NURTURING CHILDHOOD DEVELOPMENT in the Middle East
OUR COMMITMENT to Children’s Wellbeing

is to partner with local and international organizations, NGOs, and the media to promote and support childhood education as a precursor to success in life.

RESPONSIBILITY CONTEXT

Early childhood development (ECD) programs have a profound impact on health, education, cognitive ability, and emotional development.¹ United Nations Children’s Fund (UNICEF), World Health Organization (WHO), and The World Bank further link ECD directly to the long-term success of children and their ability to contribute meaningfully to the society and economy. As technology advances, the digital economy places increasing importance on cognitive reasoning, communication, and learning, skills greatly impacted by ECD.²

Investment in ECD in the Middle East and North Africa (MENA) is cited among the lowest in the world.³ Lack of proper governmental investment or availability of sufficient public institutions in the region puts underprivileged children at higher risk for stunted development and limited access to early childhood development services and programs.⁴⁵ Accordingly, responsibility of the private sector to support or launch accessible programs is critical.

Napco National’s consumer disposables brands, licensed from INDEVCO, have targeted social media initiatives to parents and care takers focused on parenting and children’s early learning, safety, and hygiene in line with UN Sustainable Development Goal SDG3 Good Health and Wellbeing.⁶ In addition, INDEVCO supports Georges N. Frem Foundation initiatives that disseminate core values and provide equal educational opportunities for children, consistent with SDG4 Quality Education⁷ and SDG17 Partnerships.⁸
OUTCOMES
Early Learning Initiatives

Napco National launched Sanita Bambi® brand’s early learning initiatives via social media to increase awareness of the importance of creativity and imagination, parental presence, and positive wording for children’s healthy development. These initiatives align with UN SDG4 (Target 4.2) to ensure that girls and boys have access to quality early childhood development and pre-primary education, so that they are ready for primary education.

Sanita Bambi® brand team engaged with parents and children at Kids in Motion, Saudi Arabia’s popular family trade show.

**RAISING CREATIVITY INITIATIVE**

With millions of children not reaching their full potential due to lack of early stimulation, learning, and care,9 UNICEF has allied with The World Bank to promote investment in ECD programs.10

Sanita Bambi®’s Raising Creativity initiative focused on educating parents and caregivers about children’s imaginations and how they learn through play, experimentation, and exploration. Self-expression skills, such as arts and crafts, music, dance, and imaginative play, especially before the age of four, set the foundation for future success and wellbeing.11
**LIFE IS SHORT (EL 3OMER GHAFLI) INITIATIVE**

Long-term success is highly dependent on positive interpersonal relationships during the first years of life.\(^{12}\)

Sanita Bambi®’s *Life is Short* initiative encouraged mother-child bonding, aligning with The World Bank’s emphasis that early childhood experiences have a profound impact on brain development—affecting learning, health, and behavior.\(^{13}\)

*Life is Short* used video and social media posts to communicate tips for creating and recording memorable experiences.

**WORDS INITIATIVE**

Building on the discipline of positive parenting, Sanita Bambi®’s *Words* initiative emphasized how parents and educators can reframe words to give positive direction rather than emphasize children’s poor behavior.

Positive communication with toddlers and children builds mutual respect between parent and child and directly influences the child’s sense of self worth and confidence.\(^{14}\)
Children’s Hygiene

**Impact**

**Reach**
- Posts reached 220,000+ men and women aged 18 - 55 years old in 6 Arab countries
- Videos viewed 85,000+ times

**Social Media Content**
- 3 Arabic-language expert videos broadcast over Facebook, Instagram, Twitter, YouTube

**SANITA® BACK-TO-SCHOOL HYGIENE PROGRAM**

Napco National launched Sanita® Hand Sanitizer brand *Back-to-School* hygiene program in 6 Arabian Gulf countries in alignment with Global Handwashing Day on 15 October. The initiative, directed at parents and teachers, communicated the importance of handwashing at critical times to prevent disease and save lives. Three expert how-to videos featuring medical doctors were broadcast over social media channels.
Quality Education

Impact

In 3 schools in the Kesrwan region of Lebanon:

- Educated 2000+ primary school students in want across Lebanon
- Employed 200+ teachers
- Oriented nearly 1,300 alumni to higher education opportunities
- Worked directly with 500 families to improve aspects of family life
- Trained 500 students, 50 parents, and 40 teachers from 5 schools in Lebanon on conflict-resolution in 2016/2017 Educating for Peace: Conflict Resolution and Civic Education in Lebanese Schools project funded by MEPI

PARADIS D’ENFANTS NON-PROFIT PRIMARY SCHOOLS

INDEVCO supports Paradis d’Enfants association, established in 1997 by INDEVCO founder, Georges N. Frem. Paradis d’Enfants runs three non-profit primary schools in Jounieh and Ghosta that provide quality education for children in need.

The school’s Social Welfare Office works directly with families to improve aspects of family life to create a healthier home environment. The association also orients students to high school and university opportunities and job placement in Lebanon.

During the 2017 academic year, Paradis d’Enfants, along with NGOs Min Ilia and Sawiian, concluded its participation in Educating for Peace: Conflict Resolution and Civic Education in Lebanese Schools, a project funded by the US-Middle East Partnership Initiative (MEPI). The initiative engaged students, parents, and teachers. This support aligns with UN SDG4 (Target 4.7) facilitating opportunities for both boys and girls to acquire necessary knowledge and skills and promoting diversity.
INDEVCO supports Théâtre Athénée, established by the Georges N. Frem Foundation in 2003 as a platform for self-expression and participation. Théâtre Athénée initiates and produces plays and workshops, which encourage creativity and build confidence and social skills.

In 2017, Théâtre Athénée performed English and French plays: Top Hero, Let’s Dance, Kingdom of Music, Louna Go Go Matelots, Vers une autre Planete, Louna et le Nuage de Noel, Les Prisonniers du Chateau D’is, and Chateau D’is. Performances were broadcast by Télé Lumières Nour Kids TV from Lebanon to a wider audience. Support for the theater contributes to UN SDG4 (Target 4.2) by facilitating the teaching of creativity, family values, and peace as a means of early childhood education.
REFERENCES


REFERENCES


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