



RBSK



Note Book on  
**Paalan**  
**1000**







পালন  
১০০০

আবস্থানি সুখৰ  
তেন্তে জীবন সফল

Paalan  
1000

Early steps leading your child  
towards a brighter future

পালন  
১০০০

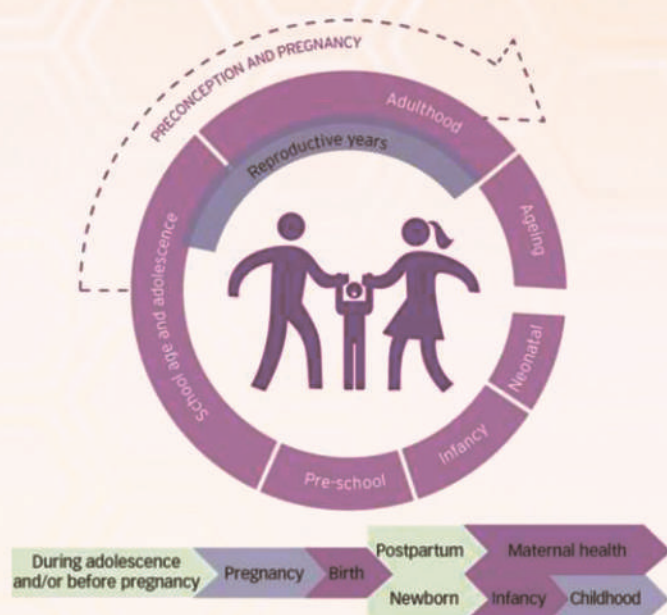
শুরুআত খুশহাল  
তো জীবন সফল

## Note on PAALAN 1000

### Introduction:

- The 1<sup>st</sup> 1000 days of life (270 days during pregnancy + 730 days during 1<sup>st</sup> two years of life) of a child is the most crucial period for his or her life, as 80% of brain development occurs in this period. Proper care of the mother and the child during this period ensures proper growth and cognitive development in the child.
- PAALAN is a new initiative to empower the mothers/care takers and other family members on importance of 1<sup>st</sup> 1000 days of life through FLWs by means of socio behavioral changes through social awareness.
- This new initiative will ensure basically the improvement in the continuum of care after delivery and to increase the demand generation from parents.
- **Objective is to make the family members aware about danger signs of developmental delays or deviation from normal before the FLWs reaches their homes.**

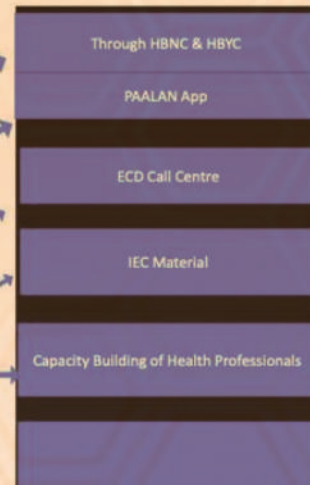
### Current Approach to ECD in India



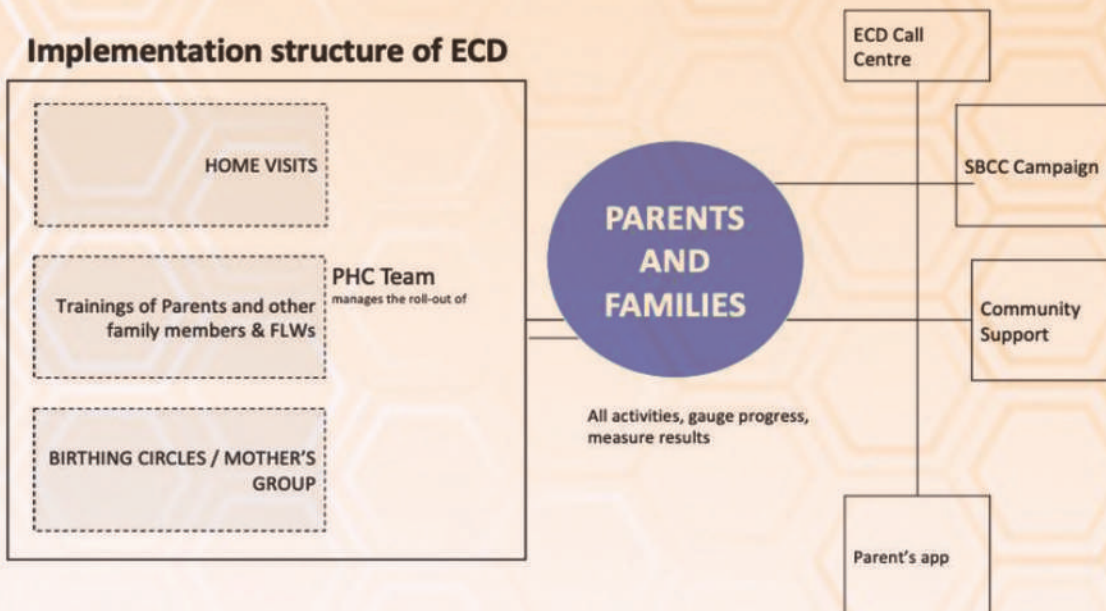
**Main Objective of PAALAN 1000: To enable Parents/Caregivers for Healthy Child Rearing**

