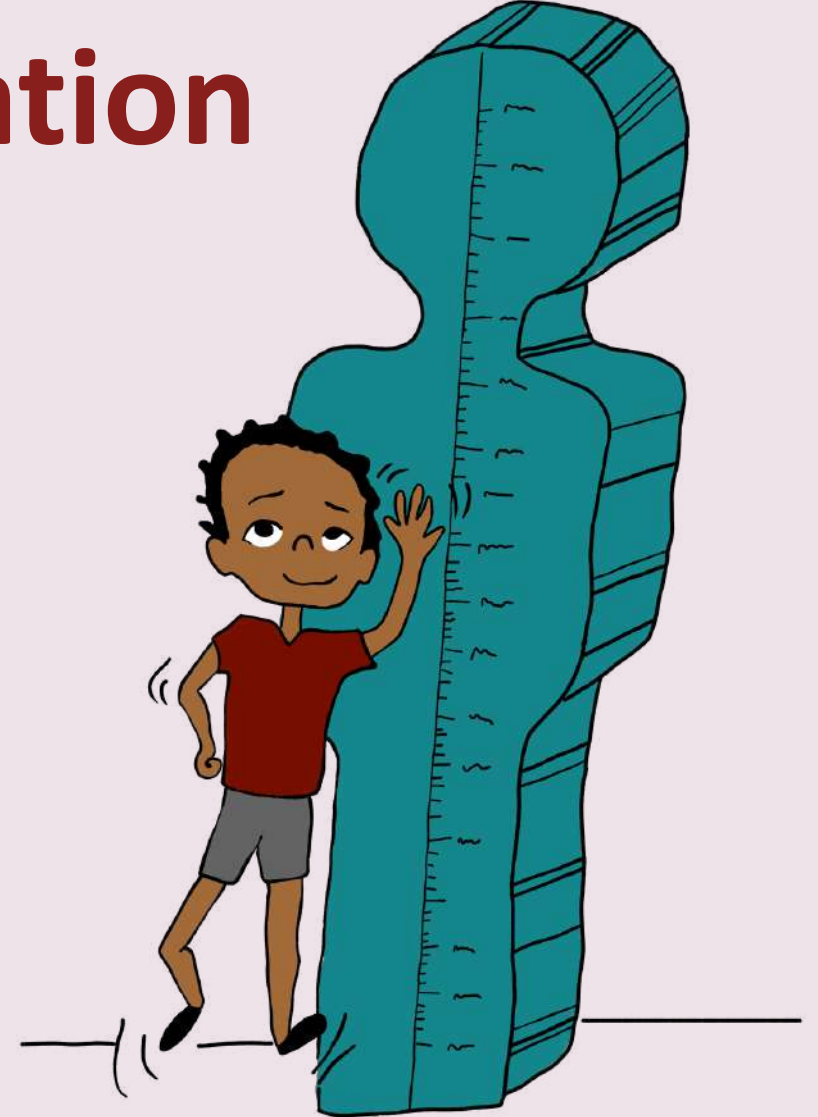


Introduction to the Heights and Minds Foundation and MindUp Concept



Heights and Minds Foundation

February 2024

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Section A

Introduction to the Heights and Minds Foundation



Heights and Minds

The **Heights and Minds Foundation** (**Heights and Minds** or **HMF**) provides an entrepreneurial approach to prevent child malnutrition and support early childhood development in the first 1,000 days of life by empowering women and creating social enterprises (**MindUps**) worldwide.



Good Nutrition, Smart Brain, Bright Future

Please watch this video for more information about
Introduction to the Heights and Minds Foundation and MindUp Concept



Available on YouTube

Channel: Heights and Minds Foundation

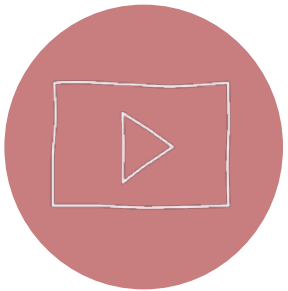
Video Name: Introduction to the Heights and Minds Foundation and MindUp Concept

KEY POINTS

Video: The Heights and Minds Foundation

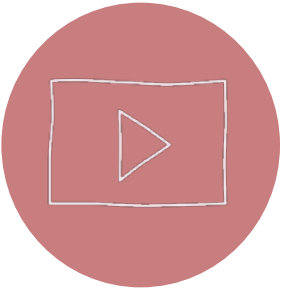
The first 1000 days of a child's life (from pregnancy to two years)

- are fundamental for their future
 - they triple in weight and almost doubled in length
 - their brains developed very fast, with billions of connections made
- to ensure a child develops well, they need plenty of
 - healthy food
 - breast milk
 - loving care and a clean environment



KEY POINTS

Video: The Heights and Minds Foundation



Heights and Minds wants to help all children grow and reach their full potential by

- inviting children and their caregivers to the MindUp, where:
 - they get measured every 100 days
 - parents get quality advice with games and videos while the kids play
 - they can watch information videos
 - attending workshops, such as on breastfeeding, cooking or gardening
 - out new recipes and healthy snacks
- use the Global Network to connect and share experiences with other MindUps

Let's ensure children's heights and minds grow and
that they have a happy, healthy life!



Mission

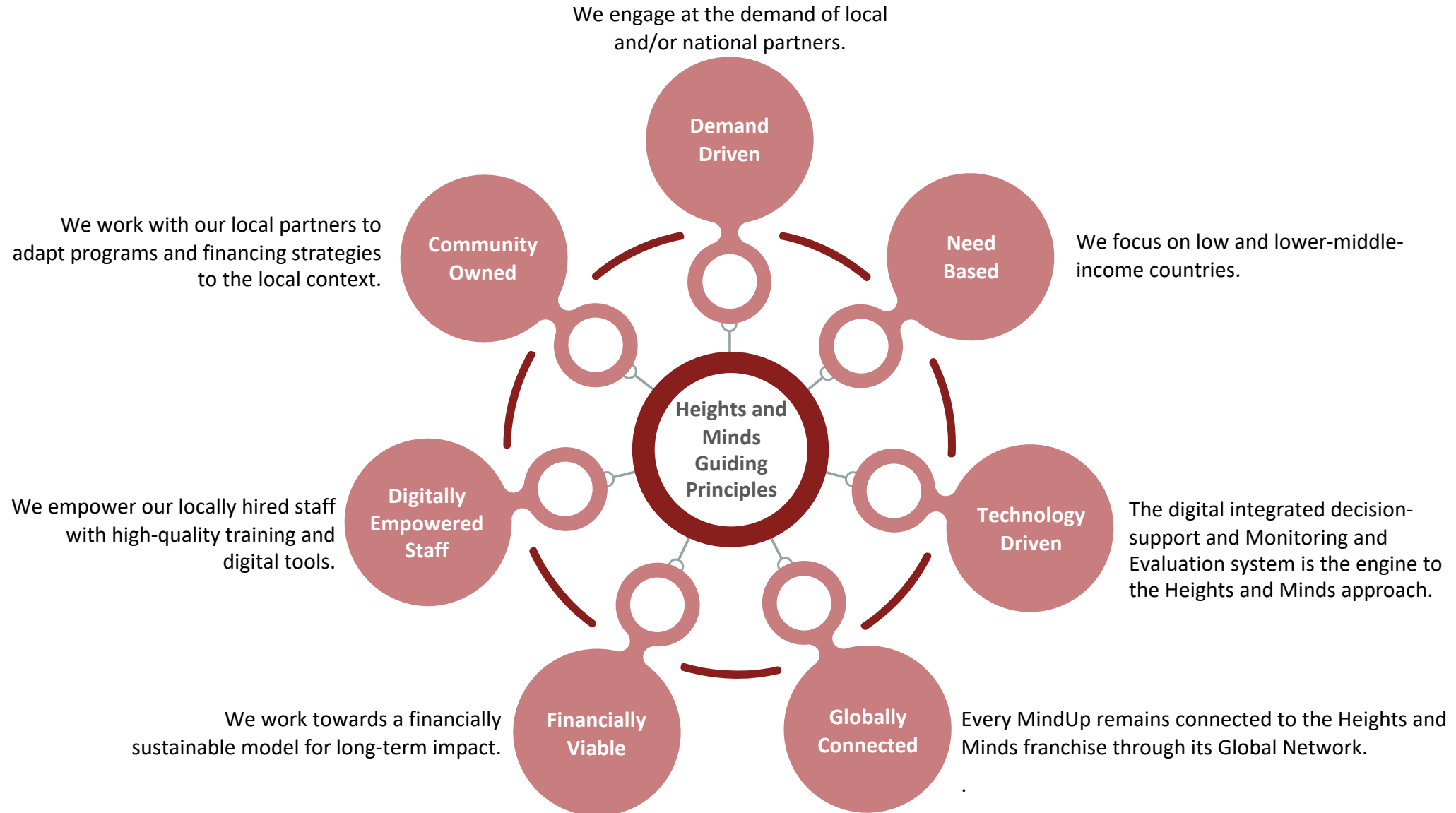
To give all children a fair chance in life by promoting child development and preventing chronic malnutrition in the first 1,000 days of life.

