

Heights and Minds
Foundation

MID-YEAR REPORT

2024

JANUARY - JUNE

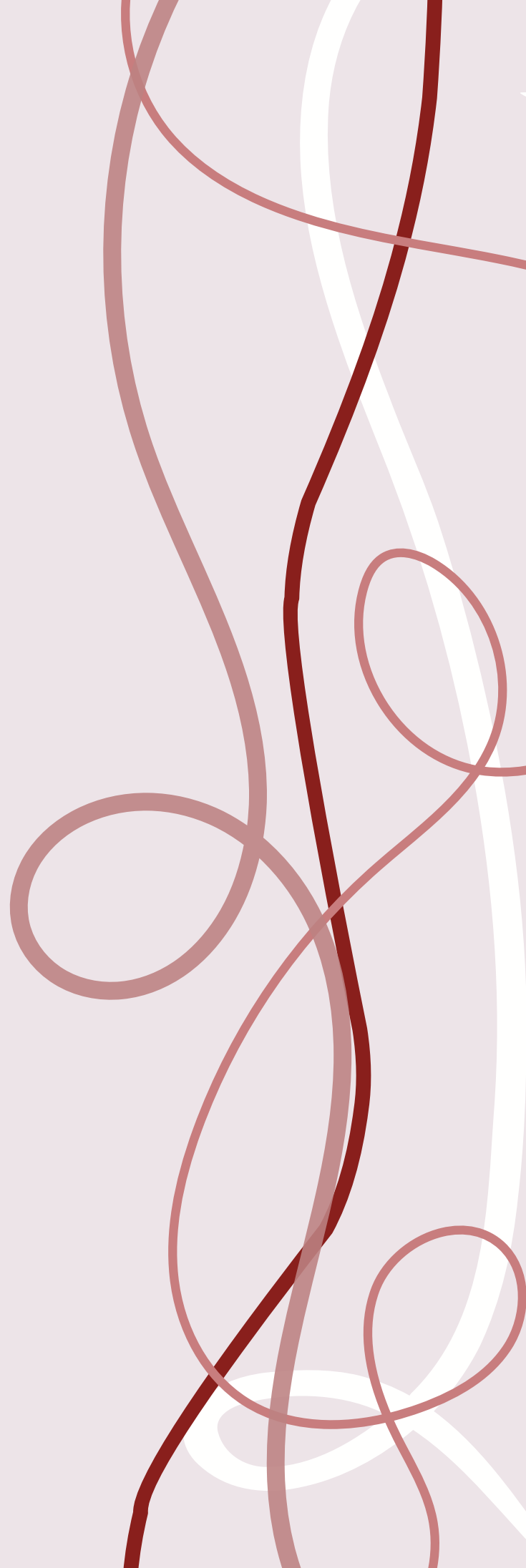


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ACRONYM GUIDE

HMF: Heights and Minds Foundation

HMF-DS: Heights and Minds Foundation Digital Solution

MUM: MindUp Manager

M&E: Monitoring and Evaluation

GMP: Growth Monitoring and Promotion



This mid-year report provides an update on The Heights and Minds Foundation's progress and includes stories from all MindUps in the first half of 2024. Heights and Minds believes in Good Nutrition, Smart Brain, Bright Future for all children in their first 1000 days of life.



31-6-83233752



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[@heightsandminds](https://www.instagram.com/heightsandminds)



info@heightsandminds.org



<https://www.heightsandminds.org/>

1 FOREWORD

Heights and Minds is excited to present its first mid-year report in the new series summarizing results every 6 months, highlighting a specific theme, country updates, and innovations.

The annual report will continue as usual and be available by February 2025 while we will strive to publish the mid-year report every year in August. In the interest of maintaining momentum, but moreover to keep every report concise we decided to spread the news about Heights and Minds to a more frequent schedule. We welcome your feed-back and thoughts, including requests for more information and details, or less so.

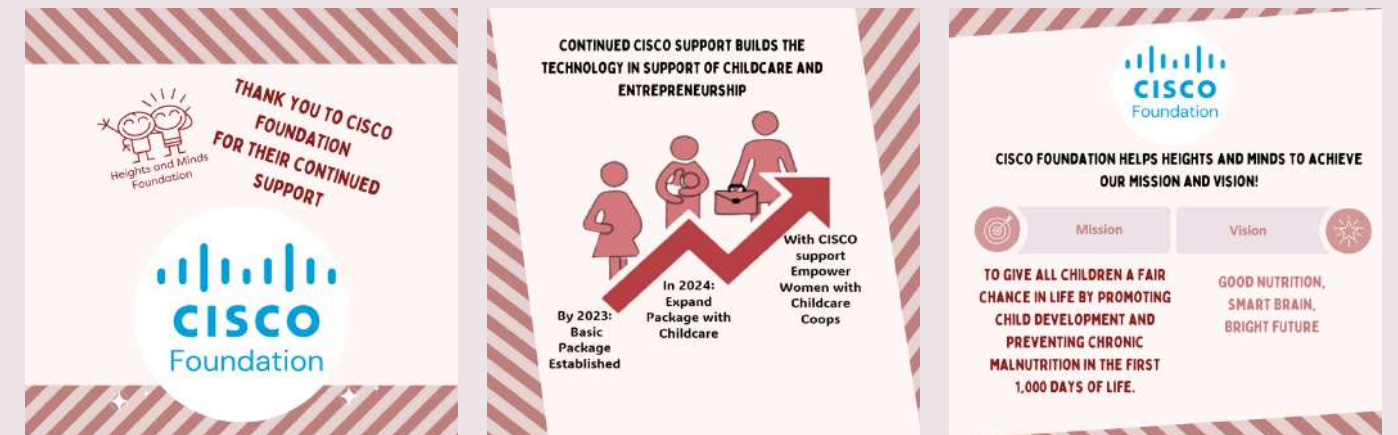
These last 6 months have been a roller coaster of interesting developments. We have new staff, the new digital solution has been rolled out, data from the old system migrated, a fabulous dashboard has been developed and a new metric and analytics framework is under development. We started testing a business model in Cambodia, signed a new Partnership with our new partner Foundation for Equal Citizens (FFEC) who will open a MindUp in New Delhi. Senegal is preparing scaling up with three more MindUps, Indonesia is exploring new opportunities and Uganda has added exciting new activities including climate-resilient production of local foods, after learning much about urban gardening from our Indonesia MindUp. We continue all these developments and more over the next 6 months and we will report on results in the February annual report. Stay tuned for exciting development and follow us on Instagram and Facebook for frequent updates and news.

A specific thank you to our sponsors! In the last 6 months, HMF has been awarded several significant grants that will bolster its mission to improve child health and development globally. Notably, CISCO continues its immensely valuable support to HMF with a second RSG grant to support the economic empowerment of women and the piloting of childcare cooperatives at the MindUp in Senegal. The CISCO 2023 RSG grant has been instrumental in advancing the development of the HMF-Digital Solution (HMF-DS), a digital integrated decision-support and monitoring system. This system, which has been tested and rolled out in Senegal, Uganda and Malaysia, digitizes growth monitoring and nutrition services, thereby minimizing paper-based recording and reducing interpretation errors. The CISCO grant has also facilitated the creation of a comprehensive monitoring and evaluation scheme, enhancing the platform's functionality. See for more details this reports theme on the Digital Solution.

