

Improvement Plan for ECD Diagnostic Review/ECD Conference/NIPECD Review

A Legislation and policy

Recommendation 1	A country strategy for ECD should be developed from which each department (DBE, DSD, DoH, DWCPD, DPW, DCOG, and if relevant other departments) should develop an implementation programme for their component.
Recommendation 2	The national strategy should include a common definition of ECD; agreed provisioning based on age, stage of development, socio-economic circumstance and needs (including delivery services to reach poor and vulnerable children, and promoting universal access); multidisciplinary and inter-sectoral teams with funding streams & mechanisms in line with outcomes and results; specific institutional arrangements of interdepartmental and inter-sectoral cooperation with clear protocols; mechanisms for information sharing A Task Team should be established to produce the Strategy – with clear roles and responsibilities of key players and government departments. The country strategy should be submitted to Cabinet for approval
Improvement Objective 1	A country strategy for ECD is developed to submit to Cabinet and the Children's Act is revised. The strategy should include a common definition of ECD; agreed provisioning based on age, stage of development, socio-economic circumstance and needs (including delivery services to reach poor and vulnerable children, and promoting universal access); multidisciplinary and inter-sectoral teams with funding streams & mechanisms in line with outcomes and results; specific institutional arrangements of interdepartmental and inter-sectoral cooperation with clear protocols; mechanisms for information sharing.

Outputs to achieve the objective	Priority L/M/H	Activity to achieve output	By who? (Person responsible in bold)	By when? (Deadline)	Target	Embedded where	Current situation/ Progress Report
1. An ECD policy framework developed	H	1.1.1 Establish inter-departmental task team as successor to evaluation steering committee, chaired by DSD.	DGs of DBE, DSD, DoH and DWCPD and DPME led by DSD	30 November 2013	Interdepartmental mechanism for coordination of ECD operational by 30 November 2013	APP of DBE, DSD, DoH, WCPD, DPME	NIDECD committee exists Interdepartmental steering committee for the ECD Diagnostic review.
		1.1.2 Develop project plan for ECD policy development namely White Paper for ECD	DSD , DBE DOH DWCPD	28 February 2013	White Paper on ECD published including norms and standards for differentiated services, provisioning and funding	APP of DBE, DSD, DoH, WCPD, DPME	Segregated policies targeting young children such as White Paper of Social Welfare, Education, Maternal and Child Health policies White paper 5 for ECD NIPECD Guidelines for ECD Draft Policy Framework for ECD(NIPECD)
		1.1.3 Finalize the Cabinet	DSD	May 2013		APP of DBE,	

Outputs to achieve the objective	Priority L/M/H	Activity to achieve output	By who? (Person responsible in bold)	By when? (Deadline)	Target	Embedded where	Current situation/ Progress Report
		Memo on the project plan for the White paper on ECD				DSD, DoH, WCPD, DPME	
		1.1.4 Develop the Draft White Paper on ECD	DSD , DBE DOH DWCPD			APP of DBE, DSD, DoH, WCPD, DPME	
		1.1.5 Consult with stakeholders	DSD DBE DOH DWCPD	JULY 2013- DEC 2013		APP of DBE, DSD, DoH, WCPD, DPME	
		1.1.6 Produce and submit White Paper to Cabinet	DSD , DBE DOH DWCPD	November 2014		APP of DBE, DSD, DoH	
2. Norms and standards for differentiated services, provisioning and funding for ECD reviewed and new norms and standards developed.	M	1.2.1 Review all norms and standards for ECD and Grade R	DSD , DBE, DOH Municipalities DPW DCOG	July 2013	Norms and Standards developed for differentiated services provisioning and funding for ECD	APP DSD DBE DOH DWCPD	Guidelines on ECD , NELDS, regulations to Children's Act, Funding norms for Grade R, Health provisioning and Funding Norms and Standards Norms and standards for Children's Act,
		1.2.2 Develop norms and standards for differentiated services models (household, community and centre based), provisioning and funding, for ECD(zero to school going age group)	DSD DBE DOH	November 2013	Norms and Standards developed for differentiated services provisioning and funding for ECD	APP DSD DOH DBE	Guidelines on ECD, NELDS, Regulations to Children's Act, Funding norms for Grade R, Health provisioning and Funding Norms and Standards Norms and standards for Children's Act,
3. Amendment of Children's Act ¹ on ECD	H	1.3.1 Phase 1 - Review of Children's Act (2005)	DSD , DBE, DoH and DWCPD	November 2014	Children's Act amended by November 2014	APP DSD	Children's Act (2005)
		1.3.2 Phase 2 Development of a separate Act on ECD.	DSD , DBE, DoH and DWCPD	November 2015	Act on ECD passed by November 2015	APP DSD, DBE DoH DWCPD	

