

OCTOBER 2020

REPORT

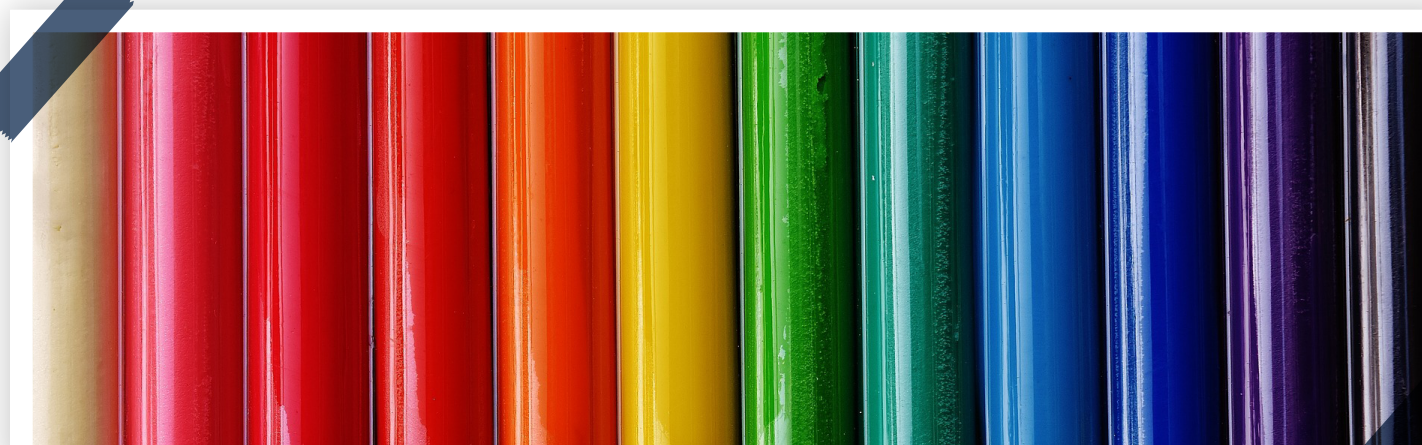
COVID-19 PARENTING UPDATE



This isn't just something that helps with the corona disaster, it's something that helps with the whole emergency situations. Let us be positive, I'm sure that means praising yourself with the little things, not just your kids, but yourself as well.
 – Comments on online article, Unicef Japan

The COVID-19 Parenting resources have now reached 86 million people!

We continue to work closely with NGOs 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.



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PARENTING BEYOND COVID-19

Let's slow down and take a pause...to reflect and recognise the incredible accomplishment of the COVID-19 Parenting response! Our collaboration has brought together global agencies, governments, universities, NGOs, and community organisations to provide evidence-informed playful parenting resources to an unprecedented number of people – 86 million in 182 countries – in just 6 months of intense work. It shows the dedication of many people including the amazing commitment of the COVID-19 Playful Parenting team who have been working tirelessly to create innovative approaches, respond to partner requests, and learn how these resources impact the lives of children and families. Our efforts are grounded in

5 core principles:

- **evidence-based** materials and approaches, with in-built mechanisms for ongoing evaluation and knowledge gathering
- **open-source** and **non-commercial** content and configurations, giving free access to resources
- **scalable** and **low-cost** designs and dissemination routes, to reach all parents who need support
- **adaptive** messaging and methods, to meet the needs of diverse local cultures and contexts across the globe
- **playful** and **empathic** scope and spirit, because learning through playful and compassionate interaction are the key to positive parenting and child wellbeing

We appreciate your involvement in this global parenting initiative!

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

Partners



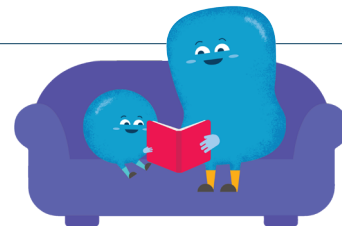
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Painting on paper is better than painting on walls.

Smart is...

distracting your kids with something when you see them getting restless.

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



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WHO & UNICEF - Global Social Media campaign - September 2020



New Parenting Social Media profiles

We have launched new COVID-19 Parenting Social Media profiles to extend the open sharing of our parenting resources. We have also posted new videos on our YouTube Channel! **Keep up to date on all the latest news, events and updates by following us on:**

Facebook: @Covid19parenting - **Twitter:** @C19Parenting - **Instagram:** @covid19parenting and **WeChat.**



ParentText on the RapidPro platform

In collaboration with UNICEF HQ, various UNICEF country offices, and IDEMS International, we are developing ParentText, an open-source, interactive parenting support text message system that can be delivered via SMS or online messaging (e.g., WhatsApp) using the RapidPro platform. Through this intervention, we aim to support parents, reduce violence against children and improve child wellbeing during COVID-19 and beyond. The programme has been derived from evidence-based interventions, including Care for Child Development and Parenting for Lifelong Health.

We are currently working on adapting the text into local languages and creating videos based on the ParentText content with the help of actors and comedians from Jamaica and the Clowns Without Borders South Africa team. We are also preparing to launch ParentText for SMS delivery in the Philippines and via Telegram in Malaysia. **We will soon be ready to pilot ParentText in Malaysia, Jamaica, South Africa, and the Philippines and plan to launch globally in 2021!**



Donor Convening Update

UNICEF, WHO, Lego Foundation, Oak Foundation, Elevate Children Funders Group, End Violence Against Children, and ECDAN organized the second donor convening meeting in September 2020. The agenda of this meeting was based on the priorities identified in the first Donor Convening (July 2020). Speakers highlighted the quality of evidence of parenting programs, the fact that only 26% of governments say they are reaching all parents who need it (which shows the gap), and examples were provided by the governments of Uganda, Serbia, and Jamaica on sustainable scaling of parenting interventions. LEGO and Oak Foundation presented a proposed collective action framework which has three pillars:

1. Scale sustainable parenting support interventions in countries
2. Accelerate development and scale-up of innovative parenting interventions
3. Build evidence to inform scale-up and catalyze investments in parenting support interventions.



