

What Parents Thought About ECD Services This Year

The 2025 KET Parent Survey collected 276 responses from 48 of KET's 67 partner ECD centres, representing a strong 20% parent response rate. Most respondents were mothers (87%), and the majority of children represented were between two and five years old, the core preschool cohort.



Parents expressed exceptionally high satisfaction with their centres:

- 97% of parents reported being very happy with their child's experience.
- Most children are described as excited to attend preschool and show strong developmental progress.

What Parents Told Us

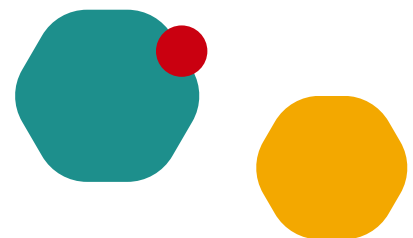
Why Parents Choose ECD Centres

ECD Practitioners often feel parents only send their child to preschool for child minding. The survey told us differently - parents actually send their children to ECD centres for:

- Education and school readiness (early literacy, numeracy, language skills).
- Social and emotional development (confidence, sharing, independence).
- Safety and care, especially for working parents.
- Quality of teaching, caring staff, and supportive environments.
- Affordability and accessibility.

Quotes from parents highlight appreciation for loving teachers, safe spaces, and visible learning progress.

"I want her to get a better education to have a better future, to learn respect and how to live with other kids and to share and many more other good things in life."



"To learn how to do things by himself and grow. ECD's open his mind In different ways. He is able to write his name, do activities, tell a story, he is interacting with others."

Do ECD Centres Make a Difference to Children's Lives?

Parents said that they especially noticed the following in their children:

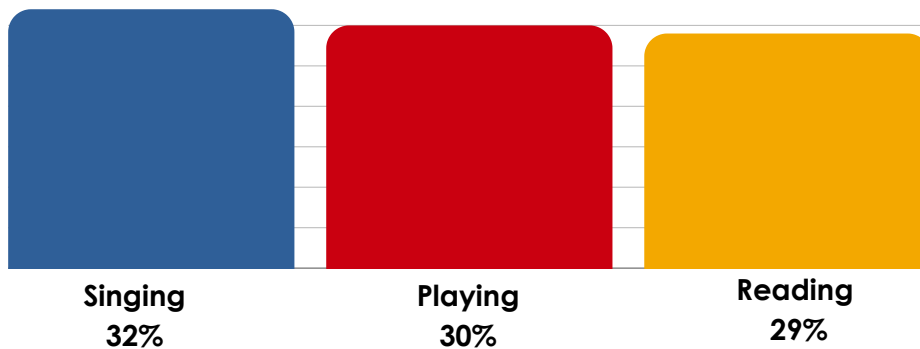
- Knowing new colours, numbers, being able to write their names and making progress in language was the most cited outcome.
- Growing confidence and social skills.
- A strong enjoyment of school.
- Improved eating and health for many children.

Where Children Learn Most

72% of parents believe children learn both at home and at the centre.

28% of parents feel the centre is the main place their child learns.

At home, parents most commonly engage through:

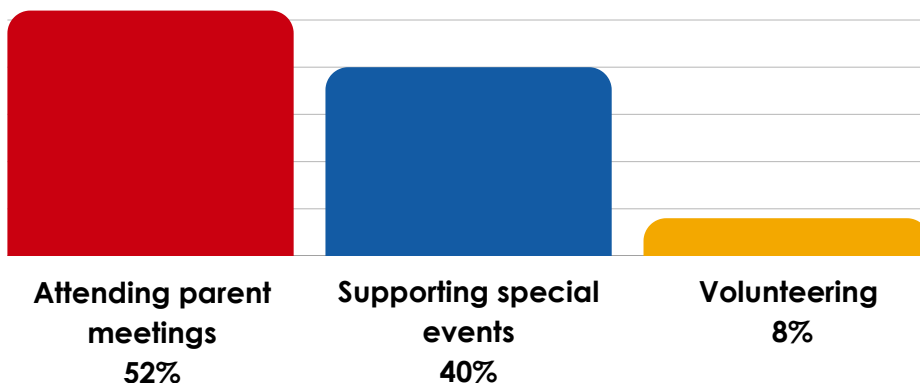


3% want to support learning at home but don't know what to do, indicating a clear opportunity for parent-support guidance.

