



MIDIT

Comprehensive Early Childhood Development Model

**A Territorial Experience
to Reduce Inequalities
in Early Childhood**

Priscilla de Anda • General Director

Un Kilo de Ayuda | Mexico

Half of Mexico's Children Start Life at a Disadvantage

48.1% of children in early childhood live in poverty.

11.6% in extreme poverty.



Persistent gaps in nutrition, health, and early learning.

32.5% of children aged 1–5 suffer from anemia, affecting development across the life course.

Structural barriers limit access to essential services.

73.4% of children aged 12–35 months do not have a complete vaccination schedule.

Early inequalities accumulate across generations.

53.8% of children experience violent caregiving practices, affecting wellbeing, protection, and learning.

Sources: National Institute of Statistics and Geography (INEGI); National Health and Nutrition Surveys (ENSANUT), National Institute of Public Health (INSP).

MIDIT: Integrated, Evidence-Based, Community-Centered

Integrated

Addresses health, nutrition, early learning, responsive caregiving, and community strengthening simultaneously, not as separate programs.

Nurturing Care Framework

WHO · UNICEF · World Bank

Evidence-Based

Built on evidence from early childhood development research, global best practices, and the lived experience of families.

SDGs 1, 2, 3, 4, 5, 10

Sustainable Development Goals

Community-Centered

Family and community are not recipients, they are the primary protagonists and drivers of sustainable change.

Child Rights-Based Approach

CRC · 2030 Agenda

Four Pillars. One Integrated System.



Nurturing & Responsive Caregiving

Strengthening caregiver– child relationships, play-based stimulation, and neurodevelopment monitoring to support cognitive, socio-emotional, and physical growth.



Access to Health Services

Preventive care, micronutrient supplementation, anemia detection and treatment, and referral to health and protection services when needed for children and pregnant women.



Nutrition & Safe Water

Food packages, breastfeeding promotion, complementary feeding, and access to safe water, contributing to food security at the household level.



Community Organization

Local leadership, social cohesion, preparedness for emergencies and disasters, and referral networks including birth registration, early education, and violence prevention.

A Model Built in the Territory

Currently working with
23,000+
children.



Accompanying
20,000+
families.



500
Highly marginalized
communities.



7

Mexican states



- 16 structured visits per year
- Individualized child monitoring
- Interdisciplinary teams
- 1,000+ volunteer community leaders

Community Leadership at the Core

1,000+ Comisionadas - volunteer community leaders

Trusted & Rooted

Women from the same communities they serve, present, culturally embedded, and deeply trusted by families.

Trained & Empowered

Support community logistics during group sessions and foster the active participation of their peers.

Social Cohesion Builders

Foster collective responsibility for child wellbeing and sustain protective community environments.

“When a community owns an intervention, it sustains it.”

A central lesson from 40 years of territorial experience



Play Is Not a Soft Intervention - It Is Strategic

What play does in MIDIT

- Activates serve and return interactions that literally build brain architecture in early childhood.
- Strengthens caregiver confidence and the quality of responsive parenting.
- Reduces violent discipline and fosters more empathetic family dynamics.
- Creates a stimulating home environment using accessible, everyday materials.



What this looks like in practice

- Families integrate play into daily routines, not as a scheduled activity, but as a relational practice.
- Caregivers become intentional partners in their child's development, transforming the home environment from within.
- The outcome: caregivers who are more responsive, more confident, and who provide more stimulating environments, measurably shifting the trajectory of early childhood development.



InfoKILO 3.0: Innovation and Intelligence for field monitoring

A digital monitoring platform designed for low-connectivity, remote environments, enabling longitudinal, child-level tracking across all MIDIT dimensions.

Every child in the program has a longitudinal record that drives real-time decisions: identifying risks early, adapting interventions, generating evidence and detecting household-level risks through a family census.



Anthropometric growth

Nutritional status monitoring (WHO standards).

Hemoglobin & anemia

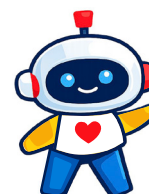
Detection, treatment, and prevention tracking.

Developmental milestones

Tracking age-appropriate developmental progress.

Socio-emotional development

Monitoring emotional regulation and social interaction.



Community WhatsApp networks and KiloBot (in development): extending communication, caregiving guidance, and real-time support to families.

Results and Impact in Early Childhood

7 in 10

children **improve** or maintain adequate **nutritional status**.



3 in 4

children with **anemia**, **recover**.



9 in 10

children **prevent anemia** altogether.



6 in 10

children reach **age-appropriate developmental milestones**.



90% of families actively engaged in MIDIT activities throughout the program.



Sustained improvements in caregiving, stimulation, and nutrition practices at the household level.

Based on longitudinal monitoring data from MIDIT's InfoKILO 3.0 system | Un Kilo de Ayuda Annual Report 2025.

Policy Recommendations from Territorial Experience

1 **Prioritize Early Childhood as a Pillar of Social Policy**
Move beyond project-based funding. Position early childhood development as a structural investment in human capital and equity.

2 **Integrate, Don't Fragment**
Adopt multisectoral strategies combining health, nutrition, early learning, and parenting support under one coherent system.

3 **Put Families at the Center**
Design interventions around family capacities. Continuous, personalized engagement is the key change mechanism, not service delivery convenience.

4 **Invest in Community, Based Delivery**
Strengthen local leadership as the primary vehicle. Community ownership is what makes programs last beyond project cycles.

5 **Deploy Accessible Digital Tools**
Leverage widely available platforms: WhatsApp, SMS, chatbots, to extend reach and reduce barriers in the most vulnerable contexts.

6 **Build Last-Mile Monitoring Systems**
Invest in longitudinal, child-level data systems that function in low-connectivity environments and enable adaptive, evidence-based management.



Investing in **early childhood** reduces inequality from the very start of life.



Integrated, family-centered, **community-led solutions** produce sustainable results.



Drawing from four decades of territorial work, **Un Kilo de Ayuda** seeks to contribute **practical insights** to the **global early childhood agenda**.



www.unkilodeayuda.org.mx



@UNKILODEAYUDA