

MAY 2021

REPORT

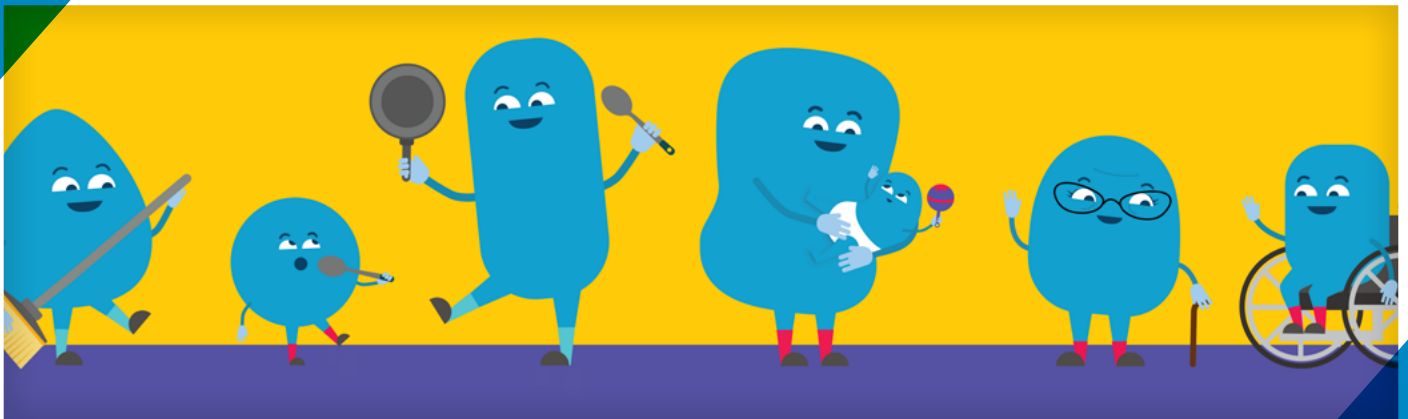
COVID-19 PARENTING UPDATE



I learned how to deal more effectively and efficiently with the implementation of home rules and routines with my son, how to listen to him, but still not to give up when I shouldn't, I successfully teach him what self-confidence is, we regularly cheer up, we praise for each of his good new behaviors. I succeed to cope with what I used to struggle with. Our life is even better and of better quality now. Now I have time for myself and for us.

Parent - via RISE Macedonia

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



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COVID-19 Parenting: Global reach increases to more than 155 million people

As the COVID pandemic rises in Africa, Asia, and other low-resource contexts, the need for parenting support is increasing. Supported by UNICEF, The Human Safety Net, the Lego Foundation, and the Oak Foundation, our COVID-19 Playful Parenting Emergency Response has continued to expand with global uptake reaching more than 155 million people by the end of April 2021. Retrospective surveys and qualitative research have identified that caregivers globally have highly positive perceptions of the resources, with an overall 75% reporting that they had increased play with their children.

We are currently embarking on a number of exciting projects in several countries to develop, pilot, and optimise our innovative human-digital modalities of parenting programmes. This learning project's goals are to innovate and develop the programmes with the governments, and local NGOs, conduct preliminary pre-post evaluations, use data analytics to optimise functionality and engagement with digital tools, examine mechanisms of change through qualitative research, and monitor and evaluate population- based messaging.

We appreciate your support in this parenting initiative!

- Dr Jamie M. Lachman and Professor Lucie Cluver, Co-Principal Investigators, University of Oxford

Partners



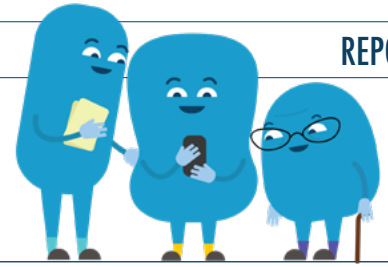
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COVID-19 PARENTING UPDATE



NEW MILESTONE: We have reached more than 155 million people!



News from PLH Philippines

Parenting for Lifelong Health – Philippines has culturally adapted the ParentChat online parenting support group for parents of young children and adolescents. With support from The Human Safety Net and UNICEF Philippines, PLH-Philippines will be implementing a feasibility pilot of the programme, locally called MaPaChat, from April to June in collaboration with City Social Welfare and Development Office of Valenzuela City in Metro Manila. Trained facilitators will provide discussions via Viber to parents on the parenting skills, support parents, and encourage them to apply the parenting skills at home.