**For proper Early Childhood Development (ECD) and To ensure age appropriate developmental outcomes for children through -**

1. Generate awareness among parents/caregivers about do's and don'ts for how they can rear a healthy child through home visits, birthing circles, counselling sessions.
2. Trigger parental engagement through a **parenting app**;
3. Improve access to parenting information and advice through a **call centre**;
4. Strengthen ECD workforce capacity through **training** and training materials;
5. Timely medical support to provide early intervention



**Implementation structure of ECD**



**Remember**



- In a baby's life, what the parents do in the 1<sup>st</sup> 1000 days creates a base for the baby's life.
- 1<sup>st</sup> 1000 days are a period of rapid physical growth, accelerated mental development and a unique opportunity to build lifelong health and intelligence.
- This 1<sup>st</sup> 1000 days is the period that begins with pregnancy planning and goes up to the baby's 2<sup>nd</sup> birthday.

We should ensure that every Baby-Parent duo has access to information to optimize the 1<sup>st</sup> 1000 days, for a better tomorrow.



## What's New in PAALAN 1000:

### Components of Nurturing Care



### What's New in PAALAN 1000

- PAALAN is a new initiative to empower the mothers/care takers and other family members on importance of 1<sup>st</sup> 1000 days of life through FLWs by means of socio behavioral changes through social awareness.
- This new initiative will ensure basically the improvement in the continuum of care after delivery and to increase the demand generation from parents.
- **Objective is to make the family members aware about proper child care starting from pre-pregnancy period and help them to identify the danger signs of developmental delays or deviation from normal before the FLWs reaches their homes.**

To achieve these objectives following measures are taken under PAALAN 1000:

- **A new App, that has been launched: PAALAN 1000 (Hindi/English)**, which can be used by FLWs for their knowledge improvement and skills and by parents. The APP shows the different normal development of child as per different age groups.
- **IEC materials: Informative Posters.**
- **7 numbers of films which can be shown in TV and also Radio Spots.** These films can be shown during home visits by FLWs or can be shared with parents for future viewing.
- Community level awareness through community participation including PIR members during VHSND.
- Under each HWC WhatsApp group can be opened exclusively for pregnant women and these messages and videos can be shared with them for family viewing.

All these IEC/BCC activities will target child caring and ensuring a stimulatory environment around the child.

- **Wide use of MCP card** by FLWs and mother/care takers and family members for development assessment and identification of any deviation from normal development, exclusive breast feeding, complementary feeding and how to provide a stimulatory environment during Home Based Young Child (HBYC) Program.
- **Ensure that MCP card is not an immunization card but It has more information on ECD. All should be made aware from FLWs to Parents.**
- **Some Parents are giving time to their children** but they don't have adequate knowledge about the proper ways of caring the child, whether they are doing it correctly or not. So, use of MCP card is most important to inform the parents what is right and what is wrong.
- **It is important to talk to the other members of the family** apart from mother so that they will support the mother for proper child care and providing a stimulatory environment.
- **Educate the mother and other members of family together. Role of father is important.** All such discussion on ECD should be done in presence of all family members together. Engaging all the members lead to demand generation.
- Under HBNC and HBYC program ECD was part of these programs but now the information on ECD have been widened, so during the training of these program PAALAN 1000 should be include from now onwards.