HMF is excited to add IPSOS to its sponsors. IPSOS's support, grants and direct staff support granting its Malaysia MindUp participants wishes, further aids in the expansion and refinement of its digital tools and training programs. These grants, along with contributions from other generous sponsors and partners, underscore the growing recognition and support for HMF's innovative approaches to child growth and early stimulation. The funding will enable HMF to continue its impactful work, expand its reach, and implement new services across its MindUp centers, helping grow the heights and minds of the future generation.

We hope you enjoy reading the report. We would like to give a shout out to E Clarke our brilliant intern, volunteer, part-time communications specialist for putting together the first mid-year Heights and Minds report. Last but not least, we want to thank our dedicated Heights and Minds team and partners. Together, we can help children reach their potential and have a fair chance to a happy, healthy, and productive life!

The Heights and Minds Leadership team



2

GROWTH IN DIGITAL SOLUTIONS



2 GROWTH IN DIGITAL SOLUTIONS

Overview of System

Heights and Minds is pioneering a digitally empowered, data-driven, cost-effective community approach for child growth and child development in their first 1,000 days of life, and women empowerment. After testing an early prototype in 2023, Heights and Minds started to build the Heights and Minds-Digital Solution (HMF-DS) software with CISCO-RSGs grants and support. The core of this innovation lies in the integration of a digital decision-support and the M&E system, which enhances efficiency, safety, and overall program impact. This technology-driven approach streamlines administrative tasks, such as scheduling and coordination, in-person nutrition consultations with mothers and their children, also ensures real-time data collection and analysis.

Development of the HMF-DS is conducted in phases. The first phase of the HMF-DS included the development of the website with separate Hubs for each MindUp and Child and Mom biodata and growth data functions. An integrated Survey function was built-in to the system, incorporating HMF's monitoring and evaluation questions for baseline, end line and per 100-days period. In addition, the HMF-DS includes innovative job-aid functions such as counseling messages, parenting advice, and checklists for the MindUp Managers (MUMs) to improve the delivery of age-specific messages to the parents and caregivers.

See the [Heights and Minds Digital Solution Promotion Video](#).

Dashboard Function

The Dashboard provides essential information for MUMs in each MindUp, including data extraction for mothers and children, total counts of mothers and children, growth rates categorized by status, and scheduling appointments to determine return dates and reminders. In addition, it allows for rapid overview of numbers of services provided, which is needed to comply under the results-based payment scheme that Heights and Minds and its partners apply. The system reduces time needed for reporting by the MUMs, freeing up time for service provision and counseling.

Child Function

In the overview section, MUMs can monitor children by tracking their growth (height and weight according to their age) and their parents/mothers' knowledge and practices for tailored advice. The system provides easy access for MUMs and parents to their child's growth progress with a built-in table for a comprehensive overview, along with growth charts offering useful information and suggestions based on the child's current age, length and weight status. Additionally, the overview section provides a checklist to help MUMs manage each visit and counseling with the mother about their child's growth and development effectively.

Mom Function

On the mom overview page, MUMs can track pregnant women's progress. There is a built-in table to track pregnancy visit data, including monthly and trimester weight gain. Additionally, pregnancy advice tailored to each month of pregnancy, and a checklist feature to help MUMs manage and keep track of essential tasks is provided.

2

Survey Function

The survey function operates based on the stages of the 100 Days Period for both mothers and children. There are 11 stages starting from baseline, then progressing through intervals such as 100-200 days, 200-300 days before birth, and continuing post-birth in intervals like 200-300 days, 300-400 days, and so forth, culminating in stage 11 at 900 days and beyond. Each stage features unique questions tailored to the specific conditions of the mother and child during their 100 Days Period. Importantly, each survey is designed to be short and informative.

Upon registration, every mother/caregiver completes the baseline survey assisted by the MuM. In the mom overview page, mothers can fill out surveys from the baseline stage, 100-200 days, and 200-300 days before birth. Surveys for stages post-birth, such as 200-300 days after birth and beyond, are completed in the children overview page.

To aid in counseling and survey completion, some questions are marked as visual aid surveys, requiring MUMs to show visual materials to the mothers during the process. All the survey process will be assisted by the MUMs based on a one-to-one session between the MUMs and the mothers. This innovative survey function allows Heights and Minds to assess knowledge and practice change of pregnant mothers and caregivers over time.

Counseling/Job-aid Function

High quality individual counseling for child growth has been a challenge worldwide. The HMF-DS allows MUMs to give tailored high quality individual advice. Using the responses to the question in the integrated survey (see survey function above), the system provides infographics for MUMs to highlight in the counseling advice, those areas whether mothers did not have knowledge or need changes in behaviour. This feature allows tailored advice, making counseling more impactful and efficient.

Next Phases of Development

The HMF-DS is currently in the second phase of development which includes a more detailed and comprehensive administrative dashboard as well as analysis function for monitoring and evaluation purposes. Both functions will enable HMF to provide tracking and promote children's physical, cognitive, and socio-emotional growth during their first 1,000 days of life in real-time. More importantly, it enables HMF to assess practice and knowledge changes, and tailor first 1,000 days messages to address knowledge gaps for parents and caregivers.

Subsequent phases of development include incorporating child development metrics in the system and piloting aspects of HMF's innovative childcare coop concept digitally.



