

OUTLINE

- Situation Analysis
- Accomplishments so far (Policy and Strategy)
- Corporate private sector involvement
- Towards sustainable private sector engagement

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EARLY STEPS

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Overview of PSFU

Founding, - Membership - Mission - Mandate.

Mandate

Provide a platform to deliberate on private sector policy issues, research, advocacy and capacity building through BDS

Maintain a positive dialogue between the Private Sector and Government of Uganda.

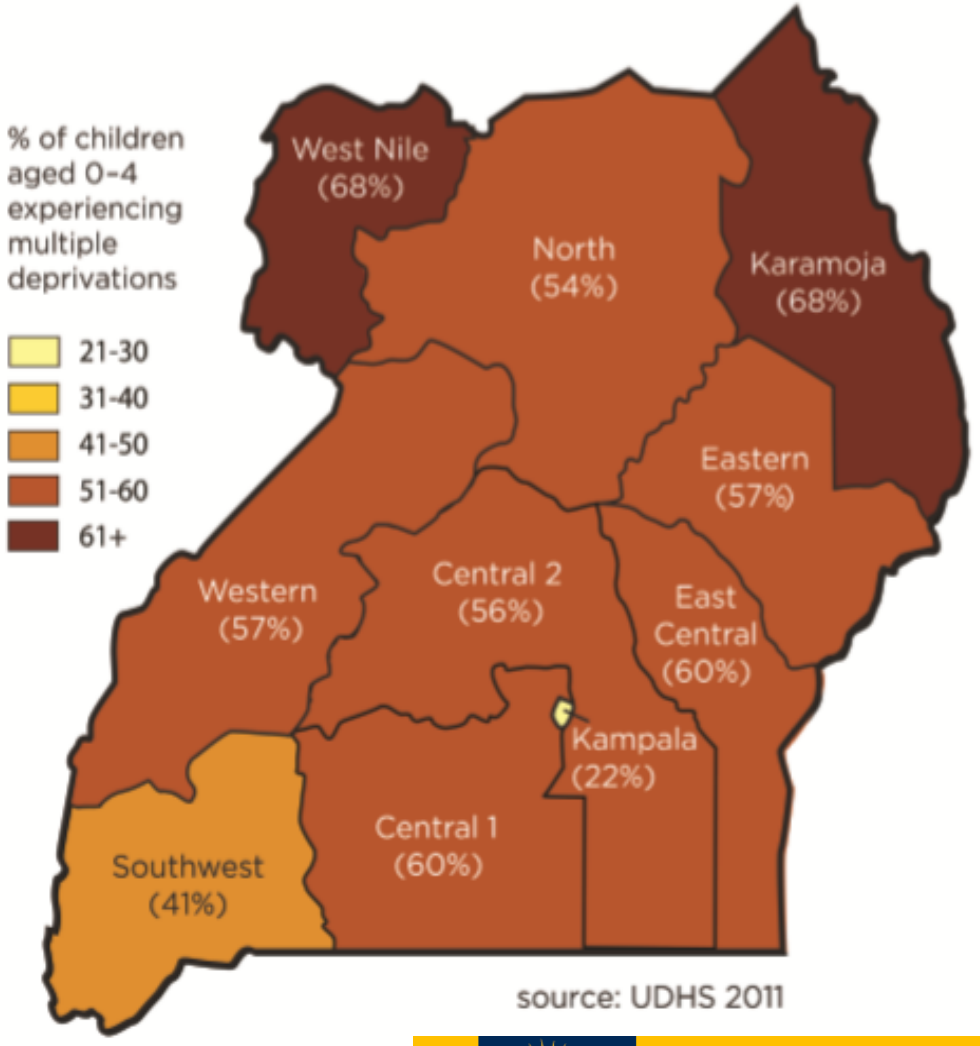
Situation & Demography of Children

55% of children 0-4 in Uganda live in child poverty. (3.7 million children)

38% of children aged 6-17 in Uganda live in poverty.

