

COVID-19 PARENTING

How to use the Public Service Announcements

from the COVID-19 [Playful Parenting Emergency Response Resource Toolkit](#)

The Public Service Announcements (PSAs) are scripted announcements that can be adapted to suit your context, as well as additional 'Tips of the Day'.

You may want to use all of the PSAs – or to choose one or two that are particularly relevant in your context. You can also merge the announcements if appropriate, so that one PSA covers several topics.

We particularly hope that the PSA messages will reach parents **without access to the internet** – by getting into radio or being used in public messages. Try the following approaches to get the messages to parents.



Pitch the messages to local (or national) radio

Radio stations will appreciate having a source of evidence-based information to share with listeners.

If you already have contacts with community radio stations, ask them to broadcast the PSAs. They could broadcast one a day in a regular slot; or they may prefer to do a special feature or 'phone-in' programme using a few of the topics. The 'Tips of the Day' on the same sheets can be used as jingles or slogans to accompany the PSAs.

If you *don't* have existing contacts, you can ask others who they know or use the Internet to find the names and email addresses of journalists or station managers. You can use the sample **Press Release** (below) to introduce the Tips and PSAs. Feel free to adapt this as appropriate.



Ask a high-profile person

You could ask a high-profile person, such as a minister of health, local celebrity or city mayor to use the announcements in their communications on COVID-19. They will appreciate having evidence-based, ready-to-use, messages to share. They may want to use all the messages over a period of time, or just use those most relevant to the context.



Record them for your own website

If your organisation has a website, you can record the PSAs and make them available to parents, families and service providers as audio content.



For further information

If you have any questions about using the materials, please contact the **Parenting for Lifelong Health** team at Covid19parenting@gmail.com



Thank you for helping us to get the **Playful Parenting** resources to parents and families dealing with the challenges of COVID-19!



unicef
for every child



Maestral



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The COVID-19 Playful Parenting Emergency Response is supported by the LEGO Foundation, the philanthropic donors to the University of Oxford's COVID-19 Research Response Fund, and the UKRI GCRF Accelerating Achievement for Africa's Adolescents (Accelerate) Hub. Research on Parenting for Lifelong Health is supported by the UKRI GCRF Accelerate Hub, the Oak Foundation, the European Research Council (ERC) under the European Union's Seventh Framework Programme and the Horizon 2020 Research and Innovation Programme, the Global Alliance for Chronic Diseases under the European Union's Horizon 2020 Research and Innovation Programme, UNICEF, WHO, Oxford University Innovation GCRF Sustainable Impact Fund, the Leverhulme Trust, the Economic and Social Research Council, CIDA, the National Research Foundation of South Africa, Ififa Labantwana, the John Fell Fund, the Evaluation Fund, the UBS Optimus Foundation, USAID-PEPFAR, the Wellcome Trust, Grand Challenges Canada and Wellspring Advisors.



Playful and positive parenting IS possible during COVID-19



A series of resources developed by international researchers and agencies are helping families with 'Playful Parenting' during COVID-19.

The COVID-19 crisis is challenging for all of us. Globally, 1.3 billion children¹ are out of school. Many families are struggling to keep children and teens occupied. Stress, anxiety and arguments are often high.

The new resources have been developed by experts – including WHO, UNICEF and the Global Partnership to End Violence Against Children, as well as researchers at Oxford University and the University of Cape Town – and offer simple advice to help parents and children cope.

The resources include tips on all aspects of family life from learning through play and managing stress to talking about COVID-19 and family budgeting – as well as activities to help parents provide care and support for their children. All advice is based on rigorous academic research and long experience of running parenting programmes with families around the world.

Topics covered include: Talking about COVID-19; When children misbehave; Family budgeting; Dealing with anger; Keeping it positive; Take care of yourself; Family relationships; One-on-one time; Create a routine; Online child safety; Learning through play; and Parenting in a crowded home or community.

In the month since they were launched, the resources have reached 34 million families in 178 countries. They have been translated into more than 80 languages and disseminated by governments including Bangladesh, Brazil, Cambodia, Colombia, France, Germany, Iceland, Kenya, Malaysia, Montenegro, Paraguay, Philippines, South Africa, Somalia, Sri Lanka, Thailand, Uganda, Vanuatu, and Vietnam.

- *The Red Cross in Montenegro is distributing the tips as part of food parcels for low income families.*
- *These messages have been distributed in Kenya by the Dept of Children Services'.*
- The resources have already been referenced in global media from the health journal *The Lancet* to the *Times of India*.

Professor Lucie Cluver of Oxford University said: "The current situation is hard on all of us, especially parents. The 'Playful Parenting' Resources offer simple, practical ideas that anyone can do, even in a small home, which can help families cope."

