

NOVEMBER 2020

REPORT

COVID-19 PARENTING UPDATE



If I have found these (tips) helpful, for sure they should be for all parents and caregivers in our village. They are also applicable to people of all faiths, and I will highly recommend to the village head so we could advocate across our community. They are timely. – Counsellor to village Headman Mphamba in Malawi

The COVID-19 Parenting resources have now reached 134 million people !

We continue to work closely with NGOs, faith-based organisations and 29 national governments to support them in disseminating the resources as well as in learning about their impact on the lives of families and children.



IN THIS ISSUE

Celebrating our reach of 134 Million

Parenting during COVID-19 with UNICEF India

Join our #SafeOnline campaign

Podcast: “A new age of parenting: where data matters”

Micro-grants in DAC Countries

MaPa Program by PLH-Philippines

Parenting in the News

Jamaica in the Spotlight

With many countries experiencing new spikes in COVID-19 cases, new lockdown rules in Europe and elsewhere, rising unemployment and unknown long-term plans, the surge in child abuse looms even larger.

To mitigate risks in this challenging global environment, it is essential to redouble our efforts. We are working even closer with our local partners to identify new needs and gaps, and apply the most effective evidence-based practices to further protect children and keep them safe under all circumstances.



We appreciate your involvement in this global parenting initiative!

- Dr. Jamie M. Lachman, co-Principal Investigator, University of Oxford

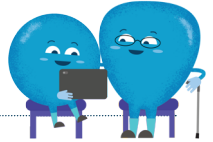
NOVEMBER 2020

REPORT

COVID-19 PARENTING UPDATE



NEW MILESTONE: We have reached **134 million people** !

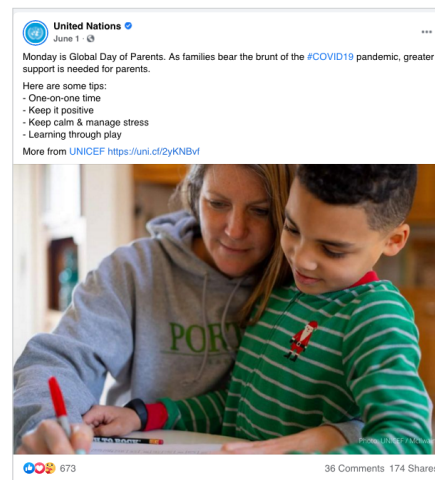


Our Partners have been incredibly supportive of the COVID-19 Parenting Emergency Response Project!

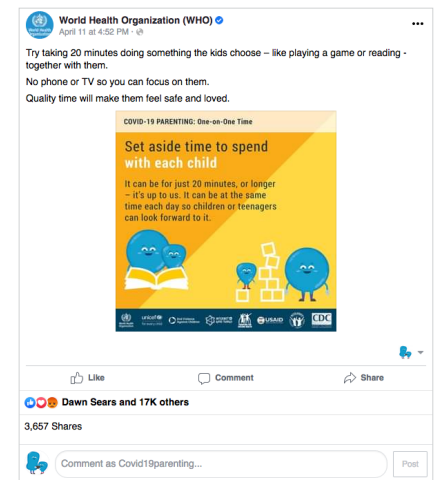
By sharing our resources on Social Media, they have contributed to achieving the milestone of reaching more than 134 million people to date. As illustrated here, the estimated reach on Facebook, usually the most performing Social Media profile, is one of the key factors in this success!