The Philippine Red Cross (PRC), in coordination with UNICEF and PLH-Philippines, have been using the MaPa tip sheets from the COVID-19 Parenting project to support displaced families in the Bicol region. Currently, four implementing PRC chapters have used the MaPa tip sheets in their community dialogues on parenting. They have also printed 2,000 copies of MaPa tip sheets to be disseminated in the communities and Child-Friendly Spaces of the province.

In the succeeding months, PLH-Philippines and Department Social Welfare and Development are in the process of integrating the Masayang Pamilya (PLH) parenting messages as part of the online Family Development Session or eFDS programme of the Pantawid Pamilyang Pilipino Program (4Ps) conditional cash transfer programme for low-income families. Six selected MaPa parenting topics will be framed and designed to fit the current eFDS program materials. In addition, PLH-Philippines team will conduct a series of training workshops for Municipal/City Links and Social Welfare Officers nationwide on MaPa core parenting skills and how to use the eFDS MaPa resources before the implementation of the materials to 4Ps beneficiaries.

PRC using MaPa TipSheets



MaPaChat Facilitators: during a walkthrough session

PRC using MaPa TipSheets



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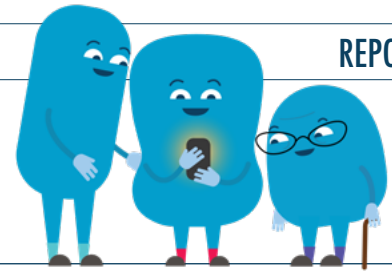
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Pilot Testing ParentChat in 6 countries

As a part of the ePLH pilot study of ParentChat, the programme materials have now been translated into 8 languages across six countries, including Montenegrin, Filipino, Romanian, Macedonian, Bahasa Melayu, isiXhosa, isiZulu, and Sesotho. We would like to thank our collaborators for all their amazing work translating the programme!

Following a training workshop held with partners in early 2021, each country team has finished training their facilitators, who are now ready to begin delivering the programme. Pilot testing has already begun in Montenegro and the Philippines, with Moldova, North Macedonia, Malaysia, and South Africa starting delivery in mid to late April.

The pilot study will involve baseline and post-intervention data collection with additional online surveys administered every other week to understand the programme’s feasibility and acceptability, along with time- and resource-costs of service delivery.

This will help us understand the effects of the programme and inform future considerations for scale-up. The programme is expected to reach 550-900 families across the six countries.



What we noticed as we gave out these tipsheets during our community awareness, male parents were the most interested on these. One parent said he likes spending time with his children but really don't have much activities to do with them so the tipsheets would be very helpful.

Felistas supervisor at Child Welfare - Mpumalanga, South Africa

ParentChat in Malaysia

The Malaysian team is piloting the locally adapted version of ParentChat, called e-Naungan Kasih – PLH Parenting Program) with 8 groups of parents who have at least one child aged 2 to 17 years old. ParentChat Malaysia uses WhatsApp as a platform for the “parenting chats” between parents and the facilitators, which will be carried out over 8 weekly sessions.

As for ParentText, we had our first meeting with Jabatan Kebajikan Masyarakat (Department of Social Welfare) to discuss possibilities of delivering the program with their financial aid recipients. We are also partnering with UNICEF and LPPKN (National Population and Family Development Board, Malaysia) to work on a parenting programme with the Muslim community.

ParentChat in South Africa

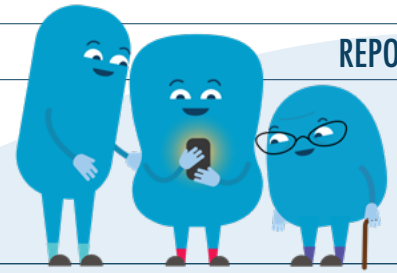
We are gearing up for the piloting of ParentChat in 5 provinces in collaboration with the South African Department of Social Development.

Clowns Without Borders has already trained a total of 46 social workers and auxiliary social workers who will deliver ParentChat starting in May. Participating families will be from the Western Cape, Eastern Cape, Gauteng, KwaZulu-Natal, and Free State.

