



**Global
Parenting
Initiative**

YEAR IN REVIEW 2024

ABOUT

The Global Parenting Initiative (GPI) is a five-year collaboration of universities, foundations, and implementing partners, funded primarily by the LEGO Foundation and Oak Foundation with the aim of providing access to free, evidence-based, playful parenting support to every parent, everywhere, so that they are equipped with the knowledge and tools to help their children realise their learning potential and to prevent child sexual abuse, exploitation, and family violence.

INTRODUCTION

This review covers activities during the 12-month period from January to December 2024.

It outlines our progress, achievements, insights, and challenges across GPI's six core workstreams: **Evaluate**, **Innovate**, **Facilitate**, **Advocate**, **Generate**, and **Accelerate**.

Together, these workstreams become an integrated multi-country programme to create, test, and scale-up effective playful parenting support to parents and families globally.

Three years into our five-year GPI journey, we are excited to report on our activities and achievements across our 10 core project teams, 15 satellite studies, spanning 18 countries and impacting millions of families.

Across these studies, GPI's core research teams are supporting 14 randomised controlled trials (RCTs) and three factorial trials of innovative playful parenting programmes.

In the last year, the **Evaluate** workstream achieved a major milestone, with 13 papers published from core and satellite studies, eight of which were led by GPI Future Leaders. Since the start of the initiative, a total of 28 papers have been published or accepted, with dozens more currently being drafted.

The **Innovate** workstream continued to strengthen GPI's digital parenting tools, delivering major updates to ParentApp and ParentText, alongside the development of the OpenApp and OpenChat Builders.

These innovations have enhanced scalability, adaptability, and engagement, enabling the delivery of cost-effective, technology-assisted parenting support at scale.

Through the **Facilitate** workstream, GPI is nurturing the next generation of leaders in playful parenting.

1

EVALUATE

Increasing the evidence base on the effectiveness, cost-effectiveness, and adaptability of technology-assisted and in-person playful parenting programmes.

2

INNOVATE

Creating an open-source ecosystem of agile, scalable, and evidence-based technology-assisted parenting interventions.

3

FACILITATE

Enhancing the skills and capacity of implementers, researchers, and policymakers through knowledge-sharing and capacity-building.

Over the past year, 93 Future Leaders benefited from training, mentorship, and international exposure, with 19 presenting at global conferences and eight publishing peer-reviewed articles, contributing to a growing global network of researchers, policymakers, and practitioners.

Ahead of the Global Ministerial Conference to End Violence Against Children, GPI and partners engaged with National Preparatory Sessions in 15 countries.

At the conference, GPI and the Global Initiative to Support Parents (GISP) secured pledges from six governments – South Africa, Tanzania, Kenya, Nigeria, Pakistan, and the Philippines – to embed parenting support into national systems.

In 2024, GPI teams led 107 advocacy activities worldwide, further raising the profile of playful parenting on national and global agendas.

Through the **Generate** workstream, GPI has mobilised \$8,251,062 in additional funding for parenting research since the start of the initiative, including \$5,823,429 secured in the past year alone.

The **Advocate** workstream helped drive major policy commitments to integrate evidence-based parenting programmes into national strategies to reduce violence against children.

Since its inception, GPI-supported programming has reached over 14 million caregivers, children, and implementers worldwide.

In 2024 alone, the **Accelerate** workstream expanded this reach even further, delivering playful parenting support to an additional 96,000 individuals.

None of this would be possible without the generous support of the LEGO Foundation and Oak Foundation. This partnership has enabled GPI to develop, test, and scale evidence-based playful parenting programmes at an unprecedented level.

Their investment has helped create a global network of researchers, innovators, implementers, and policymakers working to ensure that every family has access to effective parenting support. We are extremely grateful for this support and look forward to continuing this work in the years ahead.

4

ADVOCATE

Using rigorous evidence to campaign for the sustained institutionalisation of playful parenting programmes.

5

GENERATE

Building infrastructure and funding streams to support the scale-up and institutionalisation of Parenting for Lifelong Health (PLH) parenting approaches.

6

ACCELERATE

Providing strategic and technical support to integrate playful parenting into government and NGO programmes.

EVALUATE

WORKSTREAM AIM

To implement an ambitious programme of research across multiple countries in the Global South, to rapidly advance knowledge on how technology-assisted playful parenting support can best help children realise their learning potential and reduce family violence.

