



JUNE 2021

REPORT

# COVID-19 PARENTING UPDATE

## CELEBRATING PARENTS ALL AROUND THE WORLD!

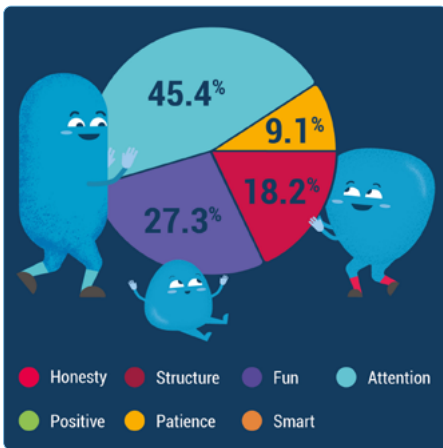


### Celebrating #GlobalDayofParents

We were delighted to celebrate the **Global Day of Parents** with you on the **1st of June!** The Global Day of Parents was proclaimed by the UN General Assembly in 2012 and honours parents throughout the world for their “selfless commitment to children and their lifelong sacrifice towards nurturing this relationship.”

On this extraordinary occasion, we have asked our inter-agency members what their favorite parenting tip is!

See our first video and poll results as we celebrate parents worldwide for UNICEF’s Parenting Month!



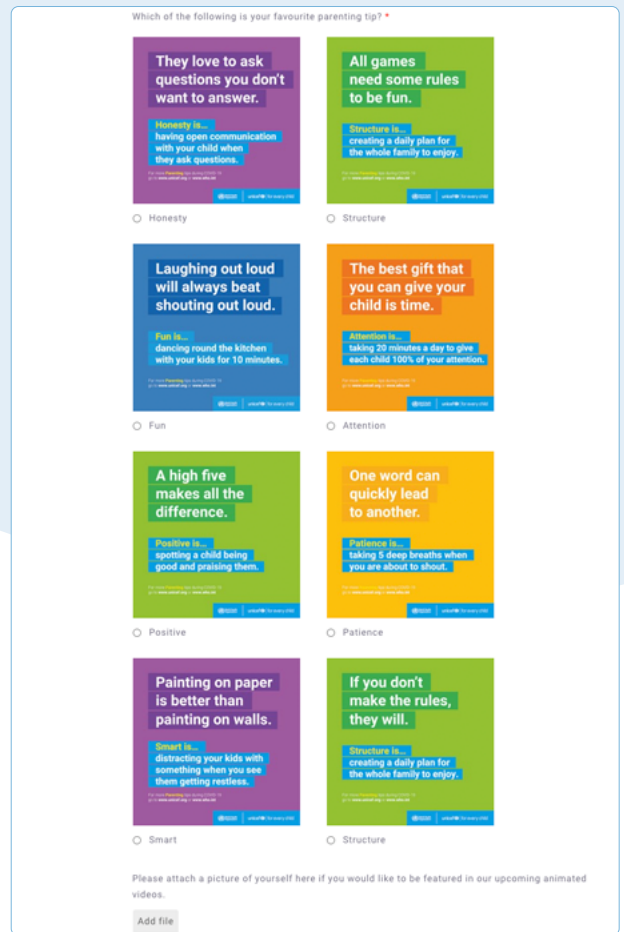
Our 1st poll results indicate that **ATTENTION** is your favorite tip!



### What is your favorite tip?

Click on the image below and join the poll! Take 15 seconds to complete our survey and send us a selfie **by 30 June** if you would like to be featured in our upcoming animated videos.

We have reached **more than 193 million people** to date, and the creative ways you have helped us support vulnerable families have been truly astounding!



Partners



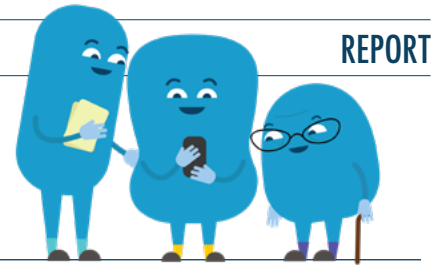
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## NEW MILESTONE: We have reached more than 193 million people!

