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

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

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

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

4. **WHAT IS NEEDED FOR THE PROGRAM TO SUCCEED?**
   Define what is needed “within” and “around” the program to achieve success.
   - **What is needed **WITHIN** the program to succeed?**
     Carefully consider what content and components are needed to achieve outcomes. Remember that HOW content is delivered is central to parents succeeding.
   - **What is needed **AROUND** the program to succeed?**
     Foster mutually beneficial relationships and partnerships with key stakeholders at all levels: parents and families, community and faith leaders, service providers, and policy makers.

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

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

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

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