MEASURES OF SUCCESS

Increased evidence on effectiveness, cost-effectiveness, and transferability of Parenting for Lifelong Health (PLH) technology-assisted playful parenting programmes.

GPI CORE PROJECTS

Research across GPI's 10 core projects includes effectiveness studies and implementation science research, conducted in six countries across sub-Saharan Africa and East Asia.

To date, GPI's core research teams have conducted or are conducting 14 RCTs and three factorial trials of innovative playful parenting programmes across these projects. GPI core projects are staggered across two phases, enabling lessons from the earlier phase to inform the design, development, and optimisation of interventions in the later phase.

GPI Phase 1 projects

- ParentApp for Teens (Tanzania)
- Parenting on the Border (Thailand/Myanmar)
- ParentText Optimisation and Evaluation (South Africa)
- Parenting within the Social Welfare System (Philippines)
- Parenting within the Public Health System (Thailand)

GPI Phase 2 projects

- Parenting within the Preschool System (Malaysia)
- Supporting Wellness through Integrated Family Training (South Africa)
- ParentApp for Kids (Tanzania)
- Parenting for Respectability-Digital (Uganda)
- Identifying and Measuring Playful Parenting Using Machine Learning

In addition, GPI researchers are implementing a growing number of smaller research projects - either within these larger studies or as separate satellite studies - focussing on emerging trends in playful parenting research.

Complementing these studies are numerous studies involving pre-post feasibility pilots, qualitative investigations, and analyses of secondary data, which enhance and expand the evidence base for playful parenting interventions.

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The work of 13 Playful Parenting Scholars, funded by the LEGO Foundation, is contributing cutting-edge research into the role of play in fostering positive parenting and child development, reinforcing the programme's commitment to innovation and impact.

RESEARCH PUBLICATIONS

Over 2024, an impressive 13 papers from GPI core and satellite studies have been published or accepted for publication. Eight of these have been led by our Future Leaders. In addition to these papers, multiple teams have submitted papers for publication, which include Machine Learning Measurement, Parenting for Respectability and Parenting within the Public Health System. In addition, a further 14 papers from GPI researchers have been published on subjects related to the GPI, including parenting support amidst crisis, the scale-up of parenting interventions, and other important research enhancing the evidence base of parenting programmes in the Global South and beyond.

RESULTS

Promising results are starting to emerge from our GPI studies, and we are looking forward to more findings to emerge in the coming year as more core studies are completed.

Testing PLH innovations for impact at scale

The Parenting on the Border project demonstrated the effectiveness of the Being Family film intervention in increasing caregiver engagement in early learning, fostering positive parenting, and reducing violence among refugee families.

In South Africa, a condensed, 5-Day, digital-only version of ParentText is being tested in an RCT, which recruited over 20,000 participants, further validating the scalability of digital playful parenting interventions.

Supporting in-country monitoring and evaluation capacity

GPI teams continue to work closely with local partners to enhance monitoring and evaluation systems.

The team in the Philippines, in collaboration with the national government's Department of Social Welfare and Development, is evaluating the delivery of playful parenting interventions to four million families through the conditional cash transfer programme.

In Northern Thailand, the GPI team is working with government partners to implement the ChildShield database to ensure consistent monitoring of PLH programme delivery, while the Peace Culture Foundation is working with public health offices to align programme delivery with government targets.

The PfR Digital and ParentApp for Kids teams have drawn lessons from these projects, making great strides in intervention development and early testing.

Embedding rigorous research within government systems

GPI teams are providing strong examples of how to engage governments around testing interventions within routine service systems.

In Malaysia, for example, the team has embedded rigorous research on early childhood development and learning through play within the government's preschool system.

Extensive stakeholder engagement with the Community Development Department (KEMAS) has enabled the successful piloting of ParentText within eight preschools and the current RCT within 50 preschools.

In South Africa, the SWIFT team, in partnership with the Violence Prevention Unit and Child and Adolescent Mental Health Services, will conduct a Randomised Encouragement Trial within the healthcare system in South Africa to identify an optimal delivery system for ParentText.

In both cases, engaging government stakeholders from the research conceptualisation stage has been central to strong buy-in.

