



**Global
Parenting
Initiative**

**The Global Parenting Initiative:
Research and Scale-up of
Human-digital Evidence-based
Playful Parenting Programmes
in the Global South**

Online Launch

6 December 2022, 12:00-13:30 GMT



globalparenting.org



[@GPI_Parenting](https://twitter.com/GPI_Parenting)



[Global Parenting Initiative](https://www.linkedin.com/company/global-parenting-initiative/)



GPI@spi.ox.ac.uk



Programme of Events

Time	Item	Speaker
12:00 - 12:05	Opening	Dr Isang Awah
12:05 - 12:10	Remarks from our Donors	Aaron Lee Morris & Dr Helena Duch
12:10 - 12:15	Who We Are	Dr Jamie Lachman
12:15 - 12:45	Our Work	
	Evaluate	Dr Inge Vallance
	Innovate	Dr David Stern
	Advocate	Dr Isang Awah & Dr Janice Lovi
	Generate	Laura White
	Accelerate	Saara Thakur
	Facilitate	Dr Godfrey Siu
12:45 - 13:00	Our Early Career Researchers	Jennel Reyes, Dr Amalee McCoy, Dr Hlengiwe Sacolo-Gwebu
13:00 - 13:05	Wrapping Up	Dr Jamie Lachman
13:05 - 13:10	Remarks from our Partners	Sabine Rakotomalala & Zonji Shekufeh
13:10 - 13:25	Q&A	Dr Isang Awah
13:25 - 13:30	Thank you and Closing	Dr Isang Awah

Meet Your Hosts

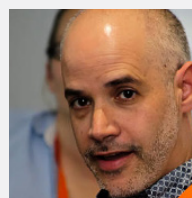


Dr Isang Awah
University of Oxford

Global Parenting Initiative
Senior Advocacy Officer

Dr Isang Awah's research interests include social issues and literacy, especially in the Global South. She is dedicated to improving outcomes for children and young people. In the past few years, she has worked on the development and testing of ParentApp for Teens, an open-source, mobile application parenting intervention based on the Parenting for Lifelong Health Teens programme. Additionally, she led the dissemination of the COVID-19 parenting resources in West and Central Africa during the COVID-19 pandemic.

As founder of MyRainbowBooks Limited, Isang introduced personalised storybooks in Nigeria that are tailored for African children and initiated the nationwide annual creative writing competition for children in Nigeria. Isang holds a PhD in Education at the University of Cambridge, U.K. She also holds degrees from Harvard University, U.S.A., and the University of Uyo, Nigeria.



Dr Jamie Lachman
University of Oxford and
University of Cape Town

Global Parenting Initiative
Lead Principal Investigator

Dr Jamie M. Lachman is the Lead Principal Investigator of the Global Parenting Initiative, and leads the Evaluate theme. He is a Senior Research and Teaching Fellow in the Department of Social Policy and Intervention at the University of Oxford and an Honorary Associate Professor at the University of Cape Town. He has over 20 years of experience developing, testing, and scaling up family and parenting programmes to reduce violence against children and improve child wellbeing in low- and middle-income countries.

A co-founder and CEO of Parenting for Lifelong Health, the digital and in-person programmes and resources that Jamie has co-developed have reached over 210 million beneficiaries in 198 countries and territories. He is also a storyteller, banjo-player, songwriter, facilitator, and clown. Dedicated to promoting our human capacity for peace and laughter, Jamie strives to live each day fully with compassion and amazement.