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B Coordination and Integration

Recommendation 7	An effective coordinating mechanism must be established - an agency, board or commission - with high-level influence, an explicit mandate, and the necessary resources including expertise, to drive the ECD agenda forward in all 3 spheres (including local government) and deliver results.
Recommendation 8	A feasibility study needs to be conducted considering the options, pros and cons of the best mechanism for inter-sectoral coordination, how it could be established, how it could be funded, and what its terms of reference would be.
Recommendation 24	In the meantime the 4 key ministers of DBE, DSD, DWCPD and DoH are asked to reinforce the current interdepartmental mechanism and to report on to Cabinet on how this will be achieved.
Recommendation 25	An integrated M&E system for the ECD sector should be developed as part of the overall national ECD strategy and its implementation with a National Information System hosted by the lead department.
Recommendation 26	This should include an Essential Data Set for ECD to address the challenge of inter-sectoral and separate practices of data collection across various departments
Improvement Objective 2	A challenge for M&E is that the questions on preschool participation in the General Household Survey are too general to provide information for policy development and amendment. Similarly, the questions on disabilities among preschool children are inappropriate. A technical group should work on measurement of these two important aspects of ECD and work with Statistics South Africa and others to improve the measurement of child care, preschool experience and disabilities.
	A feasibility study is conducted considering different options for inter-sectoral management and coordination, and recommending the best mechanism, how it could be established, how it could be funded, what its terms of reference would be, and how cross-sectoral M&E will be conducted. In the interim DBE, DSD, DWCPD and DoH should propose to cabinet how to strengthen the current interdepartmental mechanism.

Outputs to achieve the objective	Priority L/M/H	Activity to achieve output	By who? (Person responsible in bold)	By when? (Deadline)	Target	Embedded where	Current situation/ Progress Report
1. Feasibility study conducted on options for intersectoral management and coordination	H	2.1.1 Develop TOR for feasibility study, for inter sectoral management and coordination mechanisms	DSD DBE DOH DWCPD	November 2012	Intersectoral management and coordination mechanism for ECD operating by April 2014	APP DSD DOH DBE	NIPECD, Gauteng ECD Institute Intergovernmental Relations Act
	H	2.2.1 Source funding from donors for feasibility study	DSD , DBE DOH DWCPD Donors	January 2013			
	H	2.3.1 Appointing the service provider	DSD , DBE DOH DWCPD	March 2013			
		2.3.2 Conduct the feasibility study	DSD and service provider	October 2013			

Outputs to achieve the objective	Priority L/M/H	Activity to achieve output	By who? (Person responsible in bold)	By when? (Deadline)	Target	Embedded where	Current situation/ Progress Report
		2.3.3 Submit Report on Feasibility Study to Cabinet.	DSD	January 2014			
2. Interim management and coordination mechanism for ECD established	H	2.4.1 Merge the Inter departmental committee on ECD and the Diagnostic Review Steering Committee which will serve as a interim coordinating and planning structure.	DSD DoH DBE DWCPD DPME National Treasury	30 November 2012	Interim Management Committee on ECD operating by 30 November 2012	APP DSD DBE DOH	Inter departmental Committee for ECD Steering Committee for the ECD Diagnostic Report
		2.4.2 Develop a clear TOR for the coordinating structure.	DSD UNICEF	31 October 2012			
		2.4.3 Establish a full time Secretariat as a support to the Interim management Committee on ECD ²	DSD DOH DBE DWCPD	June 2013	Full time secretariat in place by June 2013	App DSD DBE DOH DWCPD	DSD NIDECD Secretariat
		2.4.4. Secondment of staff from key departments to the Secretariat.	DSD DOH DBE DWCPD	June 2013			
2.3 Integrated M&E system developed	M	2.3.1 Conduct desk-top study of existing M&E frameworks and tools for ECD 2.3.2 Establish and integrated M& E system for ECD	DPME DSD DOH DBE DWCPD	June 2013	Integrated M& E system	APP DPME DWCPD	Separate departmental M&E systems Gauteng Institute for ECD integrated M& E

