and finance-related progress on ECD in the region. This would also be informed by six-monthly PRC4ECD Taskforce Meetings and Quarterly Pacific ECD Stakeholder Updates.

- **Summary Infographics (1 page)**

Infographic representations of ECD Milestones, Pasifika Call to Action Milestones, Work Plan Highlights, Knowledge Management and Learning Highlights and Communications Highlights.



ONE-PAGE INFOGRAPHICS:

- **Summary Infographics (1 page)**

Infographic representations of ECD Milestones, Pasifika Call to Action Milestones, Work Plan Highlights, Knowledge Management and Learning Highlights and Communications Highlights.





ANNEX F - SOCIAL MEDIA PLAN

This Social Media Plan is intended to be used in conjunction with the Communications Plan’s Activities and Timelines table and multimedia shared on the PRC4ECD’s platforms will utilise the Council’s existing branding and style guidelines.

The Council will utilise Facebook, Twitter, YouTube and MailChimp, with links to the Pacific Child website, using the following profile information (About Us):

The Pacific Regional Council for Early Childhood Development (PRC4ECD) is a multisectoral inter-governmental body comprising senior government representatives from sectors of education, finance, health and social welfare. The Council is the custodian of the Pasifika Call to Action on ECD, working for a Pacific in which all children reach their full potential so that they can create a good future for themselves, their nation and the region.

Subscribe for PRC4ECD updates here: <link to MailChimp subscription>

Visit our website: <link to Pacific Child website>

| ACTIVITY / EVENT* | CONTENT | PLATFORM | REGULARITY / DATE* |
|-------------------|--|------------------|--------------------|
| | Image Link (website/ MailChimp/YouTube | Facebook/Twitter | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

*See Communications Plan’s Activities and Timelines table



ANNEX G - CONTACT LISTS (TARGET AUDIENCES)

| ANNEX G - CONTACT LISTS (TARGET AUDIENCES) | | | | |
|--|------|--------------|---------|-------|
| NAME | ROLE | ORGANISATION | COUNTRY | EMAIL |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

ANNEX H: KEY MESSAGES AND TARGET AUDIENCES

| | What is ECD? | Why does ECD matter? | How can ECD be supported? |
|----------------------------|--|--|---|
| PRC4ECD Member Governments | <p>For every Pacific child, early moments matter.</p> <p>From conception through the first few years of life, children's brains are built as they interact with their environments.</p> <p>The early years of childhood are a time of great opportunity and great risk for children as their brains develop - providing either a strong or weak foundation for learning, health and behaviour through life.</p> <p>The optimal development of Pacific children involves access to quality, holistic services spanning health and nutrition, education, water and sanitation, justice, child protection and social welfare.</p> | <p>Children born today will be critical actors in achieving the 2050 Strategy for the Blue Pacific.</p> <p>Investing in Pacific children from birth to 5 years of age builds the foundation for sustainable development as their brains develop skills for success in school, health, work and life.</p> <p>The foundation of the Pacific's human capital, and achieving our vision of the 2050 Strategy for the Blue Pacific, relies on all Pacific children reaching their full development potential.</p> <p>When we give children the best start in life, including upholding children's rights, the benefits are huge for every child and for the societies we share.</p> | <p>Education and healthcare are prominent on national development agendas and can be reinforced and supplemented by child-focused social protection systems, child protection, parenting support and other child-focused interventions.</p> <p>Coordinated action across arms of government and the community is vital to achieving progress on ECD.</p> <p>Investing in ECD does not always involve more spending - much can be achieved through better coordination across government and community spheres to create efficiencies, harness synergies and target resources where they make the most impact.</p> |



| | What is ECD? | Why does ECD matter? | How can ECD be supported? |
|-----------------------------------|--|--|--|
| <p>PRC4ECD Member Governments</p> | <p>Early childhood development involves upholding children's rights through a holistic weaving of policies and initiatives for children from birth to 5.</p> <p>Early childhood development also includes services for pregnant and lactating mothers, young children, and their families, addressing their needs across health and nutrition, early learning, safety and security, and responsive caregiving.</p> <p>The Pacific Regional Council for Early Childhood Development (PRC4ECD) is a multisectoral inter-governmental body to support ECD across the region and is the custodian of the Pasifika Call to Action on ECD.</p> | <p>Early childhood development is encapsulated in SDG 4.2 and plays a multiplier effect across many other SDGs. Supporting ECD helps achieve its SDG ambitions and supports the Blue Pacific Strategy.</p> <p>There are costly consequences to not investing in early childhood development - it is essential to a thriving, sustainable nation and region.</p> <p>The earlier the investment in children, the higher the returns - each dollar invested in early childhood development results in a \$17.</p> <p>Investing in early healthcare and education can transform countries into robust economies and lift the quality of life for their people.</p> | <p>Lessons can be learned and shared on linking social protection initiatives to healthcare, child protection, education, economies and trade, and other sectors to strengthen ECD policies.</p> <p>Addressing climate change and COVID-19 recovery can be strengthened and better sustained for the long term by including interventions for ECD and linking them to existing humanitarian mechanisms.</p> <p>Finance and planning ministries have a critical role in coordinating a whole-of-government approach to ECD and ensuring budget coherence across sectors and levels of government.</p> |



