



Parenting Support Programs & Scale-up in the Time of COVID-19

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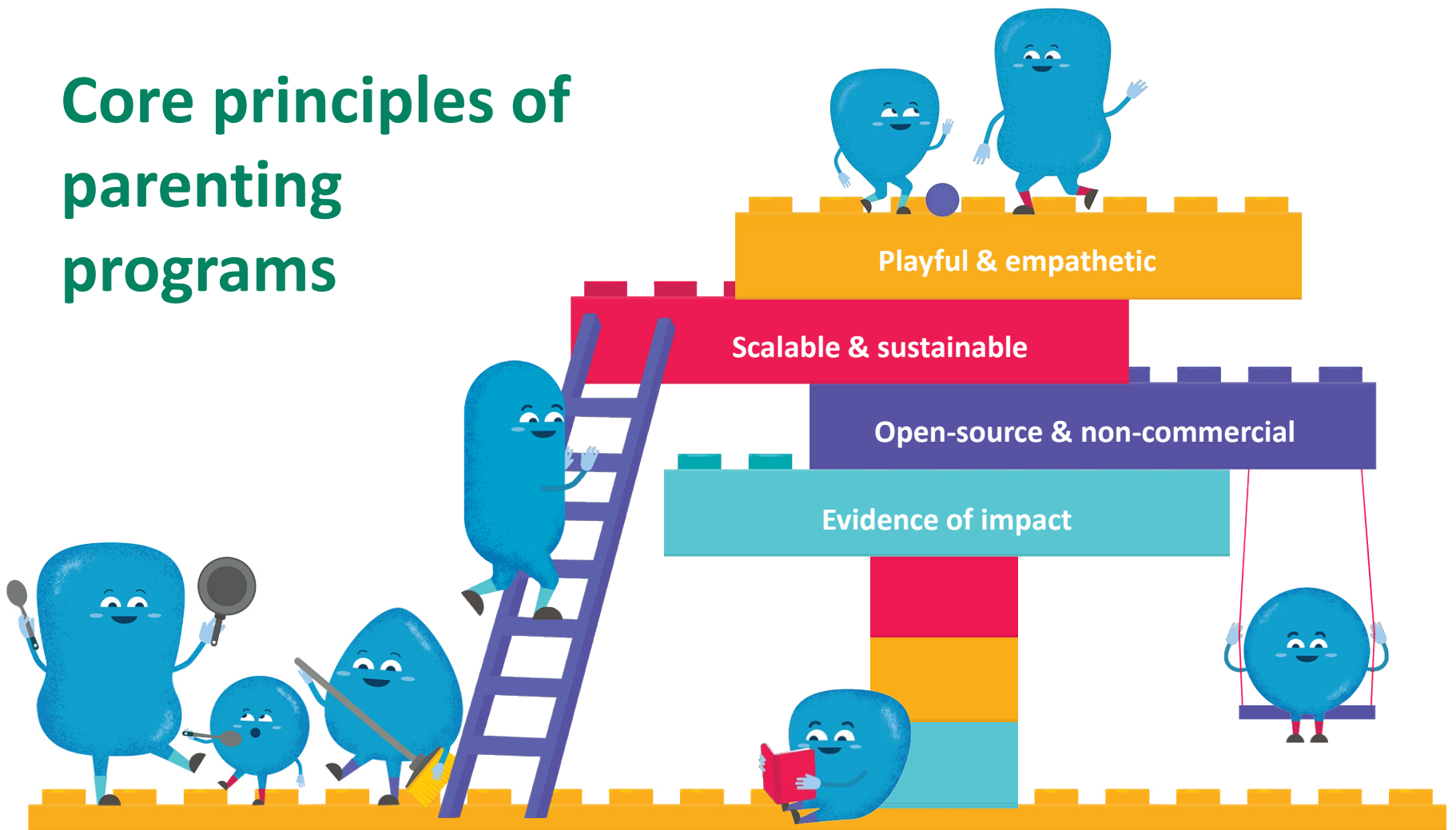
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Core principles of parenting programs



Parenting Programs: What Do They Do?



