



CONCEPT NOTE

23rd – 24th MAY 2025 | DODOMA, TANZANIA

Conference Theme

“Mtoto ni Malezi: Msingi wa Familia Bora Kwa Taifa Imara.

1.0 Background and Context.

Early Childhood Development (ECD) is central to national development, directly influencing health, education, and socio-economic outcomes. Tanzania has made significant strides in ECD through the National Multisectoral Early Childhood Development Program (NM-ECDP) 2021/2022-2025/2026, ensuring an integrated approach to delivering services that support children’s development. However, gaps remain in financing, policy coordination, parental education, and access to quality childcare, requiring a more collaborative and innovative approach to address them.

To strengthen these efforts, the Tanzania Malezi Summit (TMS) 2025 will be merged with the commemoration of International Family Day (May 15, 2025). Additionally, the event will serve as a national parenting dialogue, highlighting the importance of parenting practices and the National Parenting Agenda: "Familia Bora, Taifa Imara". Merging these events creates a powerful platform to:

- Emphasize parenting as a key national priority.
- Align ECD efforts with International Family Day’s focus on family strengthening.
- Facilitate national dialogue on childcare, parenting, and nurturing care.
- Encourage policy commitments and investments in ECD and parental support programs.

1.1 Rationale for Merging TMS 2025 with International Family Day

The Role of International Family Day

International Family Day, observed globally on May 15, underscores the role of families in social development. The day provides an opportunity to highlight issues affecting families, including parenting, childcare, and child well-being. By integrating Tanzania Malezi Summit (TMS) 2025 with International Family Day, the event aligns global advocacy with national initiatives to:

- Promote evidence-based parenting practices.
- Strengthening family support systems for childcare.
- Create multi-sectoral commitments for investing in families and children.

Alignment with the "Familia Bora, Taifa Imara" Agenda

The "Familia Bora, Taifa Imara" initiative aims to:

- Improve parenting knowledge and skills.
- Promote inclusive childcare policies.
- Address harmful socio-cultural norms affecting children’s development.
- Enhance nurturing care frameworks by supporting parental engagement.

TMS 2025 will serve as a launchpad for the National Parenting Guideline, aligning family and child well-being efforts with national and regional policy frameworks.



TANZANIA MALEZI SUMMIT (TMS) 2025



CONCEPT NOTE

23rd – 24th MAY 2025 | DODOMA, TANZANIA

Conference Theme

“Mtoto ni Malezi: Msingi wa Familia Bora Kwa Taifa Imara.

2.1 Objectives of the Conference

Objectives of Tanzania Malezi Summit (TMS) 2025

Overall Goal

To advance multi-sectoral collaboration in Early Childhood Development (ECD) by strengthening the role of families, promoting evidence-based parenting practices, and securing high-level commitments to improve childcare services in Tanzania.

Specific Objectives

- i. **Review NM-ECDP Implementation:** Assess progress, best practices, and areas for improvement.
- ii. **Launch of the key accelerators of parenting landscape in Tanzania:**
 - Guideline for establishment and management of parenting groups
 - National childcare campaign.
 - ECD Dashboard and.
 - ECD Scorecard
- iii. **Adopt Regional Child Care Resolutions to develop national priorities in enhancing parenting landscape in Tanzania:** Gather policy recommendations from pre-summit regional dialogues and consolidate them into national resolutions.
- iv. **Mobilize Government Financial Commitments to supporting parenting programs in Tanzania:** Engage the government, private sector, and development partners in supporting parenting initiatives in Tanzania.
- v. **Raise Public Awareness on Responsive Parenting:** Conduct a nationwide campaign through *traditional media, social / online media and community outreach* to educate communities on the importance of childcare, parenting, and duty bearers' roles.

2.2 Conference Sub-Themes

The sub-themes are:

1. Parenting, Family Well-being, and Social Norms
2. Childcare, Early Learning, and Inclusion
3. Child Health, Nutrition, Protection, and Well-being
4. Financing, Investment, and Multi-Sectoral Coordination in ECD
5. Media, Technology, and Community Engagement in Parenting and ECD

2.3 Conference Participants.

Conference participants will comprise government officials, national networks, development partners, Civil Society Organisations, Academia, Private sectors, Media, ECD practitioners, students, Parents and Communities.