Recommendation 5	Currently people working on ECD have their time split on other issues. There needs to be adequate allocation of capacity and focus on ECD in DBE, DSD, DoH.
Recommendation 6	The same should be the case in provincial government, including with district level structures.
Improvement Objective 3	Adequate focus and capacity to support ECD is created in DBE, DSD, DoH, and in provincial government, including with district level structures, and local government.

² This is towards awaiting the outcome of the feasibility study

Outputs to achieve the objective	Priority L/M/H	Activity to achieve output	By who? (Person responsible in bold)	By when? (Deadline)	Target	Embedded where	Current situation/ Progress Report
3.1. Improved ECD capacity to render ECD services at national and provincial departments	H	3.1.1 Audit and work study conducted of capacity at National and provincial departments to provide ECD programmes	DSD DPSA DBE DOH DWCPD	30 October 2013	Capacity audit conducted by 30 October 2013	APP (National and provincial) DSD DPSA DBE DOH DWCPD	Study on capacity requirement (HSRC study on ECD) EPWP social Sector ETDPSA
	H	3.2. Creation of posts for ECD in all relevant departments, national and provincial.	DSD DPSA DBE DOH DWCPD	January 2014	Posts established by January 2014	APP (National and provincial) DSD DPSA DBE DOH DWCPD	
	H	3.3. Employment of dedicated staff for ECD at national and provincial departments	DSD DPSA DBE DOH DWCPD Provincial departments	December 2014	Staff employed by December 2014	APP (National and provincial) DSD DPSA DBE DOH DWCPD	

C Programmes and services

Recommendation 9	Costed implementation programmes should be developed to reach the poor and vulnerable providing both a universal and targeted comprehensive service. The Integrated plans and policies that are developed should be consulted as wide as possible with all stakeholders. The parental programme will need a strategy for sustainable implementation and funding. The implementation programmes must disaggregate the needs of different age groups.
Recommendation 10	<p>ECD services should be comprehensive and should address the specific needs of different age groups from conception to 9. This should include appropriate partnerships with civil society and the private sector. The elements should include:</p> <ul style="list-style-type: none"> • Family planning, healthy pregnancies and postnatal care to give children an optimal start in life from conception. • Nutrition support for pregnant and breastfeeding women and young children through home-, community and facility-based programmes. This should include support for food security. • Birth registration, social security through the CSG and other instruments, subsidised housing and other state provisions for the poorest families. • Supporting parenting through public education campaigns, as well as using the faith sector and traditional leadership, and care groups and companionship support through outreach programmes. • Quality learning by young children encouraged at home and in groups, programmes and centres that focus on building enjoyment of learning, the confidence to learn from others especially adults, and self-control and social respect so that children can participate in and contribute positively to social life. • Preparation for formal schooling by enrolment and regular attendance in Grade R, with support for learning from parents and other adults in the home.
Recommendation 11	An equity-based approach ensures that the state and its partners prioritise the provision of services and support to those children and families who most need them. Work should begin immediately in the poorest and most disadvantaged wards. The most urgent next step is to develop a basic 'ECD package of services' to be rapidly expanded to reach vulnerable children.
Recommendation 12	A core package of ECD messages should be developed for inclusion in training of home- and community-based workers employed in different sectors who reach young children in the course of their work, and for campaigns to promote effective social mobilisation and messaging on ECD issues.
Recommendation 18	There also need to be campaigns for empowering parents using different platforms.
Improvement Objective 4	Costed implementation programmes are developed to provide comprehensive ECD services, including a basic package of services targeting the poor and vulnerable providing both a universal and targeted comprehensive service and which disaggregate the needs of different age groups.