### SOUTHEAST ASIA HIGHLIGHTS



#### News from PLH-Philippines

Parenting for Lifelong Health-Philippines in collaboration with City Social Welfare and Development Office of Valenzuela City in Metro Manila, and with support from UNICEF Philippines currently implements MaPaChat, an online parenting support group. It is on its fifth week of implementation with 39 parents/caregivers. Five main facilitators and four facilitator observers facilitate the delivery of MaPaChat to five parent groups. These facilitators and facilitator observers have been receiving weekly supervision from MaPa coaches. The MaPa coaches, in turn, have been receiving biweekly supervision from Dr. Lachman. The feasibility and effectiveness of the program in reducing child maltreatment and associated risk factors will be evaluated using baseline and post-intervention surveys, brief surveys answered every two weeks, process observations, and post-intervention qualitative interviews, and focus group discussions.

In May, PLH-Philippines and the Pantawid Pamilyang Pilipino Program (4Ps) of the Department of Social Welfare and Development (DSWD) conducted an integration content workshop for the online Family Development Session (eFDS) program. The selected topics were: 1) One-on-One Time, 2) Giving Praise and Positive Direction, 3) Establishing Rules and Routine, 4) Managing Children's Negative Behavior, 5) Keeping Calm and Managing Stress, and 6) Harmony at Home. These mentioned topics will be integrated into the eFDS curriculum from the end of 2021 to early 2022.

PLH-Philippines is invited to be part of UNICEF's Parenting Month celebration in June. PLH-Philippines will facilitate a MaPa Webinar to orient parents on the key MaPa evidence-based parenting skills. MaPa facilitators present the MaPa building blocks parenting skills and provide demonstrations of those skills to support Filipino families.



#### News from Malaysia and the e-Naungan Kasih Positive Parenting Program

The Malaysian team is into our 5th week of the pilot of the **ParentChat** (e-Naungan Kasih – PLH Parenting Program) on 8 groups of parents who have at least one child aged 2 to 17 years old. A total of 88 parents representing 7 states in Malaysia are participating in the program. ParentChat Malaysia employs WhatsApp as a platform for the sharing of positive parenting tips which will be carried out over eight-week sessions. Positive feedbacks have been received from facilitators on participation rate and the overall implementation of the program.

The Malaysian team is also working closely with the National Population and Family Development Board (LPPKN) in preparing an Islamic base Positive Parenting Module. We have appointed a few subject matter experts to assist us on combining the faith base resources (Quran, hadith and other relevant and valid ones) with the selected key contents of the Naungan Kasih Positive Parenting Module which has been developed in 2018-2019 when we started engaging with PLH. The furnished module should be a user-friendly, and ready-to-use reference for Islamic related parenting programs and activities. We envision to include Islamic base NGOs as our partners to deploy the module in their relevant programs.



*In phone mentoring program, they have understood about the way the virus infects and how one can be safe by maintaining the protocol.*

*- World Without Orphans (WWO), India*

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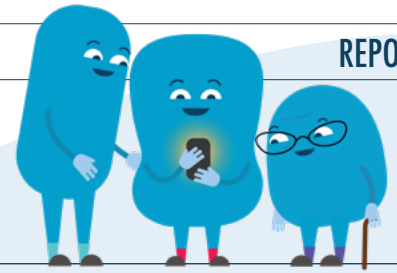
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## SOUTH AFRICA HIGHLIGHTS



### Piloting of PLH Digital

PLH has been working closely with the South African Department of Social Development (DSD) and UNICEF to deploy innovative digital parenting programmes to parents in the country.

ParentText is being translated into 5 local languages to be piloted in the Northern Cape province through the DSD, and UNICEF is recruiting users through UReport for a national rollout of ParentText.

In early May, the ParentApp team released a re-designed beta version of the app to families across Africa participating in a pan-African user testing group. Interviews with these participants have begun with the aim of updating the app based on feedback before beginning piloting with DSD in the North-West province and UNICEF through FAMSA and Hillcrest AIDS Centre in Kwa-Zulu Natal and Eastern Cape provinces in July. The ParentApp team is exploring hybrid and supported delivery options of the app with implementing partners.