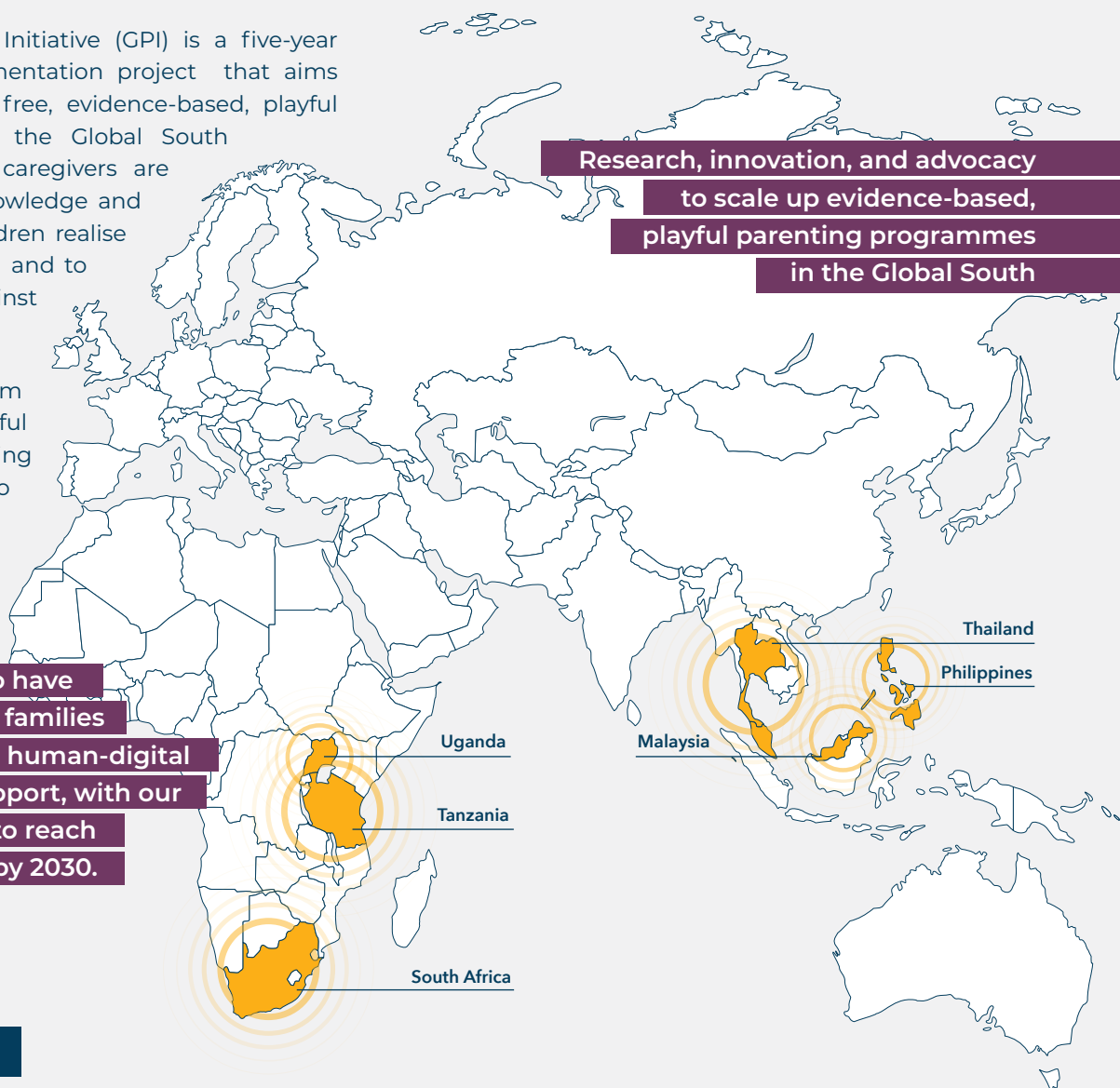
Overview of GPI

The Global Parenting Initiative (GPI) is a five-year research-within-implementation project that aims to increase access to free, evidence-based, playful parenting support in the Global South so that parents and caregivers are equipped with the knowledge and tools to help their children realise their learning potential and to prevent violence against children.

Our goal is to transform systems to take playful parenting and learning through play to scale to improve child development and prevent child sexual abuse.

By 2026, our aim is to have provided 25,7 million families with evidence-based human-digital playful parenting support, with our ultimate goal being to reach 250 million children by 2030.

Research, innovation, and advocacy to scale up evidence-based, playful parenting programmes in the Global South



The Problem

Before 2020, 250 million children under five in low- and middle-income countries were at risk of not achieving their developmental potential. An estimated one billion children also experience violence each year. The COVID-19 pandemic has resulted in increased rates of violence against children and reduced educational outcomes.

Availability and access to evidence-based parenting programmes that improve outcomes for children is limited for most of the world's parents. But the Covid-19 pandemic has opened up digital and hybrid-digital delivery options that could address this accessibility issue.

The Global Parenting Initiative involves the rapid development and evaluation of open-source, playful parenting programmes delivered through digital and hybrid human-digital platforms.

