

Progress Report

*Global Parenting Initiative
University of Oxford*

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Summary of progress: key grant activities and achievements

Overall project progress

We are excited to submit our first Global Parenting Initiative (GPI) annual progress report to the LEGO Foundation. Together with our partners, we have made great strides in our work to implement and evaluate an integrative system of evidence-based human-digital playful parenting interventions to promote inclusive playful parenting, child development and learning, and reduce violence against children and child sexual abuse across the globe. In a relatively short time building on momentum from the COVID-19 parenting response and previous work by Parenting for Lifelong Health (PLH), we have supported the delivery of playful parenting interventions to over four million families around the world.

Our Inception Phase has seen the completion of several critical operational activities, including finalising our GPI partner agreements, recruiting fantastic talent to key roles, and finalising our governance framework. It has been a productive period for our partners, who have built their teams and developed efficient operational systems.

We have firmly established a truly collaborative group of researchers, implementers, advocates, and innovators – with shared learning, facilitated by our playful learning groups, interactive trainings, and research-in-progress sessions, central to our way of working. We continue to be inspired by our early career network, which brings together 65 (and counting!) incredible early career professionals, of which 50 are from the Global South.

Our research studies are making solid progress – many are now at the stage of finetuning protocols, submitting ethics applications, and even beginning their pilots and trials. We have been excited to expand our research portfolio to include eleven satellite studies, many led by Global South researchers. Across the research portfolio, teams have been working closely to harmonise methods to optimise opportunities for learning across contexts.

Our innovation teams are fully established in three countries and are already working on the roll-out of additional features for ParentText and ParentApp, which will improve user engagement and the creation of the new FacilitatorApp and WASHApp. The Innovate team has also made excellent progress towards building a digital ecosystem and architecture for PLH.

Through our study and advocacy teams, we continue to engage meaningfully with national governments and policymakers – strengthening existing collaborations and forging new ones.

Some highlights have included:

- **Philippines** - PLH Philippines' has a strong collaboration with the Department of Social Welfare and Development and UNICEF Philippines to support national and global initiatives to address violence against children. Through integration with the government's conditional cash transfer programme – "4Ps" - the Masayang Pamilya (MaPa) parenting programme has been delivered to over **four million beneficiaries**.
- **Thailand** - The Peace Culture Foundation team in Thailand has been working with the National Parenting Education Working Group, which includes the Ministry of Public Health and UNICEF, to incorporate data collection forms into the ChildShield data monitoring system. This digital system will enable the ongoing monitoring and evaluation of Parenting for Lifelong Health as it is delivered by government health workers.
- **Tanzania** - The National Institute for Medical Research and Investing in Children and Societies have laid a strong foundation for ParentApp for Teens research in the Mwanza and Shinyanga regions, holding successful engagements with national, regional, and local community stakeholders. The project has been well received with significant in-country interest from the government, USAID, WHO, and UNICEF.
- **Uganda** - The Child Health and Development Centre at Makerere University successfully shared results from our recent cluster randomised controlled trial of the Parenting for Respectability programme in January 2023. Presided over by the Chairperson of the Gender and Social Services Committee of the Uganda Parliament, the high-profile event was attended by more than 100 stakeholders and received wide media coverage, including in two national newspapers, four television stations and two local radio stations. Speakers at the event included GPI Leads Dr Godfrey Siu and Dr Jamie Lachman, as well as PfR team member Carolyn Namutebi and ECR Dr Betty Okot, as well as programme facilitators and various community leaders. Key outcomes of the event included commitments from government and community leaders to support the scaling-up of PfR throughout the country.

In addition, the GPI team has been jam-packed with a wide range of, often extremely high-profile, advocacy and engagement activities at regional, national, and international levels to promote playful parenting and child learning across the globe and to expand the reach and influence of the programme. These activities have been complemented by the establishment of the Global Initiative to Support Parents (GISP), which has done excellent work to unite different sectors working in the parenting field, secure funding commitments for innovative delivery models for crisis contexts and strengthen their international community of collaborators who support the scale-up of playful parenting solutions in the Global South.

To complement our advocacy and engagement work, our communications team have been working tirelessly to develop the GPI brand identity, develop and launch the GPI website, and steadily build a portfolio of communication outputs. This team has also played an integral role in establishing agile systems of internal knowledge management, communication, and monitoring across the initiative.

The past year has also seen the establishment of Parenting for Lifelong Health as a charity, which will safeguard the sustainability and enhance the impact of the GPI. PLH has already begun supporting the delivery of several newly funded projects, working through international, regional, and local stakeholders in the Global South.

Overall, we are extremely pleased with the progress of GPI in its first year. We are incredibly grateful for the opportunity provided by the LEGO Foundation and are inspired by the energy and ambition of the group. Based on the success of our first year, we are feeling optimistic about reaching our target of 25,699,324 families!

Detailed progress updates per thematic brick are provided below.

BRICK 1: EVALUATE

Outcome 1. Increased evidence on effectiveness, cost-effectiveness, and transferability of PLH human-digital playful parenting programmes.

The GPI core research team is proud to have made solid progress on several key research activities to support the work of the GPI research portfolio. These activities include finalising our **data management plan**, which has been developed collaboratively with input from all GPI study teams and partners. This plan aligns with global best practices in data management and encourages the implementation of open science principles such as using open access measurements and publishing results on open access platforms throughout the research lifecycle.

The team has been working towards developing a set of **harmonised measures** that will allow us to pool data across our different GPI studies to enable comparisons across sites and provide a larger sample size for analysis. We have been on the hunt to find measures across our different outcome domains that are open access and brief. We are also engaging with the LEGO Foundation's Measurement Team to think through how we can adapt the PLAY tool into a briefer version and adapt it for use with adolescents.

Our team has also developed **processes to track progress** across the initiative's research activities – for example, tracking systems to manage publication requests and ethics applications.

The core team has also offered varied research support – e.g., addressing ethics queries, advising on power calculations, and reviewing study protocols - to individual study teams.

Dr Zuyi Fang, an early career researcher (China), has led the development of a **GPI disability mainstreaming plan** for 2023-2025. This plan provides a framework to help GPI researchers and the broader team integrate questions around disability inclusion into our research studies, monitoring systems, and advocacy messages.

In addition to the core team activities, the GPI core studies have made excellent progress towards launching their fieldwork, with many now planning and finalising study protocols and securing relevant ethical approvals. Updates from each of the active core studies are provided below.

1. ParentText Optimisation and Evaluation (South Africa)

Study description: Pragmatic randomised factorial trial to optimise ParentText effectiveness, cost-effectiveness, and engagement when embedded within a child welfare system and education system

Status: Analysing data from formative work; Randomised controlled trial to commence in June '23



A parent and child in South Africa during a Parenting for Lifelong Health session

Dr Hlengiwe Sacolo (Global South (Eswatini) early career researcher) and the ParentText team have conducted a **formative evaluation** in South Africa to explore how ParentText can be embedded into an existing delivery system. They have conducted extensive stakeholder mapping to identify organisations and key representatives, including faith-based organisations, the health and education sector, research,

local and international NGOs, and government bodies. They have also conducted focus group discussions and in-depth interviews with stakeholders online and in person in the Mpumalanga Province in South Africa. In total, over 130 stakeholders have participated to date, with data collection finalised in December 2022.

Study results will be invaluable to informing implementation strategy for the randomised controlled trial (RCT), which will be conducted in Mpumalanga in June

2023. It will also help refine the in-person component that will be tested as a booster in the RCT and inform the optimisation of the chatbot before deployment.

2. ParentApp for the Early Years (Tanzania)

Study description: Develop ParentApp for the Early Years and assess its feasibility, acceptability, and preliminary effectiveness on responsive caregiving and child development

Status: Study protocol submitted for ethical review; ParentApp for the Early Years under development

The Institute for Life Course Health Research (ILCHR)/Stellenbosch University and Tanzanian National Institute for Medical Research (NIMR) have held two **planning meetings with the full project team** – virtually on 17 May 2022 and in-person on 13 September 2022. The virtual meeting provided partners with an overview of the project aims and timelines, and an opportunity to discuss different partner and team member roles in the project, and future steps.

During the in-person meeting in Dar es Salaam, Prof Skeen provided an overview of the *ParentApp for the Early Years* project and Prof Tomlinson provided an overview of the machine learning measurement project, both highlighting key activities and questions for consideration. Dr Wamoyi provided an update on the ongoing ParentApp for Teens activities in Tanzania, sharing key implementation challenges and lessons to inform the planning and development of ParentApp for the Early Years. An important point of discussion was how the parenting application could be successfully developed to provide interactive content and provide opportunities for group support or discussion



ParentApp for the Early Years Team in Dar es Salaam

in particular. A key consideration, given the success of the previously conducted WhatsApp based Sharing Stories remote parenting intervention, is to harness the usefulness of WhatsApp alongside the parenting app, to provide encouragement and support for using the app, and to help parents troubleshoot any technical difficulties that might arise from using a new application.

The **research protocol**, along with all supporting documentation, for the ParentApp for the Early Years has been developed and submitted to the Health Research Ethics Committee at Stellenbosch University. Once ethical approval has

been granted by this committee, ethics approval will be applied for at the Research Ethics Committee at the NIMR, Tanzania.