ParentChat, partnering with the DSD and Clowns Without Borders South Africa, have begun implementing the programme in the Western Cape at the end of May. The Eastern Cape has started doing the Demographic and Baseline surveys and will start implementation soon. Gauteng, Kwa-Zulu Natal and Free State provinces are finalising recruitment of participants and hope to follow soon with the surveys and implementation.



### Incentivising participation for digital parenting tools

We are excited to collaborate with Zlto to incentivise parents and caregivers' participation in ParentApp and ParentText in South Africa. Zlto is a platform that uses blockchain technology to increase user engagement, track positive behaviour via live dashboards, and encourage certain behaviour through innovative rewards systems.

We will be testing the initial integration of Zlto during our pilot in July 2021, where users are rewarded every time they complete specific modules and continually engage with the digital parenting tools. Their progress contributes towards personal growth as parents/caregivers and can redeem their digital coupons at more than 3,000 outlets, including PEP and Shoprite across South Africa.

The integration of Zlto will aid us to track verified positive behaviour and monitor key data such as parenting skills gained by users and measure the overall impact of ParentApp and ParentText.



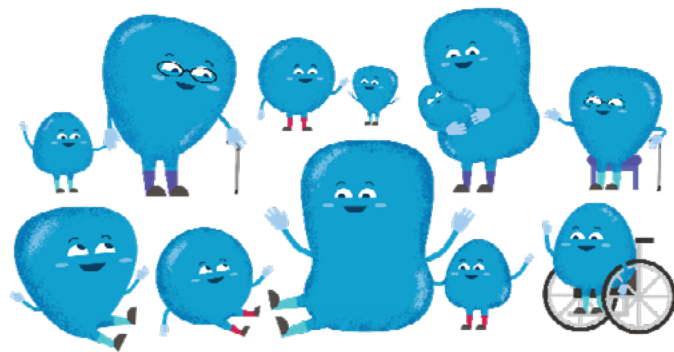
### Mothers2mothers PLH Hybrid Delivery

#### Delivering the ParentChat Hybrid programme

In May Mothers2mothers had a refresher M&E session with the facilitators who will be delivering the ParentChat Hybrid programme to parents in the Ehlanzeni district of Mpumalanga Province. 150 participants have been recruited, with a baseline to start as soon as possible, and followed by implementation thereafter.

#### Celebrating UNICEF's Parenting Month in June

To mark Parenting Month this year, Clowns Without Borders South Africa, together with UNICEF South Africa, will launch parenting audio and video messages on the Internet of Good Things (IoGT), with content based on the Covid19 Parenting Toolkit - audio pack.



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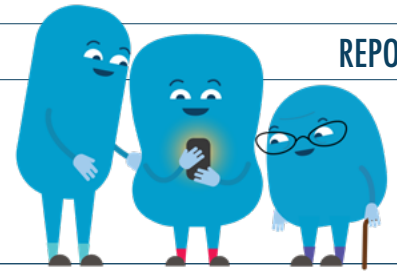


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## PLH DIGITAL PROJECTS HIGHLIGHTS