10% of 3-5 year old children are enrolled in ECD centers with **62%** in Kampala

By **2020** 3 million children will not have access to pre-primary education



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Some revealing Statistics continued

- **300+ die** every day (largely due to preventable causes)
- **2m+** are **stunted**
- **Only one third** make it to secondary school
- **Half** of all women **(55%) married** as children
- **¼** of teenage girls **pregnant**
- **8m** children experience some form of **violence**

Source: UNICEF Uganda

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.....Our first steps - 2011 with Ban van Leer Foundation

District Well Being Project in the North & North East of Uganda



Focus

Child care groups

Fatherhood clubs

Water, sanitation and hygiene

Village savings

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Child related Challenges **stifle** economic growth

The **economy** is much **smaller** than it should be. WHY?

- HIV/AIDS - ARVs
- Malaria – Mosquito Nets,
- Dysentery/Cholera - ORS
- Pneumonia – blankets

For instance Uganda's GDP is $26.5b with HIV/AIDS **$35b GDP** without it



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success stories





70 NEW VISION, Monday, September 30, 2013

FEATURE

Chegere care-givers put smiles on the faces of Apac children

BY CAROLINE ARIBA

Geoffrey Engole, 3, runs giggling to his excited mother, Josephine Echuat, in Chegere sub-county, Apac district after an eventful day with his caregivers.

Until last year when he was taken on by Chegere Care givers, Engole looked frail. The little boy was severely malnourished.

Chegere sub-county's children had, for long, battled malnutrition as a result of widespread poverty. Parents say did not have enough time to prepare appropriate meals for the children.

"I did not have anybody to leave Geoffrey with so I used to take him along as I went to work in the garden. Sometimes I would start preparing lunch around midday," Engole's mother, Josephine Echuat says.

Sometimes she would carry roasted sweet potatoes, which Engole would take with water as they had no saucer. "Little did I know my son was in danger of getting malnourished," she says.

...Not long after, Engole's stomach started to swell and its limbs became thinner.

That is when her friend told her about a group of care givers that would nurse her baby back to health without demanding any form of payment. "Today when I look at my son, I feel grateful to the Chegere Care Giver's group," she says.

Christine Akullu, another mother, narrates how her children were malnourished because she always opted for quick meals as she had no time to prepare serious meals. "I was taking care of my sister's children and my own. I would prepare one meal because I did not have time but the Chegere care givers helped me," she says.

A 2008 analysis by Action against Hunger indicates that 39% of children between six to 29 months in Apac district were at risk of malnutrition. Action against Hunger is an international humanitarian organisation committed to saving the lives of malnourished children.

Mathew Emuru, the district health officer, blames this on poverty and mothers not sparing time to prepare balanced meals for their children.

Some of the children Chegere Care-givers look after with their pa

Photos by CAROLINE ARIBA

33% Of the children below five are stunted

14% Of the children are too thin for their age

49 Of the

Views from the caregivers









SUNDAY VISION, October 13, 2013 7

PICTURES BY CAROL ARIBA

LEFT: Members of the responsible fathers' group celebrating with their wives. They say they would rather punch walls than punch their wives.

BELOW: A happy couple shares their testimony

Chegere, where men do not beat their wives

BY CAROL ARIBA

A bubbly old woman dances like a boneless chicken, singing praise of the village's men in Chegere sub-county, Apac district. Up and down, inside to side, wriggling her waist and rolling her eyes, she boogies away with fellow women. "Our men do not beat us anymore!" the old woman boasts. Her sharp African salutation pierces the air as the men nod in a...

"Our men us with savings!" another w...

It was not change per of men wh up believi beating

Indeed, they have ...men in this village h... fathers' group to elb... violence. Members ...

QUICK FACT

According to the Uganda Demographic Health Survey 2011, 56% of women experience domestic violence. In 2011, the Uganda Police reported 13,343 cases of domestic violence. Interventions are needed to encourage fathers to be responsible.

...would rather box a wall — if they must vent their anger — than beat a woman.

Fred Ebia, a member, says wife beating had reached alarming levels in the village.

"Domestic violence was hindering development," Gideon Bagadawa, the executive director of PSF, says.