3. ParentApp for Teens (Tanzania)

Study description: Cluster randomised trial to test the effectiveness and cost-effectiveness of ParentApp for Teens on improving adolescent development and reducing child abuse.

Status: Analysis of pilot data underway; Optimisation work and implementation underway; Randomised controlled trial to commence March '23



The ParentApp for Teens team on retreat in South Africa, June 2022

The ParentApp for Teens partners, including the NIMR, the University of Oxford, the University of Cape Town (UCT), Clowns Without Borders South Africa (CWBSA), and Investing in Children and Societies (ICS) have worked towards planning and implementing three research studies in Tanzania. They have made significant strides in delivering the intervention to families as part of these studies.

The **feasibility pilot**, launched in April 2022, is well underway. Data collection for the double baseline was completed in two sites (urban and rural) across two regions in Mwanza and Shinyanga. The first baseline included 100 adolescents and 99 caregivers, while the second included 100 adolescents and 100 caregivers. One hundred participants have received basic smartphones to enable them to start the programme. In addition, they have received regular phone- or WhatsApp-based support from ICS, our local implementing partner. Fifty participants from the urban site completed the last of their 12-week ParentApp sessions in November, and this was

followed by a post-test survey. As part of the pilot study, in-depth interviews were conducted with low and high engagers to understand the barriers and facilitators to engaging with the app.

The **optimisation study**, a cluster randomised factorial trial to optimise engagement in the app, is underway. Roselinde Janowski, a South African doctoral student, led the writing of the optimisation trial protocol and trial registration via the Pan African Clinical Trials Registry in October 2022. Community mapping has been completed in three wards in Mwanza City, engaging local Community Development Officers and community leaders from the respective communities. A total of 2,762 caregivers were reached, of which 729 (26.4%) have smartphones. Onboarding started in the second week of October, and a total of 79 participants were enrolled in ParentApp by the end of October. Members from INNODEMS, the University

of Oxford, and NIMR managers and coordinators and running a 1.5-day research assistant training on the optimisation study design, onboarding logistics, and M&E tools. Onboarding sessions, where participants are screened for eligibility, sign informed consent, and download the app, began in one ward on 21 October with a group of 40 participants. In-person training for research assistants and ICS facilitators took place on 2-3 November in Shinyanga.

ParentApp implementation is ongoing in two regions, led by ICS and supported through training, mentorship and coaching by Clowns Without Borders South Africa (CWBSA). In preparation for intervention delivery, CWBSA conducted a three-day training with 15 facilitators and three management staff from ICS. Facilitators recruited parents in study sites and provided support directly to these users through phone calls or WhatsApp groups. During the workshop, from 28 to 30 March 2022, facilitators underwent intensive training to equip them with an understanding of the programme's key components, core facilitation skills, recruitment, onboarding and how to support users across their ParentApp journey. Local trainers' support was beneficial, and facilitators actively engaged in all discussions and practices. Facilitators were encouraged to practise what they learnt in training with their colleagues, family, and friends. In addition, they are receiving ongoing remote coaching support via WhatsApp groups from CWBSA. These coaching sessions are modelled on the core strategies used in the LEGO Foundation-supported ParentChat intervention developed during COVID-19 and aim to teach trained facilitators how to receive and offer online support in large groups. Facilitators will use these skills to support participants in the ParentApp optimisation trial. CWBSA also provides regular fortnightly coaching sessions to ICS facilitators. Six such sessions have been conducted and provide a



Example of a ParentApp screen

valuable space for facilitators to report on their experiences supporting families to use ParentApp and to troubleshoot challenges experienced.

Planning for the RCT, which will begin in the first quarter of 2023, was also underway during the reporting period. The Universities of Cape Town and Oxford and NIMR partners have been having regular planning meetings to refine the study design and sampling, incorporate learnings from the feasibility pilot and optimisation study, and write the trial protocol.

4. Parenting on the Border (Thailand/Myanmar – formerly called “Parenting in Displacement”)

Study description: Cluster randomised trial to evaluate the effectiveness of a film intervention to promote playful parenting among displaced families; Randomised trial for non-responders to evaluate a trauma-informed adaptation of PLH.

Status: Analysis of formative study data underway; Randomised controlled trial to commence in February ‘23

The team completed **qualitative formative research** to inform the adaptation of the PLH content for the film intervention. Data collection included conducting 18 focus groups with 141 caregivers (51% female) and 6 focus groups with 24 adolescents (50% female) and focused on examining existing parenting practices and the acceptability of proposed positive parenting strategies for inclusion in the film. The team engaged in daily debriefing meetings to identify preliminary themes for informing intervention development. Transcription and translation have been completed and data are currently being formally analysed.

The team has also conducted an in-person project design and theory of change workshop with the project team in Thailand. This workshop included members from the Institute for Population and Social Research at Mahidol University and implementing partners Mae Tao Clinic, Help Without Frontiers, TeacherFOCUS, and Sermpanya Foundation.

The team **established an Advisory Group** composed of representatives from Thai local government, international and Thai NGOs, and Burmese community-based organisations. Two meetings have been conducted with the Advisory Group to seek input on overall project objectives and design as well as development of the film intervention. In addition, the team conducted a read-through of the script for the film intervention with parents and caregivers and incorporated their feedback. The **script has been finalised** and **film production** by Sermpanya Foundation is currently underway.

In preparation for the cluster RCT of the film intervention, the team has developed a **study protocol**, which has now received **ethics approval** from the Institutional Review Board at the Institute for Population and Social Research at Mahidol University, the local Community Ethics Advisory Board, and the institutions of the respective PIs. The study protocol is in the process of being registered on the Thai Clinical Trials Registry and will be submitted to a peer-reviewed open-access journal in early 2023. Preparations for baseline data collection are under way and the team will begin the baseline survey in February 2023.

5. Parenting within the Social Welfare System (Philippines)

Study description: Implementation research to examine and support the scale-up of PLH within the government conditional cash transfer system, and evaluate the feasibility, accessibility, relevance, and impact of digital-hybrid modules in this context.

Status: Acceptability/usability research complete; Protocol development underway



Study lead Jennel Reyes of PLH-Philippines in action at a MaPa training for DSWD social workers

The team has developed a **strong collaboration** with the Department of Social Welfare and Development's Pantawid Pamilyang Pilipino Programme's (4Ps or the country's conditional cash transfer program) National Programme Management Office for the integration of Masayang Pamilya (MaPa) Programme in the 4P's Family Development Sessions through the electronic

Family Development Sessions (eFDS), its online modality. During this reporting period, the team **continued to build evidence** on MaPa and share this information with relevant stakeholders:

Evaluation of eFDS-MaPa module accessibility, relevance, usefulness, and comprehensiveness

In April 2022, the team concluded data collection on the accessibility, relevance, usefulness, and comprehensiveness of the six eFDS-MaPa modules: (1) One-on-one time with your child, (2) Talking about feelings and managing stress, (3) Positive directions and praise, (4) Household rules and routines, (5) Managing negative behaviours, and (6) Problem-solving with your child. Participants included 51 participants from four regions of the Philippines (National Capital Region, Central

Luzon or Region 3, Eastern Visayas or Region 8, & Northern Mindanao or Region 10) who were part of 4Ps. Results are presented on page 41.

Study of service providers' evaluation of the comprehensibility, relevance, usefulness, and appearance of eFDS- MaPa Modules

The team surveyed service providers on eFDS-MaPa's comprehensibility, relevance, usefulness, and appeal across six time points from October 2021 to May 2022 after they delivered each eFDS module. Responses to our weblinks varied widely across different time points. The team received the highest number of complete responses for eFDS 16 (in October 2021), which was 2,561 complete responses, and the lowest number of responses was for eFDS 22, which was only 689 (in May 2022). Results are presented on page 41.

The team is also currently preparing **research protocols** for studies on the integration of MaPa within residential care facilities and the feasibility of MaPaChat when delivery by community service providers.

6. Parenting within the Public Health System (Thailand)

Study description: Implementation research to examine and support the scale-up of PLH within the public health system with an emphasis on adaptation of PLH digital, male engagement, cost-benefit analysis, and social return on investment.

Status: Analysis of male engagement data underway; Costing-benefit analysis and social return on investment study underway; Protocol under development for strategic planning work

During the reporting period, the Peace Culture Foundation team developed a partnership with the Institute of Population and Social Research at Mahidol University (with Dr Kanokwan Tharawan as co-Principal Investigator). Together, the teams designed a study on the barriers to and enabling factors of **male engagement** in parenting programmes in Northern and North-eastern Thailand.' The ethics committee approved the study protocol at Mahidol University, and data collection was completed, with eight focus group discussions and seven in-depth interviews conducted in the Northern and North-eastern regions.

The Peace Culture Foundation team has also developed a partnership with the Departments of Medicine and Economics, and Chula Unisearch (the research arm of Chulalongkorn University), and Sal Forest to conduct two studies on **cost-benefit analysis and social return on investment** of PLH for Young Children in Thailand. Several planning meetings have been held, with draft research protocols finalised in early November 2022. Two early career researchers based at Chulalongkorn University will support both studies.