Our Approach

We co-develop, evaluate, and implement in-person, remote, digital, hybrid, and multimedia parenting programmes with families in the Global South using innovative tools such as:

- Face-to-face parenting group support
- Remote support through online chat groups
- Automated text messages enhancing parenting skills
- App-based parenting support
- Multimedia parenting tips



Our work

The GPI focuses on 6 core themes, each representing a central component of our vision:

Evaluate



Innovative and rigorous research to increase the evidence of effectiveness, cost-effectiveness, and scalability of human-digital playful parenting programmes.

The GPI features nine research-within-implementation studies in South Africa, Tanzania, Malaysia, the Philippines, Thailand, and Uganda, exploring the effectiveness and scale-up of our programmes.



Dr Inge Vallance
University of Oxford

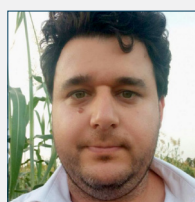
GPI Head of Research

Dr Inge Vallance has extensive experience in research and grant management, and has supported several studies on Parenting for Lifelong Health, including randomised trials, the multi-country SUPER study, and the COVID-19 emergency response. Before her move to Oxford, she was a Senior Technical Advisor on Monitoring and Evaluation at Clowns Without Borders South Africa. Inge has a PhD in Psychology from the University of Cape Town. Her doctoral work, which was nested within a randomised trial of PLH for Young Children in Cape Town, explored factors that influenced parental engagement in interventions.

Innovate



Building a cohesive ecosystem of agile, adaptable, and scalable evidence-based human-digital playful parenting interventions by developing and optimising parenting support technologies.



Dr David Stern
IDEMS International

GPI Innovate Lead

Dr David Stern is a founding Director of IDEMS International, a not-for-profit social enterprise devoted to enabling innovations in development, education and the mathematical sciences, and the lead technical partner for the development and implementation of PLH Digital programmes. A Mathematical Scientist with varied experience, including leading software development projects and consulting on research methods, he is currently on the council of the International Statistics Institute. He is committed to the capacity-building of young coders and software developers within Africa, and to technology developed in and for low-resource settings.

Advocate



Collaborating with UNICEF, WHO, ECDAN, the Global Partnership to End Violence, USAID, and other partners to build a policy environment on regional- and country-levels, supporting the sustained institutionalisation of parenting programmes.

Dr Isang Awah
University of Oxford

GPI Senior Advocacy Officer



Dr Janice Lovi
University of Oxford

GPI Advocacy Officer

Dr Janice Lovi is an internal medicine physician and Master of Public Policy (MPP) graduate from the University of Oxford with an interest in social policy. She has about a decade of clinical experience, providing primary and specialised care in various hospitals in Ghana. She has worked in public health at the World Health Organization (WHO) in Ghana, coordinating and facilitating activities for an HIV programme called the DSD SI. She is a Commonwealth Shared Scholar. Janice is passionate about child health and development and fostering positive parenting in low-resource settings through training and advocacy.



Generate



Creating a sustainable infrastructure to support scale-up and capacity building of Parenting for Lifelong Health human-digital parenting programmes.



Laura White
PLH Charitable Social Enterprise

Laura White is a consultant working on the Parenting for Lifelong Health Social Enterprise, falling under the GPI's Generate block. She has over 10 years of experience in education and social ventures. As a strategy and operations leader, Laura has led cross-functional teams to maximise positive impact for children and families, including leading childcare educator training, certification, and support processes for childcare startup MyVillage, and launching and leading the Changemaker Schools Network at Ashoka. Laura holds an MBA from the University of Oxford's Saïd School of Business and an MA in Education and Human Development with a concentration in early childhood special education from George Washington University.

Accelerate



Scale-up and institutionalisation of human-digital playful parenting programmes embedded into national governments and NGO service delivery systems.



Saara Thakur
University of Oxford

GPI Scale-Up Lead

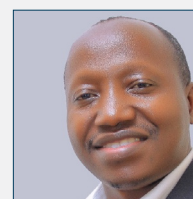
Saara Thakur is a Public Health Specialist and has worked with the Global Partnership to End Violence Against Children and the Violence Prevention team at the WHO Headquarters. She joined the University of Oxford Department of Social Policy and Intervention and Parenting for Lifelong Health (PLH) at the start of the COVID-19 pandemic working on the Covid 19 Parenting Response.