Click here to register: [Attendance Registration Form - Google Forms](#)

2.4 Conference Format:

To ensure a diverse, insightful, and impactful discussion, TMS 2025 will incorporate side sessions and paper presentations under the following sub-themes, aligned with the summit's theme “Mtoto ni Malezi: *The Foundation for Stro Families & a Resilient Nation*”. These sub-themes will provide a structured platform for researchers, policymakers, practitioners, and community representatives to share knowledge, best practices, and innovative solutions in Early Childhood Development (ECD) and Parenting.





TANZANIA MALEZI SUMMIT (TMS) 2025



CONCEPT NOTE

23rd – 24th MAY 2025 | DODOMA, TANZANIA

Conference Theme

“Mtoto ni Malezi: Msingi wa Familia Bora Kwa Taifa Imara

Thematic Areas

1. Innovation in Early Childhood Development and Parenting
2. Evidence-Based Approaches in Early Childhood Development and Parenting
3. Best Practices in Early Childhood Development and Parenting

2.4.1 Side Sessions & Paper Presentations for Stakeholders

The conference sessions will be organised as follows:

- Plenary sessions where keynote presentations will be made along with panel sessions that spotlight country experiences.
- Oral paper presentations in thematic break-out parallel sessions
- Round table discussions for smaller groups that allow for in-depth engagement.
- Learning sessions and side events to support capacity building and joint planning for various interest groups. This will enable groups to engage, network and build pathways for collaboration and partnerships that would take Early Childhood forward in the region.
- Exhibition of partner initiatives and sharing of materials and resources.

2.4.2 Exhibition Requirements /Guidelines

1. The exhibition spaces will take the following formats:
 - a. Poster Stands
 - b. Exhibition Booths
 - c. Creative Spaces for Indoor or outdoor exhibition (e.g. tent, sample daycare room / pre-primary classroom, etc.)
2. Exhibitions will run for the full duration of the summit.
3. Hosting an exhibition involves planning and carrying out all activities related to the setting up of the exhibition, in addition to covering all associated costs.
4. Prospecting exhibitors will be required to submit a proposal (not more than 150 words) with the following details.
 - a. What the exhibition will entail or showcase
 - b. Required Exhibition space
 - c. Link with human development, parenting and early childhood development
5. Successful exhibitors will be required to make payment prior to TMS dates.

Click here for: [CALL FOR EXHIBITIONS - Google Forms](#)





TANZANIA MALEZI SUMMIT (TMS) 2025



CONCEPT NOTE

23rd – 24th MAY 2025 | DODOMA, TANZANIA

Conference Theme

“Mtoto ni Malezi: Msingi wa Familia Bora Kwa Taifa Imara.

Guidelines for Abstract Submission

1. All stakeholders (government, NGOs, researchers, private sector, and community leaders) are encouraged to submit papers, research findings, and best practices aligned with the sub-themes above.
2. Papers should be based on evidence, innovation, or policy recommendations that improve ECD and parenting practices.
3. Selected paper presenters at plenary will have 10-minute presentation slots followed by interactive discussions.
4. Stakeholders who will apply and get approval to host side session will have 45 minutes slots

Structure and Key Events of TMS 2025

1. Pre-Summit Regional Dialogues (April - May 20th, 2025)

- a) Hosted by the Government Regional Secretariat for implementation of ECD and Parenting Initiatives, regional coordinating units under TECDEN and other ECD and parenting stakeholders including religious institutions, learning / education institutions and private sector.
- b) Identifying enablers and barriers to ECD and parenting interventions and provision of childcare among stakeholders and practices among parents and caregivers.
- c) Develop region-specific resolutions / priorities for 2025/26 addressing barriers to ECD, childcare and parenting that will be consolidated into national resolutions / priorities at TMS 2025.

2. Media Tour and Community Outreach (April - May 20th 2025)

- i. Nationwide campaigns through traditional media, social / online media and community outreach to educate communities on the importance of childcare, parenting, and duty bearers' roles.
- ii. Community outreach through open meetings and strategic meetings with influential and / or community leaders on parenting, childcare and ECD.