Another key partnership during this period is with the School of Public Policy at Chiang Mai University. Together the Foundation and colleagues at Chiang Mai will conduct a study on **strategic planning for the sustainable and scalable integration** of PLH in policy and service delivery. It will involve reviewing good practices from high-income countries as well as low- and middle-income countries in scaling up social learning theory-based interventions; identifying and assessing opportunities and constraints for scaling-up PLH in the public health systems environment; and developing a five-year National Policy Advocacy Strategy targeting leading stakeholders to inform the creation of a national strategic plan for PLH scale-up. Several planning meetings have been held, and an initial draft study protocol has been developed. In addition, two early career researchers based at Chiang Mai University will be working to support this study.

Other GPI core studies

Parenting in the Preschool System (Malaysia), Parenting for Respectability-Digital (Uganda), and the Systems Testing Study (South Africa) will commence in 2023 and have no updates to report here.

GPI satellite studies

We have been proud to expand our research portfolio to include eleven GPI satellite studies. These studies, which early career researchers often lead, share the GPI goals and objectives. By expanding the GPI in this way, we are building an ever-wider network of studies and a community of parenting researchers who can share and learn together. The GPI satellite studies include:

1. *SUPER study of PLH in-person projects at scale*: Mixed-methods study of the



SUPER study team, 2020

large-scale implementation of the PLH programmes within routine settings in multiple countries. – Lead: Prof Cathy Ward (UCT)

2. *Randomised controlled trial of booksharing with fathers in South Africa*: Adaptation of a dialogic book-sharing intervention for fathers and subsequent evaluation via RCT. – Lead: Lauren van Niekerk (Global South (South Africa) early career researcher, UCT)

3. *Street-connected families in Kenya: Adaptation and piloting of the Malezi Bora na Maisha Mazuri parenting intervention for street-connected mothers to include fathers.* – Lead: Prof Frances Gardner (Oxford)



Malezi Bora na Maisha Mazuri facilitators in the field

4. *Booksharing within the South African Department of Health: Study to evaluate the impact of training community health workers working in the First Thousand Days on early stimulation and book-sharing.* – Lead: Kaathima Ebrahim (Global South (South Africa) early career researcher, UCT)

5. *Adaptation of PLH-Young Children for delivery within schools in Zimbabwe: Study to adapt the PLH for Young Children programme for the prevention of violence against children for use in primary schools in Zimbabwe. Formative work will assess the prevalence and correlates of harsh discipline and positive parenting in Harare, Zimbabwe, and associated childhood behavioural disorders.* - Lead: Noreen Wini Dari (Global South (Zimbabwe) early career researcher, UCT)



Malezi Bora participants having some fun



Noreen Wini Dari and Natalie Davidson presenting formative work to partners in Zimbabwe

6. *Adaptation of PLH Teens with intimate partner violence prevention in Zimbabwe:*

Mixed methods study focused on the adaptation and piloting of PLH for Teens that has a greater focus on preventing violence against women and increasing father engagement. Lead: Natalie Davidson (Global South (South Africa) early career researcher, UCT)

7. *Evidence synthesis for policy makers and adaptation of PLH-Young Children in Latin America:* Project including the adaptation of PLH-Young Children in Latin America, with stakeholders from several countries in the region; mapping of parenting programmes, their evidence-base, and scale up in Latin America, with the Pan-American Health Organization (PAHO); and evidence synthesis in the region and a guide for policy decision-makers on implementing and scaling parenting programmes, with PAHO.



The team presents their findings to local stakeholders from the Latin American region

Lead: Prof Frances Gardner (Oxford)

8. *ParentText pilot studies in Jamaica and Sri Lanka:* Study to optimise ParentText delivery and messages, examine the preliminary effectiveness of the intervention, and identify the barriers and facilitators to engagement. - Lead: Dr Jamie Lachman (Oxford)

9. *Gender-responsive parenting:* In South Africa and Jamaica, as part of the launch of ParentText, we are conducting projects focusing on the incorporation of gender-responsive parenting and intimate partner violence prevention in the programme.



Families taking part in the Parenting for Respectability programme

This content aims to increase gender-equitable behaviours and attitudes in the family, increase positive partner interactions, as well as reduce harmful attitudes toward gender roles and prevent intimate partner violence. Lead: Moa Shafer (Early career researcher, Oxford)

10. *Ugandan Parenting for Respectability (PfR) cluster trial:* Cluster RCT of the PfR programme to determine the effectiveness and cost-effectiveness of the intervention as well as the feasibility



Ukraine Parenting tips are disseminated among displaced families during the Ukraine Conflict

and impact of three different implementation strategies in terms of programme delivery. Lead: Dr Godfrey Siu (Makerere)

11. *Parenting in Crisis (COVID-19, Ukraine, etc):* Evaluation of parenting resources developed for caregivers within humanitarian/pandemic settings. Lead: Dr Isang Awah (Global South (Nigeria) early career research, Oxford)

BRICK 2: INNOVATE

Outcome 2. Cohesive ecosystem of agile, adaptable, and scalable evidence-based human-digital parenting interventions.

GPI's first year has seen the Innovate team, led by IDEMS International, INNODEMS (Kenya) and Cogent Labs (Pakistan), establish strong and collaborative relationships with partners and study teams, set up efficient project management systems, engage in a stock take of their current technology framework across ParentApp and ParentText, and plan for future months. Key activities are presented below:



Innovate Team meeting in Ruiru, Kenya

A **GPI Kick-off Meeting** was held in Ruiru, Kenya, during the week of 12 September 2022. It included seven members from IDEMS, nine members from INNODEMS, four members from Cogent Labs, and an intern and student from the African Institute for Mathematical Sciences. The workshop was a great success and provided the team with an overview of the GPI and the PLH digital suite; facilitated team

introductions and exposure to the technological approaches that will be used in developing the digital ecosystem; and exposed the team to different approaches to problem-solving (e.g., thinking like a mathematician/software programmer/anthropologist).

Additional features have been added to ParentText and ParentApp to improve user engagement. For ParentText, these include adding a reminder system after seven days of non-response, moving surveys to evenings, and changing the order of content in the first few days so messages received are immediately providing useful content as opposed to a survey. Additional content for intimate partner violence has been developed, and the revised 23-day ParentText programme (as opposed to the original 37-day programme) is being deployed in South Africa and Jamaica. The team has also worked to integrate delivery within UNICEF's U-Report. U-Report, UNICEF's flagship data platform supporting adolescent, youth and community participation enables the engagement of such groups in UNICEF programme priorities, emergency response, and advocacy actions.

For ParentApp, these additions include modular skin development, which allows for customisability, access of content through "modules", and delivery linked to completion (or the process by which a new content module will be active as soon as previous modules have been completed.)

Development of the WASHApp has commenced. This app, which will focus on water, hygiene, and sanitation (WASH) (content under development), will be used as the control intervention in the RCT of ParentApp for Teens in 2023 and is being spearheaded by INNODEMS partners. The app is using similar structures as ParentApp (new modular skin) as well as the same guiding principles of spreadsheet authoring. The system itself is flexible enough that content can be altered, and edits uploaded seamlessly.

Development of the FacilitatorApp has been progressing well with colleagues at Oxford University on the background work needed to develop the FacilitatorApp. Led by early career researcher, Dr Ohad Green, the team reviewed existing systems and digital tools to support the implementation of social interventions. Most of the identified tools require payment for use or focus mainly on monitoring and data collection with only few supporting to training, supervision, and implementation. Some of them, while free to use, are not open source. The scarcity of open-source digital implementation tools highlights the importance of the PLH facilitator's app innovation, which aims to create implementation tools to be shared for free globally.

The team has made excellent progress towards **building a digital ecosystem and architecture for PLH**. Highlights in this area include:

- ParentText flow authoring and ParentApp template authoring have both started the process of further abstracting content into a data list format. This new spreadsheet content capture format will allow for improved cross comparisons of content across digital products and eventually support content author partners to directly complete themselves.
- Work has started on defining a common multidimensional data format which would enable content to be authored within and across deployments.
- Refined processes for partners to perform translation (using CrowdIn) and asset creation (using our recording platform) as initial steps in supporting partners who require localised versions of our digital products.
- Within the app infrastructure an inbuilt review system has been conceptualised and development has started.

Open tools created during this reporting period include a draft R package created for RapidPro data and initial dashboards created for pilots (for ParentText these include Malaysia, Jamaica, and the Philippines as well as initial work on South Africa). For ParentApp, dashboards exist for South Africa and Tanzania.

The team strongly believes that contributing to and using open projects is what keeps the open community going and growing. To ensure that others can benefit from their innovations, it is imperative that the code and content employed by all digital products remain "open". Ensuring that code and content repositories are licensed under GPL v3 and CC BY respectively under GitHub enables this. The team has ensured that all relevant ParentApp and ParentText repositories sit under <https://github.com/IDEMSIInternational>.