3

GROWTH IN NUMBERS



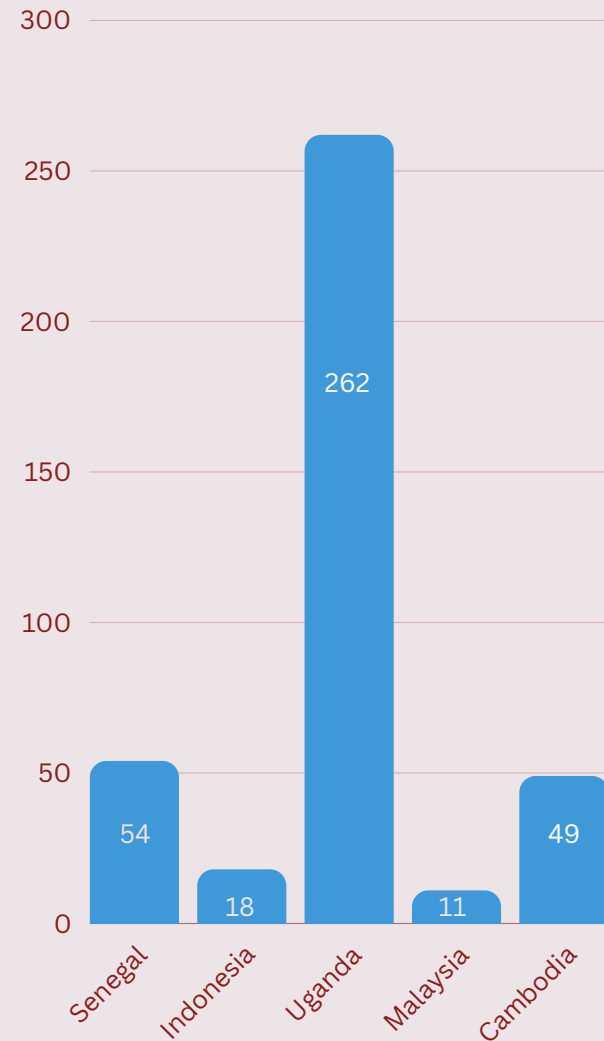
3

DATA GROWTH

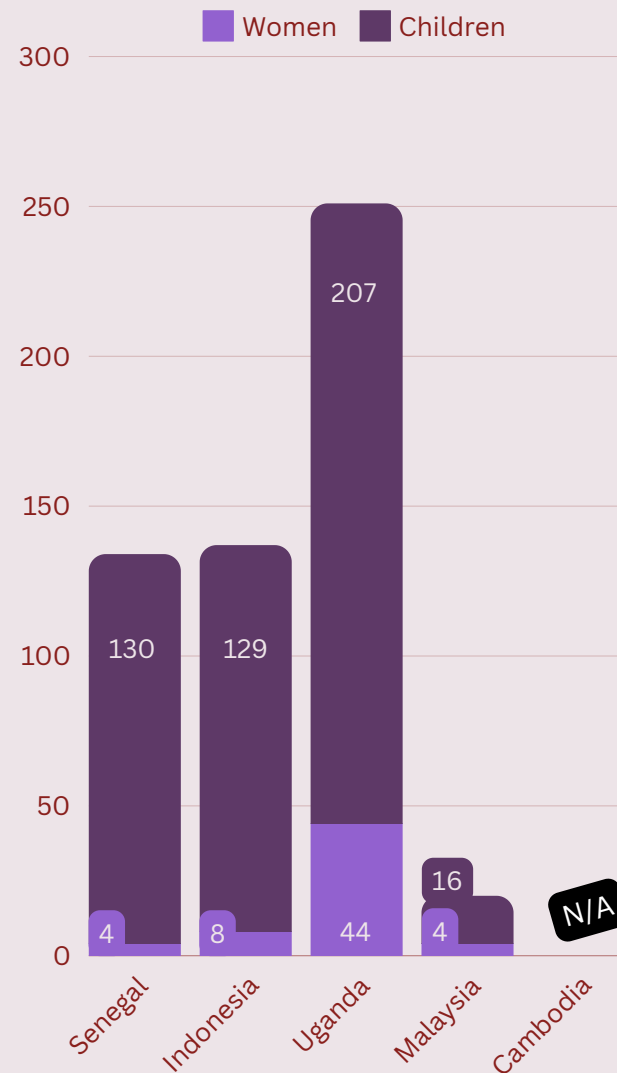
In 2024, Heights and Minds continues to grow its operations and coverage. With five MindUps now operational across five countries four more MindUps in preparation, Heights and Minds has served approximately 25,000 households to date and is reaching many more households in the catchment area. We have successfully trained regional and local coaches, MindUp Managers and assistants, creating local jobs and cultivating strong relationships with the communities we work with.

The following, some insights in our services and results from January to June of 2024 provide an indication of our growth. These include indicators of the number of persons trained, number of registered participants in the 1,000 days child growth promotion and development program, number of first visits and follow-up visits for all four MindUps currently in operation. Stay tuned for the annual report in February 2025 which will provide more data on results and impact.

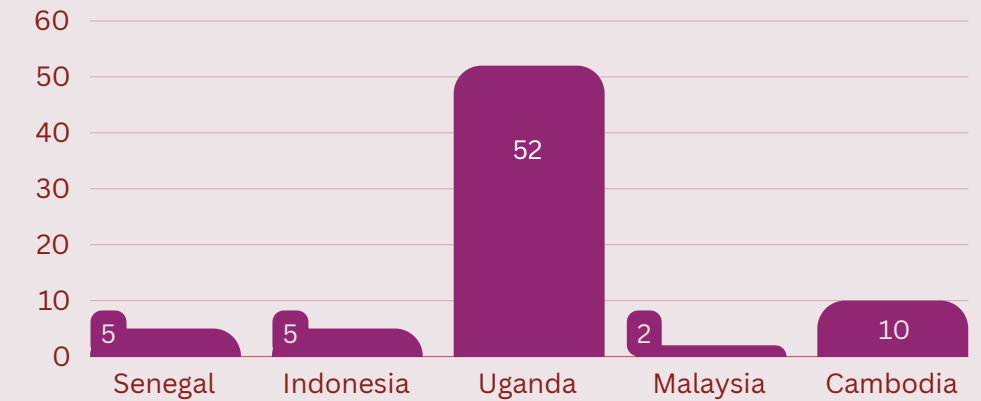
NO. OF FIRST VISITS
JANUARY - JUNE 2024



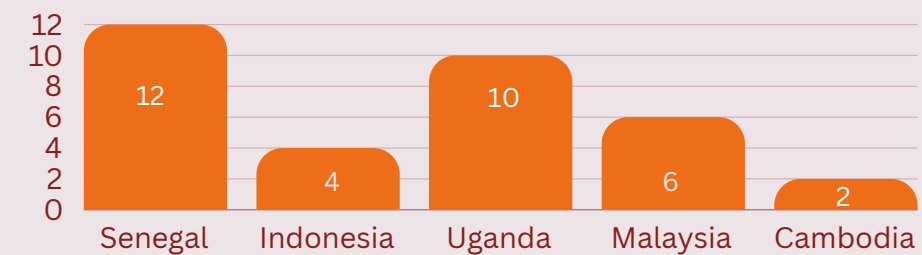
NO. OF FOLLOW-UP APPOINTMENTS
JANUARY - JUNE 2024



NO. OF PREGNANT WOMEN REGISTERED
JANUARY - JUNE 2024



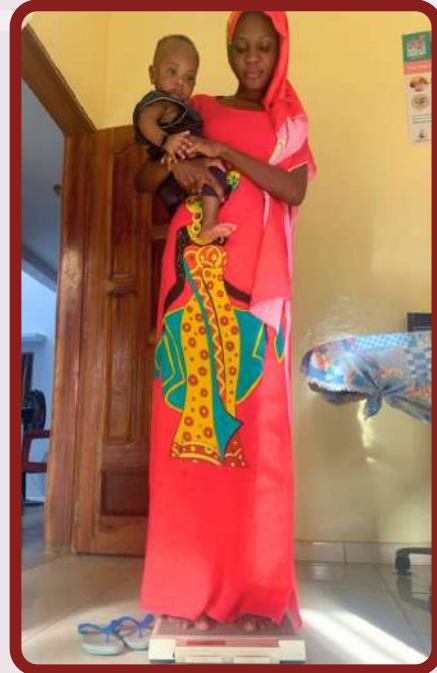
NO. OF PERSONS TRAINED TOTAL
THROUGHOUT OPERATIONS



3

KEY ACTIVITIES ACROSS MINDUPS

**GMP COUNSELING
INDIVIDUAL AND GROUP**



**COOKING
DEMONSTRATIONS**



**BABY BRAIN
BOOST SENSORY
PLAY CLASSES**



ADDITIONAL ACTIVITIES ACROSS MINDUPS



CLIMATE RESILIENCE & GARDENING ACTIVITIES



ADDITIONAL ACTIVITIES ACROSS MINDUPS



LANGUAGE CLASSES



ART CLASSES

ACTIVITIES FOR OLDER KIDS



COOKING CLASSES



SCHOOL HOLIDAY FUN

3

ENTREPRENEURIAL ACTIVITIES

PARENTING WORKSHOPS



COOPERATIVE COMMUNITY SHOPS

FINANCIAL LITERACY CLASSES



CUSTOMER EXPERIENCE RESEARCH



4

COUNTRY UPDATES

MindUps

The MindUp is a learning space where pregnant women, parents and caregivers can learn about child growth and development, healthy feeding practices, nutritious recipes, and parenting skills. The aim of the MindUps is to empower parents, especially women, in underserved communities with the knowledge and tools to promote child development and prevent chronic malnutrition.