### ParentApp launch Pan-African user testing

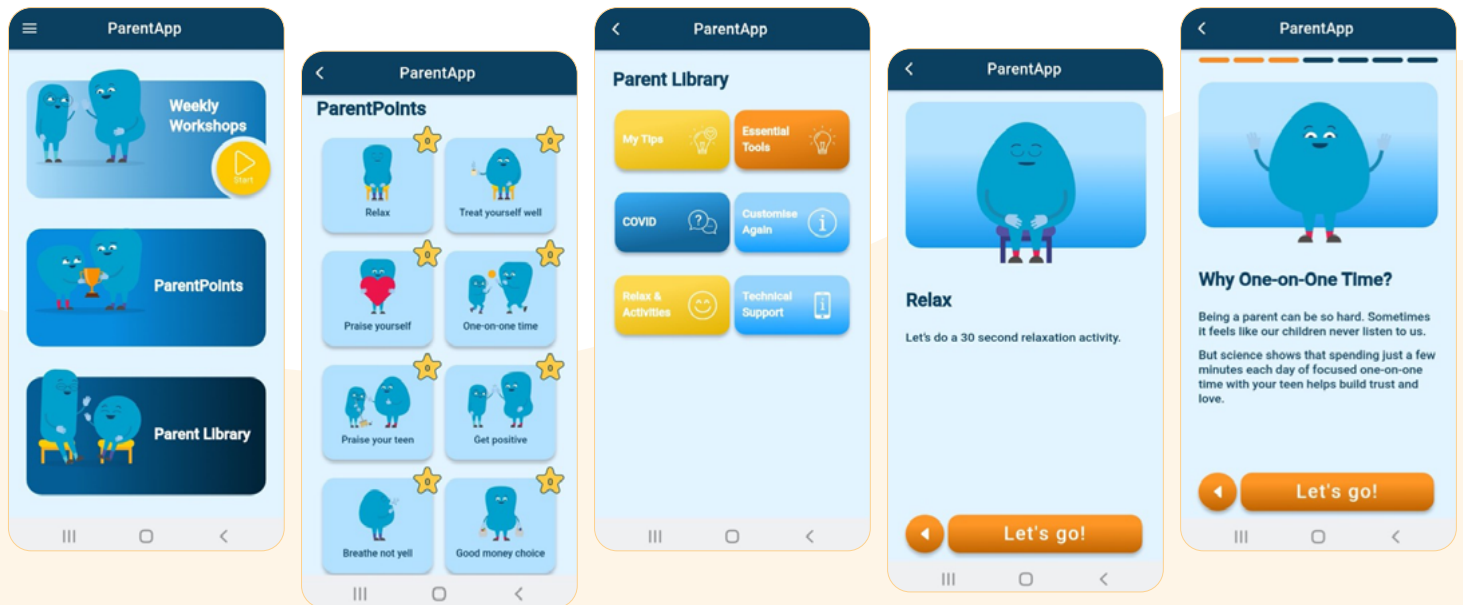
The ParentApp team is excited to announce the release of a re-designed beta version of the app. The new design delivers evidence-based content for caregivers of adolescents aged 10 – 17 via 12 weekly workshops, on-demand resources, regular notifications and reminders, and a fun habit-tracking tool. The app has been released to 27 caregivers across Africa participating in a Pan-African user testing group. The user group comprises caregivers from 9 African countries, including South Africa and Kenya. Through a series of online surveys and in-depth interviews, we are assessing the relevance, usability, acceptability, and satisfaction of the new design amongst our target users.

Preliminary feedback from participants shows high user satisfaction. Participants have commented on the utility of the app content, particularly the parenting tips, and voiced their eagerness to continue using the app. Participants have also made suggestions on areas that could be improved, including adapting the images and characters used in the app and adjustments to the navigation to improve user-friendliness further.

*“The app is very, very useful in reminding parents that you know what, I need to take some time for me as well, even if it’s 30 seconds to just reset myself...the app is [also] subconsciously creating an awareness in my mind that I should really talk to my child.” – ParentApp user tester*

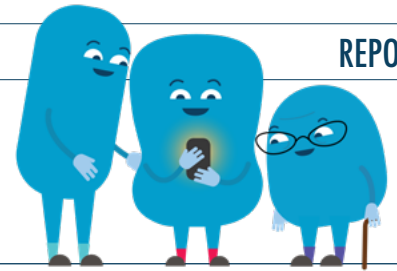
*‘I like the fact that it asked you “how are you feeling today?” Many parents don’t have any support and no one asks them...you end up being the one trying to take care of everybody” – ParentApp user tester*

The developers will use feedback from the user testers to enhance and refine the app content, design, and overall user experience as we gear up to pilot ParentApp in 3 provinces in South Africa in collaboration with Clowns Without Borders South Africa, UNICEF South Africa, the South African Department of Social Development, and local implementing partners. Our piloting in these provinces will examine the implementation feasibility and effectiveness of ParentApp, including hybrid and supported delivery options, and optimise recruitment, retention, and engagement.



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## ParentText in Malaysia

In the last month, many exciting advancements were made in Malaysia, as we are gearing up to launch ParentText in June for UNICEF’s Parenting Month.