Between 15-17 September 2022, Profs Tomlinson and Skeen, Drs Addyman and Wamoyi, and Marguerite Marlow attended a networking and collaboration meeting on the topic of **novel measurement of child development** in African settings in Zanzibar, Tanzania. During the three-day meeting, Dr Caspar Addyman and Marguerite Marlow presented on different aspects of the GPI project, specifically the measurement of playful parenting and how these constructs could be automated, as well as other automated assessments of child development in these contexts. Dr Wamoyi presented



Meeting in Zanzibar to discuss novel measurement of child development

on the work taking place as part of ParentApp for Teens Tanzania. The meeting provided various opportunities to discuss and receive input on the project – both the digital interventions and the measurement of caregiving and child development - with experts in the field such as Profs Pasco Fearon and Claire Hughes (University of Cambridge), Dr Melissa Gladstone (developer of the Malawian Developmental Assessment tool and the Global Scales of Early Child Development), Dr Gauri Divan (Sangath, India), and Dr Alex Christia (leader of the

Language Acquisition Across Cultures team at the Centre National de la Recherche Scientifique, France). The team will build on these networks in the planning and implementation of various project activities.

BRICK 3: FACILITATE

Outcome 3. Shared learning environment amongst the wider field of implementers, researchers, and policymakers engaged in parenting and violence prevention.

The Facilitate team has created several spaces for shared learning and capacity strengthening across the GPI - these are outlined below. The team has also been involved in many capacity sharing events across the world – we have included all events on page 26.

Research-in-Progress Sessions

Since March 2022, the GPI held ten monthly 1.5-hour sessions on a range of relevant topics, including research uptake, economic evaluation, disability inclusion, data management, open science, and lessons from external studies focused on parenting and child wellbeing. These interactive sessions have been well attended with high engagement and have brought together colleagues from across the GPI for shared learning and fruitful discussion.

Early Career Network

The GPI is excited to have launched an Early Career Network to support our incredible cohort of 65 early career researchers and research-related staff, 50 of whom are from the Global South. The following activities have been achieved to date:

- To increase engagement, networking and learning for our early career researchers, we have set up the Capacity Sharing Fund to contribute towards associated

expenses related to attending GPI-relevant conferences, training, or fieldwork activities.

- We have conducted a training needs assessment that will inform the development of a training and mentorship program. Analysis is underway.
- GPI early career researchers were invited to audit Oxford University Evidence-Based Social Intervention and Policy Evaluation MSc courses – there has been great interest, with early career researchers from across the Global South, joining in for lectures.

Playful Learning Groups

In July 2022, we launched the GPI Playful Learning Groups to provide a means through which colleagues from across the initiative can engage more deeply around specific topics of interest. The groups are typically convened by one senior academic and one early career researcher (with at least one being from the Global South). Topics covered include disability inclusion, learning through play, sexual abuse prevention, parenting in humanitarian settings, working with governments, quantitative methods, qualitative methods, observational assessments, implementation science, male engagement and gender, and research synthesis. The groups have been active, with many inviting external speakers to share their expertise.

R Training

From 19-28 October 2022, the GPI hosted a highly successful online R workshop on data management, analysis, and dissemination. The workshop covered working with data, using R markdown, and exploring and reporting data. The level of engagement was fantastic, with 20-25 attendees from across the globe and at different career levels coming together. Additional sessions are planned for 2023.

BRICK 4: ADVOCATE

Outcome 4. Policy environment at country-level supporting the sustained institutionalisation of parenting programmes.

Throughout the year, GPI members have actively engaged in various advocacy activities, such as presentations at conferences, webinars, and workshops; publications; radio broadcasts; and panel discussions. These include giving keynote addresses at high-level global conferences, organising, and participating in regional parenting convenings, and participating in a debate panel on parenting and violence prevention at the opening of the UN General Assembly. These activities are listed in on page 26.

Parenting in Crisis in Ukraine

To help parents and children who have been affected by the war in Ukraine to cope with the crisis, the GPI team created open-source, evidence-based parenting resources in the form of simple parenting tips. These resources were developed in collaboration with the WHO, UNICEF, UNHCR, UNODC, University College London,



Example of a Ukraine Parenting social media message

the University of Cardiff, the International Rescue Committee, and other international organisations. The resources include tips for parents to help their children feel safe and supported, as well as tips for preventing child trafficking, preventing child sexual violence, and helping children when someone they love dies. Available in 18 regional languages, the tips have been disseminated in the formats of tip sheets, social media squares, quiz on the WHO Viber platform, and as [videos on our YouTube channel](#). They have been shared directly with about 300 organisations, which have in turn shared the tips with parents and caregivers. To date, over 11.6 million people have been reached with these parenting tips. The team is currently working on an evaluation of the resources to examine their dissemination and their impact on the lives of children and families.

Results will inform the dissemination of resources and the understanding of how large-scale multimedia interventions can prevent violence against children especially during crises.

Parenting in Crisis in Pakistan



A TikTok video created for parents in Pakistan

In response to the devastating floods in Pakistan which have led to the loss of over 1700 lives and exposed about [7.6 million children](#) to several risks, the GPI team, in collaboration with the National Institute of Psychology at Quaid-i-Azam University in Pakistan, the WHO, UNICEF, the Early Childhood Development Action Network, the Global Initiative to Support Parents, International Rescue Committee, and other international agencies, developed evidence-based parenting tips to support families impacted by the floods. The tips offer practical ways that parents can help themselves and their children cope with the current crisis. They are available on the [Pakistan Parenting website](#) in [English](#), [Urdu](#), [Sindhi](#), [Pushto](#), [Saraiki](#), [Punjabi](#), [Hindko](#) and [Balochi](#). All the tips can be downloaded in PDF

format and are open source to allow sharing. So far, the parenting tips have been shared directly with many organisations including UN Agencies, non-governmental

organisations, and local organisations in Pakistan. The team have also created additional parenting resources including TikTok videos and videos with parenting tips. The team will shortly begin monitoring to track the reach of the resources, and an evaluation of this response will be conducted in early 2023.

BRICK 5: GENERATE

Outcome 5. Sustained infrastructure to support scale-up and institutionalisation of PLH.

The Generate team has made excellent progress towards building a sustainable organisational infrastructure that can connect the PLH network, integrate solutions, and fuel innovation to develop delivery models for parenting programmes in the Global South. The team is setting out to accomplish this goal by establishing PLH as an agile, inclusive, and financially sustainable charitable social enterprise, capable of rapidly accelerating the impact of PLH solutions on families and children, building ecosystems to ensure parenting support is delivered at scale, and responding rapidly in crisis contexts. While still in its inception stage, PLH charitable social enterprise has already made swift progress on these goals.

Organisational Development

A core objective for this year was creating an organisational infrastructure for the PLH charitable social enterprise, capable of building on the initiative's success over the past 10 years and accelerating its impact from thousands to millions of parents and children. The team founded PLH as a company limited by guarantee in February 2022 and as a registered charity in England and Wales in September 2022. This PLH involved a series of consultative workshops and meetings, co-facilitated by Truepoint, to make sure that PLH remains an inclusive and Global South-focused network of organisations. From this collaborative team, the team has also built our founding trustee board, including Prof Lucie Cluver (Chair), Prof Mark Tomlinson (Scientific Integrity Trustee), Dr Bernadette Madrid, MD (Strategic Partnerships Trustee), Bahbak Miremadi (Social Venture Trustee), Patrick Hoffmann (Private Sector Trustee), Toyin Olakampo (Legal Trustee).

Accelerating Impact

The PLH charitable social enterprise seeks to expand the reach and impact of playful parenting solutions within governments, NGOs, and private sector systems in the Global South by building local infrastructure, training frontline service providers, and providing technological assistance to enable scale-up and institutionalisation. The team has already begun to accelerate impact through several new projects supported by the Global Partnership to End Violence Against Children (GPEVAC), Wellspring Foundation (via Tanzanian NIMR), and the Pan American Health Organisation.

Their work with GPEVAC is focused on generating knowledge around the implementation process of scaling evidence-based parenting programmes in Uganda and Kenya, with the aim of supporting sustainable and national scalability of evidence-based parenting programmes in both countries as well as other Pathfinding Countries. The team's work with Wellspring, commencing in 2023, establishes a multi-sectoral national parenting consortium dedicated to the scale-up of evidence-based parenting support in Tanzania.



A preschool teacher sharing adapted PLH resources with children in Malaysia, photo credit: UNICEF

Work with PAHO will generate knowledge into the current evidence-based parenting programmes in Latin America, identify a range of approaches to parenting programmes in Latin America, identify examples of experiences with specific focus on supporting parents or caregivers from particular groups (e.g. indigenous or migrant families) or families with specific needs (e.g. children with disabilities), and describe the main implementation processes of evidence-based parenting

programmes implemented at scale in the region. Additional projects include additional funding to support scaling parenting within systems in Malaysia (The Human Safety Net) and adapting PLH playful parenting solutions in collaboration with UNICEF in Cambodia, Malaysia, Mexico, and Myanmar.

Ecosystem Building and Parenting in Crisis Response

A core goal of the PLH charitable social enterprise is to facilitate collaboration among international, regional, and local stakeholders in the Global South. As a core member of the Global Initiative to Support Parents (GISP), the team has made great strides in uniting different sectors working in the field of parenting and advocating for investment in parenting support. GISP has secured commitments from funding partners to invest specifically in innovative delivery models for crisis contexts. The team has also continued to strengthen their international community of collaborators who support the scale up of playful parenting solutions in the Global South. This includes existing partners in South Africa (Clowns Without Borders South Africa, Mikhulu Trust, and the South African Parenting Programme Implementers Network), Philippines (PLH-Philippines), Thailand (Peace Culture Foundation), Malaysia (Malaysian Association of Social Workers), North Macedonia (Alternativa), Tanzania (Investing in Children and Societies), and Uganda (Centre for Transformative Parenting), as well as new collaborators in Mexico (National Institute of Psychiatry) and Colombia (Apapacho).