Heights and Minds works with local partners at the country level to integrate MindUps into existing community-based projects and programs. Through this integration, the MindUp upgrades existing services and activities together with local partners and in-line with local and national government strategies. Heights and Minds ensures local inputs, a transition plan to local ownership, and a sustainability plan.

MindUps operate through our local partner organizations and are staffed by a dedicated team that includes trained MindUp Managers (MUMs), MindUp Assistants and MindUp Ambassadors. These individuals are integral to the day-to-day operations and are responsible for delivering MindUp services. A local Heights and Minds coach provides technical oversight and implementation and deployment of the digital solution support.





[Tawfekh Keur Jaboot](#)

[@tawfekhkeurjaboot](#)



CONSEIL NATIONAL DE
DEVELOPPEMENT DE LA NUTRITION

[Conseil National de
Développement de la
Nutrition](#)

Overview

From January to July 2024, the Senegal MindUp, Tawfekh Keur Jaboot (TKJ) center, has continued to thrive and expand its impact within the Jaxaay community in Greater Dakar. Building on its strong foundation, TKJ has been a beacon of support for local mothers and children, providing essential Growth Monitoring and Promotion (GMP) services. The center's close collaboration with the local health center, schools, and municipality has further solidified its reputation as a trusted community resource.

During this period, TKJ has hosted a variety of workshops and community events, focusing on critical topics such as healthy snacks for children, proper handwashing techniques, breastfeeding, and complementary feeding. These activities have not only educated parents and caregivers but also fostered a sense of community and shared responsibility for child health and development. Additionally, the center has welcomed other organizations, such as the Improve Foundation and Zero Waste Senegal, to provide services like oral care and waste management, demonstrating the holistic approach of the MindUp initiative.

Community Engagement and Income-Generating Activities

TKJ celebrated the completion of the first 1,000 days follow-up for its initial cohort of children, marking a significant milestone in its journey. The MindUp Keur Djabot also held several community events and radio information sessions. In addition, the center has established a community boutique which opened in January 2024 selling locally produced different varieties of enriched flour, homemade soap and liquid soap, and other produce.



Mother's Group Activity



Aida Seye and son
Seydina Mouhamed

Participant Story - Aida Seye

My name is Aida Seye, and my son's name is Seydina Mouhamed. I have been coming to the Minds Up center since my son was 6 months old; he is now one year old, so we have been attending for 6 months. What I love the most are the culinary tasting activities, cooking workshops, and nutrition counseling sessions. These have motivated me to take more time at home to cook specific dishes for my son. I have also noticed that since I started coming to the Minds Up with my son, he is healthier and no longer has diarrhea or the minor illnesses he used to have.

What motivates me to come here is the good health of my child, ensuring he grows well and eats properly. Additionally, I have observed that my baby is more comfortable when he is here. The thing I appreciate the most is the knowledge I gain about how to take care of my son. This has been very helpful, and thanks to it, I have changed many aspects of his diet. For example, I used to give him only cereals, but now I have incorporated more vegetables.

Future Outlook and Government Collaboration

The Government of Senegal has secured funding to open three more MindUps in Greater Dakar in 2024, building on the success of TKJ. This expansion is part of a broader strategy to scale up the MindUp concept in other peri-urban areas and cities like Thiès. The ongoing partnership with the National Nutrition Program Council Senegal (CNDN) play a crucial role in this expansion, ensuring that the new centers replicate the successful model of TKJ.



MindUp Coach - Issa Camara

MindUp Manager - Mariama Konate

Mariama and Issa are the MindUp Managers and Issa also assumes the role of Local Coach for Senegal, playing a crucial role in the success and growth of the MindUp initiative in Greater Dakar. Their dedication and hard work are instrumental in providing essential support to local mothers and children, particularly in the Jaxaay community and helping establish the new MindUps in Malicka, Yeumbeul Nord and Yeumbeul Sud.

Senior Technical Coach - Anna Toure

HMF is excited to announce Anna Toure as our new Senior Technical Coach for Africa region. Anna's interests focus on women's empowerment, behavior change, and maternal and child nutrition. Anna is based in Dakar, Senegal and previously worked on community projects, nutrition, and development in Senegal and the ECOWAS. She has empowered women in rural communities and improved their nutrition. She is also the creator of a social enterprise that aims to improve Senegalese children's nutrition habits and complementary feeding techniques. We are thrilled to have Anna as part of the HMF team!



Mariama Konate & Issa Camara



Anna Toure



[Ruang Riung Ceria](#)

[@ruangriungceria](#)



[@tunasnusaoundation](#)

Overview

Ruang Riung Ceria continues to be a best practice example for all MindUps, combining nutrition specific and nutrition sensitive interventions thanks to the expertise of Heights and Minds and the local partner Yayasan Tunas Nusa. In the past 6 months, Ruang Riung Ceria (RRC) continues to conduct child growth measurements and counseling for first 1,000 days participants at both the MindUp and also in nearby hamlets. This approach includes private consultations at homes, which provide a more comfortable setting for mothers to discuss their concerns and receive personalized advice.

While the community continues to support the vegetable garden, fish and quail's eggs farming at RRC - which in kind supports food security and food diversity efforts in the community - the community is quickly embracing RRC's entrepreneurial and sustainability efforts. Named 'Warung RRC' or RRC Stall, the stall sells liquid soaps and detergents bought in bulk in smaller quantities to the community. The community members are encouraged to bring back their reusable containers for the detergents or soaps which reduces plastic waste. Leveraging economies of scale, the community is able to purchase the items at lower prices while making efforts to reduce single-use plastic waste. The RRC Stall is now experimenting with sales of healthier noodles using homemade ingredients.

Preliminary Data Analysis Findings

After 3 years of operations where RRC has consistently monitored children's growth, HMF was able to conduct a preliminary analysis of growth measurement data collected from children under 2 years of age who visited RRC between January to December 2023.

Our findings indicated that more than 50% of children under 2 who register at the RRC return for follow-up visits and we see better growth among the girls. Looking at the growth trend reveals that the challenges at RRC were not solely economic but also stem from a lack of awareness about healthy eating. Our preliminary analysis identified challenges when complementary foods were introduced. Among older kids, the growth faltering is often attributed to the consumption of unhealthy packaged snacks available at local shops. These snacks, which are cheaper, more colorful, and "tastier" due to added sugars, salts, and artificial flavors, tend to fill children up, making them less likely to eat their main meals.