Outputs to achieve the objective	Priority L/M/H	Activity to achieve output	By who? (Person responsible in bold)	By when? (Deadline)	Target	Embedded where	Current situation/ Progress Report
4.1 Develop a Comprehensive package of ECD services.	H	4.1.1 Develop a comprehensive package of ECD services ³ for all age groups with roles and responsibilities of government departments and other stakeholders ⁴	DSD DBE, DoH DWCPD, SALGA, DWA Home Affairs COGTA	April 2013	Cabinet approval of comprehensive package of ECD services by April 2013	APPs of DSD, DBE, DOH	Staff to children ratios already available for age. Policies are available Children's Act and regulations Norms and Standards ECD Diagnostic Report , NIPECD Reviews ,Research, strategy for support services for children with disabilities and relevant policies ECD Conference outcomes and recommendations
		4.1.2.. Develop mechanisms and service delivery model for ensuring government provisioning of the obligatory services from the comprehensive package for poor and vulnerable children and children with disabilities in ECD ⁵	DSD DBE, DoH DWCPD,	April 2013	Mechanism developed by April 2013 for obligatory package of ECD services and provisioning requirement	APPs of DSD, DBE, DOH	ECD Diagnostic report background study NIP ECD 2005-2010

³ ECD Services refers to a range of differentiated models of services delivery, which included, but is not limited to home-based, community based and centre-based programmes and interventions.

⁴ The package should include the following :

- Social services- Protection from abuse and neglect and psycho-social care (obligatory)
- Social security- child support grant, state support to poor families, care dependency grant (obligatory)
- Parent and family support
- Nutrition-pregnant women and young children (obligatory)
- Citizenship- birth registration (obligatory)
- Health care- pregnancy delivery and childhood, early identification and intervention (obligatory)
- Infrastructure development- housing, sanitation and water
- Preparation for formal education
- Early Childhood Care and Education/Early Learning stimulation

⁵ This to be included in policy development

Outputs to achieve the objective	Priority L/M/H	Activity to achieve output	By who? (Person responsible in bold)	By when? (Deadline)	Target	Embedded where	Current situation/ Progress Report
4.2. Identification of gaps in the delivery of comprehensive ECD services in peri urban, and rural areas	H	4.2.1 Develop a plan and tool for gap analysis and conduct the gap analysis in peri urban and rural areas	DSD , DBE, DoH DWCD, SALGA DWA Home Affairs COGTA Developmental stakeholders Provinces EXCO	February 2013	Gap analysis report on peri-urban and rural areas by February 2013	APP of relevant departments	Provincial information exists inclusive of reports which highlight gaps
		4.2.2. Develop and implement a fast tracking mechanism for providing comprehensive services for poor, vulnerable children and children with disabilities based on the gap analysis.	DSD DoH DBE DRD	November 2013	Mechanism to fast track services to poor and vulnerable children and children with disabilities approved by depts by November 2013	APP DSD DoH DBE DRD	Segregated provisioning across departments

Recommendation 13	A costed and funded integrated infrastructure policy and strategy should be developed for ECD addressing amongst other the provision of infrastructure, that fall within the norms and standards of different services.
Recommendation 14	
Recommendation 15	
Improvement Objective 5	A costed and funded integrated infrastructure policy and strategy is included in the National Strategy for ECD addressing the norms and standards of different services, and how to promote suitable municipal byelaws for these services and infrastructure. This should include using underused space in existing infrastructure,