Sustainability and Growth

With the support of Truepoint, the PLH charity has made significant strides in building a foundation for sustainable growth. The team's major accomplishment has been the

submission of our first draft of a funding proposal to the LEGO Foundation which will provide much needed investment in establishing the organisational infrastructure to support the scale-up of playful parenting programmes through a consortium of international partners primarily from the Global South. The team has also been negotiating potential partnerships with other donors including venture philanthropists such as the Draper Richard Kaplan Foundation, thanks to the support from the LEGO Foundation.

The team has also started exploring other earned-income models. They have partnered with The Human Safety Net and Generali on their “Sustain and Grow” programme, in which a cross-functional team from across Generali’s business units and geographies partnered with us to develop collaborative social enterprise concepts. The partnership tested three concepts – a childcare insurance product, a health insurance product, and an education insurance product with Malaysian parents in the bottom 40% of the economic pyramid. Upon completion of the partnership with two promising concepts, and buy-in from Generali’s Malaysian business entity, the team plans to conduct further testing and develop a refined prototype next year.

Additional funds raised for GPI activities

In addition to funds raised directly by the PLH charity, GPI partners have been successful at raising further funds to support projects through grant-making:

- Oxford University Fell Fund to support the integration of male engagement in the *Malezi Bora* parenting programme for street-connected families in Western Kenya (Oxford-lead)
- UKRI Global Challenge Research Fund (GCRF and Newton Fund Consolidation Accounts, GNCA) to evaluate the impact of our Parenting in Crisis activities in Ukraine and Pakistan (Oxford-lead)
- Wellspring Foundation to develop a scaling strategy within government and NGO services in Tanzania (NIMR-lead)
- World Childhood Foundation to support capacity building for Boromarajonani nursing college and the roll out of training for in-service and pre-service health workers in Thailand (Peace Culture Foundation-lead)
- Thai National Research Institute to support PLH delivery and ChildShield/Primero development (Peace Culture Foundation-lead)

BRICK 6: ACCELERATE

Outcome 6. Evidence-based human-digital playful parenting programmes embedded into national governments and NGOs.

The GPI Accelerate team is currently supporting strategic scaling projects in South Africa, Malaysia, Tanzania, Thailand, and the Philippines to scale-up human-digital playful parenting programmes and embed them into national governments and NGO service delivery systems.

Partnership with Management Systems International (MSI)

The GPI team has commenced its partnership with MSI, who will be actively supporting the scaling process in South Africa, Thailand, and the Philippines. We have hosted in-depth interviews with GPI project leads and country partners on creating a scaling strategy. We also conducted preliminary scaling assessments to finalise a work plan and identify critical activities and timelines. At the beginning of 2023, we will host workshops to conduct stakeholder and political economy analyses with each country team. We are also preparing to conduct in-person real-time scaling labs in early 2023. These will be one-day intensives with all stakeholders to identify roles, scaling strategies and challenges.

Global review of the scale up PLH parenting solutions

The Accelerate team has begun data collection for a global review of the scale-up of PLH parenting solutions in the Global South since 2011. This will focus on understanding the reach and capacity of core PLH in-person, remote, digital, and hybrid programmes as well as those who have elements of PLH embedded in their programme (e.g., Parenting for Respectability in Uganda). The review will also collect data from implementing partners on their capacity in terms of existing facilitators, coaches, and trainers who have been trained and certified.

Other GPI countries

- *Tanzania:* We are thrilled to expand scaling work to Tanzania supported by a new grant from Wellspring Foundation through NIMR and PLH. The GPI team has created a work plan to support the inception phase of scale-up.
- *Malaysia:* We used key activities from MSI's scaling toolkit to inform our work plan to take Naungan Kasih programmes to scale in Malaysia as part of a grant from The Human Safety Net to the PLH charity.
- *Uganda:* We plan to conduct knowledge-sharing sessions with the Uganda country team to learn more about the current scaling strategy they have adopted, led by Spring Impact.

UNICEF Partnership

We are currently responding to requests through the PLH charity from UNICEF country offices in Cambodia, Mexico, Myanmar, and China for PLH programme support.

Engaging stakeholders to generate buy-in for the project

Overall GPI communications activities

GPI communications activities have been led by Annie Oppler (who took on communications duties as communications assistant in February 2022) and Katrine Claassens, who worked as a communications consultant and then interim communications director until August 2022, when Annie took over in this role as interim GPI Communications Manager.

In the past 11 months, the communications team have worked hard to achieve the following communications objectives:

1. Defining the GPI's visual identity and templates for GPI activities, such as hiring and events
2. Developing and maintaining a database of GPI members
3. Creating a system for communications reporting and evaluation
4. Streamlining and setting up effective internal communications, such as the GPI weekly round-up email and the GPI internal digest to ensure that our news and activities are shared and to create a sense of community
5. Driving the creation of the GPI internal drive management system and training staff and research teams on how to use it
6. Developing and maintaining a presence on GPI's popular social media channels. We already have 1,500 followers on LinkedIn and 288 on Twitter, with growth rates of 32% on average (well above standard), and consistent high engagement rates when compared to the standard.
7. Developing and building the GPI website, which went live in December 2022 – view the website here: www.globalparenting.org
8. Planned and hosted a successful online webinar-style launch of the GPI on 6th December 2022, with 260 participants. View the recording [here](#).
9. Hired an interim Communications Assistant at Oxford to help with website updates, and internal and external communications.

We are excited to move to our next GPI communications priorities, which are to:

- Hire the GPI Communications Director and Communications Assistant – recruitment underway

- Create the GPI communications and engagement strategy in collaboration with the leadership team
- Launch a proactive media outreach plan
- Finalise the communications budget
- Design and send out a quarterly GPI newsletter

Outreach to selected target groups

The Global Initiative to Support Parents (GISP)

In collaboration with other GISP partner organisations, GPI members organised regional parenting convenings and led sessions at these events. The purpose of these convenings was to help transform government recognition and resourcing of evidence-based parenting interventions and programmes, and dramatically improve childhood health and wellbeing through targeted national assistance and international advocacy. Participants included senior government officials and technical staff from relevant ministries, implementation partners, experts and academics, development.

- GISP African Regional Convening (21-23/6/22) - held online with over 390 participants (recording available [here](#))
- GISP Latin America Regional Meeting (5-7/10/22) - held online with about 150 participants
- GISP Southeast Asia Regional Meeting (12-13/10/22) - held in New Delhi, India with 64 participants
- Asia Webinar Series on Supporting Parents and Caregivers (launched 24/11/22)



Dr Amalee McCoy and Saara Thakur at the GISP Southeast Asia convening

Within GISP, GPI members also carried out the following advocacy activities:

- Country workshops in Serbia, Colombia, and Tanzania (10-17/10/22): This was an exploratory deep dive into the different country contexts to understand how parenting is being coordinated and implemented and explore the potential for GISP partners' value add.
- USAID Technical webinar (7/11/22): This presentation focused on parenting programmes and why they are needed, and on PLH to spotlight parenting support for adolescent children in addition to young children.
- Session at the World Conference on Early Childhood Care and Education, Uzbekistan (14/11/22): GISP led a session on parenting support at the World Conference on Early Childhood Care and Education in Tashkent, Uzbekistan.

Other advocacy/capacity-sharing activities since January 2022 attended by GPI members include:

Date	Activity
31/01/22	Facilitate Lead Prof Cathy Ward was interviewed about PLH and the GPI in a podcast for the Association for Child and Adolescent Mental Health. Listen here: https://www.acamh.org/podcasts/parenting-for-lifelong-health-for-young-children/
8-12/02/22	Accelerate Lead, Dr Jamie Lachman, participated in the Saving Brains Initiative Transition to Scale Workshop in Leiden
03/03/22	Dr Isang Awah (ECR – Nigeria) gave a talk on 'Healthy Parenting' on a radio programme in Nigeria
12/05/22	Facilitate Lead, Dr Godfrey Siu, and the Child Health and Development Centre shared lessons on scaling parenting programmes in Uganda at a webinar hosted by Spring Impact and the Oak Foundation – for more details, see: https://www.springimpact.org/2022/04/webinar-sharing-lessons-from-the-journey-to-scale/
13/05/22	Advocate Lead, Prof Lucie Cluver, presented a lecture titled: 'Parenting in Emergencies: Evidence and innovation to support children and their caregivers' as part of a series by the Wolfson Centre for Young People's Mental Health at Cardiff University. To watch the lecture, see: https://www.youtube.com/watch?v=XNuxNI9J5S0&t=270s
15/5/22	Dr Jamie Lachman was interviewed live on eNCA, a South African national news station, about the GPI.