All the resources are available on the <https://www.covid19parenting.com/> website. There is also a short Public Service Announcement for each topic, which are free to use and broadcast.

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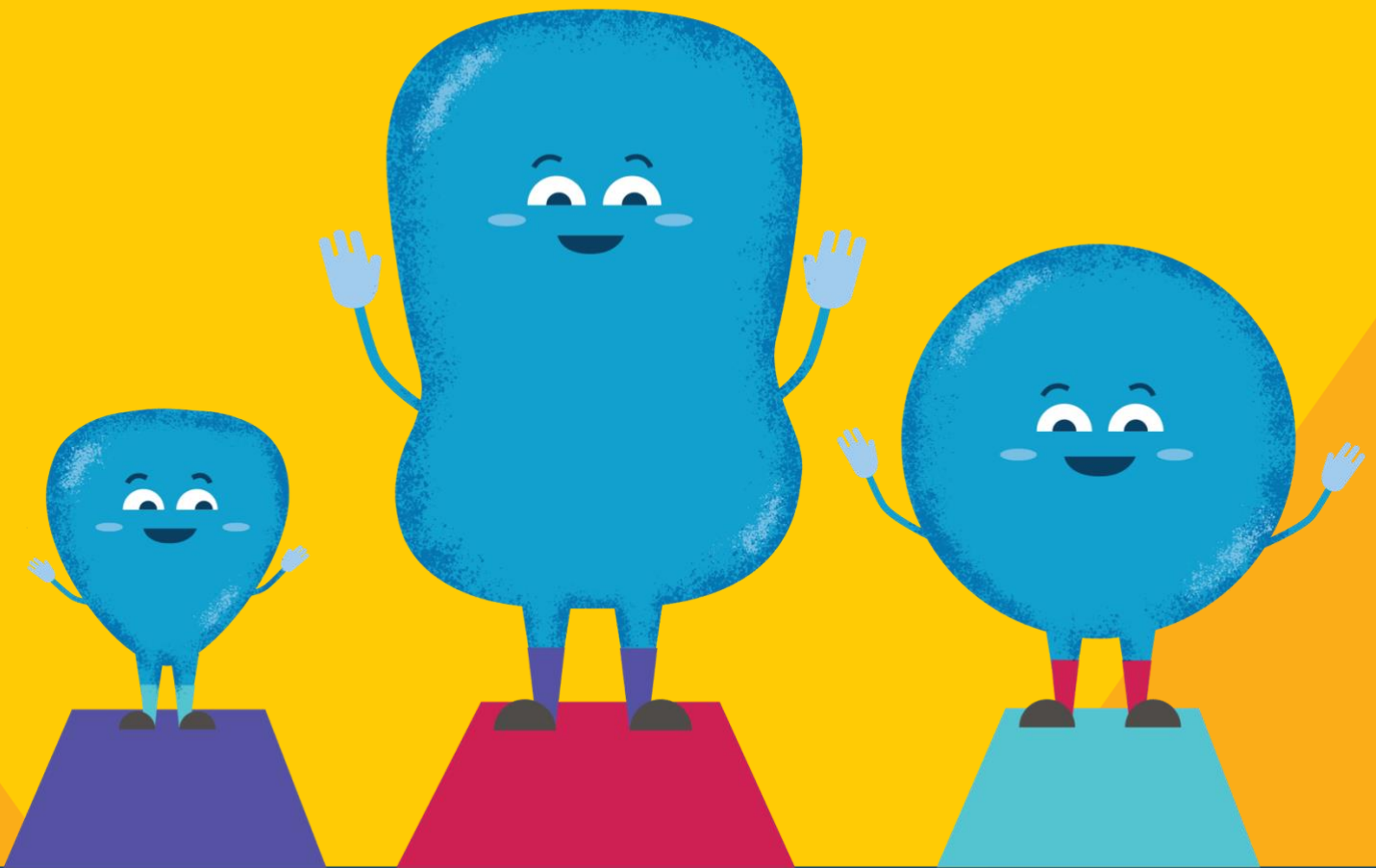
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Notes to the editors

1. The resources have been developed and endorsed by organisations including WHO, UNICEF, Global Partnership to End Violence Against Children, and The Parenting for Lifelong Health Team at the Universities of Oxford and Cape Town.
2. The **12 Parenting Tip Sheets** are free to download, use and share. Media and organisations can use their own channels to get these messages to parents.
3. **12 Social Media Messages** are available and free to download and share.
4. The **12 Public Service Announcements (PSAs)** are free to download, use and share. Media can carry one PSA each day, or select those most relevant to their context.
5. If you have any questions about using the materials, please contact Covid19parenting@gmail.com

Thank you for helping us to get the *Playful Parenting* resources to parents and families who are dealing with the challenges of COVID-19!



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