UNITED NATIONS
5'400'000 people



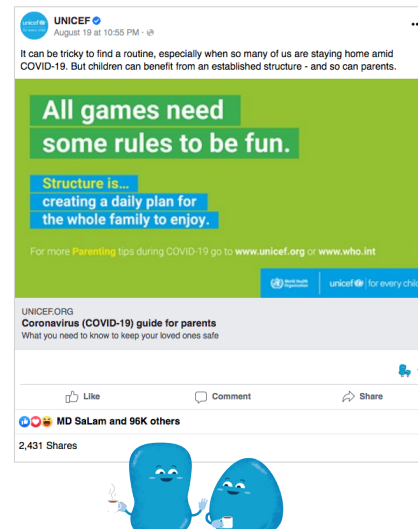
WHO - GLOBAL
11'500'000 people



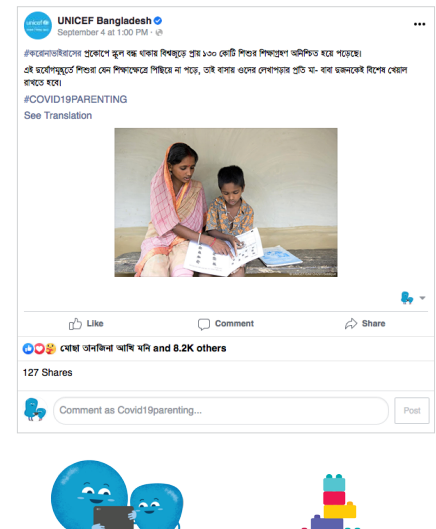
OXFORD UNIVERSITY
4'200'000 people



UNICEF - GLOBAL
27'400'000 people



UNICEF - BANGLADESH
8'500'000 people



Partners



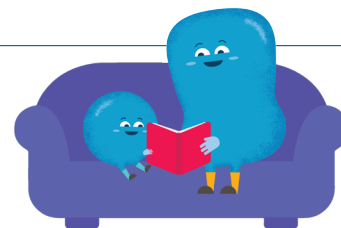
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NOVEMBER 2020

REPORT

COVID-19 PARENTING UPDATE



**They love to ask questions
you don't want to answer.**

Honesty is...

**having open communication with
your child when they ask questions.**

For more **Parenting** tips during COVID-19 go to www.unicef.org or www.who.int



unicef for every child

WHO & UNICEF - Global Social Media campaign - September 2020



Parenting during COVID-19 with UNICEF INDIA

COVID-19 has brought unprecedented challenges for families across the globe. UNICEF India has been a key partner in navigating this pandemic by providing families and caregivers with accurate and reliable information on the best ways to keep families safe.

UNICEF India has translated the Parenting tip sheets into 10 languages and used them for capacity building within government systems through online training sessions, mainly focusing on Early Childhood Development (ECD) workers and caregivers. They transcribed these tips into a monthly calendar to be shared with parents along with training and informative activities. The tips were then developed into short videos that have been used on the Saathealth app. Additionally, UNICEF India shared the tips in approximately 70,000 WhatsApp groups, reaching an estimated million parents.

The government has also been involved in sharing these tips on their websites and promoting them to parents, especially in rural villages.

UNICEF India has also launched the project ADAPT that focuses on adolescents, and has used the tips, with others, to create short videos that encourage intergenerational dialogue. They have since held multiple webinars with health care workers who have requested the tip sheets to print and display in their offices/surgeries.



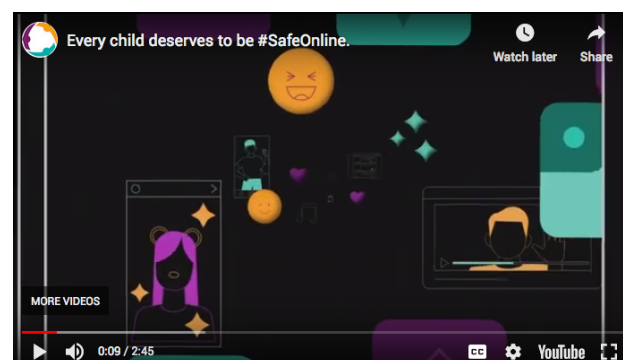
Join our **#SafeOnline Campaign**

Today's children are more interconnected than ever before. With over four billion internet users across the world, the limits of children's experiences are no longer bound by their bedroom doors, their classroom walls, or the borders of their nation. While the internet's reach grows, every day, the number of children at risk of online sexual exploitation and abuse multiplies. Parents and caregivers, meanwhile, are being asked to navigate their children's shift to online learning and recreation while balancing work and other uncertainties related to the pandemic. As highlighted in the Safe Online Parenting tip sheet, parents and caregivers:

- Can help children access the online resources that are vital for learning
- Need to be alert to the online risks for children
- Can establish with their children rules for how, when and where the Internet can be used
- Can discuss openly with their children how and with whom the children are communicating online
- Can be alert to signs of distress that may emerge in connection with children's online activity
- Should have the numbers of support helplines handy if their children's distress is related to threats, potential crimes or other illegal behaviors.