Vision

Good Nutrition, Smart Brain, Bright Future



Guiding Principles



Sustainable Development Goals

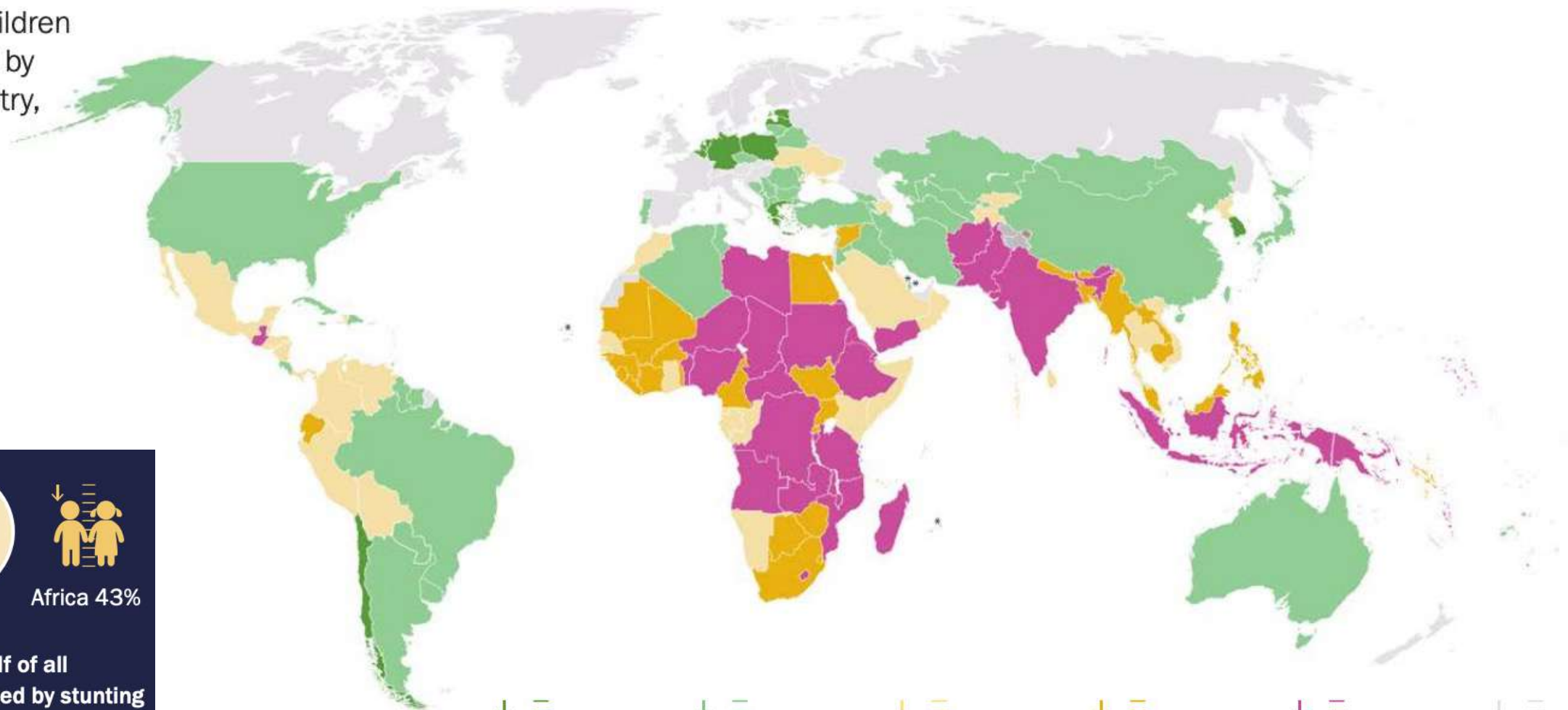
**Heights and Minds is committed to
a more sustainable, prosperous future for all.**

Our work on preventing chronic malnutrition contributes to the
2030 United Nations Sustainable Development Goals.



Stunting affected an estimated 22.3 per cent or 148.1 million children under 5 globally in 2022

Percentage of children under 5 affected by stunting, by country, 2022



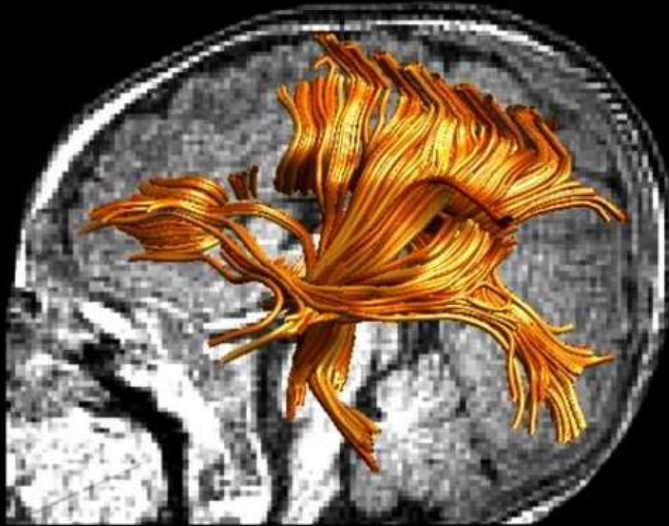
Asia 52%

Africa 43%

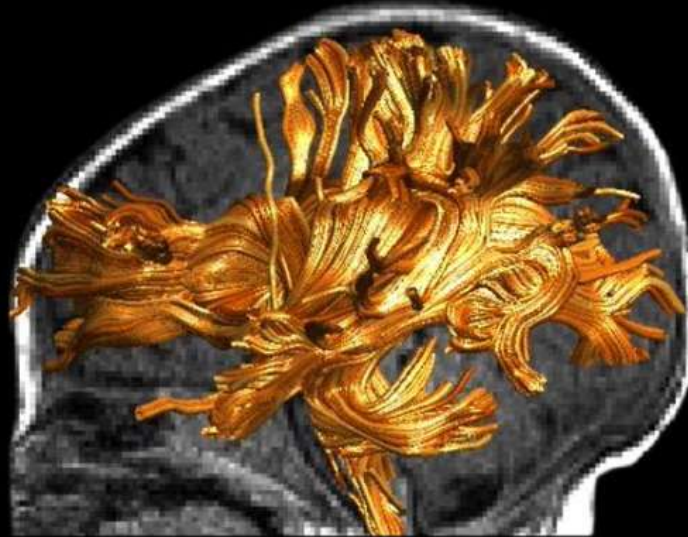
In 2022, more than half of all children under 5 affected by stunting lived in Asia and two out of five lived in Africa



The potential damage due to stunted growth in the first 1,000 days of life.



Child with stunted brain development



Healthy, cared for child

Source: Charles A. Nelson, Harvard Medical School, and others. Picture © Nadine Gaab and Charles A. Nelson

Stunting refers to a child who is too short for his or her age. Stunting is the devastating result of poor nutrition in-utero and early childhood.

Children affected by stunting can suffer severe irreversible physical and cognitive damage that accompanies stunted growth. The devastating consequences of stunting can last a lifetime and even affect the next generation.

Children suffering from stunting may never attain their full possible height and their brains may never develop to their full cognitive potential.

These children begin their lives at a marked disadvantage with consequences continuing into adulthood: they face learning difficulties in school, earn less as adults, and face barriers to participation in their communities.



Right

Left

Stunting is hard to recognize.

**Chronic malnutrition
is invisible
but preventable!**

The child on the left is 26 months of age,
the child on the right is 52 months of age.

Section B

The MindUp Concept

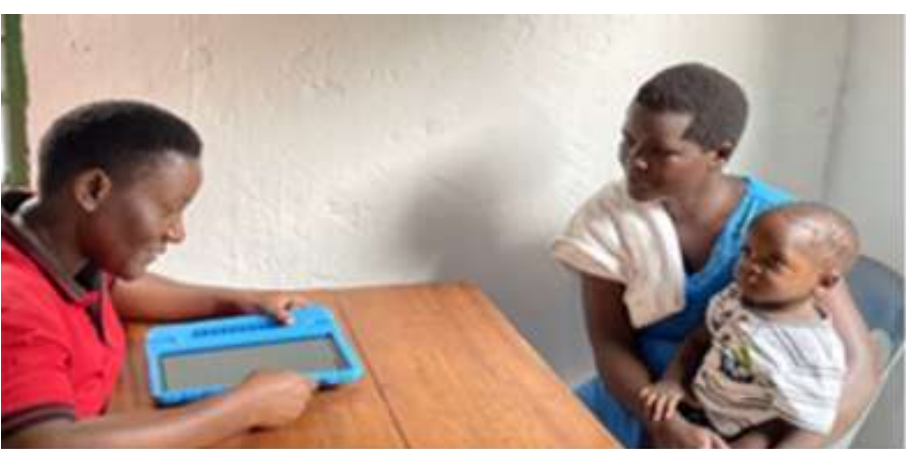


The MindUp

MindUp

a dedicated space in the local community that provides an inspiring learning environment with easy access where child growth and development promotion services are offered and parents are empowered with knowledge and skills to promote healthy child growth and development and prevent chronic malnutrition with a focus on the first 1,000 days of life.





