Bringing Masayang Pamilya (Happy Families) to Scale
Parenting for Lifelong Health in the Philippines
Pre-Pandemic Timeline of the Development and Testing of MaPa

- Cultural acceptability
- Evidence of effectiveness
- Feasibility in local context

2016 - 2017
Cultural adaptation & development of MaPa for Kids program
- Pilot implementation & feasibility study

2017 – 2019
Randomized Controlled Trial (RCT) MaPa for Kids w/ 1-year follow-up
- Development of MaPa for Teens program

2019
Implementation & feasibility study of shorter MaPa Kids (8-session)
- Implementation & feasibility study of MaPa for Teens

Sustained advocacy meetings & coordination with Dept of Social Welfare & Development (DSWD)
Scaling MaPa Within the National Conditional Cash Transfer System (‘4Ps’)

Social development program that provides cash benefits to ~4M of most vulnerable Filipino families ($10/month, $6/child) subject to compliance with conditions:

- **Health** (regular check-ups and vaccinations)
- **Education** (school enrollment)
- **Family Development Sessions** (e.g., attendance in monthly sessions on topics/skills relevant to families & community)
Using a *variety of online and offline platforms* to continue to deliver Family Development Sessions while observing pandemic quarantine protocols.

Service providers (Municipal Links and City Links; social workers; parent leaders) vary mode of program delivery depending on risks of transmission, internet connectivity, distance, etc.
Developing eFDS-MaPa – in close collaboration with DSWD-NPMO

Materials Development
[April-July 2021]

PLH + NPMO Technical Working Group
- Family Development Division
- Social Marketing Division
- Capability Building Division
- Planning, Monitoring, & Evaluation Division
- Gender & Development

Sense of ownership of NPMO was key

6 MaPa modules delivered over 6 months to ~4M families
[Sep, Oct, Nov 2021; Jan, Feb, March 2022]

1. One-on-One Time
2. Talking About Feelings & Managing Stress
3. Giving Praise & Positive Instructions
4. Establishing Rules & Routines
5. Managing Challenging Behaviors (Redirect & Consequences)
6. Solving Problems as a Family
1.  **ARAAN**

Magbasa tayo ng ilang minuto lamang o higit pa para araw-araw para sa benepisyo at pag-iisip. Tama na rin natin kasama ng mga kapanahunan o pagsasagot ng mga pahintulot ng mga taong may-ari ng social media.

2. **LARO**

Sabihin sa mga anak na meron tingin o para sa mga magbasa ng One-on-One Time at maaari siyang panunilang gamit ng mga pagsasagot o pag-iisip ng mga taong may-ari ng social media.

3. **ATENSILOG**

Patalinika mo ng mga taong may-ari ng social media o para sa mga pagsasagot o pag-iisip ng mga taong may-ari ng social media.
Training of ~5,000 social workers and community service providers [Aug and Nov 2021]

- Demonstrations of MaPa Skills
- Demonstrations on Using the Comics
- Practice of Skills

Translating core components of PLH-MaPa training and skills to online platform
Modes of Dissemination of eFDS-MaPa Modules

- Printed: 26%
- Small Group Sessions: 19%
- Livestream: 18%
- FDS on Air: 12%
- Chat: 12%
- FB Post: 8%
- Text: 3%
- Wall Post: 2%
• Increase in FB page following
• High engagements of eFDS posts:
  eFDS 16 (Sep6): 895.3K reached; 203.3K engagements
  eFDS 17 (Oct1): 398.7K reached; 88.8K engagements
Parent Leader monitoring the journal entries of her groupmates based on the printed eFDS materials

A small group neighborhood session in Bangsamoro Autonomous Region Muslim Mindanao

4Ps parent & daughter having one-on-one time
Key Lessons

Flexibility
- adapting to shifts in priorities & leadership

Commitment
- sustained advocacy and coordination

Innovation
- designing & delivering programs suited to context and needs

Fostering ownership
- collaborating with & supporting partners
1. Integration in CCT “FDS – 7 year Transformative Learning Path”: for 4M CCT beneficiaries

2. Integration in every City/Municipal Local Government Unit (LGU) in the Philippines: implementation of the 2022 PES Law

3. Integration in Disaster Risk Reduction & Management (DRRM) response mechanisms: parent support in every community affected by disaster / humanitarian crisis

4. Integrating training in parenting support interventions in DSWD Academy: capacitating social workers nationwide
Maraming Salamat!