New WCARO Webinar

On 15 September 2020, we presented a webinar on COVID-19 Parenting to the West and Central Africa Regional Office (WCARO) and approximately 25 Country Offices in the region. The webinar addressed key questions about COVID-19 Parenting and shared information about the emergency response we have been providing since March, highlighting the wide range of parenting resources being developed and adapted for varying levels of internet access to reach all population groups, in low as well as high income countries.



The messages are important and guiding especially this time when adolescents are at home.

- Catholic Relief Services (CRS), Kenya

Partners



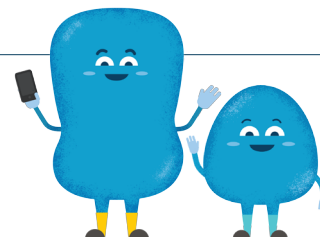
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All games need some rules to be fun.

Structure is...
creating a daily plan for
the whole family to enjoy.

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WHO & UNICEF - Global Social Media campaign - September 2020



Partnering with SAFARICOM

In Kenya when a cell phone rings, parents will be reminded to take a pause, care for their own mental health, and enjoy spending time with their children. This summer Broadway Musical Director Mary-Mitchell Campbell and Crystal Monee Hall wrote a song called “Let’s Slow Down,” summarizing the main messages of the COVID-19 Parenting tip sheets.

We have just entered into a partnership with **Safaricom**, a Kenyan mobile network operator with an estimated subscriber base of 33.1 million, to make this song available as a free for download ringtone for Safaricom users.

Making the song tune available as a ringtone can help to spread and reinforce the COVID-19 Parenting messages.



Thanks to parenting tips materials, family relationships are being enhanced. Most of our 23 local church partners have testified to how parents have been awakened to what should be natural and fun in families. Thriving social life relationships in most families have, unfortunately, been non-existent; and thanks to Covid19 as it has simply exposed this fact.

— World Without Orphans, Malawi



Micro-grants in Paraguay

We are now able to offer micro-grants to small organizations in Development Assistance Countries and Sub-Saharan African countries who require very modest funds in order to disseminate COVID-19 Parenting resources.

The Ministry of Health, Education and Children of Paraguay is a successful micro-funding case: further to their nationwide sharing of the parenting resources, we are expanding our support to the Government of Paraguay to ensure the most vulnerable families receive adequate support during the pandemic. These micro-grants seek to:

- **Add seed funding** to the efforts of Asociación de Iglesias Evangélicas del Paraguay (ASIEP) in providing direct support in local languages, and printing parenting sheets for about 100 pastors supporting the poorest, mostly illiterate, families in five high risk areas of Paraguay, coaching about 10'000 families into positive parenting (estimated beneficiaries: 55'000);
- **Fund printing** of the translated Church Leaders Pack for about 3000 pastors, who will be assisted in sharing these resources with their constituencies to support families through stressful times (estimated beneficiaries: 150'000);
- **Support** the Foundation KOETI and the Evangelical University of Paraguay (who are training social workers to set up a helpline and call at risk families) to create an audio-visual production for parents, and to monitor the pastors' work with families and resulting changes of behavior. This will facilitate listening to parents, caregivers, pastors and social workers on their experience of the parenting support and hear their ideas on the additional resources that can help ensure positive parenting extends beyond the COVID-19 crisis.

Partners



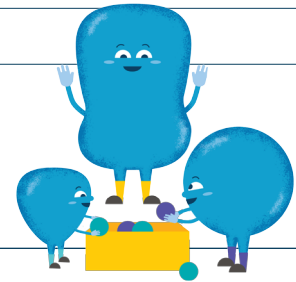
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'Let's Slow Down' cover - by Thrice Anointed (Achasha, Sara and Shanae Harte) from Guyana - Credit: Artists Striving to End Poverty / Songwriters: Mary-Mitchell Campbell and Crystal Monee Hall / Sung by: Praise Ebenezer in Kenya / Orchestrated by: August Eriksmoen

**Laughing out loud will always
beat shouting out loud.**

Fun is...

**dancing round the kitchen
with your kids for 10 minutes.**

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



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WHO & UNICEF - Global Social Media campaign - August/September 2020



Broadcasting on South African Radio Stations

Clowns Without Borders South Africa (CWBSA) have broadcast our parenting tips on 50 South African radio stations via the South African Broadcasting Station (SABC), reaching an estimated 6.8 million people. You can listen to their interview about parenting support in this **radio clip**.

REACH BY REGION



Africa
22,329,872



Asia
12,293,395



Americas
1,733,725



Europe
989,801



Middle East
376,395



Cross-Countries
48,349,416

**Total reach: 86 million people
as of 13 October 2020**



The children of the world have an urgent need for safe havens right now, in both a spiritual and physical sense. Spiritual support - through this kind of creative engagement designed especially for children - can give a renewed sense of hope to families and churches alike.

— WCC Interim General Secretary Rev. Prof. Dr Ioan Saucă about the Church Leaders Pack

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