

Engaging Government and Other State Partners

Focus on prospective sector

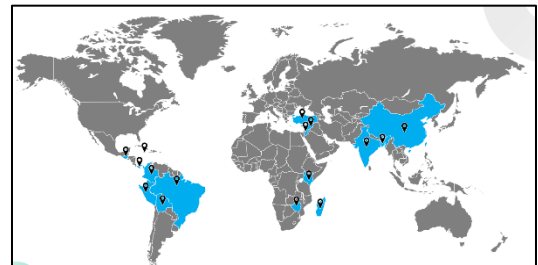
- Identify government stakeholders – people who will be materially involved in the decision-making process, the implementation and monitoring
- Ensure presenters have detailed understanding of the intended sector for Reach Up implementation (e.g. Health, Education, Social Protection)
- Use [Reach Up marketing video](#), [Microsoft PowerPoint presentation](#) and other advocacy and communication materials as guides
- Map possible existing programs where Reach Up could be added on

Present core components/program's goals and objectives

- Use "[What Makes Reach Up, Reach Up](#)" document as a guide
- Present Reach Up as guided play-based ECD activities
- If possible, show sample videos and materials used (books, toy manual)

Highlight countries where the program has been implemented over the years

- Success stories
- Provide evidence of impact of the program (using study results)
- Share costs per child in different countries



Highlight national/local existing services/programs for integration or convergence

- Focus on the differences and value which will be added from Reach Up
- See resource on [making decisions on integrating within an existing programme](#), as a guide

Funding/Cost-implications

- Workforce needs to be compensated
- Costs associated with training (venue logistics, number of days, trainers, etc)
- Low cost – toys and games made from recyclable material
- Costs for adapting and printing the guides (this usually takes significant time with governments)

Sustainability

- Adaptable to local culture (images, toys, activities, etc).
- Scalable – identify countries with success at scale
- Structured curriculum/activities
- Can be implemented by para-professionals already working in communities or group settings
- Important to monitor and evaluate the program