Undertaking costing and cost-effectiveness studies

Initial research on programme cost and cost-effectiveness are encouraging. For example, ParentApp for Teens can be delivered at scale for \$5.98 per family, while the Naungan Kasih hybrid model in Malaysia demonstrates cost-efficiency by combining digital tools with periodic in-person sessions.

In Thailand, a social return on investment analysis of PLH for Young Children found that for every 1 USD invested, 2.06 USD of social value is created. The GPI team have also secured additional funding to explore the cost-effectiveness of parenting programmes across five low and middle-income countries.



Maria Ambriosio and Amalee McCoy presenting their research at ISPCAN 2024.

THE IMPORTANCE OF A GRASSROOTS CO-DESIGN APPROACH - THE DEVELOPMENT OF THE BEING FAMILY FILM INTERVENTION

The Being Family film was developed to promote positive parenting among families who have migrated or been displaced from Myanmar into Thailand. Living in extreme poverty and facing daily adversity, these families often experience significant challenges that can negatively impact parent-child relationships and overall family well-being. Parenting support in this context is extremely limited due to a lack of funding and capacity, prompting the need for an innovative solution.

GPI researchers collaborated with the Sermpanya Foundation, a grassroots organisation working with refugees and migrants in Thailand, to create a 66-minute narrative drama film. The film embedded educational content about positive parenting into an engaging storyline. Crucially, it was co-created entirely with and by refugees and migrants from the Thailand-Myanmar border. This grassroots approach ensured authenticity and cultural relevance, drawing directly on the experiences of the local community.

“The fact that local community members were the ones who co-created this film gives an authenticity that I think really resonates. When people watch the film, they can really identify with the situations and struggles that are shown. That makes it so much more powerful,” says Dr Amanda Sim, Co-Principal Investigator.

By embedding evidence-based parenting strategies into a format that is accessible and culturally meaningful, the Being Family film represents an innovative and scalable intervention for promoting family well-being in highly resource-constrained and underserved settings.



GPI SATELLITE STUDIES

GPI also supports 15 satellite studies, which use, test, or adapted PLH tools for parenting research in different contexts.

In 2024, six of these studies came to their conclusion, including an adaptation of PLH Teens in Zimbabwe; the Scale Up of Parenting Evaluation Research Study in Botswana, the Democratic Republic of Congo, South Africa, and Zimbabwe; the Evaluation of Parenting in Crisis (Ukraine and Pakistan); an adaptation of the “Malezi Bora” project engaging street connected fathers in Kenya; the Piloting of the Early Family Maths App in Kenya; and an RCT of ‘Hope Groups’ in Ukraine.

Two further projects in Mexico and Zimbabwe are ongoing

The Parenting at Scale in Mexico team (led by the National Institute of Psychiatry) conducted a pilot study with 300 families to assess the feasibility and acceptability of the newly adapted Mexican version of ParentText, with analyses well underway.

In Zimbabwe, an RCT of an adapted parent training intervention ‘Tabudiria’ which combines PLH Young Children and the Mikhulu Trust Book Sharing programmes is in progress.

This year also saw the GPI welcome five new satellite projects to our research portfolio. These studies include:

- 1)** RCT on PLH for Young Children combined with support through ParentApp in Kuwait,
- 2)** RCT of ParentText in kindergartens in China,
- 3)** RCT of Hope Groups for families in the Middle East,
- 4)** RCT to test an early childhood development adaptation of the Parenting for Respectability programme in Uganda, and
- 5)** A playful parenting feasibility trial within the Palabek refugee settlement in Uganda.

The Hope Group work in the Middle East follows on from the Emerging Trends funded trial of the same intervention in Ukraine.

EMERGING TRENDS FUND

The GPI provides small grants to support strategic initiatives across our research, innovation, and advocacy activities through the GPI Emerging Trends Fund (ETF). In 2024, the ETF funded five new projects with additional co-funding from other sources. Since the start of the GPI, the ETF has supported 13 projects, nine of which have been led by GPI Future Leaders. Key highlights from this year's awards follow below.

1. Strengthening the Family Development Sessions within a National Conditional Cash Transfer Programme

The Philippines Department of Social Welfare and Development conditional cash transfer programme delivered to four million low-income Filipino families includes Family Development Services (FDS) sessions with integrated PLH content focused on playful, nurturing parenting.

Emerging Trends Fund support has enabled the project team to assess the delivery of the FDS session and PLH content in the 2023/4 period and to look at longer term options to monitor and evaluate programme delivery over time.