Therefore, educating mothers about the importance of healthy eating and the risks associated with unhealthy snacks is crucial. This data-driven approach allows RRC to tailor its interventions effectively, ensuring that the community receives the support and knowledge needed to promote healthy child development.



RRC Garden

Participant Story - Ibu Eva

Ibu Eva and her 3 children regularly attend the Ruang Riung Ceria MindUp since the start of the RRC four years ago. Asking about her experiences and interest in the RRC MindUp, specifically what activities and services she finds the most valuable she says:

"Counseling, because from counseling we can find out about the child's growth and development. From the results of the counseling, we sometimes get solutions, how to increase the child's weight, the food they should consume, so that the child is healthy and grows well.

I want to find more experiences that I don't know yet. At RRC, we can consult or learn everything without any charge. It's different if we consult a doctor/hospital, there will definitely be a fee.

RRC has given us good support, with nutrition and healthy eating patterns, especially with gardening activities which really help the mothers' economy. We are often given vegetables, quail eggs and even fish for free, as long as we are willing to work together to maintain and care for the RRC garden."

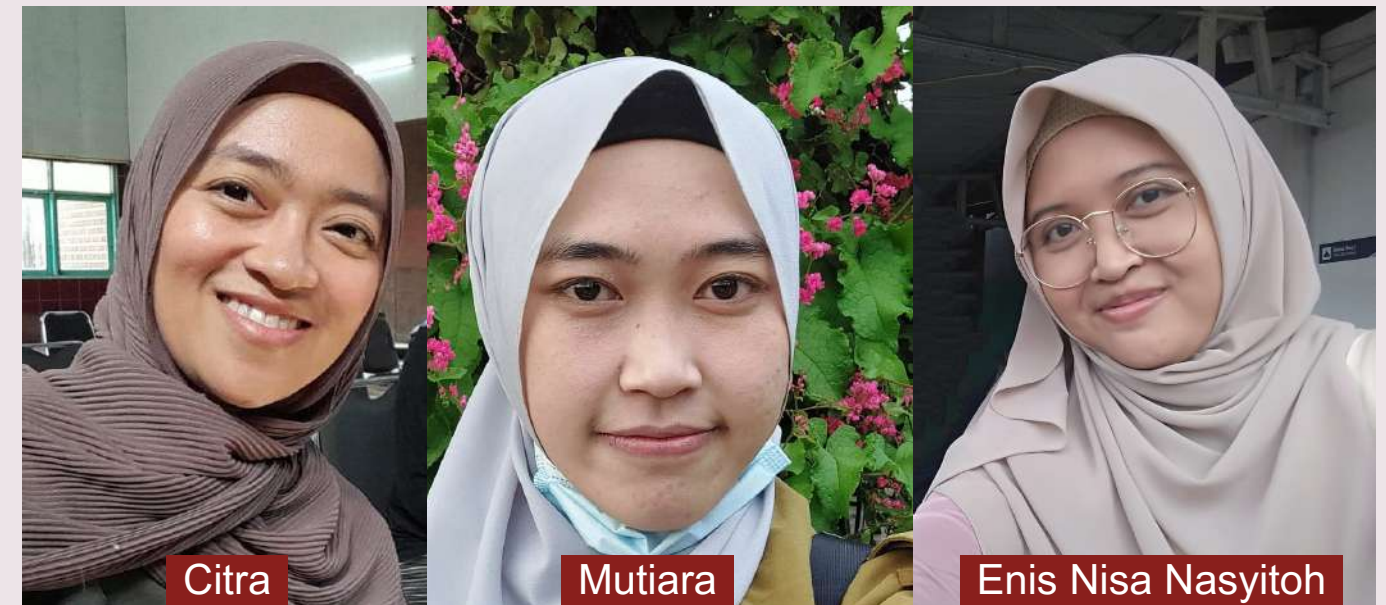


Ibu Eva in RRC Garden

Ibu Eva with friends and children

MindUp Managers - Citra Mustikawati, Mutiara Septianingrum, Enis Nisa Nasyitoh

Citra and Mutiara are the MindUp Managers of Ruang Riung Ceria. They are assisted by Enis, who joined when Mutiara took a maternity break following the birth of her daughter. The RRC MindUp team, together with the cadres of Rancaek are a formidable team, running daily activities and conducting counseling sessions!



Citra

Mutiara

Enis Nisa Nasyitoh



[Kawempe Youth Centre Uganda](#)

[@kyouthcentre](#)

Overview

Working with Kawempe Youth Centre (KYC), the MindUp based in Uganda has witnessed a positive change in community attitudes, with a growing appreciation of the critical importance of the first 1,000 days of a child's life. KYC MindUp has established itself as a trusted source of information within the community, with participants frequently reaching out to MindUp Managers (MUMs) for assistance with various concerns and questions. Since its inception, KYC MindUp has registered 530 children along with their parents or caregivers and 135 pregnant women, demonstrating strong community engagement and trust in the programme's efforts.

Looking ahead to 2024, KYC MindUp has set ambitious goals to further enhance its impact. These include introducing income-generating activities for women, such as teaching them how to purchase high-quality foods within their household budgets and better utilise their existing income. The initiative will continue to provide essential knowledge on good nutrition and preventive measures through informative sessions held in self-interactive spaces like village women's meetings and churches.

KYC MindUp is also committed to expanding its community outreach, seeking to widen its range and engage more participants. The programme will focus on urban farming practices, including the provision of seeds, the installation of watering systems, and the creation of nursery beds. These efforts aim to foster food security and engage the community in sustainable practices. Additionally, KYC MindUp is actively seeking donors and partnerships to support the enrolment of new MUMs and ensure they receive salaries, which will help sustain and grow the programme.

A safe space for mothers remains a priority, with ongoing renovations to the MindUp space aimed at making it more attractive and conducive for participants. The initiative is also working closely with MindUp Ambassadors, who play a vital role during community outreaches and MindUp operations, reflecting the expanding team. KYC MindUp's focus on building climate-resilient communities includes education on climate change and urban gardening activities, where MindUp mothers are the main beneficiaries. These activities promote recycling and the use of recycled toys, among other sustainable practices.



Climate-Resilient Urban Gardening Activity

MindUp Managers - Bulyaba Ruth & Nalukwago Samalie

"We are excited to introduce Kawempe Youth Centre's MindUp program. Located in the heart of Kawempe, our initiative focuses on empowering mothers and promoting early childhood development. Through educational sessions on nutrition, childcare, and growth monitoring, we aim to create a supportive environment for mothers and their children.

We believe in community-driven solutions and look forward to collaborating with like-minded organisations to make a lasting impact. The MindUp bridges the gap by reaching out to disadvantaged community members who genuinely require our vital services. Our proactive approach involves crossing the bridge to connect directly with those in need.

As we look forward to the upcoming months, our focus remains on improving the health and well-being of mothers and infants within our community. We extend our gratitude to our dedicated team, as well as our supporters, for making these initiatives possible."



