



Nurturing Childhood Development in the Middle East



ناپكو الوطنية
napco national





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.⁴⁻⁵ Accordingly, responsibility of the private sector to support or launch accessible programs is critical.

Napco National's consumer disposables brands 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 Wellbeing⁶, SDG4 Quality Education⁷ and SDG17 Partnerships.⁸





Outcomes

Early Learning Initiatives

Impact

Reach

2.5 million+ women aged 18-45 years in 7 Arab countries

Social Media Content

6 Arabic-language educational videos broadcast over Facebook, Instagram, Twitter, YouTube

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.

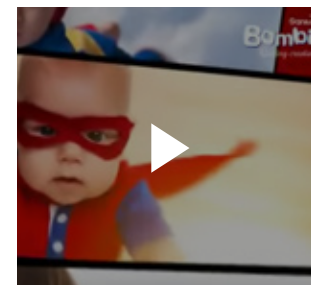
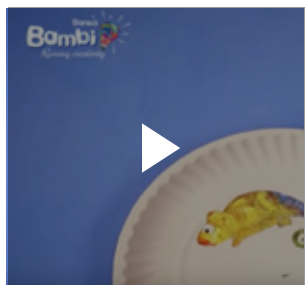
Sanita Bambi® brand team engaged with parents and children at Kids in Motion, Saudi Arabia's popular family trade show.



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



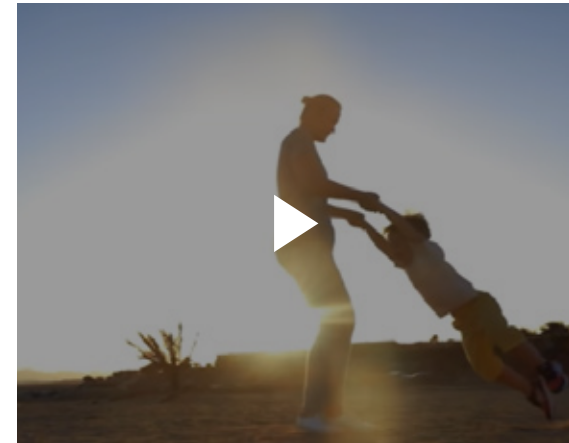


LIFE IS SHORT (EL 3OMOR GHAFLA) Initiative

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

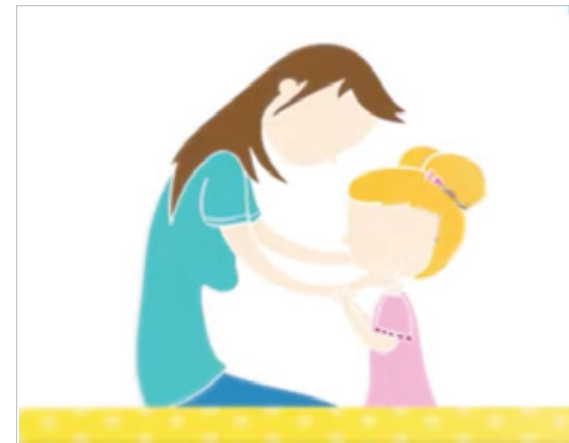
Life is Short used video and social media posts to communicate tips for creating and recording memorable experiences.

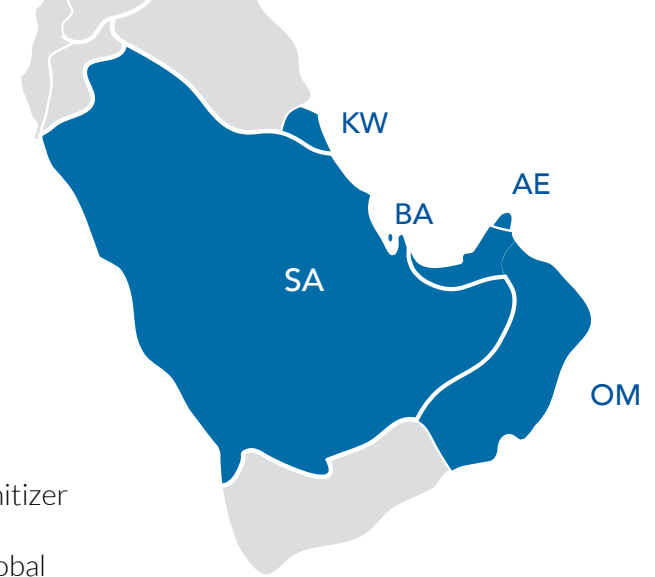


WORDS Initiative

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

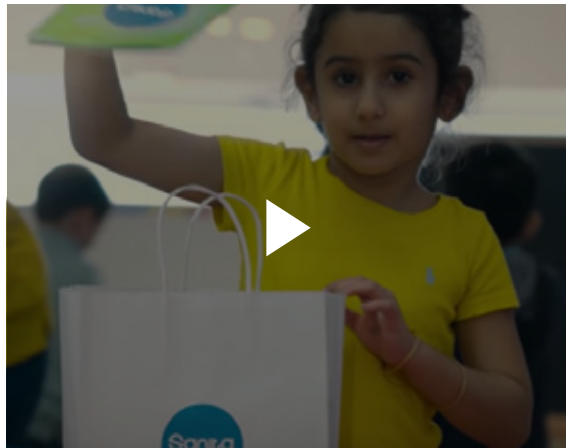
Videos were viewed 85,000+ times

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.





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