The MindUp



Aim of the MindUp

To empower parents, especially women, in peri-urban underserved communities, with the knowledge and tools to prevent chronic malnutrition and promote healthy child development.



“Tawfeh Keur Jaboot” MindUp
in Dakar, Senegal

The MindUp

At the MindUp, parents gain knowledge about:

- the first 1,000 days
- child growth and development
- healthy nutrition and feeding practices
- nutritious recipes
- parenting skills



KYC MindUp
in Kampala, Uganda

Theory of Change

The early years are critical for a child's future potential and well-being.

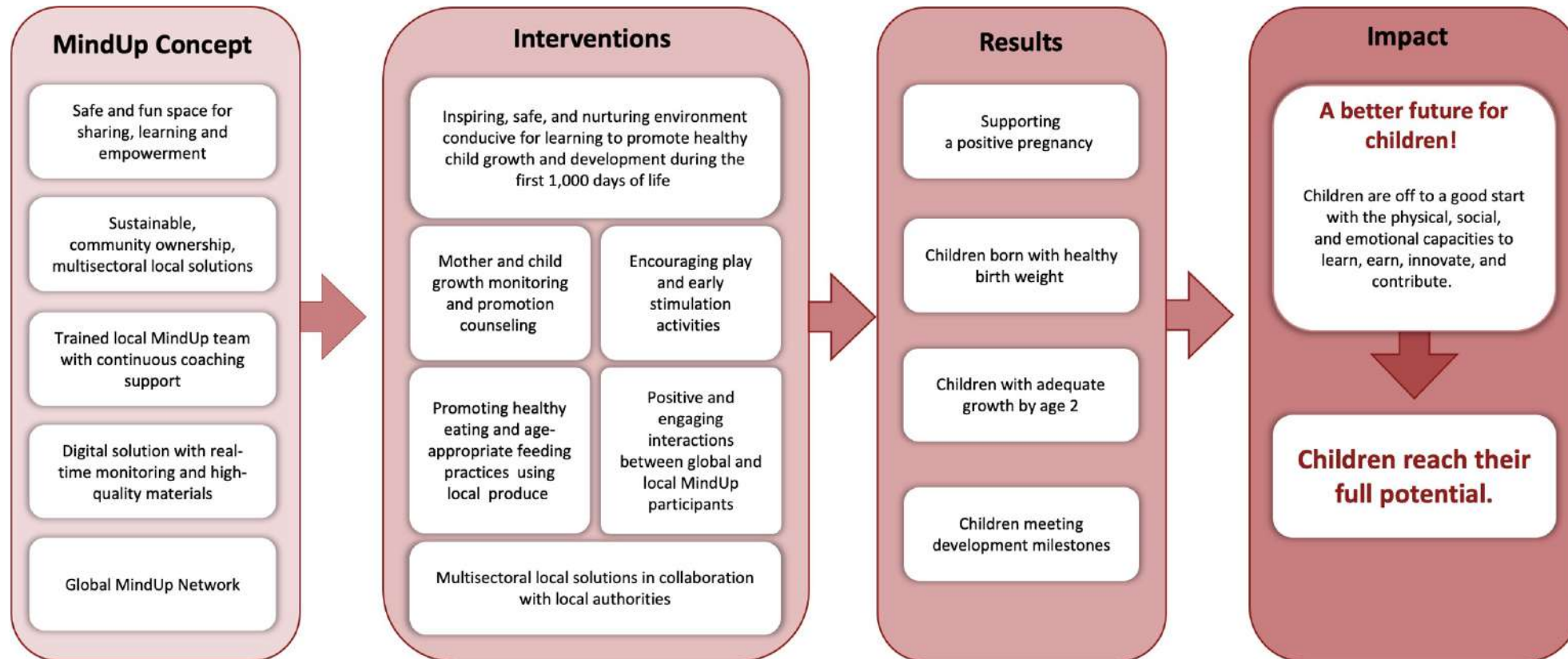
Investing in the first 1,000 days, through MindUp services, life-long positive impacts will be seen at the individual, household, and community level.

The “**Theory of Change**” chart on the next slide explains this pathway to accomplish this vision for a better future.



Theory of Change

The MindUp helps prevent stunting by empowering parents with tools and knowledge to prevent stunting through evidence-based interventions that work.



Evidence-based interventions and inputs in a MindUp network contribute to a better future for children.

MindUp: An inspiring space for the local community

PROOF OF CONCEPT SEEN IN SENEGAL, INDONESIA & UGANDA

Currently collecting data to demonstrate impact; expansion plan in Dakar & urban area being explored by Senegalese Government

MULTI-SECTORAL APPROACH OF EVIDENCE-BASED INTERVENTIONS

Addressing stunting requires convergent approach; MindUp is integrated to complement other interventions.

EXPERIENCED TEAM WITH GLOBAL EXPERTISE & NETWORK

Nutrition experts with a panel of experts in M&E and social interventions. HMF Global team & core packages established

NEW IMPLEMENTABLE CONCEPT

Community ownership and parental empowerment, with a focus on first 1,000 days.

COACHING & TRAINING PROGRAM

Quality assurance through coaching and training program; focus on prevention minimizes risks





MindUp: Designed for scale-up and sustainability

NUTRITION INTERVENTIONS ARE COST-EFFECTIVE

Preventing malnutrition in early years lead to better outcomes. Every \$1 invested in MCH nutrition can return up to \$16 (Shekar et al., 2017)

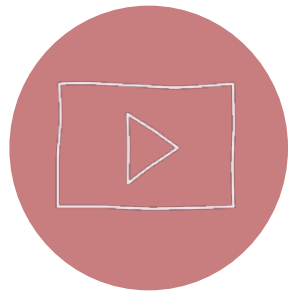
SYSTEM IN PLACE FOR SCALE-UP

Core package of training module, coaching, digital platform, first 1,000 days messages and Global Team in place. Economies of scale apply; the more MindUps, the more cost-effective. Senegal is integrating MindUp into national nutrition program.

FAVOURABLE COST-BENEFIT RATIO

Calculations show a cost benefit ratio of 2.7 if implemented in a catchment area with at least 500 participants. Entrepreneurial approach to address sustainability.

Please watch these videos for an
Impression of the MindUp in Senegal (left) and Indonesia (right).

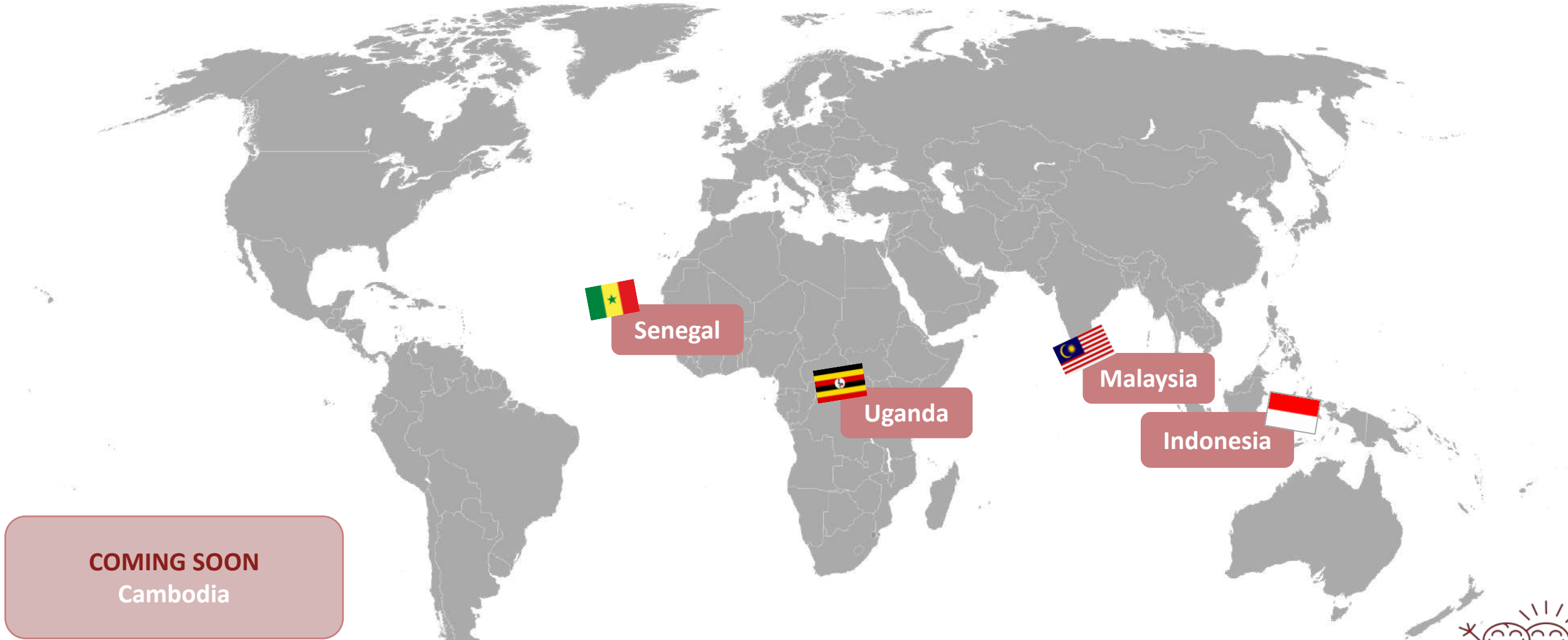


Available on YouTube

Channel: Heights and Minds Foundation

Video Name: Impression MindUp Senegal and Impression MindUp Indonesia

Global MindUps



COMING SOON
Cambodia

Follow our website for the most up-to-date location list and coming soon locations.



