

A young child, likely a boy, is captured in profile, running barefoot on a dirt path. He is wearing a striped t-shirt and blue shorts. In his right hand, he holds a hula hoop, which is in motion, creating a blurred circular shape. The background shows a shanty town with buildings made of corrugated metal and wood. The overall scene is one of active play in a challenging environment.

# Family and Community Motivators

The front line of support  
for vulnerable young  
children

Mary Newman

## **Acknowledgements**

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The Family and Community Motivator Programme grew out of the work of the Early Learning Resource Unit (ELRU). ELRU is a research and development not for profit early childhood development organization which was founded in Athlone, Cape Town, South Africa in 1978. ELRU conducts research, engages with policy formation, pilots programme development and develops training programmes and materials which are widely used in South Africa and elsewhere.

ELRU has played an important role in the attempts to transform ECD in South Africa into an inclusive human rights and safety nets approach in which the child's primary caregiver, parents, family and community play a central role. The transforming vision incorporates a range of ECD services and developmental programmes and places ECD at the heart of preventative services.



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