But it was not easy to change the perceptions of men who grew up believing in wife beating. "We needed to use many

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A Handbook of

FAMILY FRIENDLY POLICIES AND CHILD FOCUSED CORPORATE SOCIAL RESPONSIBILITY (CSR) ACTIONS

September 2017



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Early Steps Program

STRENGTHEN BUSINESS AND ECONOMY BY INVESTING IN CHILDREN





THE REPUBLIC OF UGANDA

NATIONAL INTEGRATED EARLY CHILDHOOD DEVELOPMENT POLICY OF UGANDA

Popular Version

Ministry of Gender, Labour and Social Development

August 2016

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Collaboration and Partnerships

Advocacy

- **ECD centres at Primary Schools**
- **Regulation and licensing of Pre-school facilities**
- **Child protection laws reviewed**

Partnerships

- **PPP4CRP (Ministrty of Gender and Social Development)**
- **CRBP (UNICEF)**
- **Innovative financing mechanisms (UNICEF, Private Sector, Governmnet)**

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PSFU experience in promoting ECD

- **Early Steps Program** – Mobilize Business Leaders to invest in young children at workplace, marketplace or community.
- **Make the Workplace environment more responsive to ECD challenges**
- **Public Private Partnership for Children's Rights**:
  - Develop Child support Policies and legislation
  - Institutionalize the Children Rights and business Principles
  - Innovative financing by private sector to children priority areas

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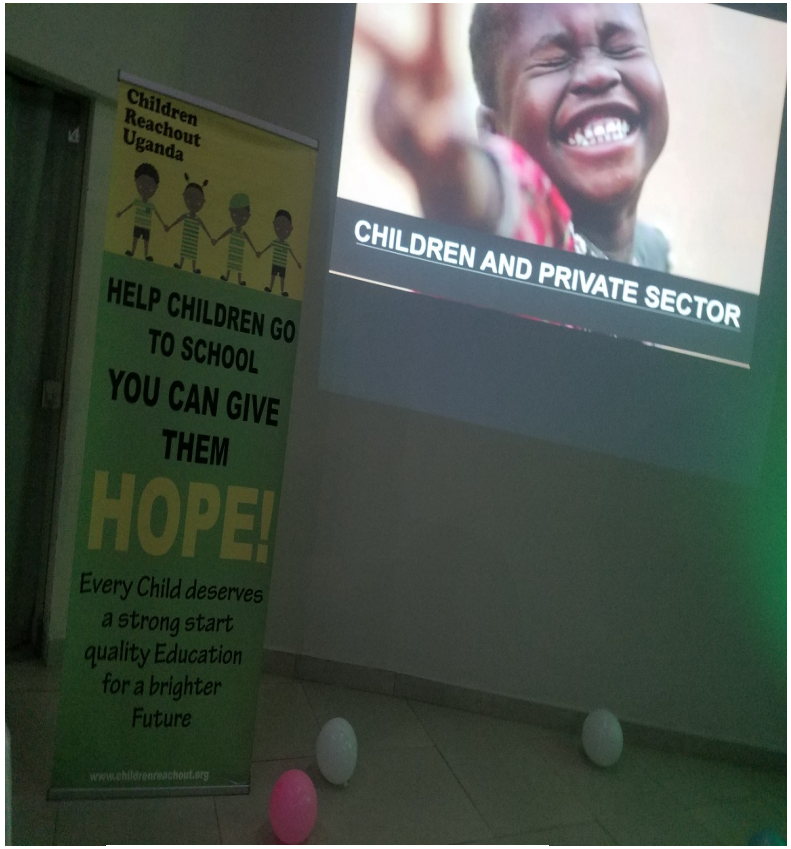
Initial steps towards the campaign



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Working with Children Reachout Uganda