She currently serves as the Scale-Up Lead on the Global Parenting Initiative and leads PLH's ParentText team providing technical guidance to global governments, UN agencies, NGOs and partners to support the scale-up of in-person and digital evidence-based resources.

Facilitate



Creating centres of excellence in playful parenting in the Global South with a cohort of leading professorial researchers from and working in low-resource countries, and shifting expertise, leadership, and power from the Global North to the Global South.



Dr Godfrey Siu
Makerere University

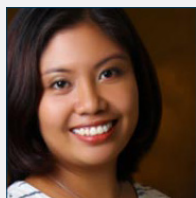
GPI Facilitate Lead

Dr Godfrey Siu is a behavioural scientist with training in public health and medical anthropology and sociology. He currently works as Senior Lecturer in the Department of Child Health and Development at Makerere University, Uganda. His broad interests lie in the potential health contribution that an explicit focus on gender and masculinity can bring to men, women, and their families. His doctoral research examined male gender norms and their link with men's health in eastern Uganda. He has published several articles on this topic, and his current work focuses on evaluating interventions on parenting and families to reduce sexual and gender-based violence and child abuse, and on understandings men's risk relationships with adolescent girls and young women in the context of HIV, as well as how to improve male involvement.



Our Early Career Researchers

The GPI is committed to shifting the imbalance that prevails in academia between North and South. A core part of this vision is empowering Early Career Researchers (ECRs), especially in the Global South: fostering career growth for ECRs working within academic institutions in the Global South will, in turn, strengthen the capacity of these institutions to sustain high-quality parenting research.



Jennel Reyes
Ateneo de Manila University

Principal Investigator:
Parenting within the Social Welfare System in the Philippines

Jennel C. Reyes is the Early Career Researcher Lead on the Global Parenting Initiative Executive Team. She is also the Principal Investigator for the Parenting within the Social Welfare System Study, Philippines. She has an MA in Developmental Psychology from Ateneo de Manila University, where she is also an instructor. Her involvement with Parenting for Lifelong Health (PLH) - Philippines started in 2017 as a Masayang Pamilya para sa Batang Pilipino (MaPa) Parenting or Happy Families Programme facilitator.

She is currently a coach and a trainer of the MaPa program and the Program Director of PLH - Philippines. She was a preschool teacher during the early years of her career and was an Early Childhood and Care Development Adviser in her volunteer work abroad. Her research interests are on early childhood education programs, parenting programs, and community-based intervention programs. She is a mental health and a child rights advocate.



Dr Amalee McCoy
Peace Culture Foundation

Principal Investigator:
Parenting within the Public Health System in Thailand

Dr. Amalee McCoy has over 20 years of experience in child protection and child rights research, programming, policy advocacy, project design and management, and local capacity building with UN agencies, academia, international NGOs, and local NGOs in the Asian region, including UNICEF, UNESCAP, Plan Thailand, and ECPAT International. Her research interests focus on the evidence-based prevention of violence against children, as well as the utilisation of mixed methods to promote the development of socio-culturally relevant parenting programmes. Dr McCoy is an expert member on the MOPH Working Group on Parenting Education and has co-developed PLH training modules and manuals for Thailand, as well as advising Thai Government partners on programme process and impact evaluation. Previously, Dr. McCoy was the Research Manager and Co-Investigator for the Parenting for Lifelong Health Thailand project. Dr. McCoy obtained her Doctor of Philosophy in Social Intervention and Policy Evaluation at Oxford University.



Dr Hlengiwe Sacolo-Gwebu
University of Cape Town

Principal Investigator:
ParentText Optimisation and Evaluation in South Africa

Dr Hlengiwe Sacolo-Gwebu is a Postdoctoral Researcher with the Centre for Social Science Research at the University of Cape Town, where she works with a multidisciplinary team on the Scaleup of Parenting Evaluation Research (SUPER) study, a research collaboration between the WHO, UNICEF, and the Universities of Bangor, Cape Town, Oxford, and Stellenbosch.

Her research interests include maternal and child health, infectious diseases, health systems research and evaluation research. She has wide experience in the implementation of maternal and child health programmes, evaluation research and project management. Her background training in Community Health Nursing, Midwifery, and Public Health coupled with previous work in health promotion, research consultancy, and lecturing provided extensive experience in qualitative research, project development, stakeholder engagement, policy analysis, capacity building and project management.