Outputs to achieve the objective	Priority L/M/H	Activity to achieve output	By who? (Person responsible in bold)	By when? (Deadline)	Target	Embedded where	Current situation/ Progress Report
5.1. Development of spatial norms and standards for ECD infrastructure	H	5.1.1. Amend and consolidate the Norms and standards for infrastructure for ECD.	DSD COGTA Department of Public Works Department of Human Settlements	March 2013	Spatial norms and standards for ECD revised by March 2013	APP DSD COGTA DPW	There are existing Infrastructure policies in various departments
5.2. Audit of existing ECD infrastructure provisioning	H	5.2.1 Commission an audit of ECD infrastructure in unregistered, registered as well as non-centre based programmes and modalities of ECD provision including centres subsidised by health.	DSD COGTA Department of Public Works Department of Human Settlements	March 2014	Audit report produced by March 2014 with an Improvement Action Plan	APP DSD COGTA DPW	DSD has been allocated funding by treasury to conduct an ECD infrastructure Audit of 18000 registered ECD centres. Refer to 2001 DBE Audit
		5.2.2 Identify gaps, examples of good practice and issues which need to be addressed or good practice to be scaled up.	DSD COGTA Department of Public Works Department of Human Settlement	June 2014	Models of good practice for differentiated ECD services identified	APP DSD COGTA DPW HUMAN SETTLEMENTS	Models of existing good practise exits in various departments

Outputs to achieve the objective	Priority L/M/H	Activity to achieve output	By who? (Person responsible in bold)	By when? (Deadline)	Target	Embedded where	Current situation/ Progress Report
5.3 Policy developed on ECD infrastructure and included in National ECD Policy Framework.	H	5.3.1 Obtain agreement on who should be responsible for provisioning of ECD infrastructure	DSD , DCOG Municipalities SALGA,DCOG and SACN	November 2013	Agreement on the provision and management of ECD infrastructure by November 2013.	APP DCOG	Policies of different departments
	H	5.3.2 Develop model infrastructure by-laws in conjunction with DCOG and SALGA	DSD DCOG SALGA	November 2013	Model by-laws on infrastructure developed and circulated to all municipalities by November 2013	APP DSD DCOG	Existing by-laws in Municipalities
		5.3.3 Develop policy and incorporate in the ECD Strategy and new ECD policy	DSD COGTA Human Settlements	October 2014	Policy on Infrastructure included in ECD strategy	APP DSD DCOG Human Settlements	Infrastructure policies of different department

D Human resources and capacity building

Recommendation 17	<p>A human resource development strategy should be developed for all staff working in the ECD sector to improve staff qualifications, professionalise ECD, provide a career path and assist with retaining ECD workers. This should consider the different packages of services for different age groups. This should include staff working in early learning and care centres and programmes. To do this an audit of existing staff qualifications should be undertaken and resourcing made available for initial training and upgrading for all workers in the sector including those in support and monitoring positions, as well as centre-based and outreach ECD practitioners. Only accredited FET colleges should train ECD practitioners, unlike the current situation.</p> <p>A core package of ECD messages should be developed for inclusion in training of home- and community-based workers employed in different sectors who reach young children.</p> <p>To provide support, ECD Centres should partner with home and community-based providers</p> <p>The National Curriculum Framework should take into consideration age ranges, ECD settings and, learning programme as articulated in the Children's Act and NIPECD review recommendation.</p> <p>A human resource development strategy is developed for all staff working in the ECD sector covering the different packages of services for different age groups.</p>
Recommendation 19	
Recommendation 20	
Recommendation 21	
Recommendation 16	
Improvement Objective 6	