There will be 54 groups of approximately 15 participants in each group with those in the Western Cape receiving the program first, during the week of 12th April 2021, and the other provinces following shortly thereafter in April. To date, the facilitators have recruited 268 parents and primary caregivers with a child between the ages of 2 and 17 years old to participate in the pilot. This process of recruitment is still ongoing.

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Integrating ParentText with Government Initiatives in Malaysia and the Philippines

Embedding parenting interventions in existing government initiatives presents an opportunity to scale evidence-based programs in low-resource contexts and significantly reduce the risk of violence against children. We are currently working closely with UNICEF country offices and government partners to launch the ParentText interactive chatbot intervention in Malaysia and the Philippines.

In the Philippines, we are partnering with the Department of Welfare and Social Development (DSWD) to integrate ParentText with the national conditional cash transfer (CCT) initiative called the Pantawid Pamilya Pilipino Program.

In Malaysia, we are working with Jabatan Kebajikan Masyarakat (JKM) and Lembaga Penduduk dan Pembangunan Keluarga Negara (LPPKN) to explore possibilities of deploying ParentText alongside the Bantuan Kanak Kanak (BKK) financial aid for low-income families. ParentText may also be offered to recipients of LPPKN parenting programmes or as part of their suite of online chats.

Before wider deployment, we intend to initiate a pilot with the beneficiaries of Yayasan Generasi Gemilang, an NGO dedicated to empowering under-served children and families in Malaysia. Our pilot research in these countries aims to optimize user enrolment, engagement, retention, and impact. The study also aims to identify the most impactful, cost-effective, and scalable enrolment and engagement strategy.



Testing ParentText with U-Reporters

Piloting of ParentText in South Africa will begin in late-May in collaboration with UNICEF South Africa.

The study aims to identify the most impactful, cost-effective, and scalable strategy to optimise user enrolment, engagement, and impact on playful parenting, child development, family relationships, and other outcomes related to child and parent wellbeing. Initial piloting will involve users of U-Report, an innovative, user-centered social monitoring tool for community participation created by UNICEF, with more than 95,000 users in South Africa.

Participants will be recruited by either sponsored advertisements on platforms such as Facebook or sending traditional direct messages via Facebook messenger and WhatsApp that can be further customised based on the user's gender, age, and location. We will be using A/B testing and factorial experiments to test different factors related to chatbot engagement, including personalisation, gamification (play!), frequency of messages, and goal settings. Users will also be invited to participate in individual interviews to explore mechanisms of engagement, acceptability, and satisfaction. These findings will help us further refine the ParentText chatbot prior to wider rollout and testing in 2021.

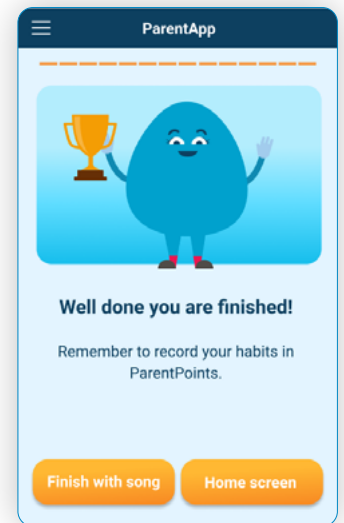


Update on ParentApp

The app is in the final stages of development and expected to be ready for testing with real people at the end of April!

We will be testing usability and acceptability with families across several African countries, including South Africa, Tanzania, Kenya, Nigeria, Ghana, DR Congo, Malawi, and Cameroon.

The testing will help us identify the areas where key upgrades, tweaks, and changes are needed before the large-scale piloting in South Africa with UNICEF South Africa and NGOs in the Western and Eastern Cape.



Partners

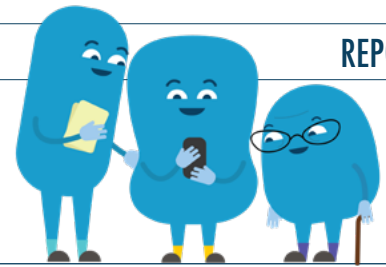


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COVID-19 PARENTING UPDATE



Global Parenting Initiative (GPI) Update

The Global Parenting Initiative has exciting partnerships and synergies on the horizon that span geography, sector, and theme. We received numerous concept notes from partners proposing ways to test and scale the PLH package and its components in various contexts.