The research represents an important opportunity to collaborate closely with the government to develop, strengthen and nationally scale positive and playful parenting support in the Philippines.

2. Increase the power of the evaluation for a trauma-informed adaptation of PLH for migrant and displaced families living on the border between Thailand and Myanmar

This funding allowed the team to transform this study from a small-scale pilot (N=100) to a fully powered RCT (N=480) with baseline, endline and six months follow up.

These changes will allow the team to detect small effect sizes of 0.25-0.30 on two primary outcomes: playful parenting and caregiver mental health.

We anticipate that evidence emerging from this project will have significant impacts on scientific knowledge around the links between parental trauma, mental health, parenting practices, and child outcomes in a high-adversity context.

3. Advocacy for Global Commitments at the Global Ministerial Conference

This support enabled the team to engage an advocacy consultant to strengthen GPI's efforts in the lead-up to the Global Ministerial Conference (GMC) to End Violence Against Children in Bogotá.

4. Testing a Brief Digital-Only ParentText in South Africa

This funding enabled the rapid development and evaluation of a 5-Day digital-only playful parenting chatbot intervention through a large-scale RCT evaluation in South Africa.

INNOVATE

WORKSTREAM AIM

To build a cohesive ecosystem of agile, adaptable, and scalable evidence-based technology-assisted parenting interventions.

MEASURES OF SUCCESS

The creation of a unified and flexible ecosystem encompassing agile, adaptable, and scalable evidence-based technology-assisted parenting interventions.

In the last year, the GPI Innovate team, led by IDEMS International (IDEMS) has delivered key enhancements to flagship parenting tools ParentApp and ParentText.

The creation and deployment of these tools have benefited from the development of two reusable content authoring and editing tools: the OpenApp Builder and OpenChat Builder.

ParentApp progress

ParentApp has undergone several cycles of development and improvement, including a pilot (July 2022), optimisation (October 2022), and trial phases (March 2023).

As the app has evolved, the Innovate workstream has focused on ensuring the underlying infrastructure supports modular development, paving the way for locally driven expansions.

The impact of ParentApp for Teens in Tanzania has been substantiated by recent trial results. Building on this success, our vision is to enable highly adaptable deployments, equipping local teams with the tools and infrastructure to host and scale the app in alignment with their community's unique needs and priorities.

Scaling is essential, as the limitations of existing delivery methods are clear. For example, while in-person PLH programmes yield excellent results, their cost, approximately \$120 per family, presents a barrier to sustainable expansion.

In contrast, ParentApp's hybrid model - which combines in-person onboarding, digital literacy training, and remote support via WhatsApp achieves similar outcomes at just \$6 per family at scale.

ParentText progress

Unlike the structured development model of ParentApp, ParentText has evolved through several rounds of iterations informed by user feedback from multiple country pilots.

Early findings from the first iteration of ParentText ("ParentText 1.0") showed low engagement, with completion rates of 17.9% in Malaysia, 10.3% in the Philippines, and 5.9% in Jamaica in 2022.

To address these challenges, a revised ParentText 2.0 was deployed in South Africa (August 2023) and Malaysia (January 2024). Despite these advancements, challenges with user retention across the 38-day curriculum persisted.

This led to the creation of a condensed 5-Day programme with PLH, launched in Mexico (April 2024) with UNICEF support and in South Africa (July 2024) under an RCT funded by the Emerging Trends grant.

The redesigned chatbot focused on core parenting concepts - relationship building, giving praise, taking a pause, setting routines, and talking about feelings - delivered upfront in the first five days.

Users could earn a Positive Parenting Certificate and customise their learning paths thereafter by selecting relevant lessons.

The transition to more structured chatbot interactions influenced the design and development of new apps such as ParentApp for Kids in Tanzania. The app's predictable interactions include modules paired with home activity components for every part of the PLH for Young Children curriculum (e.g., Join, Connect, Create, Play, etc.).

Each module follows a consistent flow: Relax > Check-In > Module (covering the "why," "how," the benefits, and book-based content) > Practice Materials.

The Innovate team has also been continuing their efforts to make GPI tools as accessible and reusable as possible. With OpenApp Builder and OpenChat Builder, app and chatbot interventions can now be easily adapted for diverse contexts and needs. This approach has already gained traction.