Bulyaba Ruth



Nalukwago Samalie



Nasaka Prossy and children

Participant Story - Nasaka Prossy

Nasaka Prossy, a devoted mother to Namatta Darin (1 year and 7 months) and Mulangira Darius (6 months), passionately shares the impact of MindUp on her family. The program's nutritious food has visibly enhanced her children's health and vitality. Prossy expresses gratitude for MindUp's guidance on proper baby feeding, empowering her to provide optimal nutrition. The emphasis on early childhood development has equipped her with insights into creating a nurturing environment.

The growth monitoring system ensures Prossy can closely track her children's developmental milestones, allowing for timely interventions. MindUp, in Prossy's words, is not just a program; it's a source of knowledge and confidence in navigating the complexities of motherhood. The positive changes witnessed in Namatta and Mulangira exemplify MindUp's invaluable role in fostering a brighter and healthier future for her growing family.



Facebook icon: Pusat Anak Cerdas Ceria Selangor

Instagram icon: @pusatcerdas



Overview

In mid-October 2023, the first Malaysian MindUp center, Pusat Anak Cerdas Ceria Selangor (CERDAS), commenced operations in Pangsapuri Enggang, and is housed within the Pusat Aktiviti Kanak-Kanak (PAKK) or Children's Activity Centre. Nearing the 12 month milestone of the centre opening, the MindUp Managers have also actively reached out to the community through door-to-door visits, provided cooking demonstrations, individualised growth monitoring and nutrition counseling, home visits and other activities for the local community. By far the most popular activity that the community enjoys is the Brain-Boosting Sensory Plays for young children. Registration spaces usually get filled up within 12 hours!

In early 2024, Pusat CERDAS collaborated with Ipsos Sdn. Bhd. for Ipsos's Make-A-Wish Program where over 60 mothers and children in the community had their wishes fulfilled. They received gifts such as toys, school supplies, breastfeeding supplies and food items, thanks to the generosity of Ipsos's employees. Pusat CERDAS also received a cash donation from Ipsos Sdn. Bhd. which will help us continue our operations.



Sensory Play-Date Activity

MindUp Coach - Nur Aina Adlina Adnan

MindUp Managers - Yuhana Eliasa & Noraini Hussin

The Malaysian MindUp - Pusat Cerdas is managed by a dedicated team of MindUp Managers (MUMs), Yuhana and Noraini, and the Malaysia Coach Aina, who are integral to its operations and success.

Asking our MUMs how their roles at Pusat CERDAS has contributed to the community, Noraini says, "The activities that we conduct here in the MindUp contributes to the birth of a healthier and intelligent generation.

I can see that the MindUp helps the community to reduce the cost they pay for certain services or facilities.

For me, generally, mothers and children gets information much easier and they appreciate it very much."

Yuhana points out "The most obvious difference we see is that the community is more well informed about certain topics like the first 1,000 days, stunting among children, and the impotence of sensory play in brain development of children."



Aina, Noraini and Yuhana



Noraini with Aminah and children

Participant Story - Aminah

One of the local mothers at Pusat CERDAS MindUp is Aminah, who started joined the program when she was pregnant with Arrian Ishaq. In April she was kind enough to let us film a day-in-the-life video of a MUM home visit, which can be found [here](#). Her experiences from the clinic are:

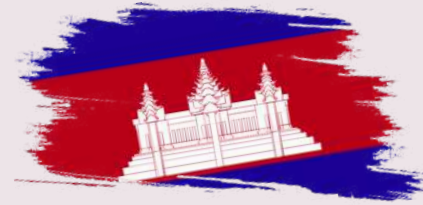
"I have been part of MindUp for a year. The best thing to do in MindUp is the sensory playdate where you can see your children's progress in different areas. The MindUp program inspired me to participate because it supports moms like me in many ways, such as children's development and preventing stunting from pregnancy. The MindUp program also affects our family's diet because they also conduct group cooking activities.

The MindUp program influences food choices because it includes guidance on nutrition and offers a healthy menu."



[iDE Innovation Lab](#)

[@ideinnovationlab](#)



Overview

Together with iDE Innovation Lab, the World Bank, and Chef Nak, Heights and Minds is testing a new entrepreneurial-focused MindUp model in Cambodia in 2024. This is part of Heights and Mind's innovation strategy.

During the first week of February, fieldwork was conducted by iDE Innovation Lab to assess the needs and willingness to pay regarding child care services in peri-urban areas in Siem Reap as well as the exploration of MindUp spaces.

At the end of February, the MindUp Core Training took place to prepare the coaches who will monitor the growth and development of the children, provide parenting and early stimulation advice, Baby Brain Boost classes, MindUp support groups, and healthy takeaway meals and snacks at the MindUp. At the beginning of May, additional coaching and support was provided by Heights and Minds to the MindUp team to prepare for the facilitation of the different MindUp services and activities.

From April to October 2024, iDE Innovation Lab will conduct customer experience research to test the different MindUp services and activities including Chef Nak's edutainment video.



Providing Parenting Advice



Kol ReatDany, Chouen Molida and Koey Kimchhet

MindUp Managers and Coaches - Kol ReatDany, Chouen Molida and Koey Kimchhet

The Cambodian MindUp team, led by Kol ReatDany (Center Manager & Coordinator), Chouen Molida and Koey Kimchhet (Childcare, Nutrition, and Monitoring Coaches), is preparing diligently to promote the MindUp initiative within the community. In their preparation, the team is practising to develop more confidence in their outreach efforts in order to effectively raise awareness about the importance of early childhood development and nutrition. The MindUp team identified a need for the MindUp training to place greater emphasis on facilitation skills and strategies for convincing pregnant women and parents/caregivers to participate in the MindUp programs, highlighting the importance of demand creation. Additionally, the team is enhancing their teamwork capabilities, learning how to better communicate with parents and caregivers and provide valuable advice on early stimulation activities through this innovation in Siem Reap.