We are also exploring organisational structures that will allow GPI to expand sustainably beyond initial donor investment. We have a series of upcoming workshops with Ashoka to develop a sustainable business plan using a social enterprise model to support dissemination with existing and new partners, as well as engagement with the private sector.

We have also enlisted the expertise of Management Services International and the Ashoka Fellowship to create a strategy for institutionalisation to scale up and embed PLH in government systems. There is so much momentum within the global parenting community to set the Global Parenting Initiative up for success.

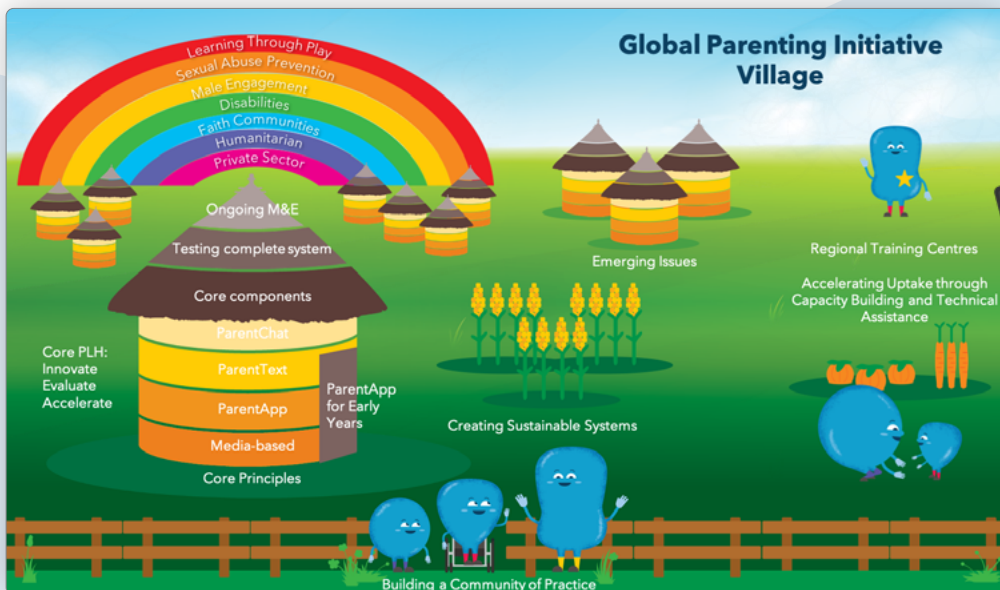


Mothers2mothers PLH Hybrid Delivery

We are excited to share that PLH is the only programme approved by USAID to pilot the delivery of a hybrid remote and in-person programme to their beneficiaries! Plans are underway for the delivery of the Mothers2Mothers hybrid programme in Mpumalanga in South Africa.

This 12-week programme combines 8 ParentChat sessions and 4 in-person sessions for parents/caregivers and their adolescent girls who are part of the DREAMS project from 3 districts in Mpumalanga in South Africa. Clowns Without Borders South Africa have trained 14 facilitators in the ParentChat component, 10 of whom will be delivering the hybrid programme to 10 groups each with 20 participants per group (2,000 in total). Mothers2Mothers has started recruitment of participants and is currently signing up parents from their existing waiting lists.

M2M aims to start programme delivery in May 2021. We hope to be able to compare programme effects between families who receive the original in-person PLH Teens programme and the hybrid delivery. We will also be conducting focus groups and interviews with facilitators and participants at the end of the programme.



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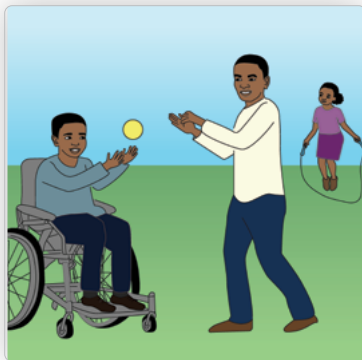
COVID-19 PARENTING UPDATE



ParentChat - Comics

We are delighted to share a selection of the comics that we have designed for ParentChat. These are available for European, Malay, and African users and translated into additional languages (including Bahasa Melayu, Montenegrin, Macedonian and Romanian).