Partnership contracts with the PLH charity in 2023 and 2024 have benefited from the developed ecosystem, and initiatives that have arisen from the GPI Generate workstream are leveraging these systems to customise solutions for various communities.

IDEMS RECOGNISED FOR ITS IMPACT

We are delighted to report that in December IDEMS International was named the winner of the 2024 UK Social Enterprise International Impact Award, celebrating its exceptional contributions to global development.



The award, which honours UK-based social enterprises achieving significant international impact, recognises IDEMS' innovative work with the GPI and PLH.

In addition to tool development, GPI prioritised capacity-building efforts within the Innovate theme. This includes empowering local teams such as INNODEMS in Kenya to lead app development and introducing streamlined systems to simplify localisation and content management processes.

These efforts underscore the commitment of GPI to fostering impactful and locally sustainable solutions for families worldwide.

The end of 2024 marked the conclusion of IDEMS International's core support as GPI's technical partner on the Innovate workstream. Over the past three years, IDEMS has played a crucial role in strengthening and evolving GPI's digital tools, including ParentText and ParentApp.

Their work has enabled cross-country innovation and deployments, promoted shared learning across partners, and created an efficient system where research informs implementation, and implementation, in turn, enhances research.

As IDEMS transitions out of its core support role, the systems and processes established over the last three years provide a strong foundation for the continued expansion of digital parenting solutions.

Nevertheless, in 2025, IDEMS' partnership with GPI will continue for three Phase 2 projects - SWIFT, Parenting for Respectability, and ParentApp for Kids - through additional funding secured from external sources and reallocated project budgets.

HOW IDEMS' OPENCHAT BUILDER SUPPORTS PARENTTEXT

The OpenChat builder uses RapidPro, which is an open-source platform that allows anyone to build and deploy interactive messaging systems using an easy-to-use visual interface. It consists of several components that are, generally speaking, built in Go and Python.

The administration interface is built with web technologies such as Javascript, HTML, and CSS. Chatbots (or messaging flows) can be exported and saved in the JSON file format. We develop spreadsheet-based content authoring software that plugs into RapidPro. Partners can author the content and structure of a chatbot within Google Sheets, enabling quicker and more advanced chatbot authoring.

The data within the Google Sheets is run through a pipeline with a JSON configuration file, the pipeline has components in Python and Node.js and converts the data to a JSON format that can then be imported to RapidPro. The media assets (image, audio, video) for the chatbots are hosted within Firebase. Some advanced functionality within the chatbot uses webhooks to reference a custom Goals API, this API is customised for each chatbot and is built using Python.

FACILITATE

WORKSTREAM AIM

The core objectives of the Facilitate workstream are twofold. Firstly, to nurture the current and upcoming generation of world-class researchers and professionals in playful parenting. Secondly, to foster a culture and network that encourages shared learning and enquiry within this research field. These elements are fundamental in expanding our reach, influence, and sustainability beyond the GPI.

MEASURES OF SUCCESS

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

In 2024, the Facilitate workstream supported 93 GPI Future Leaders, offering development opportunities, tailored training, and platforms to showcase their work and grow as leaders.

Future Leaders (FLs) have grasped these Career progression within the programme is evident, with achievements such as Dr Zuyi Fang's appointment as Associate Professor at Peking University, Dr Hlengiwe Gwebu's advancement to Associate Dean at the University of Fort Hare, Dr Amanda Sim's keynote address on entertainment-education approaches to reducing violence against children, and Dr Amalee McCoy's participation in a UN High-Level Event on Ending Violence Against Children.

The Facilitate team continues to provide Future Leaders with a structured programme of training, professional development support, and mentorship.

In 2024, the GPI Future Leaders Training Programme has expanded both in scope and complexity.

Across the year, 11 tailored training sessions were delivered by senior experts on topics such as economic evaluation, qualitative data analysis, research translation into practice, and project management.

Future Leaders were also given access to prevention science modules at the University of Cape Town and postgraduate lectures on evidence-based social interventions at the University of Oxford.

Mentorship relationships have been embedded, with nine one-on-one mentorships and two group mentoring programmes ongoing.

To address the need for individualised support, a six-month leadership coaching pilot in partnership with the LeadMe Academy will begin with 16 Future Leaders in January, with plans to expand this initiative later in 2025.