Training Session

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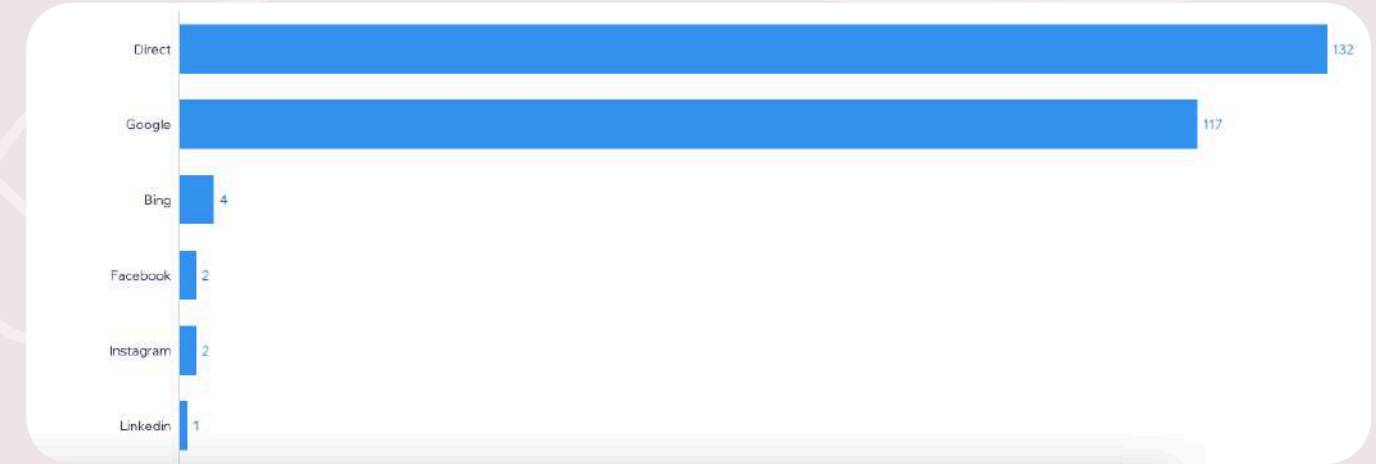
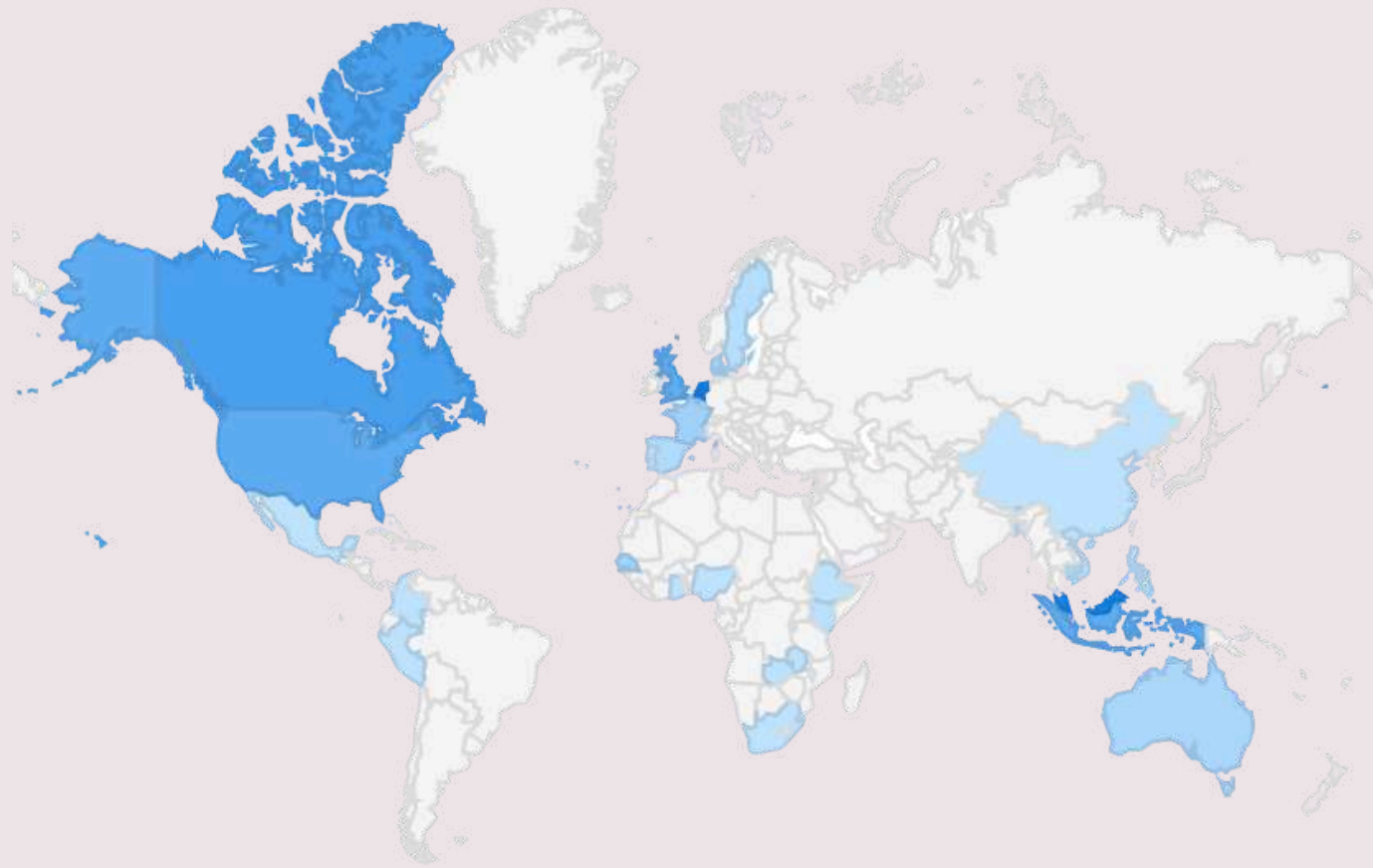
**WEBSITE
AND
SOCIAL MEDIA GROWTH**



5

WEBSITE GROWTH

The Heights and Minds Foundation's website serves as a comprehensive resource for information about the organisation and its initiatives. The website is designed to provide visitors with detailed insights into the Foundation's mission, programs, impact, and its core mission of improving child health and development through its MindUp centres. It outlines the Foundation's commitment to providing access to child growth and development services.



Traffic Sources

The sources of website traffic can be broadly categorised into direct visits and secondary sources such as social media or search engines like Google. Each source has its own significance and implications for HMF outreach and engagement strategies. The vast majority of visitors come direct to the website or have searched for HMF, indicating visitors are already familiar with the Foundation and its work. This could include regular donors, partners, volunteers, and beneficiaries who frequently check the website for updates and resources. There are much smaller numbers coming from the social media secondary sources.

Traffic distribution

Top traffic sources

Top countries

Netherlands	86 >
Indonesia	84 >
Malaysia	71 >
United States	56 >
Canada	41 >

International Traffic

The majority of the website traffic comes from Indonesia and Malaysia due to direct local engagement, the international traffic from the Netherlands, Canada, and the United States is likely to be attributed to global partnerships, donor engagement, academic interests and effective digital outreach. Traffic from the countries where it is actively operational, particularly Indonesia and Malaysia is likely due to the direct engagement and interest from local communities who benefit from the MindUp centers.

The Heights and Minds Foundation collaborates with various international partners, including universities, NGOs, and corporate sponsors. Students from the University of Applied Sciences Amsterdam have been involved in organising virtual events and contributing to the Foundation's initiatives.

Such collaborations naturally drive traffic from these countries as partners and stakeholders seek updates and information.


5 SOCIAL MEDIA GROWTH

Social Media

Social Media is a powerful tool for HMF to enhance its outreach, transparency, fundraising efforts, and community engagement, ultimately supporting its mission to prevent child malnutrition and promote early childhood development. Social media platforms have a vast global user base, allowing HMF to reach a wider audience and raise awareness about our initiatives. With our MindUps spanning across five countries with hope of more expanding, keeping that global perspective and engagement as a constant is achieved with our social media pages.

Sharing photos, videos, and stories from the field helps to humanise the work of HMF, making the impact more tangible and relatable. Particularly our Facebook and Instagram accounts allow for engagement with the community, providing valuable visibility of our community members, MindUp teams, local and national partners, as well as academic partners and donors.