	To watch the interview, see: https://www.youtube.com/watch?v=tT_7B0fEQb0
19/5/22- 2/8/22	Airing of Sinovuyo's Story, a 12-episode PLH radio drama, in South Africa. An example of an episode can be found here: https://www.youtube.com/watch?v=n5czqSsMObg
24/5/22	Dr Amalee McCoy (ECR – Thailand) presented to the UNICEF East Asia and Pacific Regional Office Child Protection Network Meeting on the latest global and regional developments in parenting research, findings from PLH trials in the Philippines and Thailand, and the status of PLH piloting and scale-up in the region. Participants included UNICEF Child Protection Chiefs and Specialists from 13 country offices.
6/6/22	Prof Cathy Ward was a panellist in a high-level debate on parenting and violence prevention at the UN General Assembly. To watch the debate, see: https://media.un.org/en/asset/k19/k19t1py1v6
20-25/6/22	Prof Rumaya Juhari and Moa Schafer (ECR) attended the workshop, Gender-Responsive (Transformative) Parenting: Creating a more equitable environment for all children to Thrive, for Trainers and Facilitators with UNICEF in Budapest, Hungary.
29/7-2/8/22	Presentations by GPI members at the 24th International AIDS Conference held online and in Montreal, Canada.
06/09/22	Dr Jamie Lachman, Prof Lucie Cluver and a few other members of the GPI attended the University of Oxford's Vice-Chancellor's Innovation and Engagement Awards 2022 ceremony on where the team was awarded with the COVID RESPONSE WINNER award for the COVID-19 PARENTING EMERGENCY RESPONSE.
19-23/9/22	Presentations by GPI members at the Sexual Violence Research Initiative Forum 2022, Cancun, Mexico.
22/09/22	The PLH-Philippines team presented at an organised symposium on "Scaling Parenting Support amid a Pandemic: Integrating the Masayang Pamilya Programme in the Philippine Government's Conditional Cash Transfer Programme" at the 58th Annual Convention of the Psychological Association of the Philippines.

28/9/22	PLH-Philippines team led a parenting session for the Department of Social Welfare and Development staff as part of their 30th National Family Week. For more information, see: https://www.dswd.gov.ph/dswd-conducts-masayang-pamilya-session-for-its-employees/
28/9/22	Dr Amanda Sim presented on the GPI and the Parenting on the Border study at the Institute for Population and Social Research (Mahidol University, Thailand) Seminar Series, moderated by GPI ECR, Dr Pattaporn Chuenglertsiri. To watch the seminar, see: https://www.facebook.com/IPSRMAHIDOLUNIVERSITY/videos/611996220601103/
28-30/9/22	Drs Yulia Shenderovich (ECR – Belarus) and Isang Awah presented on the humanitarian response work at the European Society for Prevention Research conference in Tallinn, Estonia.
28/07/22; 18/11/22	Prof Lucie Cluver presented as part of a webinar series for the Ukrainian Institute of Cognitive Behavioural Therapy organised by the GPI team working on the Ukraine Parenting Response.
12-13/10/22	Dr Amalee McCoy and Saara Thakur (ECR – India) presented at the GISP regional convening in New Delhi on GPI work in Southeast Asia.
25/10/22	Prof Lucie Cluver presented to colleagues at the WHO Headquarters in Geneva on Parenting in Crisis.
28/10/22	Dr Amalee McCoy presented on risk factors for child maltreatment and progress in implementing PLH in Thailand at the Chiang Mai University ‘Women Leading Our Connected World’ webinar
03/11/22	The PLH-Philippines team presented a webinar titled “Paano Magkaroon ng Masayang Pamilya? Parenting as Prevention: Scaling Up Community-based Parenting Programmes” at the 14 th Ako Para sa Bata Conference hosted by the Child Protection Network Foundation and UNICEF. To watch the webinar, see: https://fb.watch/hemfL6uPZk/
7/11/22	Prof Lucie Cluver presented on parenting support at an online USAID Parenting Workshop.
7-9/11/22	Dr Lachman gave the keynote address on scaling evidence-based playful parenting programmes at the Home Start Worldwide conference, Malta.

11-11-22	Dr Sobia Masood (ECR - Pakistan) gave a talk on parenting in crisis on a radio programme in Pakistan.
16-18/11/22	Dr Lachman and Prof Cluver presented at The Human Safety Net Networks 2022, Venice, Italy.
24-25/11/22	Dr Sombat Tapanya presented at the 10 th National Family Health Symposium and Campaign to End Violence against Children, Women, and Family Members in Bangkok, Thailand
28/11/22	Dr Jamie Lachman, Prof Frances Gardner, and Maira Alvarez Loyo Barcenas (ECR – Mexico) presented findings of the first stage of the cultural adaptation of PLH for Young Children in Latin America to PAHO and other stakeholders in Latin America.

Gallery



Accepting our award for our Covid-19 Parenting Response at the Oxford VC Innovation and Engagement Awards 2022



The GPI team at the SVRI Forum 2022 in Mexico



Dr Isang Awah, Stephanie Eagling-Peche and Dr Yulia Shendorovich at the EUSPR Conference in Estonia

GPI media contacts

The GPI Communications Team is currently preparing a comprehensive press list. To date, several journalists have made contact to cover the work of the GPI through TV and print media. Outputs are listed below and on our GPI website: <https://globalparenting.org/news-media>.

GPI publications/PR materials

Press releases

- [Parenting Support for All: The Global Parenting Initiative Opens its Doors](#)
- [ParentText, launches in South Africa!](#)
- [Global Parenting Initiative receives £11 million grant from LEGO Foundation](#)
- [Oak Foundation grant awarded to Dr Jamie Lachman, Prof Lucie Cluver and Prof Cathy Ward](#)

Articles

- [COVID-19 Parenting team win ESRC Panel's Choice Award](#)
- [COVID-19 Parenting Team won an award at Oxford University's O2RB Excellence in Impact Awards 2021](#)
- COVID-19 Parenting Team won the [Oxford University's VC's Innovation and Engagement Award '22](#)
- Ukraine Parenting Response in [Oxford University's news](#), and a [press release](#) on the project
- Oxford University's [press release on the Pakistan Parenting project](#)
- [GISP Interagency Vision](#)
- Article in the popular media by Dr Godfrey Siu on “Why parents need to unlearn harsh parenting styles”: <https://www.monitor.co.ug/uganda/magazines/full-woman/why-parents-need-to-unlearn-harsh-parenting-styles-3829494>
- Article on the Parenting for Respectability cluster trial on the Makerere University website: <https://chs.mak.ac.ug/content/makerere-university-study-shows-male-caregivers-mistreat-boy-children-more>
- [Covid Has Created a Scale of Family Loss Not Seen Since AIDS](#) – Op-Ed in New York Times
- [Ukraine's children: use evidence to support child protection in emergencies](#)- Op-Ed in the British Medical Journal

Academic publications

- [Research Review: The most effective parenting program content for disruptive child behavior - a network meta-analysis](#)
- [Global estimates of violence against children with disabilities: An updated systematic review and meta-analysis](#)
- [Global, regional, and national minimum estimates of children affected by COVID-19-associated orphanhood and caregiver death, by age and family circumstance up to Oct 31, 2021: An updated modelling study](#)
- [Large-scale implementation of a parenting programme to reduce violence against children in Tanzania \(FAIR\)](#)
- ['It provides practical tips, practical solutions!': acceptability, usability, and satisfaction of a digital parenting intervention across African countries](#)
- ['Tipping the balance' – an evaluation of COVID-19 parenting resources developed and adapted for child protection during global emergency responses](#)
- [Orphanhood and caregiver loss among children based on new global excess COVID-19 death estimates](#)
- [Adaptations and staff experiences in delivering parenting programmes and other family support services in three community-based organisations in Cape Town, South Africa during the COVID pandemic](#)
- [Global child and adolescent mental health perspectives: Bringing change locally, while thinking globally](#)
- [The development, reliability, and validity of the Facilitator Assessment Tool: An implementation fidelity measure used in Parenting for Lifelong Health for Young Children](#)
- [Different instruments, same content? A systematic comparison of child maltreatment and harsh parenting instruments](#)

GPI-led events

Date	Event	Description
15/5/22	Government launch of ParentApp for Teens in Tanzania	ParentApp was launched on the International Family Day in Dodoma, Tanzania. The event was officiated by the Minister of Home affairs who represented the Prime Minister. Others in attendance included: Permanent Secretary, Minister and Deputy Ministers from the Ministry of Community Development, Gender, Women and Special Groups; NGOs; religious leaders; and students.
17/6/22	ParentText launch in Jamaica	ParentText was launched in Jamaica by UNICEF in partnership with the Government of Jamaica through the National Parent Support Commission, Parenting Partners Caribbean, and the Women’s Centre Jamaica. An impressive 1400 participants were enrolled in the intervention. The data is currently being analysed and utilised to optimise the delivery and content of ParentText via ParentText 2.0. UNICEF is preparing for a larger launch of ParentText 2.0 in 2023.
28/6/22	MaPaText launch in the Philippines	The MaPaText launch was attended by 62 participants, comprising parent volunteers, early childhood care and development day care workers, social workers and allied professions, and client parents of Valenzuela City’s Welfare and Development Office. MaPaText was simulated through Facebook Messenger to directly address any issues prior to the launch. On the day of the launch, 77 families enrolled in the programme.
1/7/22	PLH SUPER webinar	Webinar hosted by the PLH SUPER study (GPI satellite study) on “Learning from one another: Sharing lessons learnt in taking parenting to scale”. Presentations included those by the PLH SUPER team and the PLH-Philippines team. To watch the webinar, see: https://youtu.be/98h_j-U4U6E
5/9/22	Launch of the Thai Positive Parenting	The Peace Culture Foundation co-hosted the launch of the Thai National Community of Practice on Positive Parenting, together with Assistant Prof Panadda Thanasetkorn from the National Institute for Child and Family Development at Mahidol University. The event included