Outputs to achieve the objective	Priority L/M/H	Activity to achieve output	By who? (Person Responsible)	By when? (Deadline)	Target	Embedded where	Current situation/ Progress Report
6.1 HRD requirements of the comprehensive package of services identified and costed	M	6.1.1 Develop an ECD HRD strategy aligned to the National HRD strategy and the Skills Development Act to meet the comprehensive package of services requirements	DBE, DoH, DSD & Treasury	August 2013	Costed HRD strategy approved by Cabinet by October 2013	Sector skills plan. All the APPs and implementation plans of national and provincial departments (DBE, DoH & DSD)	A Sector Skills Plan is currently being updated within the ETDP SETA
		6.1.2 Cost the HRD plan resulting from the strategy	DBE DSD DOH Treasury	October 2013		APP DBE DSD DOH NT	
6.2 Revised National Qualifications Framework which includes career path developed to address gaps	H	6.2.1 Review the current qualifications in the National Qualifications Framework	ETDP SETA (lead) responsible for managing ECD qualifications, DBE, with DSD & DOH, DHET & Service Providers	30 August 2013	Revised ECD qualifications approved by August 2013	NQF	Report from the round table on ECD qualifications by the ETDP SETA
		6.2.2 Develop qualifications in the National Qualifications Framework (NQF) to improve the provisioning of services in line with the comprehensive package of services.	ETDP SETA (lead) responsible for managing ECD qualifications, DBE, with DSD & DOH, DHET & Service Providers	30 August 2014	Revised qualifications for ECD	APP DBE DSD DOH	ECD qualifications NQF
		6.2.3 Review the current ECD unit standards in line with NQF qualifications	ETDP SETA (lead) responsible for managing ECD qualifications, DBE, with DSD & DOH, DHET & Service Provider	30 September 2014	ECD unit standards reviewed by 30 September 2014	APP DBE DSD DOH	ECD qualifications NQF
		6.2.4 Implement the teacher development strategy for grade R practitioners towards a B ED	DBE	1 April 2015	Teacher development Strategy for ECD grade R	APPDBE DSD DOH	

Outputs to achieve the objective	Priority L/M/H	Activity to achieve output	By who? (Person Responsible)	By when? (Deadline)	Target	Embedded where	Current situation/ Progress Report
					practitioners implemented from 1 April 2015		
6.3. Revised the ECD Training programmes for alignment to the comprehensive package and differentiated modalities for ECD Services and compliance the Inclusive policy on disabilities	M	6.3.1 Review the current ECD qualification programmes offered to ensure that the comprehensive package of services to children is appropriately addressed e.g. early intervention and inclusion practices	DBE (lead), DoH and DSD, DHET, Universities, & CHE, ETDP SETA, Training organisations	1 April 2015	Revised learning programmes at all training institutions e.g. FET colleges in place by 1 April 2015	DBE ETDP SETA DHE	
6.4. Improved accredited provisioning of training	M	6.4.1 Reviewing the accreditation and registration process for support to ECD training service providers	Quality Assurance Bodies e.g. ETDP SETA and UMALUSI, CHE	1 May 2015	Increased number of accredited training providers	APP DBE ETDP SETA	
6.5 Integrated profession registration system for ECD practitioners	H	6.5.1. Develop an integrated professional registration system for ECD practitioners working with children birth to pre-grade R.	DBE DSD DOH ETDP SETA	June 2015	Integrated professional registration system for ECD practitioners working with children birth to pre-grade R in place by June 2015	APP DBE	

E Financing and funding

Recommendation 22	A targeted investigation should be commissioned to look at funding models for comprehensive ECD services that do not inadvertently incentivise centre-based early learning and care over home- and community-based programmes, or out-of-home childcare over family-based home care for working parents and other families needing assistance. This should include a review of all existing funding models. The funding models must take into account ensuring that poor and vulnerable children can access ECD services. To assist, an economic evaluation should be conducted in 2013/14, as part of the National Evaluation Plan.
Recommendation 23	<p>Appropriate partnerships should be developed with the private sector to support ECD (the partnership should be in line with government protocols). To do this the following should be developed:</p> <ul style="list-style-type: none"> • An ECD Sector funding plan • Identification of government and appropriate private donors to leverage resources for ECD services including children with disabilities and workplace child-care facilities, including aftercare. • A donor forum • Memorandums of Understanding (MOUs) with Donors.
Improvement Objective 7	An ECD sector funding plan is developed including consideration of funding models for the proposed set of comprehensive ECD services, ensuring that poor and vulnerable children, including children with disabilities, can access ECD services.