Our Donors

Speakers:



The LEGO Foundation

Aaron Lee Morris The LEGO Foundation

Aaron Morris is an Early Childhood Programme Specialist at the LEGO Foundation, overseeing a range of global partnerships focused on utilising play to support the learning and development of children birth-to-six at home, in early childhood care and education settings, and within communities around the world.

Prior to that, he was the Director of Family and Community Learning at PBS KIDS where he managed collaborative efforts that utilised PBS KIDS' media properties to create playful learning experiences for children, families, and educators across the US.

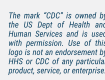


Dr Helena Duch Oak Foundation

Dr. Helena Duch is the Head of the Solutions Subprogramme of the Prevent Child Sexual Abuse Programme (Prevent CSA) at the Oak Foundation. Prevent CSA works to end child sexual abuse and exploitation online and offline. The team promotes evidence-based solutions and advances actions to strengthen prevention, end impunity and create strong accountability for child sexual abuse where it occurs. Prior to joining the Oak Foundation, Helena was an Assistant Professor of Population and Family Health at Columbia University in New York City. Helena holds master's degrees in Developmental Psychology and Biostatistics from Teachers College and Columbia University and a Doctoral degree in child/school psychology from New York University.

The GPI is a collaboration of academic partners, implementing partners, and foundations in Europe, the United Kingdom, Africa, and Asia. Our work wouldn't be possible without the generous support of our Partners and Donors.

The LEGO Foundation



A private Family Trust which wishes to remain anonymous



Our Partners

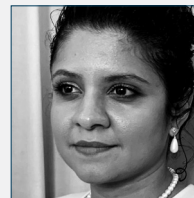
Speakers:



Sabine Rakotomalala
World Health Organisation,
Global Initiative to Support Parents

Sabine Rakotomalala works in the Violence Prevention Unit, within the Department for the Social Determinants of Health at the World Health Organization (WHO) in Geneva, Switzerland. Her work involves the prevention of violence against children through supporting advocacy, violence prevention initiatives, and networking of key partners from different sectors in the field.

With an academic background in Child Psychology, she has over two decades of professional experience in the fields of child protection and psychosocial support in both humanitarian and development settings. She has worked with Terre des hommes, UNICEF and the Global Partnership to End Violence Against Children and led key initiatives such as the Mental Health and Psychosocial Support Network, the development of the Minimum Standards for Child Protection in Humanitarian Action and the development and implementation of the INSPIRE: Seven strategies for ending violence against children technical package for children, families, and educators across the US.



Shekufeh Zonji
Early Childhood Development Action Network,
Global Initiative to Support Parents

Shekufeh Zonji is the global technical lead for Early Childhood Development Action Network (ECDAN) where she spearheads key learning and strategic partnership initiatives for the network. She brings her extensive experience built over fifteen years in global Early Childhood Development within the sectors of Education, Child Protection, and Health to the role. She has worked on critical challenges to the well-being of young children across Latin America, East Africa, and South Asia. In Bangladesh, she designed innovative ECD models for a range of vulnerable contexts including urban slums, garment factories, tea estates, and fragile flood-prone communities. In Afghanistan, she led the Aga Khan Foundation's national ECD portfolio contributing significantly to Afghanistan's national pre-primary policy development. She has worked as a senior consultant on strategy and policy development, research, curriculum design, and intervention design for global think tanks and civil society organisations like BRAC and Save the Children. She also runs a design practice in collaboration with architects to design urban interventions in spaces for children based on the science of child development. She speaks eight languages and completed her education at McMaster University in Canada in Biology and Psychology, specialising in cognitive science and neuroscience. psychology from New York University.

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Global Parenting Initiative



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Jamie Lachman
Cathy Ward
Lucie Cluver
Godfrey Siu
David Stern
Jennel Reyes

GPI Leadership Forum

Jamie Lachman
Cathy Ward
Lucie Cluver
Godfrey Siu
David Stern
Jennel Reyes
Amalee McCoy
Amanda Sim
G.J. Melendez-Torres
Hlengiwe Sacolo-Gwebu
Joyce Wamoyi
Lulu Ngcobo
Mark Tomlinson
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