Learn more on [Child Online Safety](#)



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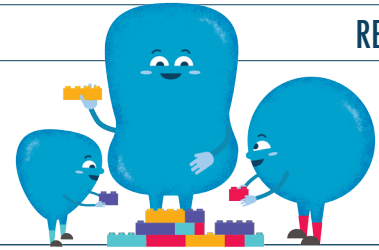
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NOVEMBER 2020

REPORT

COVID-19 PARENTING UPDATE



One word can quickly
lead to another.

Patience is...

taking 5 deep breaths when you are about to shout.

For more **Parenting** tips during COVID-19 go to www.unicef.org or www.who.int



unicef for every child

WHO & UNICEF - Global Social Media campaign - September 2020



Podcast "A new age of parenting: where data matters"

Is it actually possible to end violence against children?

In its new podcast series, the End Violence Partnership explores the answer to that question by talking to those on the frontlines – the experts, researchers and leaders that have dedicated their lives to keeping children safe. In the episode "A new age of parenting: where data matters", End Violence spoke with Dr Lucie Cluver, Professor of Child and Family Social Work at the University of Oxford and University of Cape Town, about evidence-based social interventions and how data can improve the lives of children and adolescents around the world. Dr. Cluver also talks about parenting as a key element for nurturing care and connection in children's lives, especially during COVID-19, and shares useful parenting tips.

This podcast is part of the **Together for #EndViolence** global campaign and **Solution Summit** series.



Listen to the [podcast](#)



Learn more about ways to
[end violence against children](#)



This disease is no joke. We must protect ourselves and our children.

- Catholic Relief Services (CRS) in Kenya



Micro-grants in DAC countries

Our micro-grants are helping small organisations and grassroots projects use modest sums for major impact at local level in DAC countries. There is funding to do more!

We can offer support for: disseminating the COVID-19 playful parenting resources, adapting the materials to local needs, incorporating them within your existing activities, monitoring and evaluating their impact.

So far, we have given grants between US \$250 - US \$1,500 for activities including:

- Translating, printing and distributing posters and flyers
- Sending the parenting tips as text messages
- Supporting community leaders to have positive parenting conversations with families
- Buying airtime for radio broadcast of parenting tips
- Making a video in local dialect explaining how community leaders can guide parents in applying the parenting tips
- Conducting interviews and distributing surveys for feedback on the parenting tips.



To access our [Application Form](#) and send the completed file to rachel@covid19parenting.com



One parent testified to how it had been difficult for him to relate with his children on seemingly simple life issues; and now he always starts the day with not just a 'good morning' greeting, but instead extends it to questions like, 'what do you have lined up for the day?' - World Without Orphans (WWO) in Malawi

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NOVEMBER 2020

REPORT

COVID-19 PARENTING UPDATE



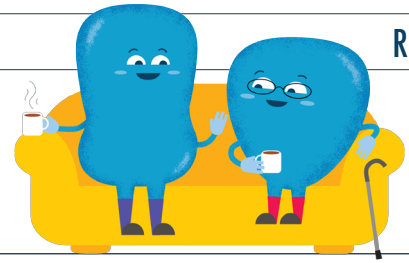
MAPA PROGRAM by PLH-Philippines

With an estimated 28.5 million children who will not be in school until the end of the year, parents and caregivers in the Philippines must provide 24/7 child care, alongside coping with movement restrictions, increased stress, illness and severe economic recession.

To extend their support to caregivers and increase the prevention of violence in families made even more vulnerable by the Covid-19 pandemic, in coordination with partners UNICEF, DSWD and 4Ps, and Child Protection Network, PLH-Philippines headed by Dr. Liane Peña Alampay of Ateneo de Manila University, has further developed the **Masayang Pamilya Para sa Batang Pilipino (MaPa) Program**, a community-based parent support intervention designed for low-resource settings that is affordable, not for profit, open access, and based on rigorous evidence. To ensure families with and without internet connection and/or devices can access a wider range of materials, the MaPa Program includes low-cost print materials (booklets, tipsheets), audio-visual resources made available via radio programs (government and commercial channels), video (YouTube), online (Facebook and other websites) and other social media and SMS applications.