| | What is ECD? | Why does ECD matter? | How can ECD be supported? |
|-----------------------------------|--------------|---|--|
| <p>PRC4ECD Member Governments</p> | | <p>The cost of inaction on early childhood development is too great a burden for Pacific countries to bear.</p> <p>The lifetime costs of growth deficits in early childhood result in a tremendous loss of up to 217% of the adult wage.</p> <p>In contrast, the earlier the investment in children, the higher the returns - each dollar invested in early childhood development results in a return of up to \$17.</p> <p>A range of practitioners play a vital role in realising the development of Pacific children to their full potential. These include professionals, community leaders and community workers across health and nutrition, education, water and sanitation, child protection, and social welfare.</p> | <p>At all times, ECD must value and build on the cultural ideals of Pacific countries, working with community leaders and leadership structures across traditional, religious and social spheres to encourage behaviours and norms that enable children to reach their full potential.</p> <p>Respecting one another's sovereignty and acknowledging the uniqueness of country contexts, Pacific countries can work together, navigating the post-pandemic 'new normal' and celebrating wins inclusively to make lasting, collective progress on realising the Pasifika Call to Action for all children in the region.</p> |



| | What is ECD? | Why does ECD matter? | How can ECD be supported? |
|----------------------------|--------------|---|---|
| PRC4ECD Member Governments | | <p>Stunting in children, which is present at alarming rates in the Pacific, is linked to future losses in cognitive ability and earning capacity, with estimates suggesting it can reduce a country's GDP by up to 3%.</p> <p>The Pacific Regional Council for Early Childhood Development (PRC4ECD) is a multisectoral inter-governmental body mandated by the Pacific Islands Forum as custodian for the Pasifika Call to Action, a nine-point plan for progressing on SDGs related to ECD.</p> | <p>The PRC4ECD is committed to providing its members with country-informed advice and sharing knowledge and resources for progressing on national ECD priorities, and advocating for ECD in regional and global fora.</p> <p>The PRC4ECD's 10-Year Work Plan and Knowledge Management and Learning Agenda, supported by the ECD dashboard, outlines its research agenda and guides its engagement of expertise and advice on progressing ECD in the region.</p> |



| | What is ECD? | Why does ECD matter? | How can ECD be supported? |
|-------------------------------|--------------|--|--|
| PRC4ECD Member Governments | | The PRC4ECD is committed to working with its member governments and collaborating with stakeholders and development partners to realise the Pasifika Call to Action and ensure that the Pacific reaps the benefits of a thriving, sustainable region due to investing in the optimal development of every Pacific child. | |
| ECD Practitioners and Experts | | The Pacific Regional Council for Early Childhood Development (PRC4ECD) is a multisectoral inter-governmental body mandated by the Pacific Islands Forum as custodian for the Pasifika Call to Action, a nine-point plan for progressing on SDGs related to ECD. | The ongoing impacts of climate change and the long road to recovery post-pandemic for Pacific countries means that the region has unique and valuable experiences worth documenting, synthesising and sharing on progressing ECD against the backdrop of climate change and COVID-19 recovery. |



| | What is ECD? | Why does ECD matter? | How can ECD be supported? |
|-------------------------------|--------------|--|--|
| ECD Practitioners and Experts | | <p>The PRC4ECD welcomes opportunities with other ECD networks and associations to advocate collectively and share knowledge relating to ECD investments in health and nutrition, early learning, safety and security, and responsive caregiving.</p> <p>The PRC4ECD is committed to engaging with ECD experts and researchers as its members progress on realising the Pasifika Call to Action relating to ECD.</p> <p>The PRC4ECD's Knowledge Management and Learning Agenda outlines its research agenda and guides its engagement of experts and advisers on progressing ECD in the region.</p> | <p>Child-focused social protection systems and services reinforce major national investments like education and healthcare and help countries recover better from external shocks like COVID19 and natural disasters.</p> <p>Addressing climate change and COVID-19 recovery can be strengthened and better sustained for the long term by including interventions for ECD and linking them to existing humanitarian mechanisms.</p> <p>Lessons can be learned and shared amongst ECD practitioners through communities of practice.</p> |