## PAALAN 1000 Key Components

### 1 Human Resources

- Capacity Building of FLWs, CHO, MO on importance of ECD in 1<sup>st</sup> 1000 days of life and what role they can play in a child's life.
- They should ensure that parents and other family members use the PAALAN app and MCP card for adequate knowledge and information for responsive parenting care.
- ECD should be a subject of discussion during every monthly meeting at Block, Subcenter level.
- PAALAN 1000 should be a part of HBVC training program.

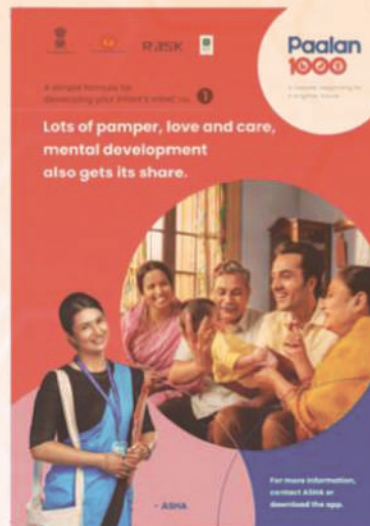
### 2 Community & Facility Level

- During every opportunity the parents/caregivers should be counselled on ECD. During ANC, follow up visits for immunization or those SNCU discharged new born who are followed up at community and facility level.
- During HBNC and HBYC home visits the importance of ECD and ways of providing Responsive Parenting Care should be stressed by the FLWs.
- Monthly mother's/parent's meeting should be organized in AWC to orient them on ECD and ways to provide care to the child.

### 3 Improving the Knowledge of FLWs and Parents

- Educate the mother and caregivers on New MCP card.
- PAALAN 1000 App use both by FLWs and Parents.
- Wide circulation of 7 short films on Responsive Parenting Care.

### IEC materials: Posters





**পালন ১০০০**  
 একটি স্বাস্থ্য বিষয়ক সচেতনতা সৃষ্টি করে।

খোজ কটা, সৌবা, খেলা, নৃত্য কবা  
 আদিয়ে শিশুটিৰ সুস্থতা আৰু  
 কৌতুহল বৃদ্ধি কৰে।

For more information, contact ASMA or download the app.

- আশা দেৱী

**Paalan 1000**  
 A simple formulae for developing your infant's mental age.

Let your baby walk, run, play and dance, well-being and curiosity it will enhance.

For more information, contact ASMA or download the app.

- ASMA

**পালন ১০০০**  
 এক সহজ সূত্র যাতে আপনার শিশুর মানসিক বয়স বাড়বে।

चलना, भागना, खेलना, नाचना,  
 है शिशु की तंदुरुस्ती और जिज्ञासा बढ़ाना

For more information, contact ASMA or download the app.

- आशा देवी

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 একটি স্বাস্থ্য বিষয়ক সচেতনতা সৃষ্টি করে।

গণনা, গান, আকার, তুলনা,  
 মানে শিশুৰ বুজাবুজি জাগৃত কৰা

For more information, contact ASMA or download the app.

- আশা দেৱী

**Paalan 1000**  
 A simple formulae for developing your infant's mental age.

Counting, songs, shapes and comparisons, awaken the baby's knowledge and understandings.

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- ASMA

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गिनती, गाने, आकार, तुलना,  
 यानी शिशु की समझ-बूझ जगाना

For more information, contact ASMA or download the app.

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 একটি স্বাস্থ্য বিষয়ক সচেতনতা সৃষ্টি করে।

শিশুটিক কাহিনী শুনাওক,  
 কল্পনা আৰু ভাষাৰ প্রতি আগ্রহ জাগৃত কৰাওক।

For more information, contact ASMA or download the app.

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शिशु को कहानी सुनाना,  
 है कल्पना और भाषा में रुचि जगाना

For more information, contact ASMA or download the app.

- आशा देवी

**পালন ১০০০**  
 একটি স্বাস্থ্য বিষয়ক সচেতনতা সৃষ্টি করে।

Read a story page by page, ignite your baby's imagination and language.

For more information, contact ASMA or download the app.

- ASMA



**Videos:**







**Key Messages:**



**Maximum Love For maximum Cognitive Development**

- 1<sup>st</sup> 3 years of a baby's life are the most important time for the baby's brain development.
- It's the time for the brain to establish the foundations on how we learn.
- Baby's brain is twice as active as an adult's brain during this period.