We intend to undertake intensive user-testing with the beneficiaries of Yayasan Generasi Gemilang, an NGO dedicated to empowering under-served children and families in Malaysia. The feasibility pilot will include a mixed-methods approach to assess user engagement, acceptability, and intervention satisfaction.

We will also be conducting a preliminary analysis of the chatbot’s impact on primary and secondary outcomes, including positive parenting and the risk of violence against children. To prepare for deployment, we are working together with our partners at the Universiti Putri Malaysia and IDEMS to finalise the RapidPro monitoring and evaluation system and parent interview materials. Findings from this pilot will aid in refining ParentText before a wider rollout and testing in Malaysia in the second half of 2021.



Picture: ParentText Demo showcasing multi-media component in Bahasa Melayu



## ParentChat international pilot testing

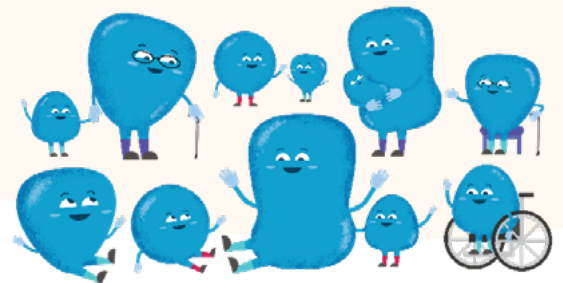
Pilot testing of ParentChat is currently underway with each of the six countries at different stages of implementation. We are excited to announce that our partners, UNICEF Montenegro, have completed the programme with 52 parents and caregivers. Qualitative interviews with selected programme recipients and facilitators will take place in early June to enable an in-depth exploration of programme feasibility and gain feedback on the parents’ experience of ParentChat.

Facilitators across the remaining five countries, South Africa, Moldova, North Macedonia, Malaysia, and the Philippines, are mid-way through delivering the programme. All countries expect to have completed delivery by July. Preliminary analysis of engagement data has shown high attendance rates for parents and caregivers in Malaysia and the Philippines, with more detailed analysis of the other countries forthcoming.



*As a caregiver, it has been so difficult to balance life at home with most of my children (5) under my care. I felt been drained, or forced to shout at them for the most part. These tips have been so timely, these are things we take for granted yet so helpful. I feel enlightened and I hope my parenting will change for the better.*

**Caregiver - Chikwawa Brethren in Christ Church, via World Without Orphans (WVO), Malawi**



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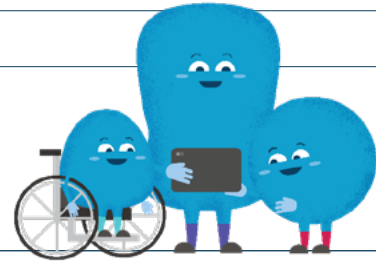




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# PARENTING EVENTS & NEWS



**EVENT - Join us on 8 June!**



**JOIN US FOR A FREE WEBINAR!  
JUNE 8 12:00PM EST/ 5PM BST**

**Jamie Lachman**

**Senior Research Officer, University of Oxford**

*He is a research officer at the University of Oxford Department of Social Policy and Intervention and a research fellow at the University of Glasgow MRC/CSO Social and Public Health Sciences Unit.*



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## ARTICLE - BMC Public Health

**Feasibility pilot of an adapted parenting program embedded within the Thai public health system**

(McCoy et al., 2021)

This study represents one of few evaluations to test the feasibility of an evidence-based parenting program embedded within routine public health service delivery in a LMIC. It is also the first known scientific study of such a program in Northeastern Thailand, a region that is home to nearly half (47%) of the country's 'skipped generation' households – in which grandparents raise grandchildren in the absence of a mother and father.



Read the full article

Stay up to date with our latest news



## REACH BY REGION



**Africa**  
27,286,040



**Asia**  
45,568,370



**Americas**  
7,721,393



**Europe**  
13,594,119



**Middle East**  
3,890,967



**Cross-Countries**  
95,592,

**Total reach: 193+ million people**  
as of 8 June 2021



## Piloting of PLH Digital

In addition to our active piloting of the digital parenting resources in South Africa, we are continuing to work closely with NGOs, faith-based organisations and 33 national governments to support them in disseminating the resources and learning about their impact on the lives of families and children.

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