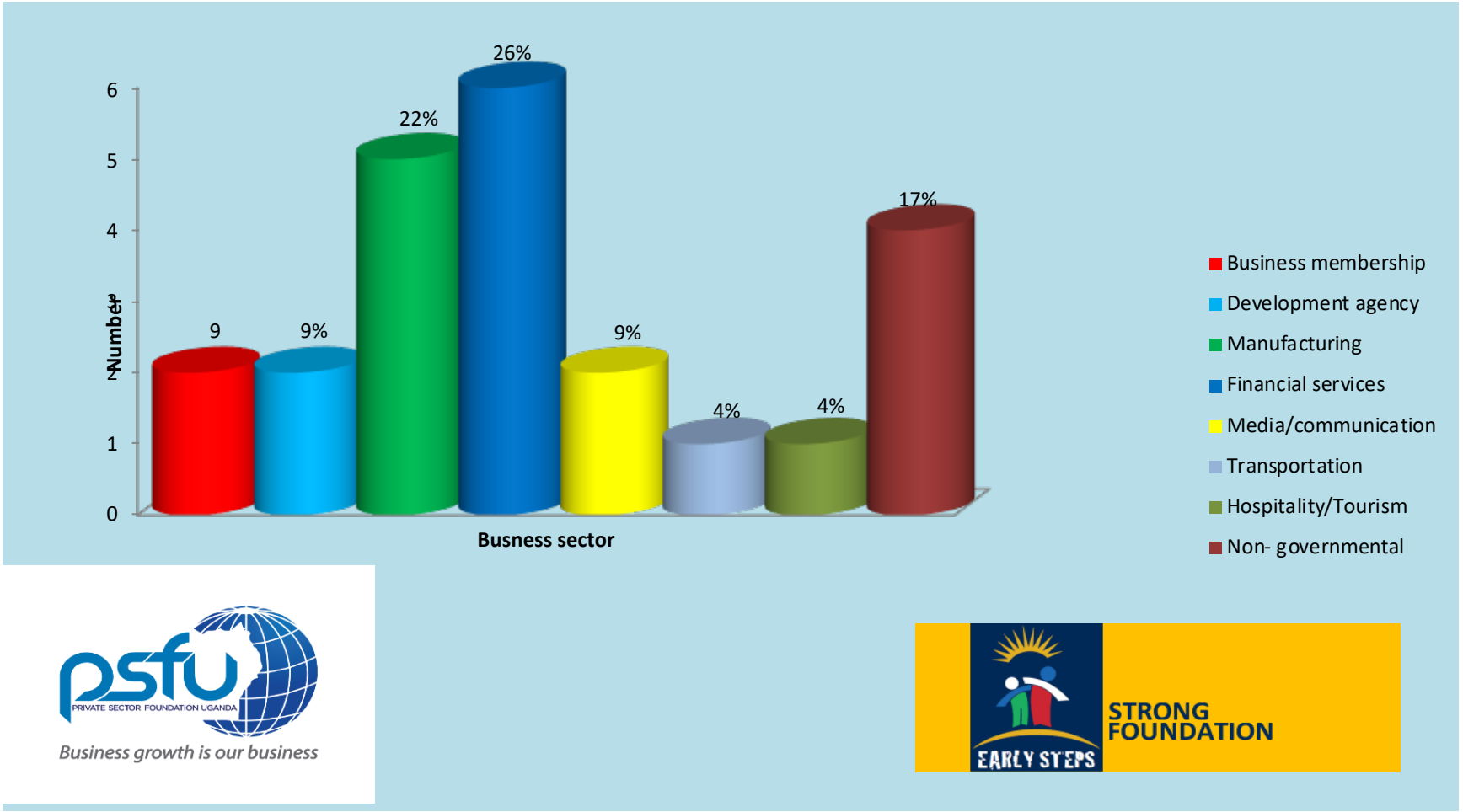


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Progress: Companies signed on to CRBP

45 business and civic members



Corporate involvement/Response:

Stanbic Bank: parental seminars
GEMs Cambridge: Learn through play
Vision Group: Corporate Seminars

"We are trying to pursue careers at the same time raise families. Human resource personnel should give parental support to employees"
Robert Kabushenga, CEO Vision Group

Total (U) Ltd: child care at work place
Diamond Trust Bank: family days
Finance Trust: Breast feeding support 'mama's corner'





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Corporate involvement:

- **Vivo Energy** - Family days for Employees
- **International Hospital Kampala** –On-site child care Centre
- **Nestle Equatorial East Africa – Uganda Ltd** - Child-parent coaching
- **Action Aid** - Flexible work schedules
- **Vision Group** - Toto magazine
- **All companies/organizations in Uganda** - Parental leave
- **Stanbic Bank** – launched ECD recently

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Stanbic Bank launches Ggaba Market ECD in Bunga



“Early Childhood Development is among the focus areas for our Corporate Social Investments”. Patrick Mweheire MD Stanbic Bank

Media support

22 NEW VISION, Wednesday, February 11, 2015 MWALIMU NEW VISION, Wednesday, February 11, 2015 23

Parents may not be around when their teenage children face important decisions about choosing peers, experimenting with drugs, engaging in sexual relationships, or staying in school. Yet, parents lay the foundations for their teenage children's achievements **Caroline Ariba** writes

Play with your toddler, he will thank you for his brains

When young Rob Asaza spoke, we all listened in awe! He spoke of a place; an unfamiliar place, his words simply geting the distance. With a look so intense, the lad, a pupil at Kabojja Primary School in Kampala, was in control. Occasionally scanning through a sheet of paper, he barked out words, deep words.