- As a parents, it's a very special opportunity to wrap your baby's life in love to make her/him feel safe and confident.
- Child needs guidance, exposure to a loving to encourage learning through various means and a balanced experience of freedom and limits.



**Dos for New Parents for Infants and Toddlers to thrive**

- Ensure a loving, familiar and safe environment.
- Express your love towards them.
- Encourage them to explore, learn and take on life's challenges.
- Respond to their needs.

**Manifestations in the Child:**

- Child learns count on you.
- Learn to manage their feelings and behavior.
- Develop sensitivity towards others.





When you talk and engage, the child picks up a language.

**Remember:**

- ❑ Babies thrive in an environment where the parents and other members of family talk, engage and create a familiar environment for them.
- ❑ A warm and loving environment helps babies feel safe, competent and cared for.
- ❑ Babies learn to socialize by reciprocal smile.
- ❑ Interact with your child as much as possible.
- ❑ Give your child plenty of love and attention.
- ❑ Do direct face to face communication and story telling: Baby gets prepared for language development.



When you talk and engage, the child picks up a language.

**Dos for New Parents for Infants and Toddlers to Thrive:**

- ❑ Connect with the child with eye to eye contact with a loving tone of voice.
- ❑ Striking conversations through the day.
- ❑ Singing to the child and pointing and showing things for them to familiarize with things.
- ❑ Reciprocate to their facial expressions, coos, babbles and eventually words.
- ❑ Teach the child about the world by answering their questions and providing clues.
- ❑ Play games that compares sizes and shape.

**Manifestations in the Child:**

- ✓ Their brains get a boost and they learn math's faster.
- ✓ Natural skills and interests develop faster.
- ✓ Ensure a promising performance in school along with a bright future.

**Movement and Play are for Gains:  
For Children's Bodies and Brains**



**Remember:**

- Benefits of playing and movement in a baby's life is unmatched.
- Playing with the baby, encourages him/her to move, helps to become strong and agile.
- Safe toys or household objects that they would love to bang can be used.
- Toys that help in the social, cognition, sensory and physical development of the child should be used.
- Toys with high contrasting colors and patterns and soft music are good for the children.
- Avoid TV, video games and computers for the 1<sup>st</sup> 3 years as they can prevent babies from fully thrive physically, cognitively and emotionally.



**Movement and Play are for Gains:  
For Children's Bodies and Brains**



**Dos for New Parents for Infants and Toddlers to Thrive:**

- Empower the children to explore and learn by building coordination and strength.
- Encourage touching, grasping, banging something, crawling, walking, climbing
- Be present while they're curious and discover their surroundings.

**Manifestations in the Child:**

- Better overall physical and cognitive development for the child.
- Child gets on a steppingstone for a bright future.
- With movement and play, their coordination and strength get built well in time.
- Induces curiosity and excitement in the child to learn further.

For the child's growth  
and lasting memories,  
start reading to the  
child, early.



**Remember:**

- Parents are at the centre of child's universe and parents actions affect the child.
- Parents need to be constructive in their actions.
- Parents should set daily guidelines and rules for themselves and reading should be a part of it.
- Be sure other caregivers follow suit too. It will add to the baby's growing competence.
- Consistent reading to the baby helps the baby to feel confident and develops their knowledge from a very early age.

For the child's growth  
and lasting memories,  
start reading to the  
child, early.



**Dos for New Parents for Infants and Toddlers to Thrive:**

- Read aloud to the child.
- Snuggle up and connect while you read to them

**Manifestations in the Child**

- It sparks their imagination and language skills.
- Strengthening the parent-child bond.
- Prepares them to do well in school.



**While Breastfeeding:**  
More the engagement  
More the confidence in the child



- Feeding the baby is one of the most beautiful and empowering experiences for a mother.
- Start breastfeeding from 1<sup>st</sup> One hour of birth till the baby is 6 months old.
- Holding the baby close while breastfeeding will help in establishing lactation in 1<sup>st</sup> week of birth.
- Skin to skin contact immediately after birth and zero separation of baby from mother helps in establishing and continuing breast feeding.
- It's essential for the mother to feel relaxed and confident: Better it is for the baby.



**Dos for New Parents for Infants and Toddlers to Thrive:**

- Physical pampering, gently cradling and singing to the baby.
- For complete nutrition, keep the child awake while breastfeeding.
- Keep interacting with the child.
- Make eye to eye contact.