PLH-Philippines also offers MaPa Webinars designed for community service providers who support families in their designation - these include social workers, Women and Child Protection Unit (WCPU) personnel, municipal (ML) and city links (CL), parent leaders, teachers, service providers in non-government and faith-based institutions. These webinars model ways of using and disseminating the information to families, with MaPa facilitators presenting the building blocks of core skills, and providing their live demonstrations, while the engagement of participants is encouraged using the chat feature, polls/quizzes, physical exercises and brief meditation activities.

Since June, numerous webinars have detailed the content of the tip sheets and provided a fun and effective learning environment using role-plays and practical examples. These include a special series of 4 sessions developed in collaboration with Philippines Department of Social Welfare (DSWD), UNICEF Philippines, and Philippine Red Cross, and which brought together more than 8000 participants.



Facebook Watch



PLH Philippines -Webinar on [Positive Parenting in the Time of COVID-19](#)



PLH Philippines - MaPa booklet in Filipino language



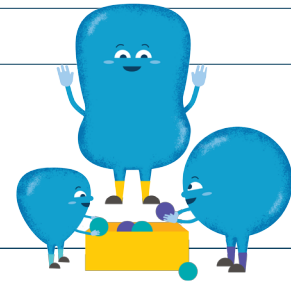
The impact is definitely being felt and most parents are cherishing every moment they are having with their families during this quarantine period. I can happily say parenting tips have brought healing in families.

- World Without Orphans (WWO), Malawi

NOVEMBER 2020

REPORT

COVID-19 PARENTING UPDATE



REACH BY REGION



Africa
23,081,771 (14,5%)



Asia
32,924,496 (24,5%)



Americas
2,014,743 (1,5%)



Europe
13,490,735 (10,1%)



Middle East
1,926,957 (1,4%)



Cross-Countries
60,691,219 (45,2%)

Total reach: 134 million people
as of 24 November 2020



"Let's Slow Down" cover by Baptiste Louedec from France - Credit: Artists Striving to End Poverty / Songwriters: Mary-Mitchell Campbell and Crystal Monee Hall



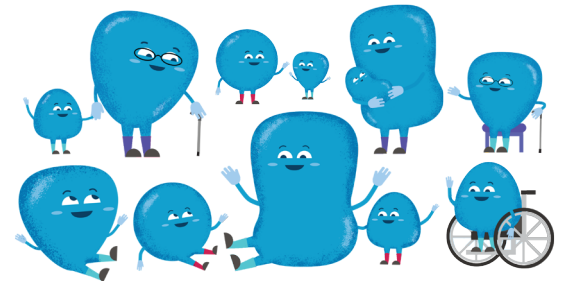
Jamaica in the Spotlight

LOVE 101 FM, a local Jamaican radio channel, offered UNICEF Jamaica 50 spots to broadcast parenting tips to their listeners. With the help of the National Parenting Support Commission and Parenting Partners Caribbean, they adapted the COVID-19 Parenting content and requested popular local actors and comedians to announce the tips in Jamaican Patois.

Jamaican partners will shortly be converting these recordings into videos, which will be used for ParentText, an evidence-informed interactive parenting messaging system, launching 2021, and other social media campaigns.

"We understand that it is very hard for parents to adjust to the new norm, as they will have their children at home more than they are used to due to schools being closed. This (the tips) not only brings relief as we parent, but also challenges parenting in general, for some of us have failed miserably to parent well. It will leave a lasting impact, and it is amazing we have learnt this through a church in our community (Church of God)."

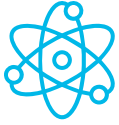
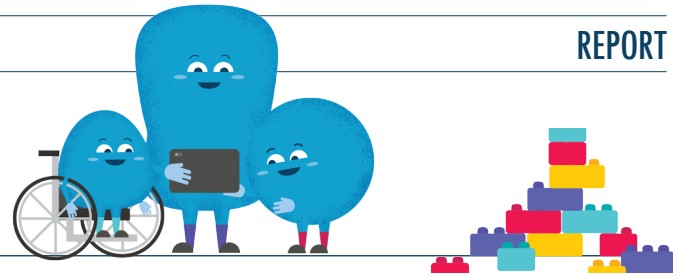
— Village Headman Wonkesi,
Mtuwa-Chikwawa in Malawi