Everyone hushed! Yes, the boy was in control and even those old enough to be his parents were silenced. But wait a minute, that really was not even a speech; it was a poem, oh yes, and a really good one at that! It was a call for parents to return to parenting, for they are the first and most important teachers in a child's life.

"It is time for the IDPs to return. Yes, it is time for the Internally Displaced Parents to return," Asaza cried out in a poem. "A home is the first classroom; parents are the first teachers!"

The rather intelligent youngster read his poem out to a group of parents and their children who had recently gathered to play at Gems Cambridge School in Luzira, a Kampala suburb. The event dubbed 'grow with your child through play,' was organised by the Private Sector Foundation as an urban subsidiary of their 'Early Steps' programme.

As Asaza walked away, the message seemed to have been delivered and parents took to play with their little ones in the tents. Some games dated as far back as the times of our fore fathers. The look on the little one's faces was simply priceless and could not trade them for anything. No! Not even for ice cream.



It is important for children to bond with their parents



Good parenting involves spending quality time with your children and participating in activities with them. Photos by Caroline Ariba

Parents as teachers

A globally recognised researcher, Gwen Dewar, in his paper titled, Intelligence in children: *Can we make our kids Smarter*, links child academic excellence and intelligence to parenting.

In the paper he states that, " evidence suggests that very young children do not learn to talk by watching television. Instead, babies learn the language by listening to and interacting with live human beings." In most cases, Dewar notes, it has to do with good parenting.

Experts argue that play is a child's work. Play is important for children's development and for children to bond. It offers a chance to connect with your child. You are your child's first teacher and much of that teaching happens through play. Play helps your child learn the rules of your family and what is expected of him or her. As children grow, play helps them learn how to act in society.

Dr. Samuel Kugonza, a consultant paediatrician with Child Health Uganda, a children's organisation based in Kamokya- a city suburb, says a child's brain is shaped when they are young. "That is when the serious lessons should begin. You teach them the tiniest of things, and that initiates their learning process," he explains. He adds that 75% of a child's brain develops by age five.

"So even if you beat that child later in life for failing, there is nothing much they can do. You did not help stimulate their brain growth. There is a subject taught by parents that will be examined by life's different stages. At an early stage, there is no better way to teach the child than through play, and more and more play!" he explains.

Children, experts argue, gain knowledge through their play. They learn to think, remember, and solve problems.

Play, according to one of the researches done at Montana University, said to give children the opportunity to test their beliefs about the world.

Importance of play

Children increase their problem-solving abilities through games and puzzles.

Children involved in make-believe play can stimulate several types of learning. Children can strengthen their language skills by modeling other children and adults.

Playing house helps children create stories about their roles, such as "I am the Mom."

Hope Kasimbazi, of Private Sector Foundation, Uganda, says although balancing work and home schedules for parents is frustrating, they need to create some time.

"Yes, we are pushing for child-friendly work places, but as we wait for this, parents need to find ways of raising their children," she explains.

"Quite often, working parents take their children to play in designated play centres and watch them play with other children. How about you join them for a game?" She asks.

For example at this event, one parent Charles Mugasa played a game with his children that they called *Kanyonyi ahuwe*. He put his hand out and let it face the ground, and the other child gently pinched on top of it, and so did the other. The giggles Mugasa's children let out made it all sound fun. "*Kanyonyi ahuwe*..." the children and their father chorused.

"This makes my children laugh a lot and sometimes before I start a serious discussion, we do play this game and later relax," Mugasa said. Even when they are angry or agitated, he calms them down with this game and then talks to them about patience for example.

"It is not exhausting at all, and yet it creates a very good bond," he said.

Catherine Ruhweza, another child expert better known as Mama Tendo, was also present at the event and did not hesitate to give parents a tip or two.

"Play for children is not just play, it is a classroom where behaviour and management of behaviour is taught," she said. She also said that playing with a child does not mean you too have to do the running around. It means getting creative.

"For example, do you have child-friendly music? Music shapes different kinds of traits in your child!" she says.