INSTAGRAM

 @heightsandminds

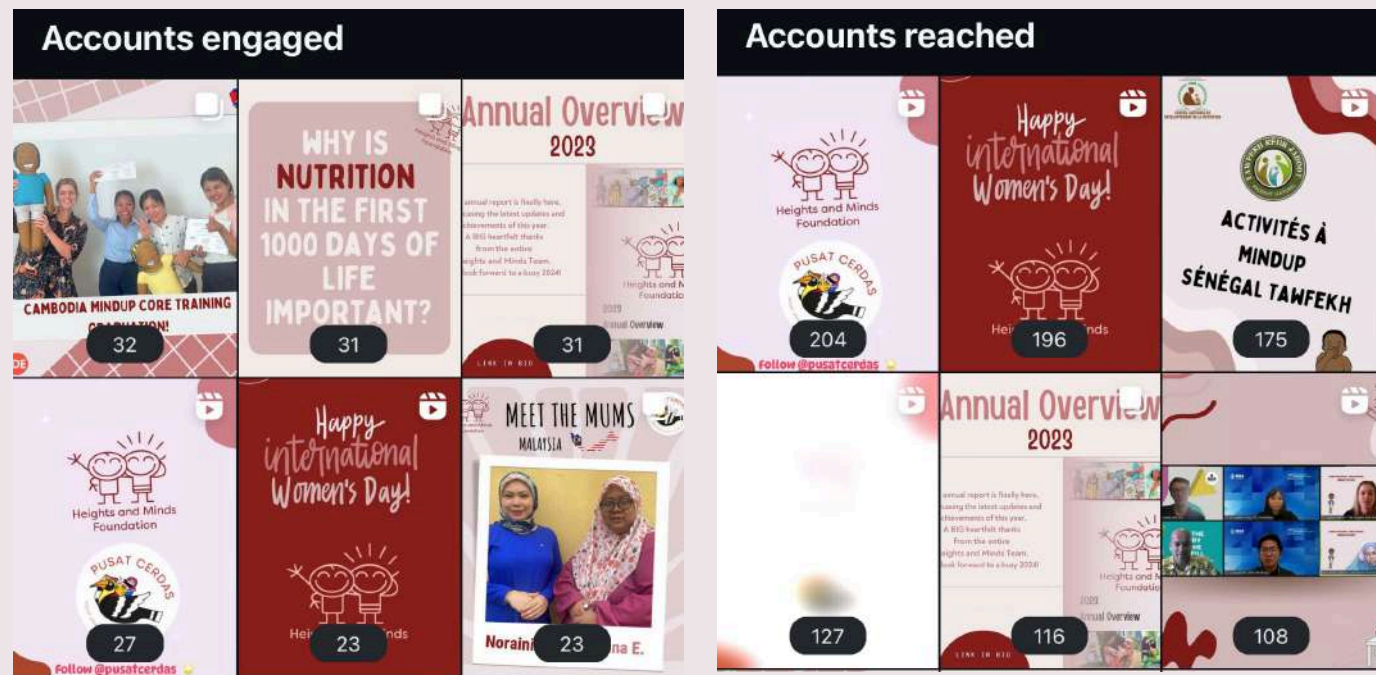


Instagram is a highly visual platform, making it ideal for sharing compelling images and videos that highlight the impact of HMF's initiatives. It include photos of community events, success stories, and behind-the-scenes looks at MindUp centers.

Our Instagram page is our most active social media platform, which has grown and reached by 46.1% since the first 2024 quarter.

Content that had the most account reach, or most viewed, were reels promoting videos promoting MindUp activities, with the highest being the post "A day in the life of a MindUp Manager" following a home visit in the Malaysian MindUp area in Pusat Cerdas.

The most engaged with post, or post with most likes and comments, is "Behind the Scenes 🇰🇷 MindUp in Cambodia" with photographs of the Cambodian MindUp core training graduation for the MindUp Managers and Coaches.



FACEBOOK

 [foundationheightsandminds](https://www.facebook.com/foundationheightsandminds)




The HMF Facebook page has the most engagement and access to community after Instagram, and offers the most communication to participant parents using the MindUps, acting as a great platform for fostering a sense of community among parents.

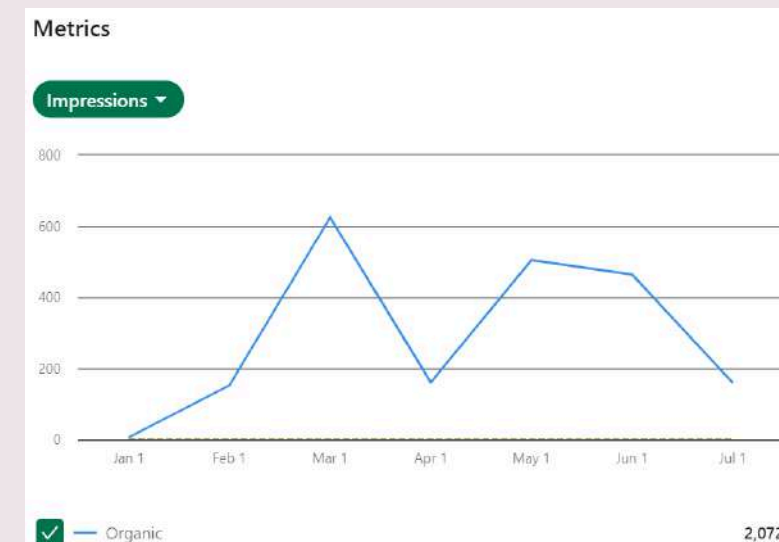
The impressions and reach has grown considerably in the past 6 months, showing a very promising reach to the public, most notably the participants of MindUps globally. There is currently 310 followers on the page, and the content with most reach and reactions being the "My First 1000 Days" series of posts, and videos of activities in the MindUps.



LINKEDIN

 [linkedin.com/company/heights-and-minds](https://www.linkedin.com/company/heights-and-minds)

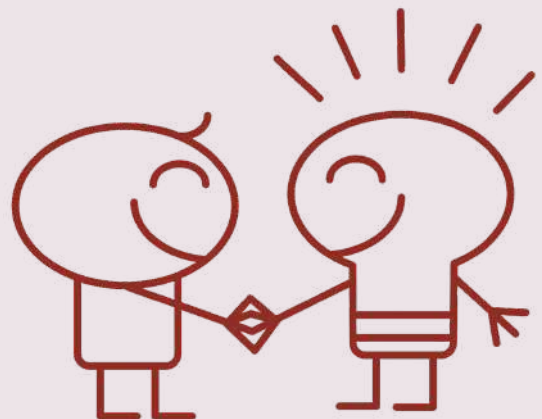
Our LinkedIn page is the lowest social media performer in the HMF toolkit, however there is promise as the page has grown since it was established.



The impressions, or number of times our content is displayed on someone's screen is at 2,072 in the past 6 months. There are a total of 72 followers on our page.

Incorporating more global health and nutrition industry language and story telling in the social media strategy will expand HMF's presence on LinkedIn, enhance professional networking, increase visibility and credibility, attract funding and support, facilitate knowledge sharing, and foster community engagement, all of which are crucial for the organisation's growth and impact.

**Thank you for
your support!**



**Heights and Minds
Foundation**