| | What is ECD? | Why does ECD matter? | How can ECD be supported? |
|-------------------------------|--------------|---|---|
| ECD Practitioners and Experts | | <p>The PRC4ECD is committed to supporting, profiling, and sharing Pacific ECD practitioners' experiences, acknowledging their vital contributions to realising the Pasifika Call to Action.</p> <p>A range of practitioners play a vital role in realising the development of Pacific children to their full potential. These include professionals, community leaders and community workers across health and nutrition, education, water and sanitation, child protection, and social welfare</p> | <p>Finance and planning ministries have a critical role in coordinating a whole-of-government approach to ECD and ensuring budget coherence across sectors and levels of government.</p> <p>At all times, ECD must value and build on the cultural ideals of Pacific countries, working with community leaders and leadership structures across traditional, religious and social spheres to encourage behaviours and norms that enable children to reach their full potential.</p> <p>Pacific ECD practitioners can work together, navigating the post-pandemic 'new normal', sharing resources and celebrating wins inclusively to make lasting, collective progress on realising the Pasifika Call to Action for all children in the region.</p> |



| | What is ECD? | Why does ECD matter? | How can ECD be supported? |
|---------------------------------|--------------|--|--|
| ECD Practitioners and Experts | | | <p>The PRC4ECD is committed to supporting ECD practitioners through communities of practice, dialogues and knowledge-sharing opportunities, country-informed advice, and support for national ECD priorities and advocating for ECD in regional and global fora.</p> <p>The PRC4ECD's 10-Year Work Plan and Knowledge Management and Learning Agenda, supported by the ECD dashboard, outlines its research agenda and guides its engagement of expertise and advice on progressing ECD in the region.</p> |
| Donors and Development Partners | | Children born today will be critical actors in achieving the 2050 Strategy for the Blue Pacific. | Child-focused social protection systems and services reinforce major national investments like education and healthcare and help countries recover better from external shocks like COVID19 and natural disasters. |



| | What is ECD? | Why does ECD matter? | How can ECD be supported? |
|---------------------------------|--------------|--|---|
| Donors and Development Partners | | <p>Investing in Pacific children from birth to 5 years of age builds the foundation for sustainable development as their brains develop skills for success in school, health, work and life.</p> <p>The foundation of the Pacific’s human capital, and achieving our vision of the 2050 Strategy for the Blue Pacific, relies on all Pacific children reaching their full development potential.</p> <p>Early childhood development is encapsulated in SDG 4.2 and plays a multiplier effect for many other SDGs.</p> <p>There are costly consequences to not investing in early childhood development - it is essential to a thriving, sustainable nation and region.</p> | <p>Addressing climate change and COVID-19 recovery can be strengthened and better sustained for the long term by including interventions for ECD and linking them to existing humanitarian mechanisms.</p> <p>Lessons can be learned and shared amongst ECD practitioners through communities of practice.</p> <p>The PRC4ECD welcomes partnerships and resource-sharing with donors and development partners on developing the policy frameworks, coordination mechanisms, reporting and resource base required to realise national priorities and progress on the Pasifika Call to Action on ECD.</p> |



| | What is ECD? | Why does ECD matter? | How can ECD be supported? |
|--|--------------|---|---------------------------|
| <p>Donors and Development Partners</p> | | <p>The earlier the investment in children, the higher the returns - each dollar invested in early childhood development results in a \$17.</p> <p>Investing in early healthcare and education can transform countries into robust economies and lift the quality of life for their people.</p> <p>The Pacific Regional Council for Early Childhood Development (PRC4ECD) is a multisectoral inter-governmental body mandated by the Pacific Islands Forum as custodian for the Pasifika Call to Action, a nine-point plan for progressing on SDGs related to ECD.</p> <p>The PRC4ECD welcomes partnerships and resource-sharing opportunities</p> | |



