

Developing early childhood development systems

This is an intervention summary from the MSD for employment (MSD4E) landscape assessment.

WE LEAD started by seeking opportunities for more women to gain employment in healthcare professions. Childcare services emerged as a key constraint, which led to a secondary opportunity for women to gain skills, qualifications, and employment in early childhood development (ECD). The intervention now focuses on home-based nurseries as a self-employment option for skilled graduates of ECD programmes, as well as creating employment opportunities in the health sector.

Background information

Project	WE LEAD
Funder	Global Affairs Canada (GAC)
Implementer	WUSC
Contact	Tania Jordan (tjordan@wusc.ca)
Rural or urban?	Rural and urban
Sectors	ECD / childcare
Intended employment outcomes	• Job creation: creating new jobs for ECD workers (which in turn expands access to childcare) • Access to jobs: helping link women with new skills/qualifications to employment in the field of ECD, and self-employment via home-based nurseries
Target group (end beneficiaries)	Young women - youth (age 16-30) and women (30+)
Cross-cutting priorities	WEE
Years of operation	2017-2024

What constraints did the intervention aim to address?

Key constraints in the labour market for women healthcare workers:

- Transportation
- Childcare
- Social norms around employment conditions (shifts, working culture, hospitals' willingness to hire women)

Key constraints in the childcare / ECD system:

- Absence of accredited training programs to certify/qualify ECD workers
- Social norms constraining women from working outside the home.

Which market actor partners did the intervention work with?

1. Vocational training centres
2. Ministry of social development
3. Ministry of Labor
4. National Council for Family Affairs (NCFA)
5. Women ECD graduates/entrepreneurs
6. Women workers in other industries

What were the intended behaviour changes for these partners?

1. **Vocational training centres:** create and offer new accredited training programmes on ECD.
2. **Ministry of Social Development:** promote policies to expand access to childcare services with skilled and accredited providers.
3. **Women graduates/entrepreneurs:** find jobs with accredited childcare providers or open their own home-based nurseries.
4. **Women workers:** access employment and pay for childcare services.

How sustainable are these behaviour changes?

- Home-based nurseries are still in the early piloting phase and are not yet financially viable.
- There is strong institutional buy-in from the Ministry of Social Development.
- VTCs offering the ECD programme:
 - The first VTC plans to continue offering the programme.
 - Other VTCs can easily start programmes as the curriculum is approved nationally.

What were the intervention's key results?

- The first and only accredited Health Care Support Worker, Health Administration, and ECCD curriculum has been developed and is now being rolled out in several VTCs across the country. This includes four new locations beyond those supported by WE LEAD, with financial support from another donor, IRC.
- More than 220 women have graduated from the ECCD programme, 30% of whom are now employed in the sector.

<i>Has a third party been involved in measuring these results?</i>	Yes
<i>Is the partner behaviour change the sole/major/minor contributing factor towards the employment-related outcome you've reported? (i.e. are there other contributing factors?)</i>	Major
<i>Results chain available?</i>	No

What is one lesson learned from this work?

- This intervention is an example of the iterative process required for a systemic approach. By analysing the constraints to healthcare work for women, WE LEAD was able to select childcare as a critical supporting function. At the same time, ongoing work on reforming vocational education in Jordan, positioned the project well to respond to a sudden policy turn towards childcare services nationally. When the Ministry of Social Development called for certified ECD workers who attended accredited training providers, there were no such programmes in existence. WE LEAD quickly mobilised alongside key partners (VTC and NCFA) to develop and test the initial offering in a very short time period. The iteration continues, as the project is now shifting towards a deeper analysis of the labour market for ECD workers, including the barriers posed by social norms, and the potential (and challenges) of self-employment via home-based nurseries.

Relevant project documents

- Research brief: <https://grow.research.mcgill.ca/publications/research-bulletins/grow-research-bulletin-11.pdf>
- Summary video: <https://youtu.be/XTv99InBEol?feature=shared>

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