



## WHO Community of Practice on

### Parenting Project: Scaling parenting support through healthcare systems and allied sectors for stronger families

#### *Concept note for 2025 COP series*

May – December 2025

Participating Countries: Tanzania, Colombia, Jordan, Kazakhstan, Philippines, Thailand

#### **Background**

WHO is working on a global initiative to support parents in six countries, one in each geographic region of the world. The aim of the project is to enable the scale up of evidence-based parenting interventions across six countries and, including by strengthening government and WHO capacity to optimize existing systems. The three-year initiative is focused on countries where there is a politically enabling environment, readiness to engage in a comprehensive strategy for parenting across the age groups 0 – 17 years, and presence of agencies that are already scaling up parenting interventions: Colombia, Jordan, Kazakhstan, Philippines, Tanzania, and Thailand. The project entails three phases of work spread over 36 months: 1) inception, 2) planning, and 3) implementation. Additionally, two of the six countries, Tanzania and the Philippines, are taking the lead on applying behavioural insights (BI) to parenting programmes.

To support the learning between countries involved in the project, the need for a learning space was emphasised by the WHO regional and country office representatives. A Community of Practice (COP) has since been established and two meetings have been held virtually, while one in-person meeting was held in February 2025 in Amman, Jordan. Moving ahead for 2025, this Community of Practice (CoP) will bring together WHO Country and Regional Offices and will now include government partners across the six countries to collaborate, share, and plan for the future of parenting interventions in their contexts. It aims to build knowledge, foster regional exchange, and strengthen sustainability strategies for parenting programmes post the grant funding period.

Additionally, as countries move toward scale-up and long-term sustainability, there is a need to consolidate learning, build cross-country connections, and deepen integration across sectors to support parents and caregivers.

## Objectives of the CoP

Activities of Communities of Practice generally include the following:

1. Knowledge Sharing: Members exchange experiences, tools, best practices, and lessons learned through meetings, discussions, and written content.
2. Collaborative Problem Solving: Members help each other solve problems or work through challenges by offering insights and advice.
3. Learning and Development: CoPs often engage in collective learning activities like workshops, training sessions, and webinars to build skills.
4. Content Creation and Curation: They create and maintain shared resources like toolkits, documentation, FAQs, or libraries relevant to their domain.
5. Networking and Relationship Building: Members build professional relationships, support one another, and create a sense of belonging.
6. Innovation and Idea Generation: Through open dialogue, CoPs can spark new ideas, approaches, and innovations in their field.
7. Mentoring and Coaching: Experienced members often guide newer members, facilitating knowledge transfer and leadership development.
8. Community Events: Regular meetups (virtual or in-person), conferences, or informal gatherings to maintain engagement and energy.

Specifically, this Community of Practice on Scaling parenting support through healthcare systems for stronger families aims to:

- Share practical country experiences and innovation in strengthening the role of the health and allied sectors that support parenting and caregiver support in the six countries - lessons learned and improvements.
- Deepen understanding of the health sector's role in parenting and caregiver support.
- Explore parenting and caregiver mental health support.
- Share behavioral insights to improve uptake and retention in parenting programs
- Discuss strategies for engaging male caregivers.
- Examine how multisectoral partnerships can assist to enhance and promote the sustainability of parenting interventions in the six countries.
- Facilitate planning for grant close-out and long-term sustainability post-2026.

## Structure and Modality

- Format: Virtual (Zoom) with interactive tools (e.g., Mentimeter, Miro)
- Sessions: Bi-monthly thematic sessions (120 minutes each)
- Facilitation: Led by WHO HQ Parenting team in collaboration with WHO Country and Regional Offices
- Languages: English, with translation support where feasible

### Thematic Timeline (focus areas and dates subject to change)

Month	Theme	Focus Areas
28 May 2025 (online)	The Role of the Health Sector in Parenting Support	Supporting parents and parenting through the health sector
3 July 2025 – Part 1 (online)	Parenting and Mental Health	Addressing stress and mental health among caregivers & children/adolescents and mainstreaming into parenting support
31 July 2025 – Part 2 (online)	Behavioural Insights: Uptake & Retention in Tanzania	Insights on motivation, barriers, and enablers of caregiver engagement in parenting programmes
24 September 2025 (online)	Parenting and Adolescents	Supporting caregivers of adolescents
26 November 2025 (online)	Parenting with a focus on Male Caregivers	Engaging fathers and male caregivers
February 2026 (in-person)	Sustainability and Grant Close-Out Planning	Planning for programme continuity; embedding parenting into national systems; developing country-level roadmaps, preparing for final reports

### Outputs

- Thematic session briefs and cross-country reflections
- Behavioural insights research report (Tanzania)
- Parenting CoP knowledge repository on WHO webpage (tools, strategies, promising practices)
- Country sustainability and scale-up planning frameworks