Creating Routines



One on One Time



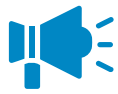
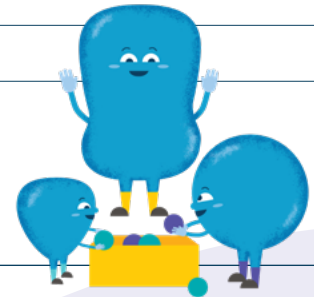
Talking about Emotions



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UNICEF PERU & THE MINISTRIES OF HEALTH AND EDUCATION'S REACH OF 4+ MILLION

Throughout 2020, UNICEF Peru had regular programming with the Ministry of Health Peru and the Ministry of Education Peru for prevention initiatives and the response to school violence. They have been promoting socio-emotional skills to members of adult education communities and secondary school-aged pupils to prevent Violence Against Children.

Using this as a base and inspired by our COVID-19 Playful Parenting materials, UNICEF Peru adapted these into 11 videos which reached more than **220,000 views**, in addition to a reach of **400,000 people** through their social media. The Ministry of Health and the Ministry of Education reached a further **3.7 million people** through their media channels. TVPeru also shared these resources/videos on their website and social media.

Check the following links for more information on how the COVID-19 Playful Parenting materials have been adapted and shared in Peru via UNICEF Peru's #YoMeQuedoEnCasa campaign:



Watch the UNICEF Peru videos



Download the UNICEF Peru #YoMeQuedoEnCasa Materials



Ministry of Health Peru - Mental Health Care Recommendations during isolation



Ministry of Education Peru - Communiqué in response to the state of emergency throughout the country



TVPeru



UNICEF NEPAL'S REACH OF 5+ MILLION

UNICEF Nepal shared our COVID-19 Playful Parenting resources with over 5 million people via more than 95 national radio stations.

Some of these radio stations shared up to 52 broadcasts using our resources as part of their parenting sessions!

REACH BY REGION



Africa
27,286,040



Asia
45,568,326



Americas
7,721,393



Europe
13,594,119

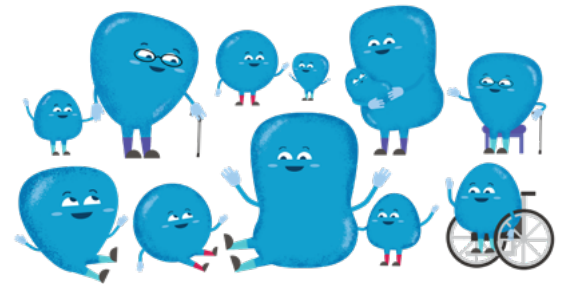


Middle East
3,890,967



Cross-Countries
57,307,379

Total reach: 155+ million people
as of 03 May 2021



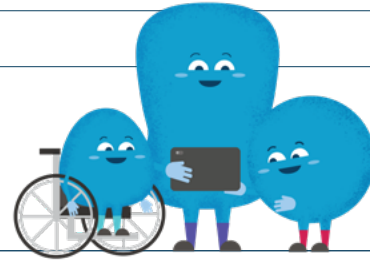
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PARENTING ARTICLES



How to discipline your child the smart and healthy way

Positive discipline for better mental and physical health and a happy childhood.

There comes a time when every parent struggles with how best to discipline their child. Whether dealing with a screaming toddler or an angry teen, it can be hard to control your temper. No parent wants to find themselves in such a situation and the bottom line is that shouting and physical violence never help.

Thankfully, there are other, more effective ways and one of them is positive discipline. We consulted Lucie Cluver, Oxford University professor of Child and Family Social Work and mother of two young boys, to explore how the approach can help parents build positive relationships with their children and teach skills like responsibility, cooperation and self-discipline.



 [Read the full UNICEF article](#)



The Science of Scale for Violence Prevention: A New Agenda for Family Strengthening in Low- and Middle-Income Countries


(Shenderovich et al., 2021)

Ending all violence against children by 2030 is a core part of Sustainable Development Goals 5 and 16. A number of promising violence reduction strategies have been identified in research studies. However, we lack an understanding of the implementation and impact of these programs in respect to their delivery at a large scale or within existing service systems, particularly in low- and middle-income countries (LMICs).

We advocate for greater collaboration between researchers, policymakers, donors, governments, non-governmental organisations, and program managers and staff to study how violence prevention programs operate on a large scale. We describe a new initiative aiming to foster such collaborations in the field of family strengthening programs.



frontiers

 [Read the full frontiers article](#)