Help parents learn skills that are useful to them in their culture

Understand that every child and relationship to parent is different – even in a group setting

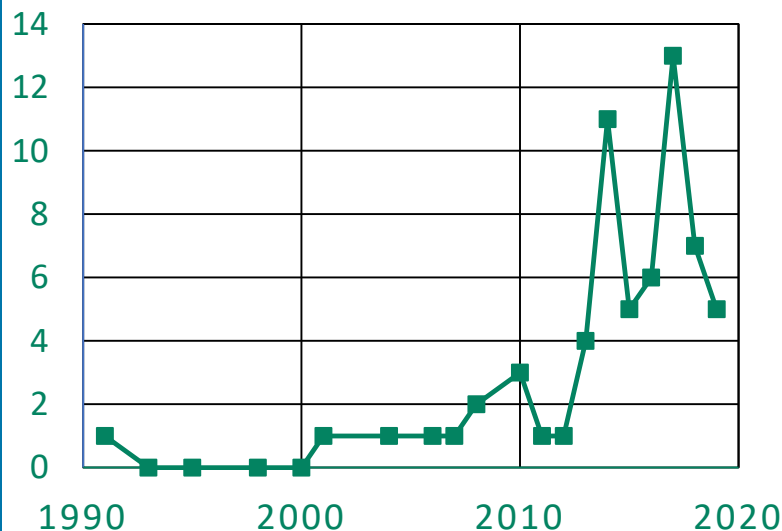
Changing knowledge & attitudes is important, but not enough

Behaviour change is hard especially when faced with other adversities

Activities: Active learning, discussions, coaching, modelling, lectures, and...

PRACTISING SKILLS!!!

Evidence of Effectiveness



Number of randomized controlled trials of parenting interventions by year published

Evidence from high income countries
- for reducing child abuse and other child/parent risk factors (Chen & Chan 2015)

Evidence in emerging economies -
over 120 rigorous studies (Gardner et al, 2021)

Transported & homegrown programs **equally effective** - as long as based in core principles (Gardner et al 2016; Leijten et al 2016)

Poor families, single-mother families, migrant & ethnic minority families **are likely to benefit as much as average families** (Gardner et al 2018)

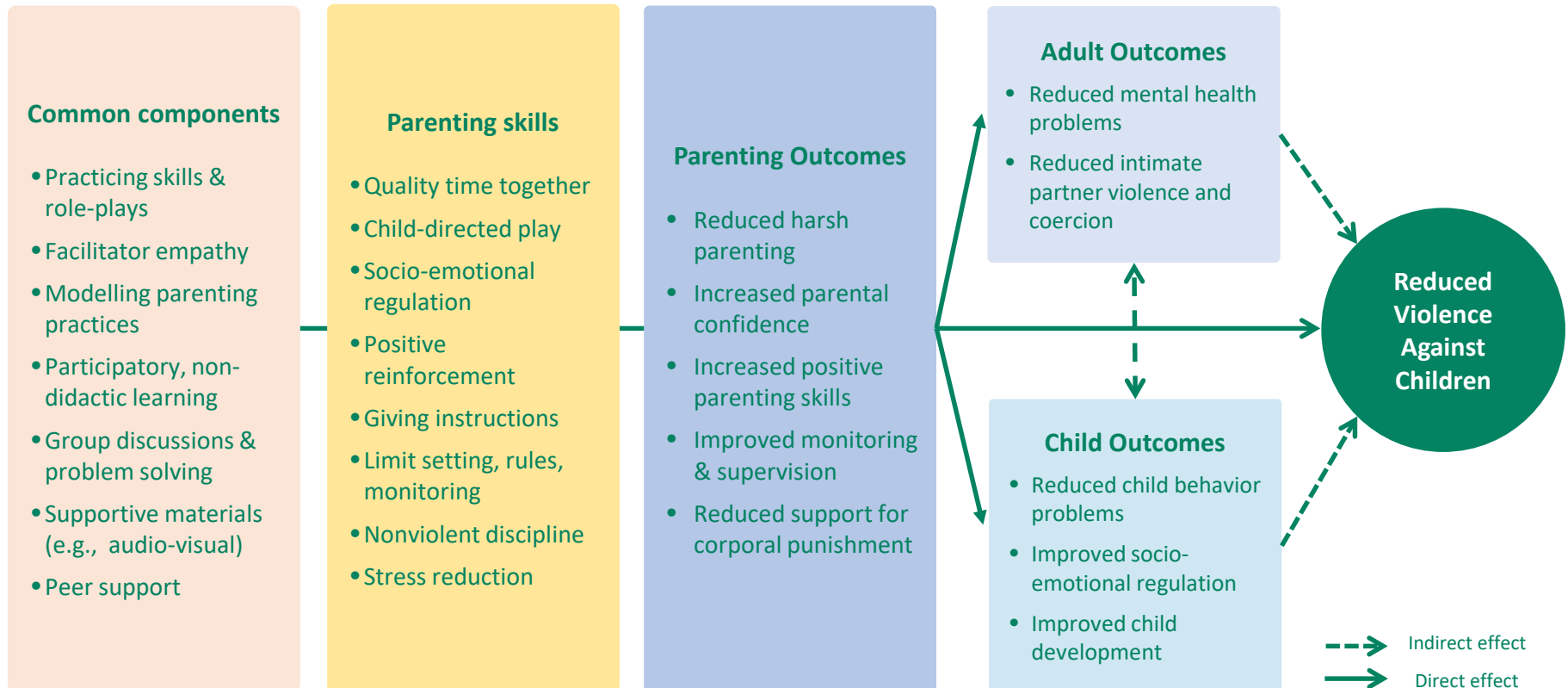
Parenting programs are **equally effective for young and old children** (Gardner et al 2018)