MindUp Services



Growth and Development Monitoring



Growth Promotion Counseling



Organized Activities

1.



Growth and Development Monitoring

Registration for growth monitoring services

- Women planning on getting pregnant
- Pregnant women
- Caregivers with children under the age of two

Complete measurements **every 100 days**

- to monitor their growth and development progress
- either of the pregnant woman or child

2.



Growth Promotion Counseling

Caregivers will receive individualized or group counseling by a trained **MindUp Manager (MUM)** or **MindUp Assistant** and to promote healthy development during the first 1,000 days of life.

Tools used during counseling sessions include:

- MindUp booklets
- digital resources
- videos
- toys and games

3.



Organized Activities

Organized activities hosted by the MindUp may include:

- healthy snack sampling
- workshops, such as
 - nutrition classes
 - healthy development activities
- events, such as
 - cooking competitions
 - stimulation play

There is a play corner for children to play and stimulate their development.

Organized Activities at the MindUp



Gardening workshop



Enriched flour workshop



Baby clothes exchange



Child nutrition workshop



Cooking workshop



Pre natal yoga

MindUp Operations

A MindUp is integrated into existing projects and activities with local partner organizations.*

The MindUp upgrades existing services and activities in coordination and collaboration with these local partners and together with the local and national government.



**Local partner organizations include non-government organizations (NGOs) or associations.*

MindUp Operations

The MindUp is operated by the local partner organization and is staffed by by at least two trained **MindUp Managers (MUMs)**, **MindUp Assistants** and **MindUp Ambassadors** who are members of the local association.



MindUp Operations

The MindUp Team

MindUp Manager: a MindUp-trained individual responsible for the day-to-day operations of the MindUp and supervising the MindUp team.

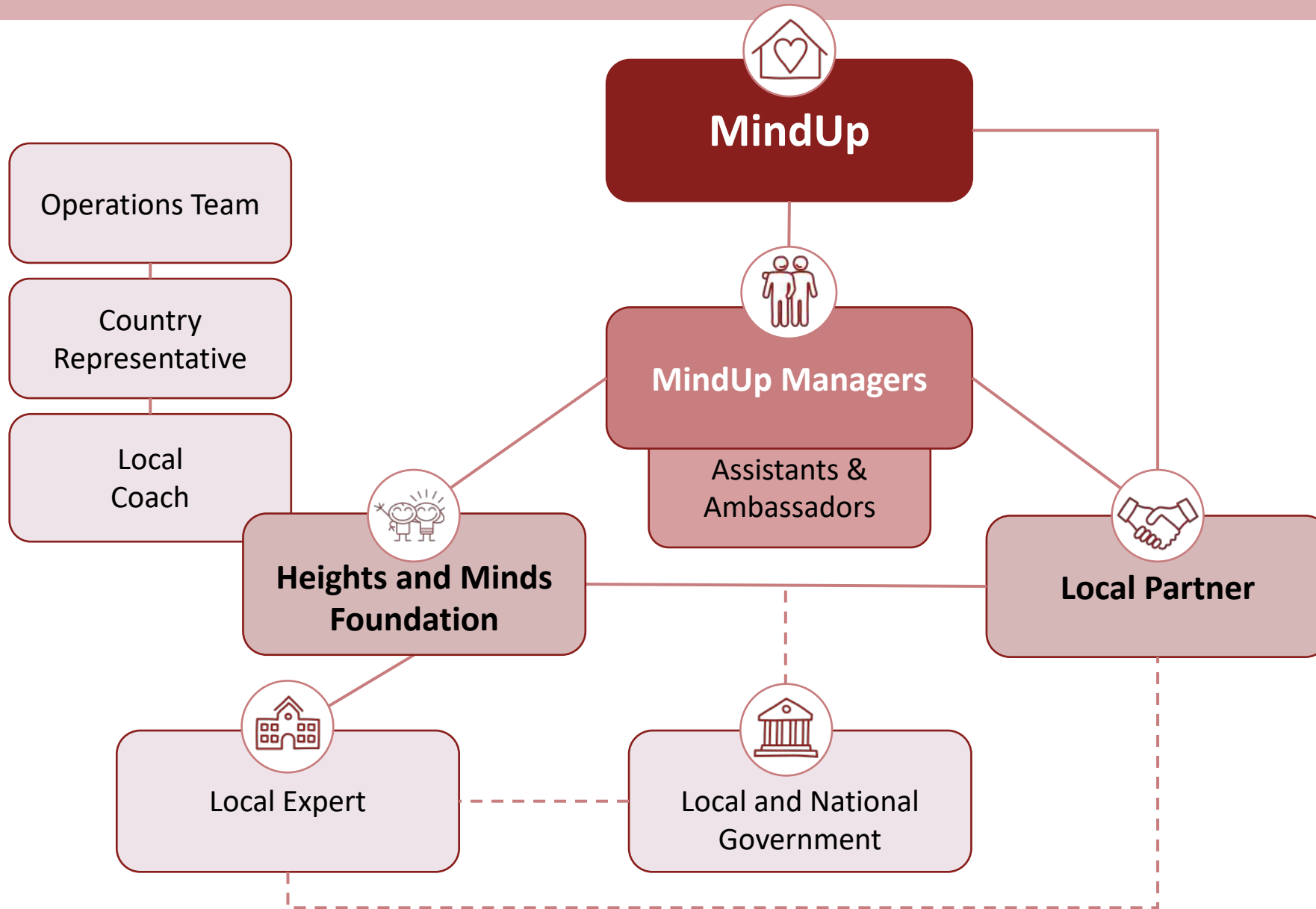
MindUp Assistant: a person who supports the MindUp Manager directly and has received the MindUp basic training.

MindUp Ambassador: a person affiliated with and supported by the MindUp, promotes the MindUp services in the MindUp catchment area, and who has received the MindUp basic training.

The following chart represents the **MindUp Team**.