How Involved Do Parents Feel?

87% feel involved in their child's learning and activities.

Parents primarily participate by:

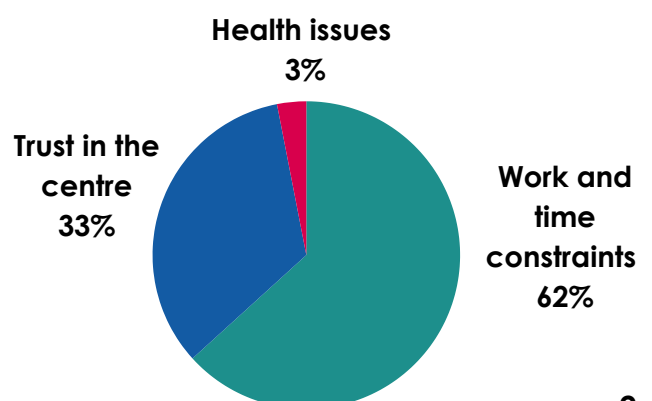


Additional involvement includes fundraising, governance roles, helping with outings, and supporting homework or reading at home.

Barriers to Parent Involvement

Parents identified three barriers that prevent them from being more involved.

This suggests that while parents value involvement, many lack the time or ability to participate more deeply.



Parents' Biggest Challenges

- Balancing work and parenting, especially for single parents.
- Financial pressures, including fees and the cost of living.
- Knowing how to support learning at home—some children prefer the teacher's methods, making home learning difficult.
- Developmental or behavioural concerns (speech delays, concentration, listening skills).
- Safety worries, bullying, and transition to primary school.

A significant number reported no challenges, indicating satisfaction with their children's current progress and environment.

Centre Fees

95% of parents believe fees are reasonable.

Parents link affordability to:

Inclusion of meals

Dedicated teachers

Long hours and aftercare

Visible child progress

Value for money compared to other centres

Those who struggle financially highlight unemployment or reliance on social grants but still recognise the value of the service.

Communication From Teachers

WhatsApp is an effective and well-established communication method:

82% of parents receive weekly updates about classroom themes

13% of parents receive monthly updates

Very few report irregular communication.

This consistency strengthens trust and the parent-centre partnership.

Nutrition: What Parents Thought

Most parents believe their child is eating well:

65% say their child gets enough nutritious food at home and/or at the centre.

However, nutrition challenges exist:

19% of parents face food affordability constraints.

- Some ask for guidance on low-cost healthy meals.
- A small group feel uncertain about their children's nutrition.

This highlights a priority area for support—both through the feeding programme and parent guidance.

What Support Parents Need

Basic Resources

- Food parcels
- Books or educational materials
- Learning-through-play resources

Extended Services

- Aftercare
- Safe transport
- Holiday programmes

Practical Parenting & Learning at Home Support

Parents want:

- Simple, low-cost home-learning ideas
- Guidance on routines, behaviour, and developmental milestones
- Support for speech, concentration, and early literacy skills

These requests strongly align with KET's existing strengths—and highlight opportunities to deepen support.



Overall Learnings

The 2025 Parent Survey reinforces that KET partner centres are:

- Highly trusted.
- Parents feel safe leaving their children at the centres and trust teachers deeply.
- Delivering strong developmental outcomes.
- Children show clear progress in learning, social confidence, and readiness for primary school.
- Accessible and affordable.
- Fees are widely considered reasonable, and services like meals and aftercare add significant value.
- Strong communicators.
- Weekly WhatsApp updates create transparency and keep parents engaged.

Where KET Can Strengthen Support

The survey findings highlight clear opportunities:

Nutrition Support

Guidance on affordable healthy meals and sustained feeding support.

Parent engagement tools

Simple home-learning guides, workshops, and practical ideas for busy families.

Flexible participation

Opportunities for time-constrained parents

Support for developmental concerns

Speech, behaviour, concentration