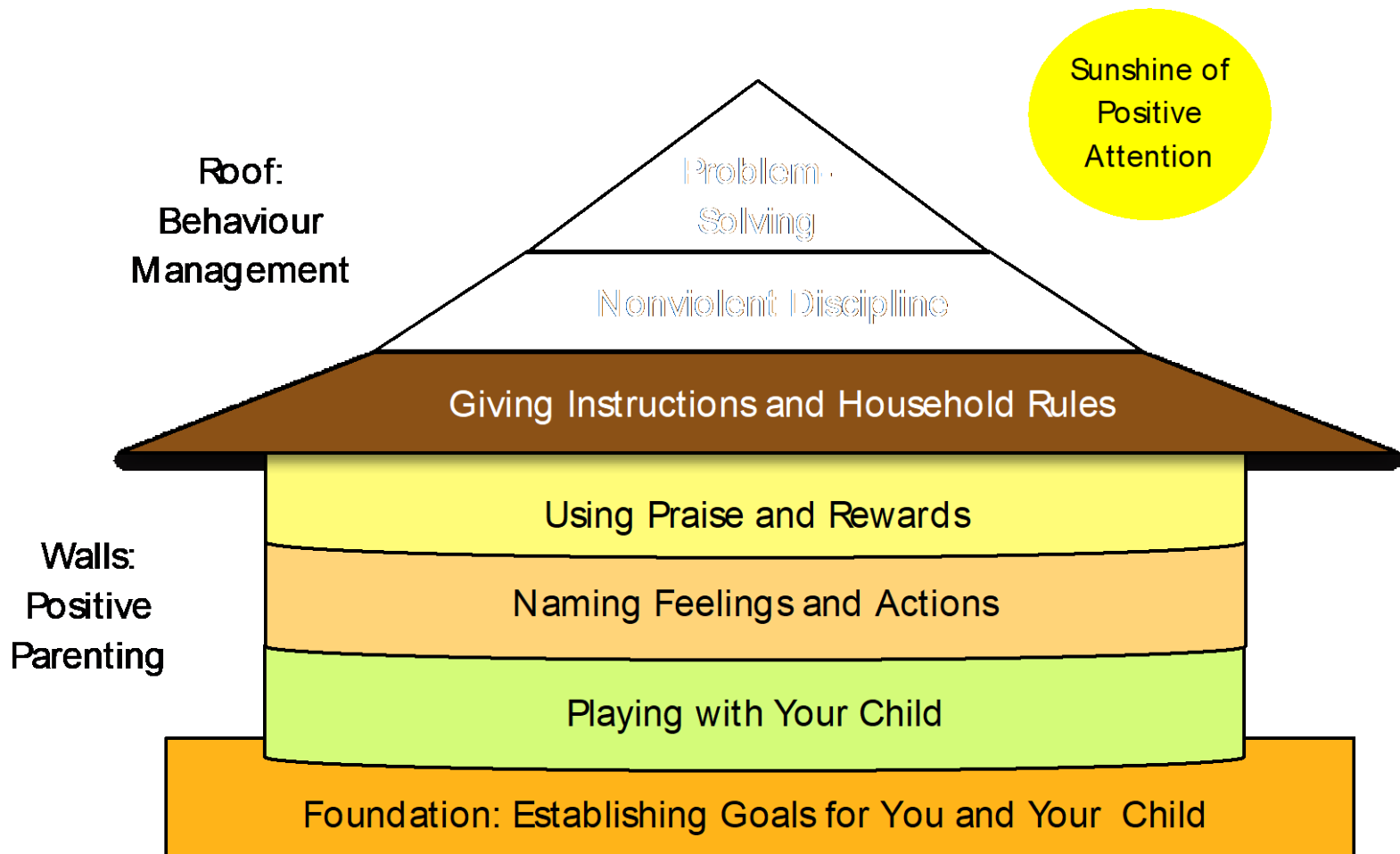
Accelerating Impact Across Sustainable Development Goals