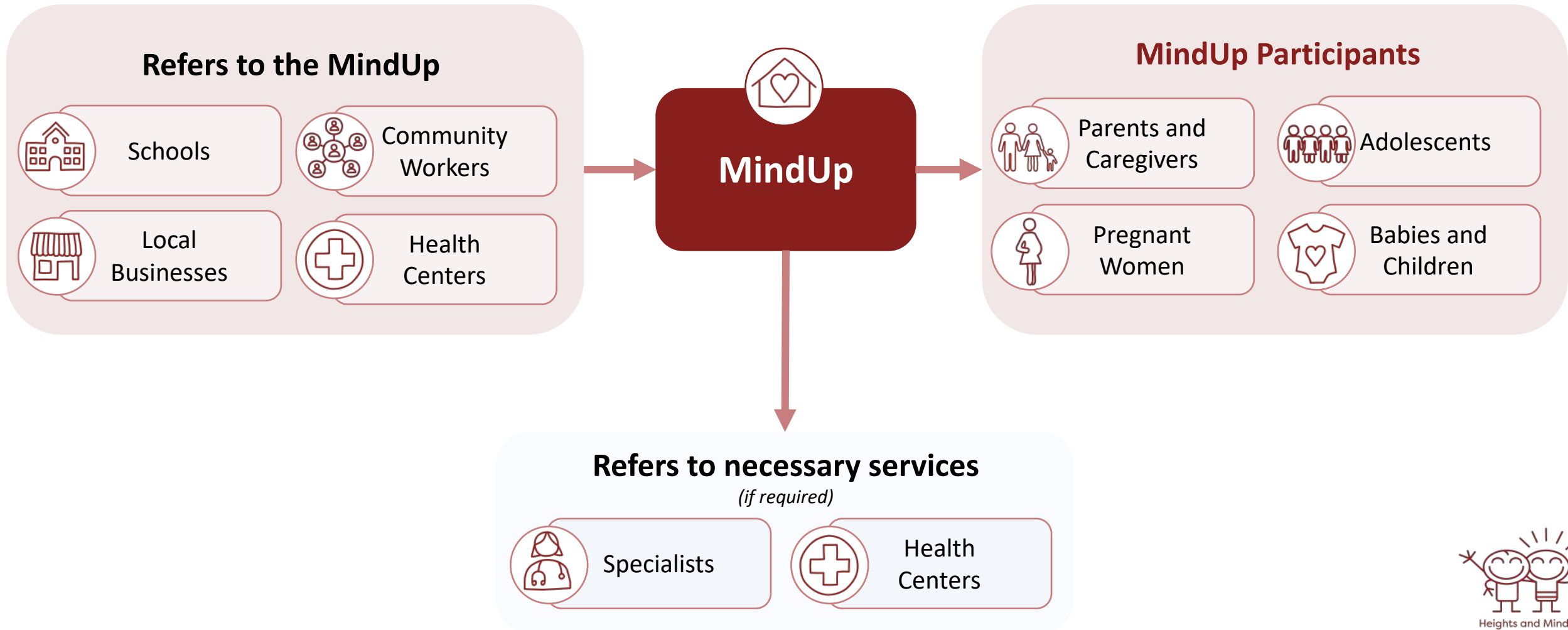


MindUp Operations



MindUp Operations

Additional parties involved



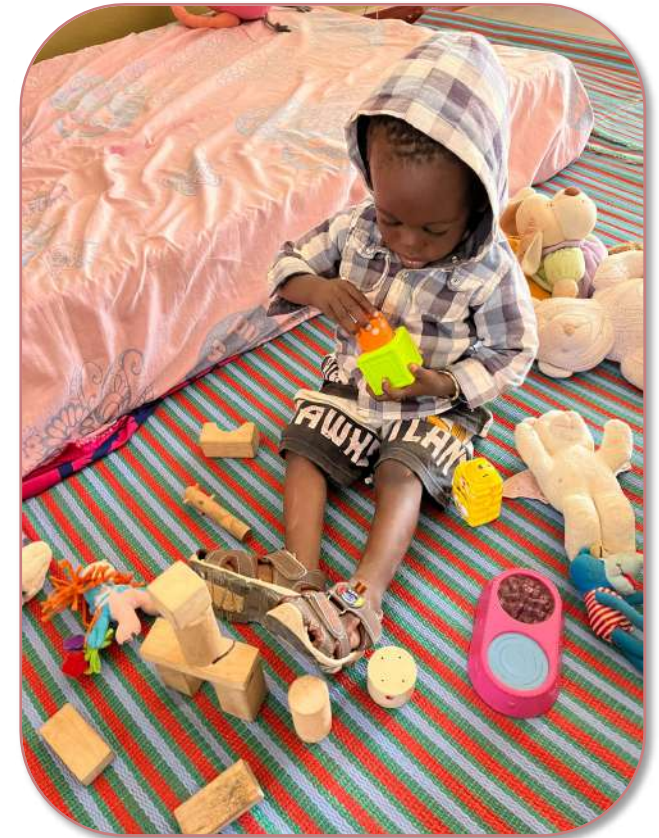
MindUp Facility

Each MindUp is set up slightly differently depending on the building layout.

However, every MindUp has similar components, including:

- common socializing, sitting area
- private counseling room
- restroom (within or nearby)
- play corner
- kitchen

A MindUp must also be connected to the internet to facilitate counseling services and have access to clean drinking water (free of charge).



**Play corner at the MindUp
“Tawfekh Keur Jaboot”
in Senegal**

B MindUp Roles and Responsibilities

Heights and Minds Foundation



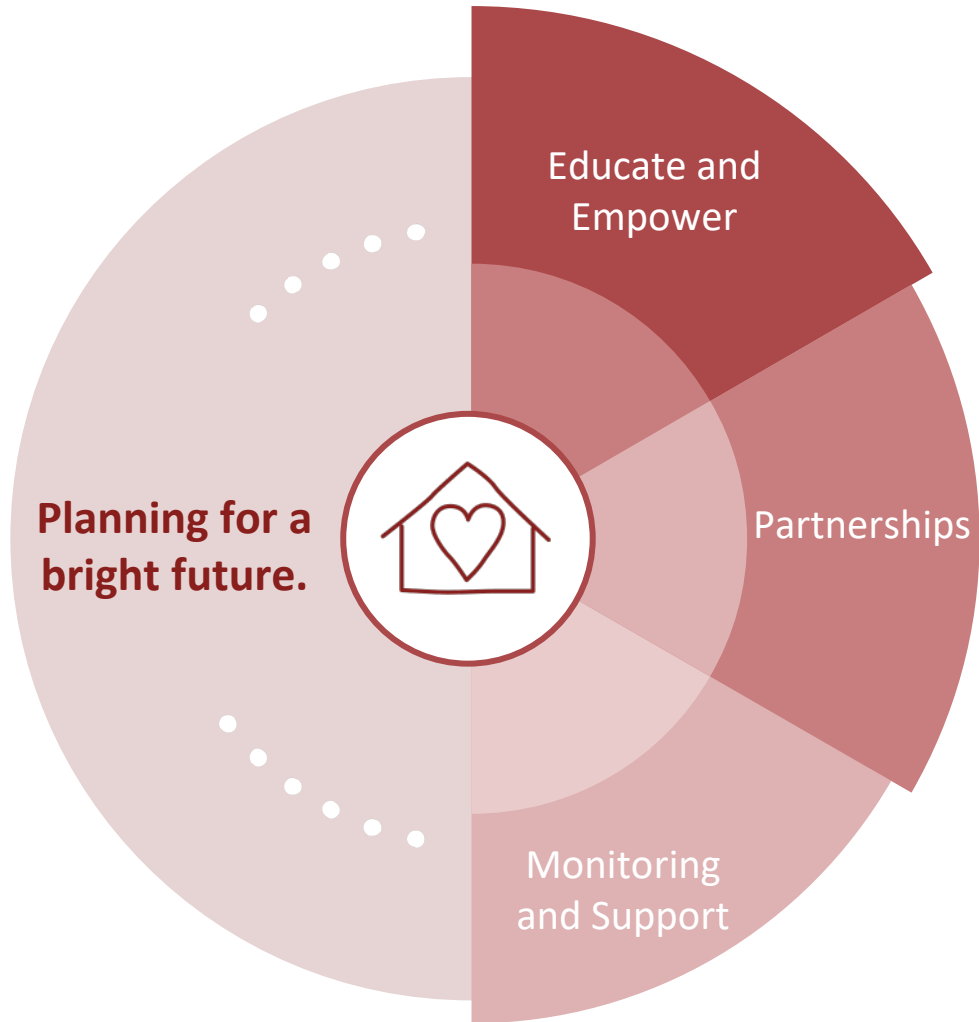
- Support a MindUp in tailoring the services to the local context and needs
- Supply growth monitoring resources (e.g. measurement tools and registry platform)
- Create and roll out the MindUp training program for the MindUp Team and to succeed in their different roles
- Assist in start-up funding and support the progress of a MindUp to become financially independent after three years
- Support and guide the MindUp Team and local associations in achieving the mission and vision of Heights and Minds and the MindUps

B MindUp Roles and Responsibilities

Local Partner(s)

- In collaboration with Heights and Minds:
 - Liaise with other local stakeholders to select the right location where to establish a MindUp centre
 - Set up the premises of the MindUp
 - Hire at least two MUMs (MindUp Assistants and Ambassadors)
 - Assist in the process of securing funding for start-up
- Continuously support the MindUp Team and in their different roles
- Assist in adapting the MindUp training program modules to the local context
- Partner with local education institutions

MindUp Strategic Plan



As a member of the social franchise under Heights and Minds, maintaining quality services at the MindUp is essential.

- **Educate and Empower**

- The MindUp training will equip MUMs to become leaders who will use that knowledge to educate and empower the community and support the sustainability plan of a MindUp.

- **Partnership**

- As part of its efforts to increase impact and sustainability, Heights and Minds will initiate relationships with appropriate partners, including the local and national governments.

- **Monitoring and Continued Support**

- Heights and Minds will monitor, evaluate, and provide support (*non-financial*) to enhance the MindUp's services.

MindUp Strategic Plan

Sustainability Plan

Sustainability is prioritized at the MindUp.

The aim is to have the MindUp operating **financially independently within three years of opening.**

To achieve this goal, MUMs will receive training in:

- leadership
- managerial and entrepreneurial skills

to maintain the MindUp and generate income for cost recovery.



Income Generating Activities



Drying fruits and vegetables



Catfish pond



Soap making

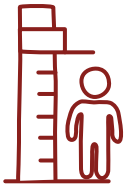


Section C

Heights and Minds' Services and Resources



Heights and Minds provide several services and resources, including:



1.

**Growth Monitoring and
Promotion (GMP)**



2.