NOVEMBER 2020

REPORT

PARENTING IN THE NEWS



SCIENTIFIC OUTLETS

Journal of Adolescent Health (JAH)

"Taking Action to Prevent Violence Against Adolescents in the Time of COVID-19"

Adolescents are often considered the forgotten demographic in public health and social policy. They may be particularly vulnerable to certain types of violence owing to simultaneous risks of violence from caregivers and intimate partners and their unique physiology, particularly the rapid brain development that is a hallmark of adolescence. This article - "Taking action to prevent violence against adolescents in the time of COVID-19" - explains the parenting tips but also the importance of ensuring high quality support services for adolescent victims during COVID-19 including a pivot to telemedicine, bolstering hotlines, and innovation to effectively and safely reach youth. The article is framed around INSPIRE, seven evidence-based strategies to end violence against children.

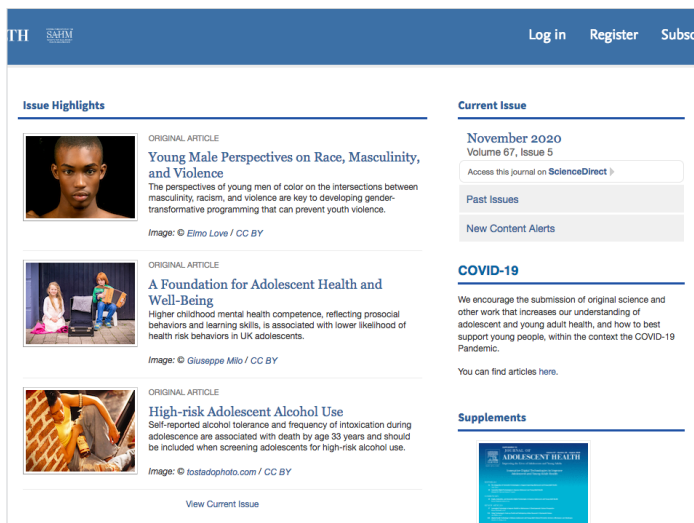


MAINSTREAM OUTLETS

The New York Times

"Pandemic Parenting - Scenes and snippets from families navigating an all-consuming crisis"

There were maternity wards that transformed into ghost towns overnight, as visitor restrictions tightened and grandparents-to-be canceled flights. Schools closed, then reopened, only to close again, sending parents scrambling for child care, wrangling remote learners and struggling to do their own jobs. Millions of families lost income and many lost loved ones. For parents in particular, this year has meant recalibrating time and again. Yet, there was also joy - cobbled-together peaceful moments - amid a steady thrum of chaos, which isn't letting up. We asked mothers and fathers across the country what parenting has been like for them during the pandemic and how, in their own ways, they have each learned to cope. Their stories are below.



Read the [article](#)



Read more on [INSPIRE](#)

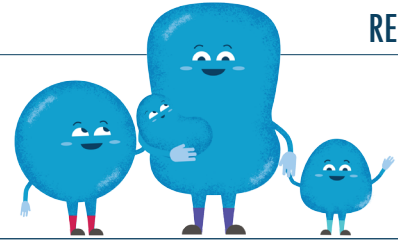


Read the full [New York Times article](#)

NOVEMBER 2020

REPORT

COVID-19 PARENTING EVENTS



We are happy to share the following events where support to Parents in the context of the COVID-19 pandemic has been featured!

18 November INSPIRE - Webinar

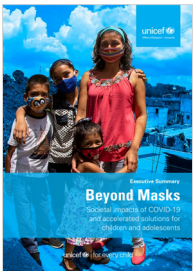
Reinvesting the INSPIRE Implementation Working Group and Community of Practice


19 November UNICEF - Policy Panel Discussion

Beyond Masks: Societal impacts of COVID-19 and accelerated solutions for children and adolescents.

UNICEF Innocenti's new report – Beyond Masks: Societal impacts of COVID-19 and accelerated solutions for children and adolescents – offers a comprehensive picture of the health, economic, and social impacts of the pandemic, and its implications for children and adolescents.