Target 16.2: End abuse, exploitation, trafficking and all forms of violence against and torture of children



Theory of Change







Examples: National Parenting Interventions



Cambodia:

Ministries of:

- Women's Affairs
- Social Affairs
- Interior
- Education, Youth & Sports

UN, Academic, & CSO partners



South Africa:

- The National Department of Social Development
- UN, Academic, & CSO partners



Chile:

Ministries of:

- Planning
- Social Development
- Health

UN, Academic, & CSO partners



Zambia:

Ministries of:

- Health
 - Education
 - Community Development
- UN, Academic, & CSO partners



Viet Nam:

Ministries of:

- Labor, Invalids and Social Affairs
- Health
- Education and Training



Malaysia

- Ministry of Health
- Council of Child Welfare
- National Population and Family Development Board
- Association of Social Workers
- Islamic Development
- UN, Academic, Faith-based & CSO partners



Timor-Leste

Ministries of :

- Social Solidarity
- Health
- Education

Secretary of State for:

- Youth and Sports
- Social Communication



Thailand

Ministries of:

- Public Health
- Interior
- Social Development & Human Security
- Child & Youth Dept.
- Women's Affairs & Family Development Dept.

Delivery Platforms:

- Health Sector; ECD Centres; Family Development Centres



ONLY

26%

of governments say they are
reaching all parents who need it

Global Status Report to
Prevent Violence Against Children, WHO 2020

Bottlenecks

Factors that limit the scale up of quality parenting interventions include:

1. **Evidence:** Insufficient understanding about the core components for the scale up of parenting interventions
2. **Advocacy:** Public sector leaders do not have the information that they need to invest in and sustain parenting interventions
3. **Financing:** Unfunded policies and limited fiscal space
4. **COVID 19:** Economies contracting, competing budget priorities. Parenting not perceived as essential or government responsibility.

Nearly Half Of Parents With Young Kids Battling Severe Stress During COVID-19 Quarantine

Parenting in a Global Pandemic: A View From Kenya

Navigating survival needs while trying to protect your family from COVID-19.

Posted May 14, 2020

COVID-19 Stress Taking Toll on Parent-Child Relationships

SINGAPORE

[#CORONAVIRUS](#) | [#MENTAL HEALTH](#) | [#COVID-19](#) | [#STRESS](#)

Some driven to breaking point by stress during coronavirus pandemic

Distress and fear
million Australians
coronavirus support

COVID-19 Pits Families
Women Are the Hardest Hit

'We're all stressed out': Parenting in a pandemic puts additional stress on families, children

 **UNICEF South Africa**
105 followers
18h • Edited •

According to Childline South Africa, calls for help increased more than 36% during the months of [#COVID19](#), compared to the same period in 2019.