| | What is ECD? | Why does ECD matter? | How can ECD be supported? |
|--|--------------|---|---|
| Donors and Development Partners | | <p>with donors and development partners, including a regional funding pool, to progress shared ECD priorities.</p> <p>A range of practitioners play a vital role in realising the development of Pacific children to their full potential. These include professionals, community leaders and community workers across health and nutrition, education, water and sanitation, child protection, and social welfare.</p> | |
| Council of Regional Organisations of the Pacific (CROP) Agencies | | <p>Children born today will be critical actors in achieving the 2050 Strategy for the Blue Pacific.</p> <p>Investing in Pacific children from birth to 5 years of age builds the foundation for sustainable development as their brains develop skills for success in school, health, work and life.</p> | <p>The ongoing impacts of climate change and the long road to recovery post-pandemic for Pacific countries means that the region has unique and valuable experiences worth documenting, synthesising and sharing on progressing ECD against the backdrop of climate change and COVID-19 recovery.</p> |



| | What is ECD? | Why does ECD matter? | How can ECD be supported? |
|---|--------------|--|--|
| <p>Council of Regional Organisations of the Pacific (CROP) Agencies</p> | | <p>The foundation of the Pacific’s human capital, and achieving our vision of the 2050 Strategy for the Blue Pacific, relies on all Pacific children reaching their full development potential.</p> <p>Early childhood development is encapsulated in SDG 4.2 and plays a multiplier effect for many other SDGs.</p> <p>There are costly consequences to not investing in early childhood development - it is essential to a thriving, sustainable nation and region.</p> <p>The earlier the investment in children, the higher the returns - each dollar invested in early childhood development results in a \$17.</p> <p>Investing in early healthcare and education can transform countries into robust economies and lift the quality of life for their people.</p> | <p>Child-focused social protection systems and services reinforce major national investments like education and healthcare and help countries recover better from external shocks like COVID19 and natural disasters.</p> <p>Addressing climate change and COVID-19 recovery can be strengthened and better sustained for the long term by including interventions for ECD and linking them to existing humanitarian mechanisms.</p> <p>Lessons can be learned and shared amongst ECD practitioners through communities of practice.</p> |



| | What is ECD? | Why does ECD matter? | How can ECD be supported? |
|---|--------------|---|--|
| <p>Council of Regional Organisations of the Pacific (CROP) Agencies</p> | | <p>The Pacific Regional Council for Early Childhood Development (PRC4ECD) is a multisectoral inter-governmental body mandated by the Pacific Islands Forum as custodian for the Pasifika Call to Action, a nine-point plan for progressing on SDGs related to ECD.</p> <p>The PRC4ECD welcomes partnerships and resource-sharing opportunities with institutions and organisations to progress on shared ECD priorities.</p> <p>A range of practitioners play a vital role in realising the development of Pacific children to their full potential. These include professionals, community leaders and community workers across health and nutrition, education, water and sanitation, child protection, and social welfare.</p> | <p>The PRC4ECD welcomes partnerships and resource-sharing with donors and development partners on developing the policy frameworks, coordination mechanisms, reporting and resource base required to realise national priorities and progress on the Pasifika Call to Action on ECD.</p> |



| | What is ECD? | Why does ECD matter? | How can ECD be supported? |
|-------------------------|--------------|--|--|
| Non-State Actors (NSAs) | | <p>Children born today will be critical actors in achieving the 2050 Strategy for the Blue Pacific.</p> <p>Investing in Pacific children from birth to 5 years of age builds the foundation for sustainable development as their brains develop skills for success in school, health, work and life.</p> <p>The foundation of the Pacific’s human capital, and achieving our vision of the 2050 Strategy for the Blue Pacific, relies on all Pacific children reaching their full development potential.</p> <p>Early childhood development is encapsulated in SDG 4.2 and plays a multiplier effect for many other SDGs.</p> <p>There are costly consequences to not investing in early childhood development - it is essential to a thriving, sustainable nation and region.</p> | <p>Coordinated action across arms of government and the community is vital to achieving progress on ECD.</p> <p>Investing in ECD does not always involve more spending - much can be achieved through better coordination across government and community spheres to make the most of resources already in hand.</p> <p>Lessons can be learned and shared on linking social protection initiatives to healthcare, child protection, education, economies and trade, and other sectors to strengthen ECD policies.</p> <p>Addressing climate change and COVID-19 recovery can be strengthened and better sustained for the long term by including interventions for ECD and linking them to existing humanitarian mechanisms.</p> |



| | What is ECD? | Why does ECD matter? | How can ECD be supported? |
|-------------------------|--------------|---|---------------------------|
| Non-State Actors (NSAs) | | <p>The earlier the investment in children, the higher the returns - each dollar invested in early childhood development results in a \$17.</p> <p>Investing in early healthcare and education can transform countries into robust economies and lift the quality of life for their people.</p> <p>The Pacific Regional Council for Early Childhood Development (PRC4ECD) is a multisectoral inter-governmental body mandated by the Pacific Islands Forum as custodian for the Pasifika Call to Action, a nine-point plan for progressing on SDGs related to ECD.</p> <p>The PRC4ECD welcomes partnerships and resource-sharing opportunities with institutions and organisations to progress on shared ECD priorities.</p> | |