The LEGO Foundation

	Community of Practice	<p>the first community webinar, with remarks by the World Childhood Foundation, a presentation by Dr Thanasetkorn on the importance of positive parenting, an introduction to the community e-platform, and a review and discussion of a draft Terms of Reference for the community. Forty-seven practitioners, policymakers, and academics attended. The e-platform can be found here: www.thaipositiveparentingcommunity.org</p> <p>To watch the launch, see: https://youtu.be/DtU3R-ojNJY</p>
7/11/22	Second webinar of the Thai Positive Parenting Community of Practice	<p>The Peace Culture Foundation and Mahidol University hosted the second webinar of the Thai Positive Parenting Community of Practice.</p> <p>To watch the webinar, see: https://youtu.be/agFrXHqsdKQ</p>
21/11/22	ParentText launch in South Africa	<p>ParentText was launched in South Africa in an online event. The event was well attended by local stakeholders, including members of UNICEF South Africa and the Government of South Africa.</p>
6/12/22	GPI Online Launch	<p>The GPI online launch was attended by 250 guests from NGOs, international organisations, academia, and the public. Speakers were from the LEGO Foundation, Oak Foundation, WHO, the Early Childhood Development Action Network, and the Universities of Oxford, Cape Town, Makerere, and Ateneo de Manila.</p> <p>To watch the launch, see: https://youtu.be/vTcXakU3Do0 The press release can be found here: https://gp.web.ox.ac.uk/article/parenting-support-for-all-the-global-parenting-initiative-opens-its-doors</p>
19-21/12/22	Building PLH facilitator/training capacity in Thailand	<p>Capacity building initiative to establish a PLH training, supervision, and monitoring hub: The Peace Culture Foundation team work closely with the Boromarajonani Nursing College in Udon Thani to develop a partnership agreement. Focus group discussions with PLH facilitators were conducted to learn about experiences from Zoom-based delivery of PLH Young Children, and</p>

		<p>a PLH Facilitator Refresher Training was held for nine community-based government health workers from four provinces.</p>
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Gallery



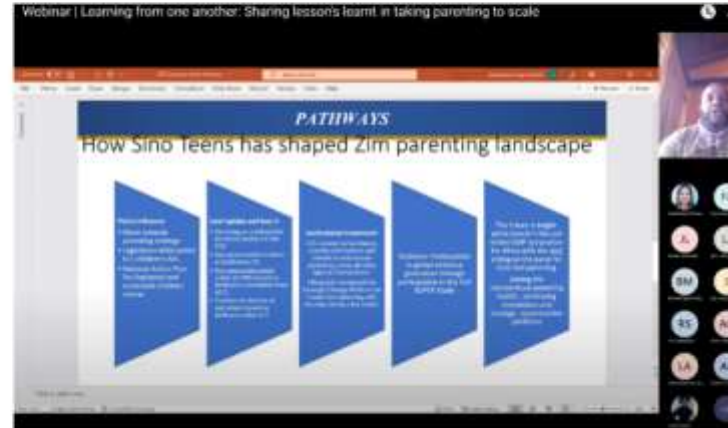
MaPaText Launch in the Philippines in June 2022



Screen grab from the GPI Online Launch in December 2022



Screen grab from the launch of the Thai Positive Parenting Community of Practice



Screen grab from the PLH-SUPER webinar in July 2022

Contact with decision makers

Country	Engagement with policy and decision makers
International	<p>While operating through the Global Reference Group on Children Affected by COVID-19 and Crisis, a group that supports and advocates for the integration of care for children affected by the second-order impacts of COVID-19 and Crisis into national action plans, GPI members have engaged with policy and decision makers. Prof Lucie Cluver and Dr Susan Hillis who are members of the group have had high-level engagement with key stakeholders globally and nationally, including participation at the US President’s 2nd Global COVID-19 Summit, the COVID Collaborative Commitment, and published in leading publications, including the Journal of the American Medical Association. They have also made visits to South Africa, Eswatini, Zambia, and Malawi, published policy briefs, and delivered presentations to high-level country officials in the Presidency, Ministry of Health, National AIDS Council, Ministry of Social Protection, the UK Foreign and Commonwealth Development Office, PEPFAR, community service organisations, the International Labour Organisation, UNICEF, UNDP, the World Bank, and USAID. These engagements have resulted in commitments to implement measures to better identify and support orphaned children, and a \$2m for “Cash + Care” through the World Bank’s Rapid Social Response Programme.</p>
South Africa	<p>During the formative work, the ParentText team has conducted extensive stakeholder mapping and engagement activities (connecting with 130 stakeholders), including productive conversations with representatives from the Mpumalanga Departments of Social Development and Health. The team also held stakeholder meetings with Acornhoek local government, including traditional leaders, municipality representatives and community development forums.</p>
Tanzania	<p>UNICEF and CWBSA held a two-day meeting that was attended by NIMR and the Ministry of Community Development, Gender, Women, and Special Groups. The purpose of the two-day programme preparation and readiness assessment was to provide UNICEF Tanzania and the Ministry of Community Development, Gender, Women, and Special Groups with an in-depth overview and understanding of the Furaha Teens Parenting Programme to enable sufficient pre-implementation planning.</p>

	<p>The NIMR and ICS teams have laid a strong foundation for the ParentApp for Teens research in the Mwanza and Shinyanga regions, holding successful engagements with national, regional, and local community stakeholders. The project has been well received with significant in-country interest from the government, USAID, WHO, and UNICEF. The team has continued to have fruitful engagements with these policymakers on the scientific testing and national delivery of ParentApp in Tanzania.</p>
<p>The Philippines</p>	<p>The PLH Philippines team has an ongoing collaboration with the DSWD to support national and global initiatives to address violence against children. The team specifically worked with the DSWD 4Ps to integrate Masayang Pamilya (MaPa) in the existing 4Ps Family Development Sessions (FDS) through the electronic version (eFDS) conducted from September 2021 to March 2022. The eFDS-MaPa modules were delivered to all 4Ps' beneficiary families, approximately four million families, through different modalities: social media cards posted online, small group neighbourhood discussions, house visits, text messages, and phone chats, by trained 4Ps municipal and city links.</p> <p>The team has also joined forces with the DSWD Program Management Bureau's Adoption Resource and Referral Division (ARRD) and the Center Development Division. The ARRD facilitates processes related to foster care, while the Center Development Division manages the Department's Residential Care Facilities. Given the divisions' different needs, two MaPa programmes with corresponding materials were developed: one for the foster care social workers and foster parents responsible for the Foster Care Programme, and one for the social workers and house parents responsible for the Residential Care Service in Residential Care Facilities for children aged 2- to 17-years-old.</p> <p>For the collaboration with ARRD, the training for social welfare officers and focal officers was held online in July 2022. The three-day training produced 40 national MaPa facilitators from the DSWD-ARR field offices. The PLH Philippines-ARRD team is finalising the details for implementing the MaPa programme under the Foster Care Programme in four regions. Implementation will commence in early 2023 and will be monitored and evaluated. With the Center Development Division, the in-person training of facilitators in three residential facilities in the National Capital Region took place in October 2022.</p>

	<p>On 19 July 2022, the PLH-Philippines team presented on MaPa to UNICEF Philippines with members of the Association of Local Social Welfare and Development Officers, the professional organisation for provincial, city and municipal social welfare and development officers in the Philippines. On 9 August 2022, the team also presented on MaPa to the UNICEF Programme Management Team. The team was invited to discuss the intervention, its studies, ongoing partnerships, and plans for scale-up to the UNICEF Philippines' wider group, which included the Deputy Representative, Section Chiefs and Programme Staff, and the UNICEF Mindanao Field Office.</p>
Thailand	<p>The Peace Culture Foundation joined a field mission to Udon Thani with UNICEF, the Ministry of Public Health, and the Ministry of Social Development and Human Security on 14 and 15 June 2022. The mission aimed to promote PLH with senior health officials and encourage their continued support of the programme. Through presentations and meetings, the team provided information on PLH and positive parenting to 34 public health and social welfare government officials and UNICEF staff; 8 government staff at the Udon Thani Provincial Shelter for Children and Families; 6 frontline health workers at Bahn That Health Promotion Hospital; 10 professors and lecturers at Boromarajonani Nursing College; and 2 senior managers at the One Stop Crisis Centre at Udon Thani Provincial Hospital.</p> <p>The Peace Culture Foundation organised two Project Steering Committee meetings on 29 June and 13 December 2022, with committee members comprising 11 senior-level officials and experts from Ministry of Public Health, the Ministry of Social Development and Human Security, the Ministry of Education, the Rajanagarindra Institute, Chiang Mai University, Mahidol University, Chulalongkorn Hospital, the National Child Protection Committee, the Thai Life Skills Development Foundation, and UNICEF Thailand.</p> <p>The Peace Culture Foundation team held a key meeting with government specialists in maternal and child health at the Udon Thani Provincial Public Health Office on 12 September 2022. This meeting allowed the team to obtain their insights on opportunities for formalising scale-up plans with the Ministry of Public Health in Northeast Thailand.</p>
Thailand/Myanmar	<p>The team established a Project Advisory Group composed of stakeholders from the Thai government, international and Thai NGOs, and Burmese community-based organisations. Two meetings were held with this group to introduce the project and obtain feedback on the overall project objectives and design, as well as the film intervention script.</p>