Hong Kong's Children Face Increased Stress

Quarantine

Readers tell us how they're managing the Parent-Teacher trifecta during the pandemic.

Work, and

A father's story of parenting during COVID-19 in Sierra Leone
Parents are adopting new coping strategies to help with parenting during this period

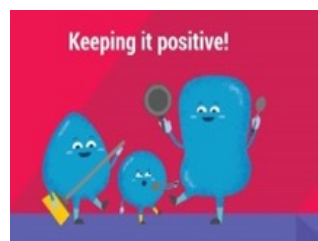


COVID-19 Playful Parenting Emergency Response



- Derived from rigorously tested evidence-based programme
- Content adapted to fit COVID-19 context
- Developed with and reviewed by UNICEF, WHO, CDC, USAID, and Global Partnership to End Violence
- Simplified for transportability across cultures and contexts
- Relevant for non-COVID-19 contexts

15 Parenting Tip Sheets





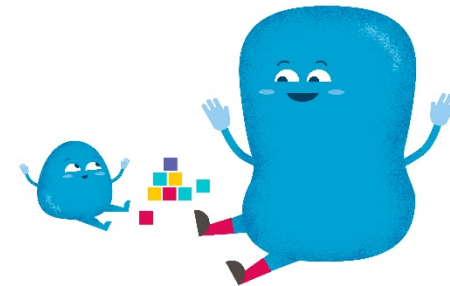
Translated into 100+ languages

Social Media, Radio, TV, YouTube, Webinars

Caseworker Tips, Public Service Announcements, Faith-Based Toolkit, Audio Guide, and even a Song!

The Rollout

TIMELINE



STAGE 1

Launch COVID19 Playful
Parenting
Emergency Response
Initiative
March 2020

STAGE 2

Launched global social
media campaign
with WHO, UNICEF, and
Global Partnership to End
Violence
August 2020

STAGE 3

Evaluation of impact and
engagement while
expanding reach
September 2020
to February 2021

139.5 million reached!!!



Special Olympics:
in 130 countries

Sri Lanka, Cameroon
India, Montenegro,
Philippines & South
Africa: Delivered tips
with food packages

Paraguay: 1 million
reached online with
the Ministry of Health

Jamaica: Shared
audio tips on
national radio

Kenya: Safaricom
ringtones of
COVID-19
parenting song

South Africa: Over
6,8 million people
through 50 different
community radio
stations

Zimbabwe: Over
1 million via national
radio stations.

Pakistan: National
television
broadcast

Kyrgyzstan: Cartoon
videos on national
television reaching
over 2 million people

Thailand: Government
distributed leaflets in
Health Promotion
hospitals throughout the
country

Lao PDR: National
Government and
UNICEF speakers in
5,800 villages for 50%
of population

India: Created
phone-call
based family
mentoring
program
based on the
parenting tips.