**MindUp Training
Program**



3.

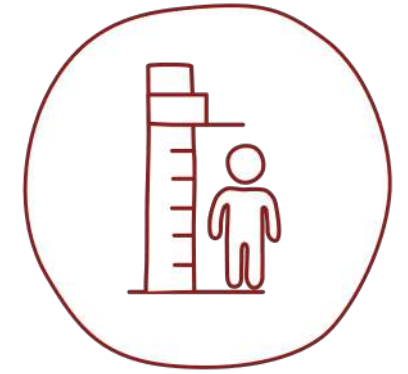
Digital Solution



4.

**Global MindUp
Network**

Services and Resources



1. Growth Monitoring and Promotion

● MindUp GMP Services

Detecting chronic malnutrition (*stunting*) within the first 1,000 days of life is crucial to support healthy child development and thriving.

This is done by the MindUp **GMP Services**.*

- Growth and Development Monitoring
- Growth Promotion Counseling
- Organized Activities

**GMP Services are the main services offered at the MindUp.*



1. Growth Monitoring and Promotion

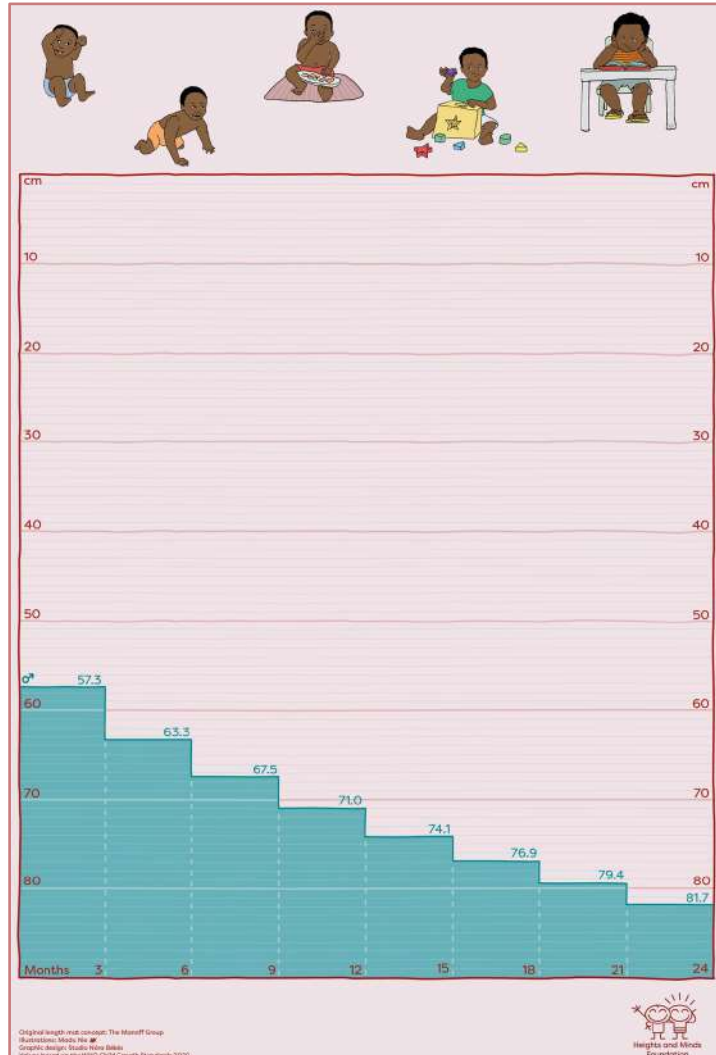
● GMP Materials: Child Length Mat

To monitor a child's growth and identify stunting early, a **child length mat** is used.*

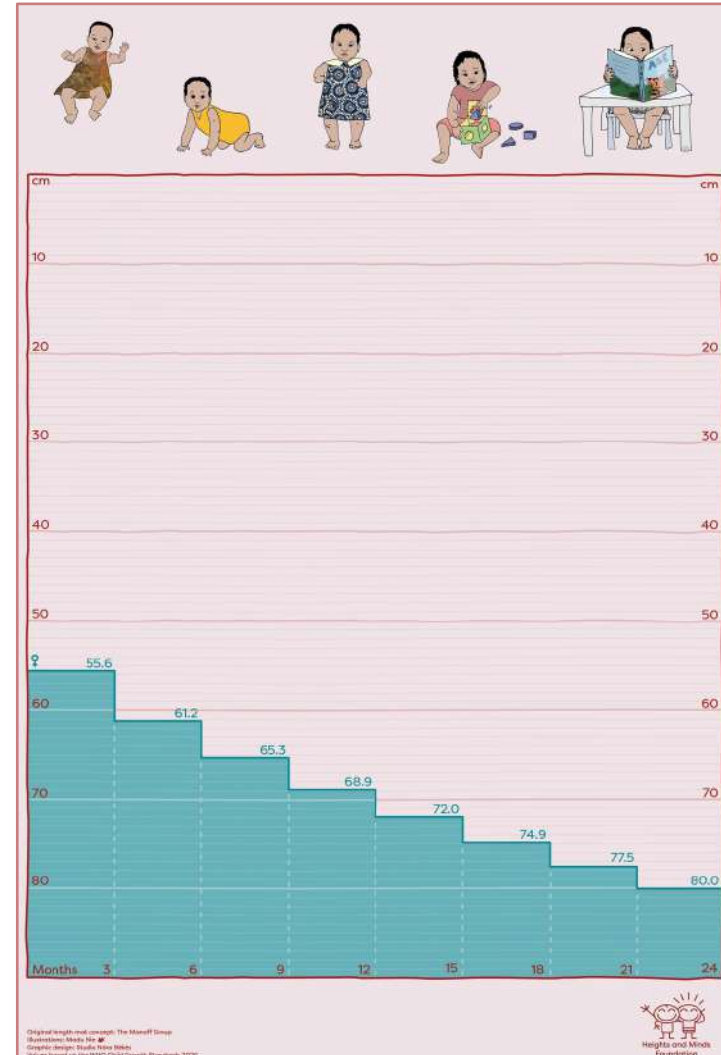
There are two different mats (one for boys and another for girls) to account for the sex difference in growth rate.

**The child length mat is based on the original design of Manoff Group.*

Child Length Mat



Boys



Girls

Services and Resources



1. Growth Monitoring and Promotion

● GMP Materials: Growth Wall Chart Poster

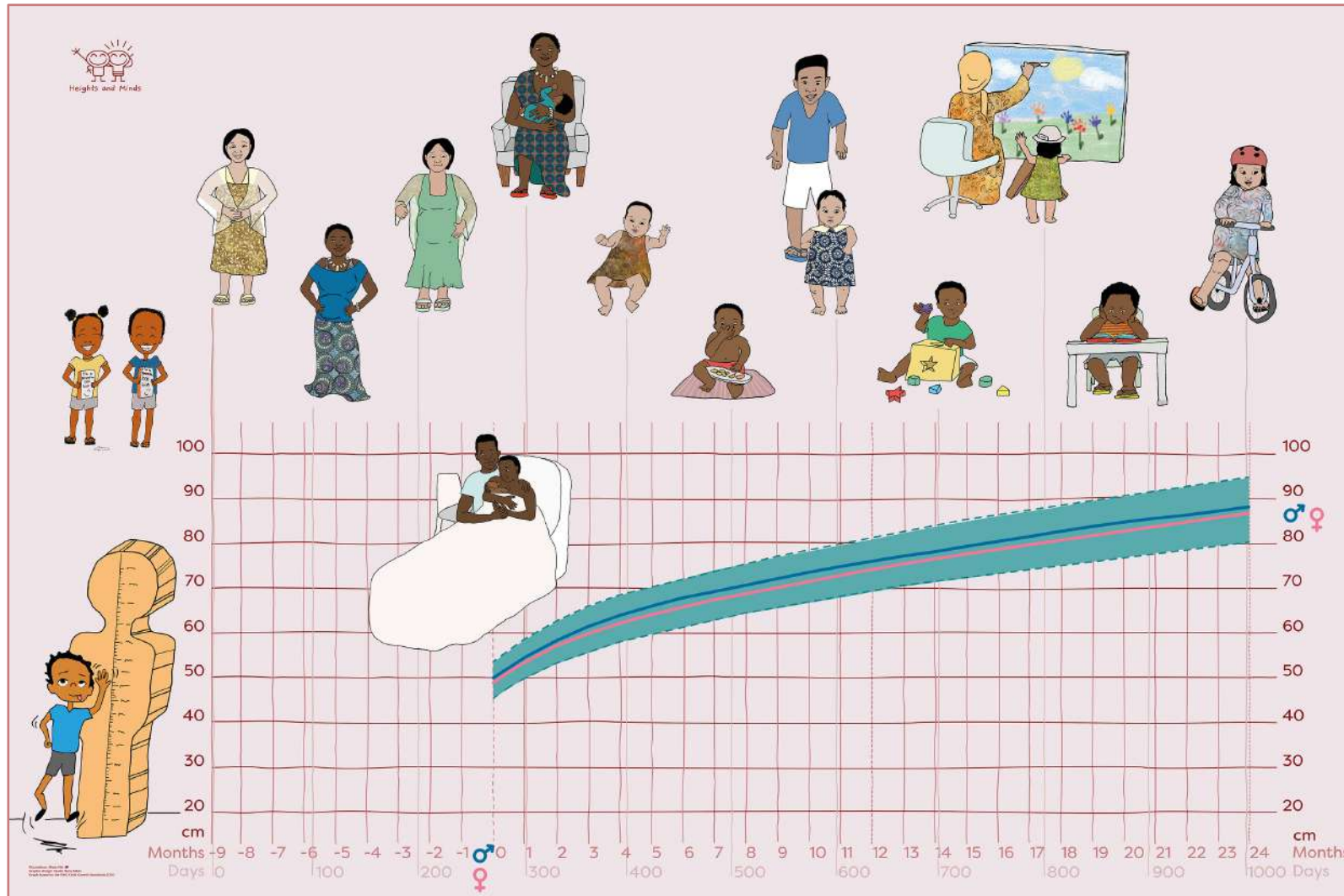
To help explain to parents/caregivers why it is important that a child grows well, a **growth wall chart poster** is used.