Future Leaders have also benefitted from the GPI Capacity Sharing Fund which provides one-time financial support to GPI Future Leaders for international conference attendance, training courses, and other research-related travel. In 2024, this Fund supported 12 capacity sharing fund applications, which enabled 15 GPI Future Leaders to attend and present at both local and international conferences.

The GPI Facilitate team also focuses on creating spaces where partners from across the GPI both internally and externally can connect, learn, and work together effectively. Over the past 12 months, this aim has been achieved by facilitating shared learning opportunities, such as monthly Research-in-Progress sessions, Playful Learning Groups, and the Open Webinar Series.

Additionally, the Facilitate team has worked to develop and nurture collaborations and networks, as demonstrated by the partnerships established with external organisations, including GISP and ISPCAN.



GPI Future Leaders presentation preparation workshop at ISPCAN 2024.

By bringing diverse stakeholders together and helping them collaborate more effectively, GPI's CoP has begun to strengthen GPI's impact on family support and violence prevention.

In 2024, the team hosted six webinars covering topics such as disability inclusivity, learning through play, and research inequalities, attracting approximately 450 participants over this period.

In-person workshops at the International Society for the Prevention of Child Abuse and Neglect (ISPCAN) Conference in Sweden and the Sexual Violence Research Initiative (SVRI) Forum in South Africa brought together researchers, implementers, and policymakers to share strategies for scaling parenting interventions and strengthening partnerships.

In addition, GPI was invited to host an information booth at the Doha International Family Institute (DIFI IYF+30) Conference.

The conference, themed "Family and Contemporary Megatrends", marked the 30th anniversary of the International Year of the Family.

In addition to our online engagement activities, the Facilitate team has ensured that in-person events are convened amongst our GPI community to help deepen and expand our network. Over the past 12 months, this aim has been achieved. These events have included preconference workshops and shared learning events, which the GPI has helped create a supportive network for its members and partners.

Finally, this year, GPI's Playful Learning Groups were relaunched with a focus on four thematic areas: preventing sexual violence, learning through play, gender-transformative practices, and disability inclusion.

Looking ahead to 2025, Facilitate will deepen its focus on regional engagement, starting with a Regional Learning Event in Kuala Lumpur in February. This event will bring together academics, implementers and government partners from the Southeast Asia region to share the latest findings from research and practice.



GPI's information booth at DIFI IYF+30.

ADVOCATE

WORKSTREAM AIM

Our advocacy aims are twofold. Firstly, to raise awareness of and drive the demand for evidence-based human digital playful parenting programmes in the Global South. This is achieved by enhancing visibility and understanding of these interventions and their effectiveness, both globally and at the country level. Secondly, to strengthen advocacy capacity across the GPI study teams and build a Global South-powered advocacy hub in the GPI.

MEASURES OF SUCCESS

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

In 2024, the Advocacy workstream operated at both global and national levels to increase awareness and policy support for evidence-based playful parenting programmes.

The first Global Ministerial Conference on Ending Violence Against Children (GMC) in Bogotá, Colombia, provided a key opportunity to promote evidence-based parenting support on the global stage.

GPI teams and partners engaged with National Preparatory Sessions in 15 countries, advocating for the inclusion of evidence-based parenting support in commitments.

Ahead of the conference, the Advocacy team worked through UNICEF and WHO to ensure



Group picture of an advocacy event hosted at the Global Ministerial Conference to end violence against children.

PICTURE: GISP

At the conference, GPI collaborated with the Global Initiative to Support Parents (GISP) to organise key sessions on parenting interventions, securing government pledges from South Africa, Tanzania, Kenya, Nigeria, Pakistan, and the Philippines to integrate parenting programmes into national systems. The next priority is to monitor these commitments.

The Thai Positive Parenting Community of Practice expanded its influence through webinars, advocacy initiatives, and UNCRC reporting contributions.

In 2025, the GPI Advocacy team will support study teams in developing and implementing their advocacy plans. The GPI Advocacy team will also continue to collaborate with GISP partners to advance global and regional advocacy efforts, including organising the Parents and Caregivers Forum, which is scheduled to take place in early 2026.

Furthermore, the team will develop various advocacy resources to support study teams and other stakeholders in their advocacy efforts.

Beyond the GMC, GPI worked with GISP, WHO, and UNICEF to promote universal parenting support. For example, at the 79th United Nations General Assembly, Professor Lucie Cluver highlighted the economic and societal benefits of playful parenting, bringing global leaders and businesses into discussions on policy and funding.