Cameroon: Used
tips in workshops
presented to
fathers in the
community

Malawi & Zambia:
Blantyre Synod Radio
broadcast reaching
over 11 million people

Philippines: National
Government and
UNICEF webinars for
over 1500+ families



Impact Evaluation



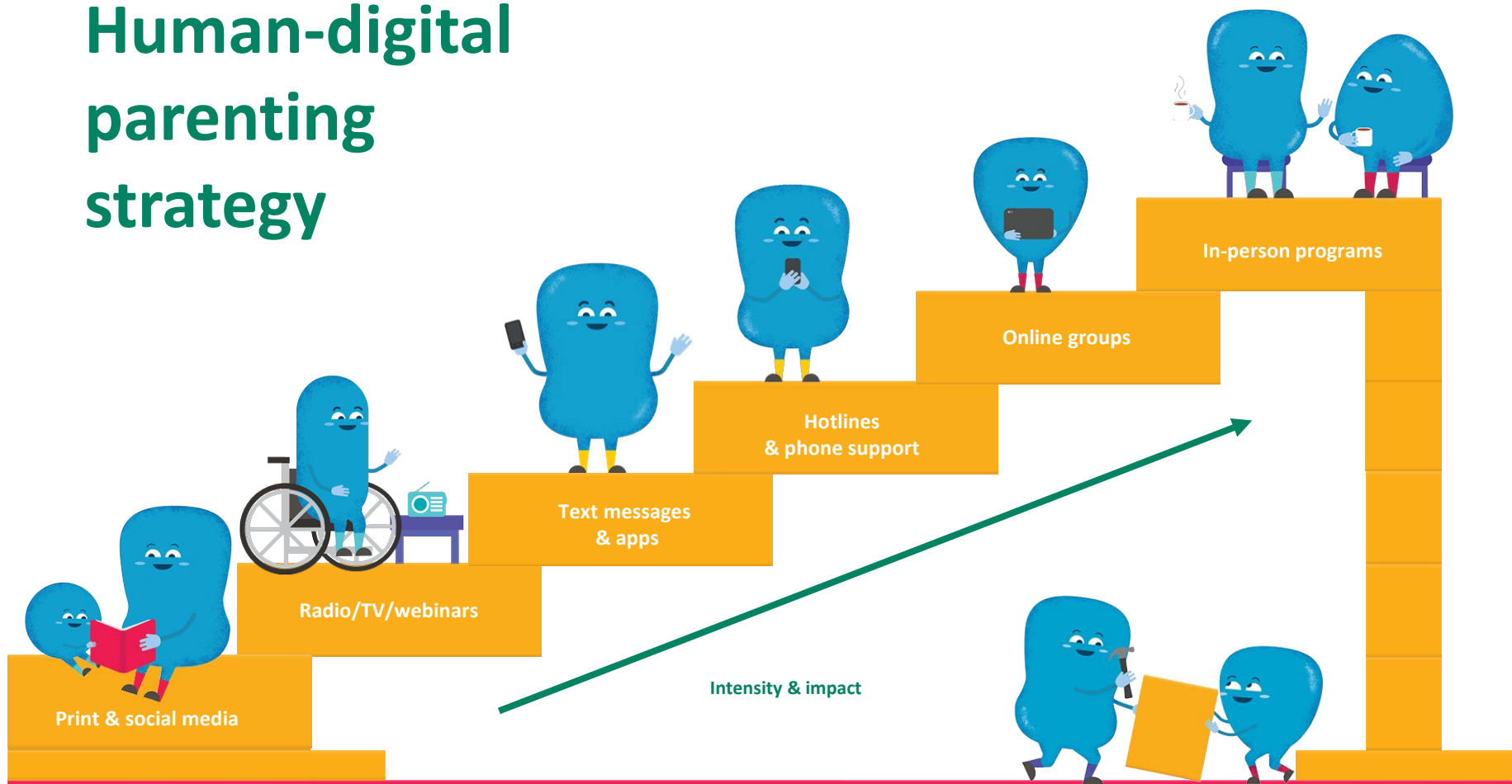
"The parenting tips we received have been very helpful in spending this crucial time with our children, managing stress levels and maintaining harmony among the family members." (parent, India)