**Manifestations in the Child**

- Enhances the unique bond between the mother and child.
- Gives the child a strong sense of nourishment, warmth and fulfillment.
- Child gets a sense of calm and safety.
- Make the child confident to take on the world.

**Manage your Stress:**  
To bring out your child's best



- Parents should not undermine each other in front of kids.
- Fighting about parenting in front of children is bad for the children as it
  - Shakes their confidence in their parents.
  - Undermines parental authority
  - Confuses them and puts them in a position of having to choose sides.
- Let your stress not push you to shame or compare your child in front of others.
- It is emotionally wrong and can lead to childhood depression with long term devastating effects.



**Manage your Stress:  
To bring out your child's best**



**Dos for New Parents for Infants and Toddlers to Thrive:**

- Cope well with your own stress.
- Focus on self care.
- Stay calm to avoid the child mirror your emotions.
- Find practical strategies to cope with the situation.

**Manifestations in the Child**

- Child grows up to be emotionally secure.
- This ensures a better personality and hence a better future for the child.



**Every Child Deserves A Great Future.  
Every Child Deserves the Right to PAALAN 1000.**





**Remember:**

- What makes us human is our brain. It sets us apart from other living species on this planet.
- Apart from the physical growth, a human baby's brain development paves the way for their future level of intelligence and quality of life.
- Which is why the 1<sup>st</sup> 1000 days are the most beautiful and most crucial part of a baby's cognitive development.
- PAALAN 1000 is designed keeping in mind the most important aspects of a baby's cognitive and physical development.

What is the role of a father in a baby's development?

- Research suggests that, when the father bonds with the baby from the very beginning of life, he is more likely to play a more active role in the baby's development, which shapes how happy, healthy and smart the baby will grow.
- In the 1<sup>st</sup> 1000 days of life, a baby's brain develops faster than at any other time, just 15 minutes of **"WE TIME"** can spark millions of brain connections.


PAALAN APP

- ✓ Good Health
- ✓ Adequate Nutrition
- ✓ Responsive Care
- ✓ Early learning Opportunities
- ✓ Safety and Security

All help children develop to their full potential.

PAALAN APP






**PAALAN App** is designed to promote age-appropriate parenteral engagement with children by providing them easy to use tips that can be carried out during their daily routine.

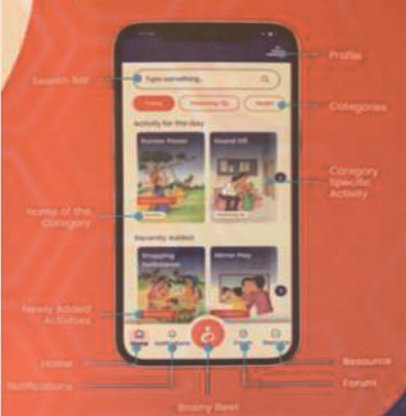
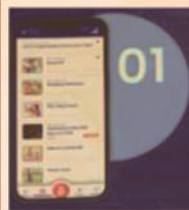
The App provides a platform for parents to engage with other parents, including a forum where parents can ask questions to other parents registered on the App.

The App is a one-stop solution for a caregiver to find age-appropriate information to support their child's holistic development.



### Key features & Navigation

Walk through of the major features of the app and how to use them.

**Notification Page**

- Find regular updates on what's new in the App.
- You will also get notifications when you receive a response to the questions you posted on the forum.



**Resource Page**

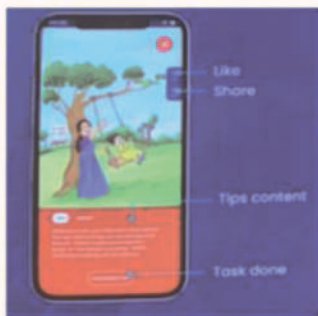
- Find more videos, content, materials specific to the 1<sup>st</sup> 1000 days.



**Forum Page**

- You can ask questions and discuss any topic with other registered parents.

**Structure of Content**



**Tips Screen :**  
Activity of parents to engage and provide care for children.



**Brainsy Background Screen :**  
The science behind the tip and purpose of the tip is explained in brainsy background.

### Target audience



- Parents**  
Parenting Tips, Health, Nutrition, Safety and Security
- Pregnant women**  
Health, Nutrition and Well Being
- Healthcare Workers**  
Healthcare workers will be able to use the Panch 1000 content to support counselling for both parents and pregnant women





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