At the country level, GPI project teams were extremely active. In 2024, GPI teams engaged in 107 documented advocacy activities, up from 33 in 2023. Highlights include presenting at Thailand's High-Level Child Protection Summit, Malaysia's Scaling Lab for preschool parenting integration, and the Philippines' establishment of a Technical Working Group for parenting support.



Speakers holding up the GISP parenting magazine at the UNGA event.

PICTURE: GISP

GENERATE

WORKSTREAM AIM

Creating a sustainable infrastructure to support scale-up and capacity building of PLH technology-assisted parenting programmes.

MEASURES OF SUCCESS

Successfully crowd-in additional resources to support the scale-up and sustainability of GPI activities.

2024 was another successful year for the GPI towards the goal of mobilising additional resources to scale and sustain playful parenting interventions.

GPI partners secured 12 funding awards, totalling over \$5 million in additional resources for parenting support. These resources are enabling GPI to expand into new geographies, deepen government partnerships, and enhance access to evidence-based parenting interventions.

Expanding the reach of the Parenting within the Preschool System project in Malaysia

A highlight of 2024 was the substantial investment in Malaysia, where The Human Safety Net (THSN) committed second-phase funding to scale the Naungan Kasih Positive Parenting programme.

It will also enable the expansion of the Naungan Kasih programme to the First 1,000 Days. The collaboration between the Malaysian Ministry of Health, PLH, Universiti Putra Malaysia, UNICEF Malaysia, the Malaysian Association of Social Workers, and the University of Oxford will run from November 2024 to October 2027, underscoring GPI's commitment to sustainable, scalable solutions.

Supporting parenting in new geographies

A grant from the National Institute for Health and Care Research (NIHRUK) will support the scale-up of parenting interventions for low income families in Brazil and Colombia.

This project is being led by the London School of Economics and brings together academics from the University of Oxford, the University of Los Andes, and the University of São Paulo, along with PLH and local civil society organisations, to address child mental health inequities through evidence-based parenting programmes.

Mobilising new sources of financial support, including government

In the Philippines, the Government provided a grant for the GPI team to undertake an assessment and enhancement of Family Development Sessions within the national Conditional Cash Transfer programme.

Elsewhere, following positive findings from the Parenting on the Border film intervention trial, UNHCR awarded funding to Sermpanya Foundation for mobile cinema screenings of the *Being Family* film in three refugee camps on the Thailand-Myanmar border.

Additionally, UNICEF contributed funding for the development and implementation of the MaPa Teens programme and MaPa for Teen Parents in the Philippines.

Supporting cross-cutting parenting research and analysis

In addition to project-specific funding, GPI secured support from University of Oxford's John Fell Fund to strengthen economic evaluation across nine parenting interventions and undertake methodological work to construct measures of parental engagement in learning through play.



A community screening of *Being Family*.

ACCELERATE

WORKSTREAM AIM

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

MEASURES OF SUCCESS

Evidence-based technology-assisted playful parenting programmes embedded into national governments and NGOs.

In 2024, GPI-supported projects reached an additional 96,000 caregivers, children, and implementers, bringing the total reach to over 14 million individuals since the GPI's inception.

Collaborations through the PLH charity and its partners supported by the LEGO Foundation's Playful Parenting for All grant extended this impact to a further 30 million individuals globally.

This year, progress focused on scaling interventions through integration into national systems and strengthening partnerships. In Thailand, PLH Young Children programme delivery expanded through public health services, supported by the Positive Parenting Promotion Centre.

In the Philippines, Masayang Pamilya (MaPa) Org was established as a non-profit legal entity dedicated to promoting evidence-based, playful parenting practices.

The organisation aims to serve as a hub for parenting interventions, driving the institutionalisation of parenting support within national and local government systems.

In Uganda, the Parenting Agenda Initiative advanced efforts to formalise national parenting standards, with collaboration between Makerere University and the Ministry of Gender, Labour, and Social Development.

Other achievements included expanding the *Being Family* film intervention to refugee communities on the Thailand-Myanmar border, supported by UNHCR funding, and scaling the Naungan Kasih programme in Malaysia, with strengthened government collaborations and additional financial support from The Human Safety Net (THSN).



GPI PUBLICATIONS

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