Outputs to achieve the objective	Priority L/M/H	Activity to achieve output	By who? (Person Responsible)	By when? (Deadline)	Target	Embedded where	Progress Report
7.1 Funding policy with differentiated modalities for ECD developed		7.1.1 Develop the policy on funding for ECD	DSD NT DBE DOH	November 2013	ECD funding policy with the cost-benefits of different ECD service models by November 2013	APP DSD DBE DOH	Funding policies in different departments
		7.1.2 Analyse "Cost benefits analysis/evidence" of different ECD services and service delivery models and include in the policy.	DSD NT DBE DOH	Nov 2013		APP DSD DBE DOH	Public Expenditure Tracking Study for ECD
7.2.Funding norms and standards developed for every modality		7.2.1 Establish the benchmarks	DSD DBE DH	May 2013	Bench marks available for norms and standards for all services available by May 2013	APP,DSD DBE DOH	Funding modalities are available in Depts.
		7.2.2 Develop norms and standards for ECD	DSD DBE DOH	June 2013	Funding Norms and	APP,DSD DBE DOH	Funding modalities are available in

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		Funding			Standards available by June 2013		Depts
7.4. Funding identified including donor funding for ECD programmes		7.4.1 Source funding from different private and public funders and donors for ECD	DSD DBE DH	March 2014	Funding sourced	APP,DSD DBE DOH	Existing ECD Donors in place
7.5.Costed implementation programmes developed (Comprehensive package of ECD services)		7.5.1. Conduct the costing of the comprehensive package of services delivered through differentiated modalities for ECD Services (centre based and non-centre-based)	DSD - lead dept DBE, DoH DWCD, SALGA DWA Home Affairs COGTA Developmental stakeholders Provinces EXCO	February 2013	Costed comprehensive ECD programme of services available by February 2013	APP DSD DBE DOH	There are programmes that are running and are funded There are costing models that can be used to identify funding gaps and how to address them

F Communication and awareness

Improvement Objective 8	Communication strategy implemented to widen knowledge and awareness of importance of ECD and where support is available, in particular early identification, intervention and referral where necessary
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Outputs to achieve the objective	Priority L/M/H	Activity to achieve output	By who? (Person responsible in bold)	By when? (Deadline)	Target	Embedded where	Current situation/ Progress Report
8.1 Communication strategy developed	M	8.1.1 Develop a draft multi-media communication strategy to address parents/caregivers, stakeholders and general public (communicating policies, key strategies) on the importance of early childhood development.	GCIS DBE DOH DWCPD	July 2013	A communication and advocacy strategy approved by the different departments by July 2013	APP DSD DBE GCIS DOH DCS	Initial work has begun in the Department of Communications

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		8.1.2 Refine and finalise the strategy for implementation					
8.2 Communication materials developed		8.2.1 Conduct an environmental scan on partnerships existing within departments e.g. Soul City, Takalani Sesame, Agriforum	Communications Sub-committee with representatives from all departments under the leadership of the GCIS	September 2013	Key messages communicated through radio, television, print media	APPs GCIS DBE DSD DOH DCS	Existing programmes but need coordination
8.3 Advocacy, Communications and Social Mobilisation Campaign implemented		8.3.1 Develop Advocacy campaign plan	DSD DBE DOH GCIS	1 April 2013	Advocacy Communication and Social mobilisation Campaign planned by 1 April 2013	APP DSD DBE DOH GCIS	DSD Communication Strategy on ECD
		8.3.3 Establish government sponsored ECD Awards at national and provincial level	DSD DBE DOH	1 April 2013	Annual Awards system	APP DSD DBE DOH GCIS	National ECD Awards
		8.3.4 Establish a dedicated ECD" week" to market services and reach parents with local authorities e.g. religious sector, ward councillors, traditional leaders, open days at centres	DSD DBE DOH	1 April 2013	Dedicated ECD Week	APP DSD DBE DOH GCIS	
8.4 Communicate policy and legislative imperatives to the general public		8.4.1 Develop communication briefs on ECD policies and other initiatives	DSD DBE DOH	1 June 2013	ECD communication briefs available by 1 June 2013	APP DSD DBE DOH GCIS	
		8.4.2 Produce popular versions of reports, plans, policies.	DSD DBE DOH	1 September 2013	Popular versions of ECD materials available by 1 September 2013	APP DSD DBE DOH GCIS	ECD publications exist in various departments

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		8.4.4 Establish ECD website	DSD DBE DOH	1 November 2013	Integrated ECD Website operational by 1 November 2013	APP DSD DBE DOH GCIS	