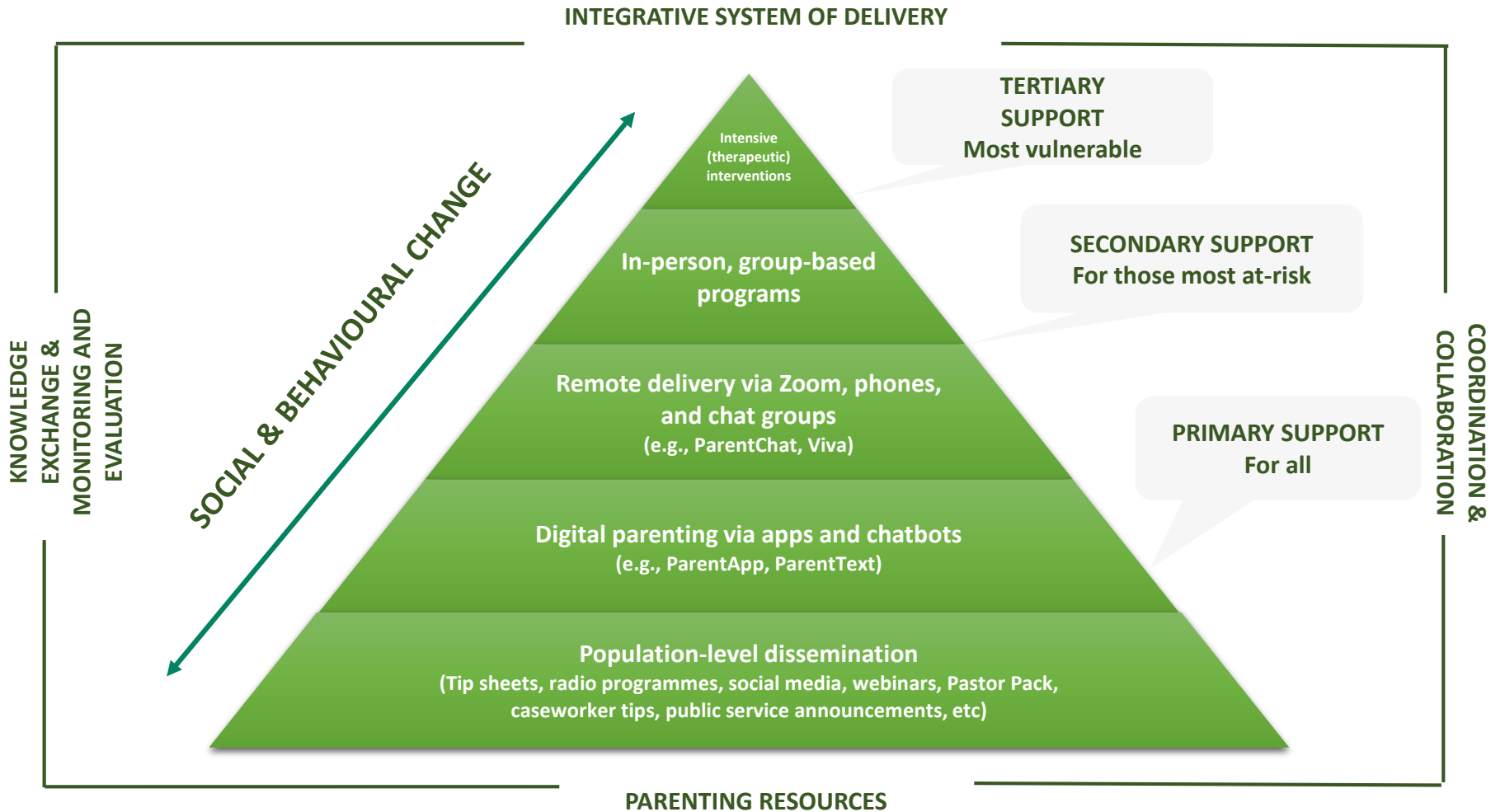
Findings from Retrospective Surveys



N = 548 respondents (65% female)
Malawi, Zambia, India, Nepal, North
Macedonia

Human-digital parenting strategy





Global Parenting Strategy

1

Opportunity
we have the
evidence base

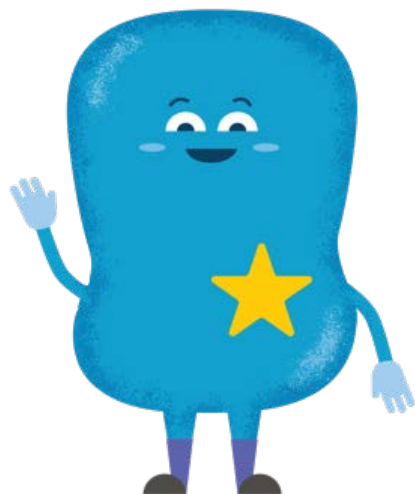
2

Urgency
COVID amplified
need to support parents

3

Momentum & Demand rapid
uptake from
multiple stakeholders

THANK YOU !



Partners



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