3. Tanzania Malezi Summit Program (May 23 - 24, 2025, Dodoma)

Day 1: Friday May 23, 2025: National dialogue on parenting, childcare and ECD

- i. Official Opening
- ii. Stakeholders' work exhibition: innovative and working solutions to address parenting and ECD barriers
- iii. National reflection on the implementation of the NM-ECDP and National Parenting Agenda (Malezi Bora, Taifa Imara)
- iv. Consultative Session: Childcare landscape in Tanzania and proposed solutions to enhance access to quality and equity childcare.
- v. Discussions: Adapting regional resolutions to strengthen responsive parenting and access to quality ECD service.
- vi. Break-out sessions: Addressing ECD and Parenting barriers across Tanzania complementing the regional resolutions





TANZANIA MALEZI SUMMIT (TMS) 2025



CONCEPT NOTE

- 23rd – 24th MAY 2025 | DODOMA, TANZANIA
- Conference Theme
- **“Mtoto ni Malezi: Msingi wa Familia Bora Kwa Taifa Imara.**

Day 2: Saturday May 24, 2025: Ceremonial commemoration of the International Family Day 2025

- Exhibition Continue: Stakeholders’ work exhibition on innovative and working solutions to address parenting and ECD barriers and Private Sector Actors’ exhibition on parenting and ECD related services provision
- Presentation of the national resolutions / priorities in addressing parenting and ECD barriers.
- Children’s Presentation: Artistic presentation from children on the theme sharing their voices.
- High-level leader’s (Guest of Honor) endorsement of the national resolutions / priorities on addressing parenting and ECD and officiating the commemoration
- Launch of the key accelerators of parenting landscape in Tanzania:
 - A. Guideline for establishment and management of parenting groups
 - B. National childcare campaign.
 - C. ECD Dashboard and.
 - D. ECD Scorecard
- Open dialogue with community and different actors on implementation of adapted resolutions / priorities to address parenting and ECD barriers.
- Closing ceremony
- Family and community socialization.

Immediate Outcome

1. **Increased Public Awareness and Engagement in Parenting Best Practices.** Nationwide media campaigns and community outreach immediately raise awareness and promote evidence-based parenting.
2. **Launch and Adoption of Key Parenting and Childcare Initiatives.** The National Parenting Guideline and National Childcare Campaign are officially launched and disseminated for immediate implementation.
3. **Commitments and Policy Resolutions for Strengthening ECD.** Government and stakeholders pledge policy and financial commitments to enhance parenting and childcare programs.
4. **Enhanced Monitoring and Accountability for ECD Programs.** The ECD Scorecard and Dashboard are launched to track progress and ensure accountability in parenting and childcare initiatives

Stakeholder Roles and Engagement

1. Government Ministries: Lead policy integration, budget allocation, and oversight.
2. Development Partners & NGOs: Provide funding, technical expertise, and research.
3. Private Sector: Sponsor, participate and showcase their contribution to childcare in Tanzania.
4. Media & Civil Society: Advocate for public awareness and policy change.





TANZANIA MALEZI SUMMIT (TMS) 2025



CONCEPT NOTE

23rd – 24th MAY 2025 | DODOMA, TANZANIA

Conference Theme

“Mtoto ni Malezi: Msingi wa Familia Bora Kwa Taifa Imara.

TMS 2025 Sponsorship Packages

Funding Sources:

1. Government contributions.
2. Development partners and donor support.
3. Private sector sponsorships and support.
4. Registration fees.

Sponsorship Tiers:

- i. **Platinum (TZS 50,000,000+):** Keynote address, full branding, exhibition booth, recognition by Guest of Honor, a place at the high table the guest of Honor, panel participation and free registration for 5 representatives.
- ii. **Gold (TZS 35,000,000 – 49,000,000):** Branding, panel participation, half-page ad, exhibition booth, a place at the high-table, recognition by Guest of Honor and free registration for 4 representatives.
- iii. **Silver (TZS 20,000,000 – 34,000,000):** Branding, recognition, quarter-page ad, exhibition booth, a place at VIP section, panel participation and free registration for 3 representatives.
- iv. **Bronze (TZS 10,000,000 – 19,000,000):** Exhibition Booth, logo on materials, acknowledgment, free registration of 2 representatives and a place at the VIP section.

Click here for Sponsorship: [CALL FOR SPONSORSHIP - Google Forms](#)

2.5 Conference Host

The United Republic of Tanzania, in collaboration with Tanzania Early Childhood Development Network (TECDEN) will host the conference.

2.6 Conference Dates and Venue

The conference will be held between 23rd to 24th May 2025, at Jakaya Kikwete Convention Centre, Dodoma, Tanzania.

Conclusion

The Tanzania Malezi Summit (TMS) 2025 is an opportunity to prioritize parenting, strengthen family support systems, and drive national commitments toward childcare and ECD investment. By integrating with International Family Day, this summit will catalyse transformative policy and programmatic actions that benefit children, families, and communities nationwide.