She says when a child is screaming and spinning, and just being naughty, play a song that is soothing, and this could help.

"You could carry them up and swing slowly, but also instil control in them. That is a lesson for the child that should not be taken for granted," she said.

She explains that the child's discipline matters so much since it helps a child have self-control.

Tom Ocamtrigas the director Pamoja Africa, an organisation that promotes play and that its playing with their child, a parent can be able to identify a talent and nurture it.

"How many talents have you seen around the world? When you trace these talents, there was a parent, a guardian somewhere that helped them explore them," Ocamtrigas explains.

> *"Even if you beat that child later in life for failing, there is nothing much they can do to improve. You did not help stimulate their brain growth."*

Childhood stimulation key to brain development, study finds

Guardian Online quotes 20-year research project that revealed that most critical aspect of brain development in late teens had been stimulated by age four.

"An early childhood surrounded by books and educational toys will leave positive fingerprints on a person's brain well into their late teens, the study said.

Scientists found that the more mental stimulation a child gets around the age of four, the more developed the parts of their brains dedicated to language and cognition will be in the decades ahead.

It is known that childhood experience influences brain development but the only evidence scientists have had for this has usually come from extreme cases such as children who had been abused or suffered trauma.

The latest study by Martha Farah, at the University of Pennsylvania, sought to find out how normal experiences in childhood might influence the development of the brain.

Her study showed that cognitive stimulation from parents at the age of four was the key factor in predicting the development of several parts of the cortex – the layer of grey matter on the outside of the brain – 15 years later.

The participants in her study had been tracked since they were four years old.

Researchers visited their homes and recorded details about their lives to measure cognitive stimulation, details such as the number of children's books they had, whether they had toys that taught them about colours, numbers or letters, or whether they played with real or toy musical instruments.

The researchers also scored the participants on "parental nurturance" – how much warmth, support or care the child got from the parent, the Guardian states.

The researchers carried out the same norvews when the children were eight years old. When the participants were between 17 and 19, they had their brains scanned.

According to the results the development of the cortex, the grey matter of the brain, in late teens was closely correlated with the extent to which child's brain was stimulated at the age of four.

Farah's research found that all other factors including parental nurturance at all ages and cognitive stimulation at age eight – had no effect.

Farah's study proves that there is a sensitive period, early in a person's life, that determines the optimal development of the brain.

"It really does support the idea that those early years are especially influential."

Simply Read

http://www.theguardian.com/science/2012/oct/14/childhood-stimulation-say-brain-development



Parents involvement in academics can help the child get better in school

Parents not schools boost exam success, says study

By Judith Burns Education reporter, BBC News

Supportive parents do more than good schools to boost children's exam results, a study suggests.

Parents who help with homework and attend school events can outweigh the effect of weak schools, according to researchers in America.

The team analysed data on more than 10,000 teenagers across the US.

Co-author Dr Toby Parcel, of North Carolina Sate University, said: "Our study shows that parents need to be aware of how important they are."

Dr Parcel, a professor of sociology, said parents "should invest time in their children, checking homework, attending school events and letting kids know school is important. That's where the payoff is."

The researchers found that pupils whose families were supportive of their education and involved in school life but attended weaker schools performed better academically than students who attended effective schools but whose families were disengaged.

"In other words, while both school and family involvement are important, the role of family involvement is stronger when it comes to academic success," explained Dr Parcel.

Random selection

The researchers say that children gain benefits - social capital - from both school and their family relationships. They set out to define which was more important in boosting children's exam results, analysing data on 10,585 teenagers from 1,000 randomly selected secondary schools collated by the US National Longitudinal Educational Study.

The data includes information on schools' achievement scores, parents' involvement in homework and school events and students' exam results

The researchers defined the most important factors in the relationship between parents and children as trust, good communication and active engagement in a child's academic life.

They also defined effective schools as those with the ability to serve as a positive environment for learning, involving students in extra-curricular activities, strong teacher morale and the ability of teachers to address the needs of individual students.

The researchers say their findings suggest that government social policy should focus on improving parenting skills rather than focusing solely on "fixing schools".

"Although investment in school social capital may be beneficial, our results suggest that investment in family social capital would reap greater returns."

Social divides

As well as urging parents to become more involved in their children's development they suggest the wider introduction of flexible working patterns.