<p>Uganda</p>	<p>The Child Health and Development Centre (CHDC) team, with support from the GPI Lead (Dr Lachman), is working with the Ugandan Ministry of Gender, Labour and Social Development to implement the Uganda Parenting Agenda Initiative with a goal of supporting the Ministry and family-strengthening stakeholders to develop a National Parenting Consortium to shape the National Agenda for parenting work. With joint funding from Oak Foundation, and UNICEF/ Global Partnership to End Violence Against Children, the aim is to define country strategic priorities on parenting and to standardise parenting work.</p> <p>Over the past 12 months, the CHDC has supported the initiative to develop Uganda’s first National Standards for Parenting Programmes and National Manual for Parenting Programmes. These National Standards set out a common agreement on what the government considers to be an adequate quality, characteristics and components of a parenting programme conducted in any part of Uganda. They provide the minimum quality of a programme in terms of design, content, delivery, and structure of a good programme, as measured against criteria of evidence-based interventions. Their development involved a participatory consensus-building process with extensive and iterative consultation that sought perspectives from a range of stakeholders at the national and sub-national levels</p> <p>The team has drafted the first National Manual for Parenting Programmes in Uganda. The manual aims to build the capacity of parenting programme facilitators to help parents develop skills and positive attitudes to parent their children in the best way possible and avoid negative aspects of family life that contribute to poor parenting, child maltreatment and violence against children, all of which undermine children’s wellbeing. It will help standardise the content and package delivered to parents by parenting programmes and ensure essential skills are developed by all parents. It aligns with the national parenting guidelines and recommendations in the National Standards for Parenting Programmes. Its development involved four consultative workshops at national and local levels.</p> <p>The team has also conducted a five-day Training of Trainers course for 45 district and national level officers, to roll out training at the district level for facilitators of the National Parenting Training Manual. The purpose was to orient the trainers to the content, develop facilitation skills for community-based health and wellbeing promotion programmes, receive feedback and input on the content and structure to facilitate further revisions, and to promote ownership and buy-in from this important category of stakeholders. The training captured</p>
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facilitators' experiences and feedback on relevance, feasibility, acceptability of the manual, and recommended strategies for lower-level piloting and adoption with community facilitators and end-users.

Gallery



Members of the PLH-Philippines team at a DSWD training in the Philippines in July 2022



Facilitators receiving instruction at the Training of Trainers event conducted by the CHDC in Uganda.

Summary of progress: reach and specific results

Reach

Target groups	#		Put reported reach in context ¹
	Target Reach (Years 1-5)	Total Reach to Date (Year 1)	
Children	7,360,374	10,519,104	Reach has been calculated using reported data from each organisation. Where data of children reached was unavailable, we have attempted a conservative estimation by calculating the number of parents reached and each country's fertility rate as reported by the World Bank
Parents	1,470,900	4,199,025	Reach has been calculated using reported data from each organisation. Where data of parents reached was unavailable, we have attempted an estimation using the number of facilitators trained in 2022. A conservative estimate is that each facilitator goes on to deliver the programme to approximately 50 parents per year
Facilitators Trained	Target reach of facilitators trained was not estimated in the initial proposal	566	Reach has been calculated using reported data from each organisation.
Humanitarian Response			
Parents (Ukraine)	N/A (depending on the duration)	11,829,936	Reach includes numbers from video resources, printed

¹ How reported number was estimated and how does it relate to other factors, e.g. children reach estimates can be based on the number of individuals reached in key target groups, e.g. teachers, parents, etc., who interact regularly with children. If the project reaches 10,000 teachers through training, the assumption could be that 50% (5,000) of teachers trained will undergo behaviour change. If each of those teachers has on average 35 learners, the project could reach 17,500 children (i.e. number of teachers who implement Learning through Play practices X average number of children in classroom = children reached).

	of the conflict in Ukraine)		resources, social media, and all other channels of dissemination, including from partnering organisations.
Parents (Pakistan)	2-5 million	*5,796,214	<p>* Radio messages were transmitted in all the provinces in Pakistan during the prime or peak period. Based on a conservative calculation, 5% of the population (11,592,428) listened to the programme. To avoid over-estimation, we have divided 11,592,428 by 2 to get 5,796,214, although we believe the reach was higher.</p>

Outcomes

In addition to the progress per outcome (as per MEL plan) described at the beginning of this report, the team is pleased to share the following preliminary findings from some of the GPI studies (Evaluate):

Parenting in the Social Welfare System (Philippines)

The GPI team conducted an evaluation of eFDS-MaPa module delivered to close to 4 million beneficiaries of the Philippine conditional cash transfer system. We conducted a small-scale study to examine its accessibility, relevance, usefulness, and comprehensiveness. Most respondents consistently gave good/very good ratings for relevance (75-96%), usefulness (77-96%), and overall quality of the modules (80-96%). Participants underscored the suitability of the topics to parenting challenges (e.g., the use of consequences for a child's excessive use of devices) and for managing their emotions and stressors. The modules' comprehensibility was also given a good/very good rating by more than 73% of the respondents, except for Module 5 on positive discipline strategies. Module 5 was given a high rating by 69% of the respondents. This module was challenging to deliver for facilitators, as reflected in their quiz scores during the online training. The qualitative results of the survey for Module 5 indicate that some respondents suggested live or video presentations to make the materials easier to understand. The criterion that consistently got a high rating from a relatively lower proportion of respondents (66-69% across the six modules) was accessibility. Respondents commented on the lack of internet connection as a barrier to accessing the intervention. One participant suggested using text messaging, and another suggested distributing printed materials to enhance accessibility.

Indicators of positive parenting did not significantly change across four months. This result may be due to a ceiling effect because parents already gave a high rating on their parenting behaviours in the first wave of data gathering (mean = 31.16, highest possible score is 40). This, in turn, limited further increases due to exposure to MaPa messages. Emotional abuse significantly decreased from the first to the third month. Maternal depression also significantly decreased across four months.

The GPI team in the Philippines also conducted a study of service providers' evaluation of the comprehensibility, relevance, usefulness, and appearance of eFDS-MaPa Modules. Most respondents (89-96%) consistently gave good/very good ratings for the modules' relevance, usefulness, and appearance. On the other hand, 72 to 85% of respondents (across six waves) gave a good/very good rating for the modules' comprehensibility. Service providers suggested that materials be translated into recipients' local languages. Because eFDS-MaPa modules were delivered in Tagalog, and there are over 120 languages in the Philippines, some participants found Tagalog less comprehensible. Respondents shared that participants liked the materials, which helped them create better relationships with their children and harmonious home environments.

Ugandan Parenting for Respectability (PfR) cluster trial (UPRISE)

The UPRISE team is happy to share results from the cluster randomised controlled trial of the Parenting for Respectability programme in Uganda (funded by LEGO Foundation, Oak Foundation, and Evaluation Fund), which have just come out this month. Analyses at six-month follow-up assessments after the programme showed that parents who participated in *Parenting for Respectability* reported (in comparison to those who attended a one-hour parenting lecture) 49% less violence against children, 51% less perpetration of intimate partner violence and 53% less victimisation of intimate partner violence. Additionally, there were reductions in endorsement of physical punishment, child behaviour and mental health problems, intimate partner coercion (perpetration and victimisation), sexual violence victimisation, parenting stress, and adult depression. Increases in positive parenting, parental monitoring, equitable gender socialisation, support of respectful behaviour, communication about sexual behaviour, positive partner relationships, partner-initiated negotiation, food security, and provision of basic child necessities were also seen. We also found increases in parental engagement in education and children's educational aspirations and expectations. These results were supported by assessments of child respondents aged 10-14 years who did not participate in either programme at the 6-month follow-up. They show that a community-based parenting programme delivered largely by peer facilitators to families with children ages 0 to 17 years can reduce violence

against children and intimate partner violence as well as several outcomes associated with increased risk of violence.



UPRISE team with stakeholders at a high-level dissemination event in Wakiso

Scale Up of Parenting Evaluation Research Study (SUPER)

The SUPER study has been working on case studies of the scale-up of PLH programmes in Botswana, the Democratic Republic of Congo, South Africa, and Zimbabwe. Although qualitative data is currently still being collected, the team is excited to share preliminary findings from the quantitative data collected through routine service delivery of the PLH for Young Children and PLH for Teens in-person programmes. Both programmes were associated with a reduction in poor parenting and harsh discipline as well as improved child behaviour. In addition, there was a decrease in depression amongst parents and adolescents as well as decreases in parental stress and financial concerns. The team is encouraged by these promising findings and look forward to disseminating them via policy briefs and meetings with various government and non-government stakeholders.