All stakeholders are urged to actively participate, contribute resources, and collaborate to ensure the success of TMS 2025, advancing Tanzania's vision for a child-friendly and family-oriented society.





TANZANIA MALEZI SUMMIT (TMS) 2025



CONCEPT NOTE

23rd – 24th MAY 2025 | DODOMA, TANZANIA

Conference Theme

“Mtoto ni Malezi: Msingi wa Familia Bora Kwa Taifa Imara.

Proposed Agenda

Annex 1: Proposed Sub-Themes for Tanzania Malezi Summit (TMS) 2025

Side Sessions & Paper Presentations for Stakeholders

To ensure a diverse, insightful, and impactful discussion, TMS 2025 will incorporate side sessions and paper presentations under the following sub-themes, aligned with the summit’s theme “Mtoto ni Malezi”- *The Foundation for Strong Families & a Resilient Nation*”. These sub-themes will provide a structured platform for researchers, policymakers, practitioners, and community representatives to share knowledge, best practices, and innovative solutions in Early Childhood Development (ECD) and Parenting.

Thematic Areas

1. Innovation in Early Childhood Development and Parenting
2. Evidence-Based Approaches in Early Childhood Development and Parenting
3. Best Practices in Early Childhood Development and Parenting

Sub-themes:

1. Parenting, Family Well-being, and Social Norms

Key Focus Areas:

- Implementation of the National Parenting Agenda (Familia Bora, Taifa Imara) and its implication on policy improvement.
- Strengthening family resilience, positive parenting practices, and social support systems.
- Behaviour changes strategies to address harmful cultural norms affecting child-rearing.
- The role of fathers in parenting and gender dynamics in caregiving.
- Evidence-based parenting interventions for improved child outcomes.

2. Childcare, Early Learning, and Inclusion

Key Focus Areas:

- Expanding accessible, quality childcare and early learning services in Tanzania.
- Integrating nurturing care principles (health, nutrition, safety, learning, responsive caregiving) in ECD programs.
- Strategies for inclusive early stimulation and learning, particularly for children with disabilities and marginalized groups.
- The impact of caregiver training and professionalization on child outcomes.
- Public-private partnerships (PPPs) in childcare expansion.





TANZANIA MALEZI SUMMIT (TMS) 2025



CONCEPT NOTE

23rd – 24th MAY 2025 | DODOMA, TANZANIA

Conference Theme

“Mtoto ni Malezi: Msingi wa Familia Bora Kwa Taifa Imara.

3. Child Health, Nutrition, Protection, and Well-being

Key Focus Areas:

- The role of maternal, newborn, and child health services in early childhood survival.
- Addressing malnutrition, stunting, and micronutrient deficiencies in children under five.
- Child protection strategies, including tackling neglect, abuse, and harmful traditional practices.
- Promoting mental health and emotional well-being in early childhood.
- Leveraging technology and digital tools for child health and protection programs.

4. Financing, Investment, and Multi-Sectoral Coordination in ECD

Key Focus Areas:

- Government and donor funding commitments for parenting and ECD programs.
- Innovative financing models, including private sector investments and CSR contributions.
- Strengthening multi-sectoral collaboration to align health, education, and social welfare services in ECD.
- Policy advocacy for sustainable financing and increased budget allocation for early childhood programs.
- Leveraging regional and global ECD resolutions for policy influence.

5. Media, Technology, and Community Engagement in Parenting and ECD

Key Focus Areas:

- Harnessing digital platforms, social media, and traditional media to promote positive parenting and early childhood education.
- The role of radio, television, and community forums in caregiver education and awareness.
- Addressing the risks and benefits of technology for early childhood development.
- Strengthening community-led approaches to scale ECD programs at the grassroots level.
- Using data, AI, and digital tools for ECD policy advocacy, program monitoring, and evaluation.

Guidelines for Paper Submission and Side Sessions

1. All stakeholders (government, NGOs, researchers, private sector, and community leaders) are encouraged to submit papers, research findings, and best practices aligned with the sub-themes above before 27th April.
2. Papers should be based on evidence, innovation, or policy recommendations that improve ECD and parenting practices. Paper presenters will be given 10 minutes for presentation followed by 10 minutes of discussion at plenary.
3. Selected hosts of side-session will have 30-minute presentation slots followed by interactive discussions.

