# MINISTRY OF HEALTH
## OFFICE OF THE DIRECTOR GENERAL

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**REF: MOH/DG/15/1/18**

**03rd Sept. 2026**

Rebecca Chandler Leege
Chief Executive Officer
**WorldReader - USA.**

**RE: LETTER OF ENDORSEMENT FOR WORLDREADER - ADVANCING THE NURTURING CARE FRAMEWORK FOR EARLY CHILDHOOD DEVELOPMENT THROUGH BOOKSMART**

WorldReader's program on digital reading and caregiver support for Early Childhood Development is highly relevant to the Ministry's mandate to implement the Nurturing Care Framework (NCF) as per the Kenya Nurturing Care for Early Childhood Development Action Plan (2022-2026).

The Ministry of Health and WorldReader recognizes that more than 80% of brain development occurs in the first 3 years of life. Thus, early positive experiences during this window have a lifelong impact on health, learning and productivity.

That every child needs the following 5 interrelated components: good health, adequate nutrition, responsive caregiving, opportunities for early learning, and safety and security. Reading, storytelling, and responsive interaction from birth are proven interventions for early learning and responsive care.

WorldReader's initiative to provide over 3000 age-appropriate, localized digital books and health messaging to parents, caregivers and Community Health Promoters directly supports:

a) Responsive caregiving: Promoting parent-child bonding, skin-to-skin contact talking, reading, singing and play – all critical from the neonatal period.
b) Early Learning :Stimulates cognitive, language and social-emotional development through daily reading.
c) Health and nutrition: Integrating key health messages on breastfeeding, kangaroo mother care, immunization and nutrition into family-friendly reading materials.

We therefore recommend and endorse WorldReader as a key partner in advancing Nurturing Care and early brain development in Kenya and through its engagement with Kenya Paediatric Association (KPA) and County Health Departments.

**Dr. Patrick Amoth, CBS**
**DIRECTOR GENERAL**