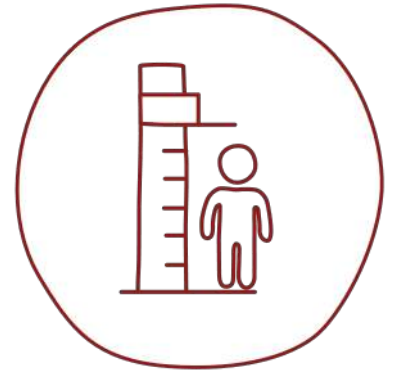
This poster shows the 'ideal' child's growth curve.*

When a child is growing according to the curve, it means that they are developing well.

** The 'ideal' growth curve is based on the World Health Organization (WHO) child growth standards.*

Growth Wall Chart Poster





1. Growth Monitoring and Promotion

● GMP Materials: First 1,000 Days Messages and MUM Handbook

The **first 1,000 days messages** and **MUM handbook** can be used as guidance notes during GMP counseling.

The first 1,000 days messages together with educational videos are linked to the child's age and growth curve.

In case the child is not growing well, additional questions should be asked.

The answers to these questions and additional messages that can be found in the MUM handbook.*

**The MUM handbook is currently under construction.*

First 1,000 Days Messages and MUM Handbook

Day 300 – 400
Baby: 1 to 4 months old

Advice

- Exclusive breastfeeding is important for your child
- Eat a healthy diet and drink more water
 - food groups for women of reproductive age
 - few extra healthy snacks
- Spend time playing with your child
- See a health professional for baby's vaccinations
- Attend breastfeeding support group at the MindUp
- Reminder to start complementary feeding at 6 months





For more information see the MUM Handbook.



Day 300 – 400
Baby: 1 to 4 months old

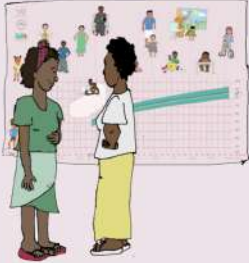
Videos

- First 1,000 days
- Breastfeeding benefits
- Exclusive breastfeeding
- Breastfeeding positions
- How often to breastfeed
- Milk expression
- Cognitive development
- Starting complementary feeding at 6 months



First 1,000 Days Messages

MUM Handbook
Growth Monitoring and Promotion



Heights and Minds Foundation

Last updated: January 2023

*MUM handbook
– under construction*

Services and Resources



2. MindUp Training Program

The MindUp training program is mandatory for MUMs.

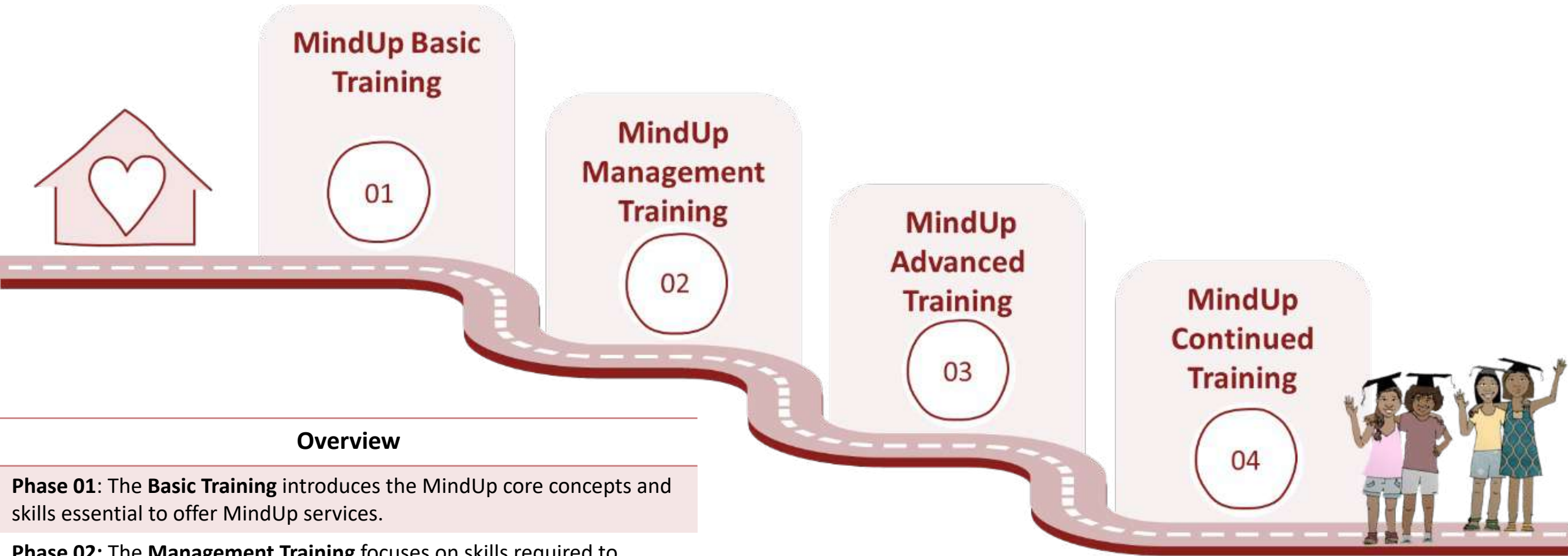
- Encompasses technical, practical, and operational modules relevant to managing the MindUp.*
- Includes theory, hands-on practical experience, and assessments to verify skills.

The goal of a MindUp is to be operating independently within three years of opening.

To support long-term success and sustainability, the MindUp training program is separated into four phases (see next slide).

** All modules and guidance notes are adapted to the local context, either by the Heights and Minds operations team or by Senior MUMs (under the supervision of the Heights and Minds operations team).*

MindUp Training Program



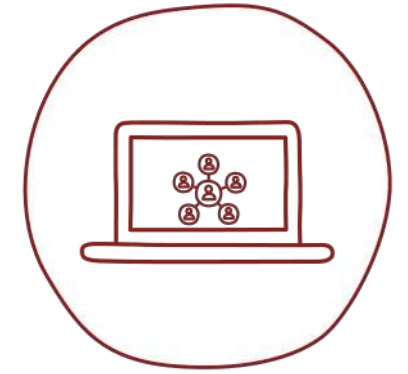
Overview

Phase 01: The **Basic Training** introduces the MindUp core concepts and skills essential to offer MindUp services.

Phase 02: The **Management Training** focuses on skills required to manage and operate the MindUp independently.

Phase 03: The **Advance Training** builds on the core concepts to enhance knowledge and skills.

Phase 04: The **Continued Training** is the ongoing training to ensure HMF standards of the MindUp and MindUp services are upheld.



3. Digital Solution

Heights and Minds Digital Solution

A digital platform specially built for the MindUp services, managed by Heights and Minds and provided by a third-party service provider (Service Heroes), used to record, store, monitor, and interpret children's growth and provide critical information during GMP counseling.