Click here for: [Call for Abstract - Google Forms](#)





TANZANIA MALEZI SUMMIT (TMS) 2025



TIMETABLE: TANZANIA MALEZI SUMMIT 23-24 MAY 2025, DODOMA

Time	Agenda	Lead
DAY ONE – FRIDAY 23 MAY 2025		
07:00 – 08:00	Arrival, Registration and Tea break	All
08:00 – 09:30	<u>Opening Event (Moderator: TBC)</u> Key Note Speakers: <ul style="list-style-type: none"> • TECDEN Executive Director • UNICEF Country Representative • Child Development Director • Permanent Secretary, MOCDGWSG • GoH: Permanent Secretary, PMO 	Moderator
09:30 – 11:30	NMECDP Implementation Status Update	Moderator: TBC
09:30 – 10:00	NMECDP – implementation status (success, enablers, challenges and lesson)	Institute Social Work
10:00 – 10:30	Presentation on Parenting	MOCDGWSG
10:30 – 11:30	Plenary Q&A	Moderator
11:30 – 13:00	Childcare Panel Session	Moderator: World Bank- Education Specialist
11:30 – 11:40	Moderator introduction	
11:40 – 12:10	Key Presentation: Childcare Landscape	Dr. Mligo / Dr. Yusuf
12:10 – 12:30	Panel presenters (10 mins each): <ul style="list-style-type: none"> » Panel presentation #1 on childcare (TBC) » Panel presentation #2 on childcare (TBC) 	Panel presenters to be proposed
12:30 – 13:00	Plenary Q&A and Wrap-up	Moderator
13:00 – 14:00	Lunch	
14:00 – 17:30	ECD STAKEHOLDER VOICES (BREAK-OUT SESSIONS)	
14:00 – 15:00	Theme 1: Parenting, Family Well-being, and Social Norms <ul style="list-style-type: none"> » Presentation 1 » Presentation 2 » Presentation 3 	Venue: TBC, Moderator: TBC





TANZANIA MALEZI SUMMIT (TMS) 2025



Time	Agenda	Lead
	Theme 2: Childcare, Early Learning, and Inclusion <ul style="list-style-type: none"> » Presentation 1 » Presentation 2 » Presentation 3 	Venue: TBC Moderator: TBC
	Theme 3: Child Health, Nutrition, Protection, and Well-being <ul style="list-style-type: none"> » Presentation 1 » Presentation 2 » Presentation 3 	Venue: TBC, Moderator: TBC
15:00 – 15:15	COFFEE BREAK	All
15:15 – 16:15	Theme 4: Financing, Investment, and Multi-Sectoral Coordination in ECD <ul style="list-style-type: none"> » Presentation 1 » Presentation 2 » Presentation 3 	Venue: TBC, Moderator: TBC
	Theme 5: Media, Technology, and Community Engagement in Parenting & ECD <ul style="list-style-type: none"> » Presentation 1 » Presentation 2 » Presentation 3 	Venue: TBC, Moderator: TBC
16:15 – 16:30	Convening to plenary session	
16:30 – 17:00	Feedback from the regions – Presentation on Childcare consultations and community outreach	MCDGWSG /PORALG
17:00 – 17:30	TMS Resolutions: Agreeing resolutions for accelerating Childcare Agenda	MOCDGWSG
17:30	Wrap-up & departure	Secretariat
19:00 – 21:00	Stakeholder Cocktail <ul style="list-style-type: none"> » Launch of National Childcare Campaign 	
Throughout the Day	Set-up of stakeholder exhibitions for International Family Day event	





TANZANIA MALEZI SUMMIT (TMS) 2025



Time	Agenda	Lead
DAY TWO – SATURDAY 24 MAY 2025		
07:00 – 08:30	<i>Finalize set-up of stakeholder exhibitions, registration and Tea break</i>	
08:30 – 09:00	Stakeholders engage with various exhibitions	All
09:00 – 09:15	Setting the scene for Day-2	TECDEN (moderator)
09:15 – 11:00	Research & Studies	Moderator: TBC
09:15 – 10:15	» Research 1 » Research 2 » Research 3	Presenters to be added
10:15 – 10:45	Plenary Q&A	Moderator
10:45 – 11:00	<i>Preparing for the International Family Day Event</i>	<i>All</i>
11:00 – 14:00	International Family Day – national event (TMS CLOSING EVENT)	MCDGWSG
	- <i>Programme to be developed</i>	
14:00	End of Programme & Lunch	