"One possibility is expansion of supportive workplace policies, such as flexitime, that would allow parents to attend school meetings and participate in extra-curricular activities with their children without adversely affecting their jobs."

The authors suggest more support for good parenting practices would help shrink social divides. They cite previous research which has argued that middle class and working class or poor children experienced "unequal childhoods".

"Middle class parents use concerted cultivation, creating a full schedule of activities for their children to encourage academic development.

"In contrast, working class and poor parents schedule far fewer activities and instead view child development as accomplishment of natural growth. They are less likely to actively play with their children, leaving offspring more time to spend in free play. They also talk with their children less." The paper is published in the online journal Research in Social Stratification and Mobility.

Adapted from BBC http://www.bbc.com/news/education

1-1 NEW VISION, Friday, November 21, 2014 COMMENT

Gideon Badagawa, Private sector boss

Why the private sector must protect child rights

Uganda's private sector joins the rest of the world to congratulate the United Nations upon the 25th anniversary commemoration of the Convention on the Rights of the Child (CRC). It is a great pleasure to share our role in contributing to the observance of child rights in Uganda.

One of the key facets that Uganda is focused on to attain middle income status in the next 30 years is human capital and the most cost effective way to develop it is to invest more in protecting the rights of children and ensure their well-being.

Today's very successful entrepreneurs were nurtured and supported in their early years of life. Such entrepreneurs want to see continuity and growth in their businesses, sustainability, better business returns, profitability and competitiveness. The scientific argument is that all these can be achieved only if the workforce they deploy are well prepared through the formative years.

In Uganda, children account for nearly half of the population and businesses can, therefore, no longer ignore this group whether as consumers or future workforce.

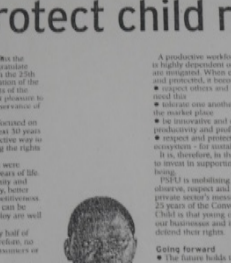
The United Nations, to which Uganda subscribes, has given clear guidelines and pronounced itself on the rationale for investing in early childhood and most countries have already adopted those guidelines with emphasis on human rights, labour standards, peace and the environment.

Beyond profits, emphasis is also being put to the quality of labour we use. In 2011, the UN guiding principles on business and human rights recognised the significance of businesses in respecting human rights and dignity. This has eventually become an international agenda.

The frustrating statistics on child abuse and rights violations the world over, even after nearly all countries signed and ratified the CRC, means that globally our children are increasingly becoming more vulnerable to the harsh environment around them.

Employers have focused more on fighting the use of child labour and investing in local community initiatives through corporate social responsibility but with less attention to protecting the rights of children as spelt out in the three protocols under the CRC.

For children to become creative, innovative, share strategies in problem solving and reinforce each other, their rights must be protected. Such examples as child prostitution, child sacrifice, child trafficking and child labour must be fought.



For children to become creative innovative share strategies in problem solving and reinforce each other, their rights must be protected

Going forward

- The future holds that customers and clients will want to relate and associate more with businesses and investments that care for children rights, care for environment and promote business for peace. Our philosophy at PSFU is to promote good business practice along these lines.
- Dozens of our businesses have already endorsed the 10 Child Rights and Business Principles. This shows the big commitment by the private sector to promote child rights.

Lastly, it important to note that children help us to appreciate how each one of us came about. They are our reflection! We all must rise up to the challenge of getting these children to the levels that we are today.

When a child looks at a successful entrepreneur (and there are MANY), they want to be like them. The corporate world has a duty to help these children realise their dreams. The future of business is in the young children both as entrepreneurs but also as workers.

PSFU applauds companies already involved in supporting and promoting child rights, improving their well-being and creating opportunities for them.

Once again I congratulate the United Nations upon the 25th anniversary of the Convention on the Rights of the Child

The writer is the Executive Director of the Private Sector Foundation Uganda

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Policy Response so far:

- **Inclusion of ECD in National Development Plan**
- **Launch of the PPP4CR policy**
- **Government to establish ECD centres in primary schools**
- **Governmnet to strengthen regulation of preschool**
- **Parliament passed the Children's bill 2016**


TRUTH EVERY DAY
Daily Monitor
All public schools to have a nursery – government
By PATIENCE AHIMBISIBWE
Monday, February 23, 2015


Country that does not invest in the young children, only mortgages its own future!
THANK YOU
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