This panel discussion came at a moment when policymakers are asking deep questions about how to deal with the raging pandemic in many parts of the world while ensuring children's health, education and well-being.

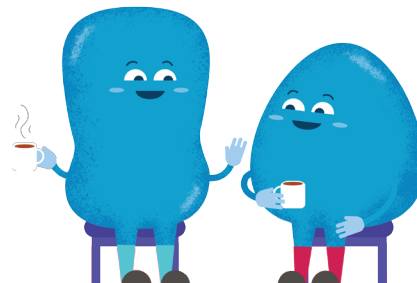


 Learn more & watch the [webinar](#)

19 November Webinar: Faith In Action For Children

The Global Week of Faith in Action for Children brings together children and young people from diverse religious and cultural backgrounds, religious leaders, representatives from civil society and faith-inspired organizations, multilateral agencies and governments to catalyze joint-actions and compelling responses to address the underlying issues that impact children's well-being and enhance their participation in matters that concern them, with particular focus on the impacts during and post COVID-19.

 Learn more about the [event](#)



20 November UNICEF - World Children's Day 2020 CAMPAIGN


Reimagining the future of parenting, with a little help from Elmo and his mom.

As the COVID-19 pandemic continues, families around the world are facing new and evolving challenges every day — even on Sesame Street.

A new parenting partnership between UNICEF, Sesame Workshop and the LEGO Foundation launches on the World Children's Day.

While the UNICEF COVID-19 parenting guide serves as a reference point for millions of parents around the world with the latest information and expert tips available to navigate the pandemic, Elmo, Mae and other Sesame Street characters will also be delivering educational messages and coping strategies to help parents provide the best possible care for children during the COVID-19 pandemic and beyond.



 Read the [blogpost](#) about UNICEF's partnership with Sesame Workshop and LEGO Foundation

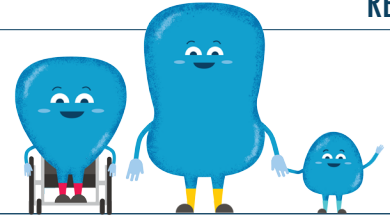
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COVID-19 PARENTING EVENTS



23 November

Webinar: Global Status Report for the Americas

Launch of the “Regional Status Report 2020: Preventing and responding to violence against children in the Americas” offers an overview of efforts to prevent and respond to violence against children in the Region of the Americas. This report shows the efforts in the Region to prevent and respond to violence against all children everywhere.



Learn more about the [event](#)

26 November

Webinar: The Shadow Pandemic: Violence Against Children in Europe in times of COVID-19

The objectives of this convening are to:

- Elevate violence against children as a global priority for COVID-19 planning and financing
- Showcase cost-effective, evidence-based solutions that can be scaled and
- Discuss a collective way forward for European Pathfinder Countries.



Learn more about the [event](#)

3 December

Webinar: Parenting and COVID-19 - convening of donor Governments (closed meeting)

Time: 9am-11am New York
3-5pm Geneva

The objectives of this convening are to:

- Discuss the critical role of parenting in the times of COVID-19
- Provide a brief overview of evidence on parenting support interventions and how they can achieve multiple outcomes across the sustainable development goal and
- Discuss a proposed framework for collective action to achieve scale, accelerate innovation, and build evidence children's well-being and enhance their participation in matters that concern them, with particular focus on the impacts during and post COVID-19.



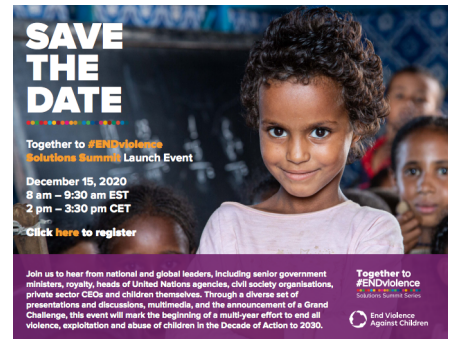
Learn more about the [event](#)

15 December

Webinar: Launch of Together to #END violence Summit Series

Time: 8-9:30am EST
2-3:30pm CET

Register for the launch of Together to #END violence, a global campaign and Solutions Summit Series to inspire the end violence community and catalyse the political and financial commitments needed to end violence against children for good.



Learn more about the [event](#)

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