| | What is ECD? | Why does ECD matter? | How can ECD be supported? |
|--|--------------|--|--|
| Non-State Actors (NSAs) | | A range of practitioners play a vital role in realising the development of Pacific children to their full potential. These include professionals, community leaders and community workers across health and nutrition, education, water and sanitation, child protection, and social welfare. | |
| Internal: Council Members, Steering Committee Members, Taskforce Members | | <p>Children born today will be critical actors in achieving the 2050 Strategy for the Blue Pacific.</p> <p>Investing in Pacific children from birth to 5 years of age builds the foundation for sustainable development as their brains develop skills for success in school, health, work and life.</p> <p>The foundation of the Pacific’s human capital, and achieving our vision of the 2050 Strategy for the Blue Pacific, relies on all Pacific children reaching their full development potential.</p> | <p>Education and healthcare are prominent on national development agendas and can be reinforced and supplemented by child welfare approaches and interventions.</p> <p>Coordinated action across arms of government and the community is vital to achieving progress on ECD.</p> <p>Investing in ECD does not always involve more spending - much can be achieved through better coordination across government and community spheres to make the most of resources already in hand.</p> |



| | What is ECD? | Why does ECD matter? | How can ECD be supported? |
|---|--------------|--|--|
| <p>Internal: Council Members, Steering Committee Members, Taskforce Members</p> | | <p>Early childhood development is encapsulated in SDG 4.2 and plays a multiplier effect for many other SDGs.</p> <p>There are costly consequences to not investing in early childhood development - it is essential to a thriving, sustainable nation and region.</p> <p>The earlier the investment in children, the higher the returns - each dollar invested in early childhood development results in a \$17.</p> <p>Investing in early healthcare and education can transform countries into robust economies and lift the quality of life for their people.</p> <p>The cost of inaction on early childhood development is too great a burden for Pacific countries to bear.</p> | <p>Lessons can be learned and shared on linking social protection initiatives to healthcare, child protection, education, economies and trade, and other sectors to strengthen ECD policies.</p> <p>Addressing climate change and COVID-19 recovery can be strengthened and better sustained for the long term by including interventions for ECD and linking them to existing humanitarian mechanisms.</p> <p>Finance and planning ministries have a critical role in coordinating a whole-of-government approach to ECD and ensuring budget coherence across sectors and levels of government.</p> |



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| <p>Internal: Council Members, Steering Committee Members, Taskforce Members</p> | | <p>The lifetime costs of growth deficits in early childhood result in a tremendous loss of up to 217% of the adult wage.</p> <p>In contrast, the earlier the investment in children, the higher the returns - each dollar invested in early childhood development results in a return of up to \$17.</p> <p>Stunting in children, which is present at alarming rates in the Pacific, is linked to future losses in cognitive ability and earning capacity, with estimates suggesting it can reduce a country's GDP by up to 3%.</p> | <p>At all times, ECD must value and build on the cultural ideals of Pacific countries, working with community leaders and leadership structures across traditional, religious and social spheres to encourage behaviours and norms that enable children to reach their full potential.</p> <p>Respecting one another's sovereignty and acknowledging the uniqueness of country contexts, Pacific countries can work together, navigating the post-pandemic 'new normal' and celebrating wins inclusively to make lasting, collective progress on realising the Pasifika Call to Action for all children in the region.</p> |



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| <p>Internal: Council Members, Steering Committee Members, Taskforce Members</p> | | <p>The Pacific Regional Council for Early Childhood Development (PRC4ECD) is a multisectoral inter-governmental body mandated by the Pacific Islands Forum as custodian for the Pasifika Call to Action, a nine-point plan for progressing on SDGs related to ECD.</p> <p>The PRC4ECD is committed to working with its member governments and collaborating with stakeholders and development partners to realise the Pasifika Call to Action and ensure that the Pacific reaps the benefits of a thriving, sustainable region due to investing in the optimal development of every Pacific child.</p> | <p>The PRC4ECD is committed to providing its members with country-informed advice and sharing knowledge and resources for progressing on national ECD priorities, and advocating for ECD in regional and global fora.</p> <p>The PRC4ECD's 10-Year Work Plan and Knowledge Management and Learning Agenda, supported by the ECD dashboard, outlines its research agenda and guides its engagement of expertise and advice on progressing ECD in the region.</p> |