The Digital Solution is used to:

1. register pregnant women, parents, caregivers and their children at the MindUp
2. monitor adequate weight gain during pregnancy
3. monitor and interpret the child's growth and provide counseling to the parent/caregiver accordingly
4. evaluate the MindUp's functioning

The Heights and Minds' Digital Solution (HMF-DS)

Child Overview

Moccona Coffee #04-01-0015-01 Wonda Coffee

Birth Weight: 3.2 kg | Birth Length: 50 cm | Months: 9 month(s) | Birthdate: May 31, 2023 | Girl

Child's Information

Checklist

- Conducted 100-day survey
- Measured pregnant women's weight
- Measured child's height and weight
- Explained growth charts
- Provided first 1,000 days messages
- Showed videos
- Provided counseling

Integration of HMF monitoring and evaluation scheme through 100-day surveys

Child Growth

Add Child Growth Measurements

Child Growth Table

No.	Date of Measurement	Month of Measurement	Height	Weight	Action
1	September 01, 2023	Month 4 (Week 14-17)	60 cm	6 kg	📄
2	October 02, 2023	Month 5 (Week 18-22)	62 cm	6.3 kg	📄
3	November 03, 2023	Month 6 (Week 23-27)	64 cm	6.7 kg	📄
4	December 04, 2023	Month 7 (Week 28-31)	67 cm	7 kg	📄
5	January 03, 2024	Month 8 (Week 32-35)	70 cm	7.2 kg	📄

Child Growth Chart

Girl Growth Length Chart

Girl Growth Weight Chart

Child's Growth compared to International Standards

First 1,000 days messages

Specific first 1,000 days messages linked to the outcome of the child's growth charts.

Child Advice

Day 500 - 600
Baby: 7 to 11 months old

Advice

- Continue complementary feeding
 - Introduce and encourage finger foods
 - Iron and vitamin A rich foods
- Continue breastfeeding
- Wash hands with soap regularly
- Spend time playing with your child
- Attend complementary feeding support group at the MindUp
- See a health professional for baby's vaccinations

Videos

- Complementary feeding at 7 to 11 months
- Complementary feeding at 9 to 11 months
- Snacks and finger foods
- Replacing sugary foods with fruits
- The 7 food groups for children
- (Cooking) Hygiene
- Cognitive development
- Sources of Iron
- Vitamin A

Heights and Minds



DIGITIZATION SIMPLIFIES M&E AND DRIVES INNOVATION AND KNOWLEDGE GENERATION

HMF digital platform provides real time data for monitoring purposes. Proposed indicators are realistic and reflect the change we want to see happening. The digital platform is continuously built to incorporate indicators and will have a simple survey function to assess behavior changes. Impact evaluation collaborations with local universities are in the plans – supporting knowledge generation and capacity building. Integration of MindUp data with other systems is feasible.

4. Global MindUp Network



Global MindUp Network

a digital platform that connects MindUps worldwide

Heights and Minds plans to connect and empower all MindUps in a Global Network.

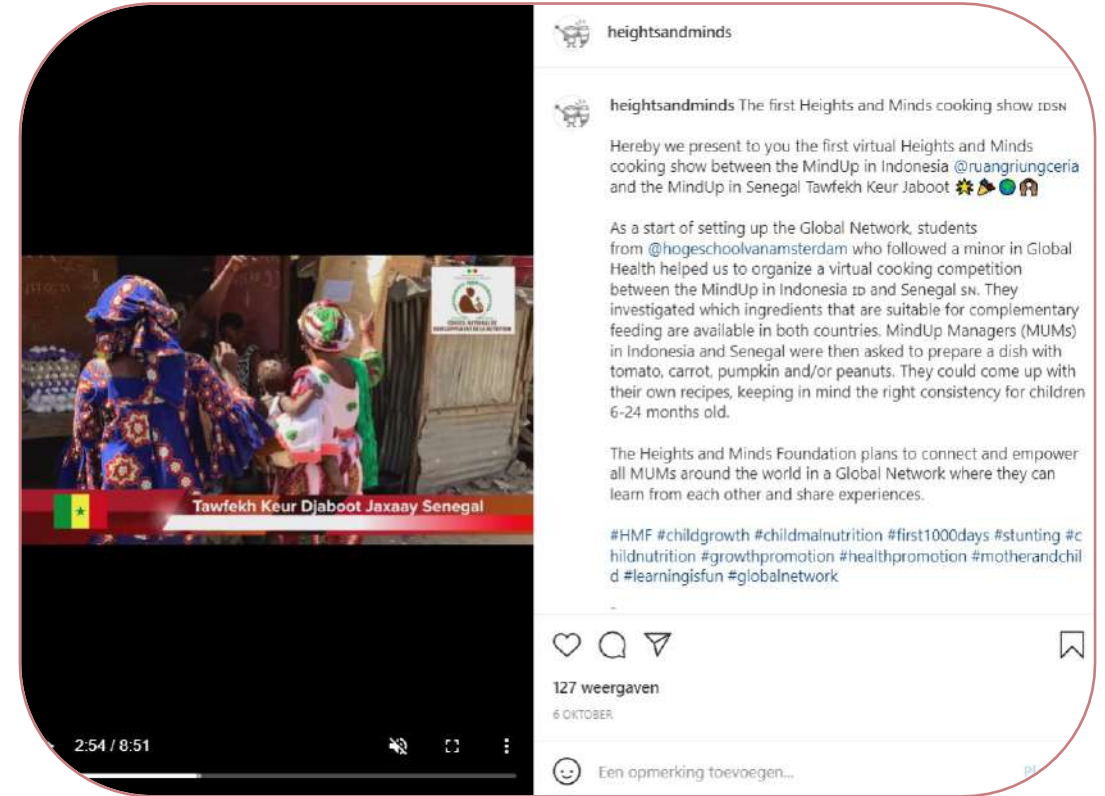
Via this way, all MindUps will have the opportunity to get in touch, share experiences, post pictures, and share videos.

The platform is currently being developed.

Global MindUp Network



Global MindUp Network meetings



Global MindUp Network activities



**Together we can make sure children's
heights and minds grow so they reach their
full potential!**



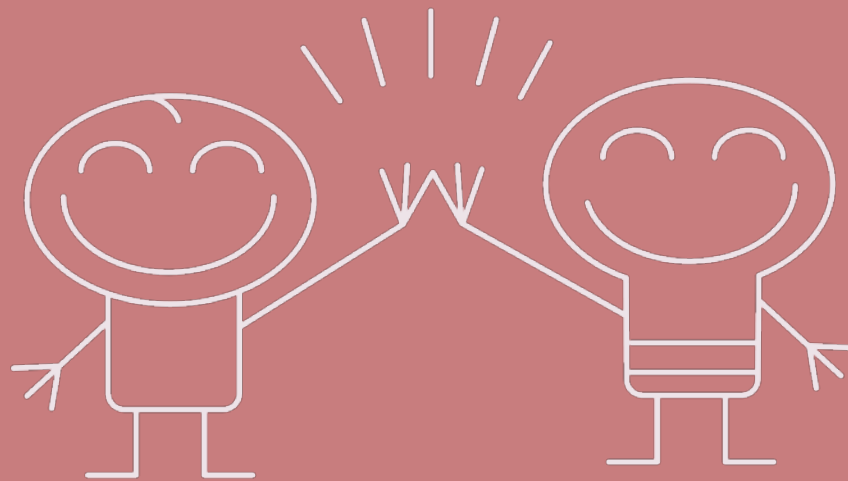
@heightsandminds



heightsandminds.org



@HeightsandMinds

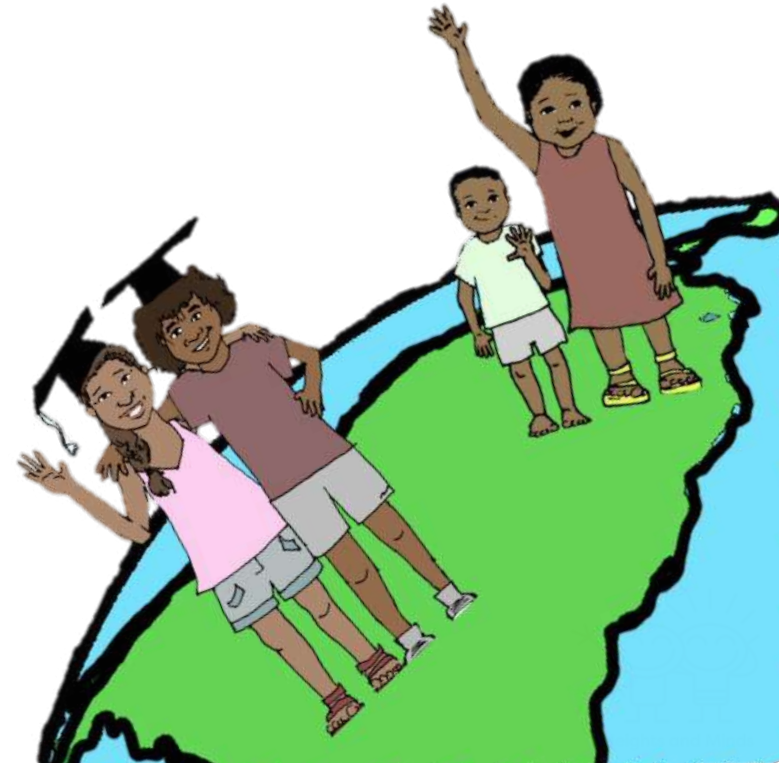


Heights and Minds



"Good Nutrition, Smart Brain, Bright Future"

The Heights and Minds Foundation



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