

SEPTEMBER 2020

REPORT

# COVID-19 PARENTING NEWSLETTER



*What this initiative has done to my family is so profound. I am able to appreciate the world of children, and I think I am learning good parenting. It has also challenged me to look at this crazy time I have found myself in through the positive lens of hope."*

*- Parent in Malawi from World Without Orphans*

## The COVID-19 Parenting resources have now reached 78.4 million people!

We continue to work closely with NGO and government partners to support them in disseminating the resources as well as in learning about their impact on the lives of families and children.



### IN THIS ISSUE

**WHO/UNICEF Social Media Campaign**

**A Focus on Measuring Impact**

**"Let's Slow Down" Video**

**Unicef Campaign in Lao PDR**

**Latin America Conference**

**Church Leaders Pack**

### PARENTING BEYOND COVID-19

This month's report focuses on partnership. As we enter our 4th month of the COVID-19 Playful Parenting Emergency Response project, it is becoming more and more clear that the effects of the pandemic will endure beyond the immediate crisis. A longer-term global parenting strategy is necessary to strengthen government commitment and initiatives, deliver open-source parenting support to families at scale, and build real-world evidence of COVID-adapted strategies.

**Our aim is to reach 250 million families by 2025 and reduce violence against children by 50% by 2030.**

These are lofty aims! And yet the multisectoral collaboration around the COVID-19 parenting response has shown how together we can begin to move the dial on violence against children on a global level with effective and scalable parenting support.

**We appreciate your support!**

- Dr. Jamie M. Lachman, co-Principal Investigator, University of Oxford

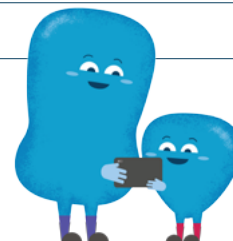
Partners



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**The best gift that you can give your child is time.**

**Attention is...  
taking 20 minutes a day to give each  
child 100% of your attention.**

For more **Parenting** tips during COVID-19 go to [www.unicef.org](http://www.unicef.org) or [www.who.int](http://www.who.int)



unicef for every child

WHO & UNICEF - Global Social Media campaign - August/September 2020



## WHO & UNICEF Social Media Campaign

In August, WHO & UNICEF launched a new Social Media campaign that is 100% based on the COVID-19 Parenting Tips, and have partnered with celebrities from the Sports and Entertainment industries to help spread the word. The list of positive influencers include Jessie Ware, Laura Kenny, Jason Kenny, Geraint Thomas.

**These tips include how to make the most of one-on-one time with your children, how to keep positive amidst an unsettling situation, and how to provide structure and stability for your children's day, among many others.**



## A Focus on Measuring Impact

As the number of people these resources have reached is growing steadily, we are taking a deep dive into understanding the impact they are having on families. We have developed user-friendly, brief surveys to assess how the different delivery strategies are supporting positive parenting and playful interaction while reducing parenting stress and violence against children. These will be complemented with qualitative interviews and focus groups with service providers, parents, and children to further understand how families are engaging with the resources.

**We are working closely with implementing partners across the globe to adapt evaluation methods to their context and ensure that they are able to use the results to inform ongoing service delivery and impact. Stay tuned for more!**



## "Let's Slow Down" video

**Subscribe to our YouTube Channel**

**& enjoy the new video of "Let's Slow Down",**

the song we produced with Broadway Musical Director Mary-Mitchell Campbell. The video captures what parents and caregivers may be feeling during this time of crisis, and aims to inspire them to use the parenting package to stay calm, mitigate stress, and maintain healthy environments for children.



## UNICEF campaign in Lao PDR

UNICEF, government agencies, and NGOs in Lao PDR have reached an estimated 3.4 million people (roughly 50% of the nation's population), through both mass media campaigns and targeted outreach to vulnerable families. The parenting tips were broadcasted on 18 national TV and radio stations in Lao language, two ethnic minority languages (Hmong and Khmu) and sign language. At the same time, USBs with audio files were distributed to 4,800 villages with community loudspeakers – which is around 50% of the country. You can read more and view videos [here](#).

**They plan to scale up the community loudspeaker intervention to the remaining villages to reach 100% of the population in 2021!**



## LATIN AMERICA Conference

Our COVID-19 Parenting resources were featured as part of the Iberoamerican Seminar for Prevention, Detection and Intervention in Cases of Sexual Violence in Children and Adolescents in Latin America and the Caribbean (LAC) on 25 - 28 August 2020. Organised by Fundacion de Atencion a la Ninez in Colombia and Early Institute in Mexico, the conference focused on the use of data to prevent violence against children and the creation of alliances between governments and organisations.

**Directors of FAN and Early considered this first seminar a great success with 400+ participants from across the region for each session.**

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United Nations Office on Drugs and Crime



Maestral



The role of the  
family in the  
prevention of  
violence against  
children and  
adolescents

UNIVERSITY OF  
OXFORD

OK  
FOUNDATION

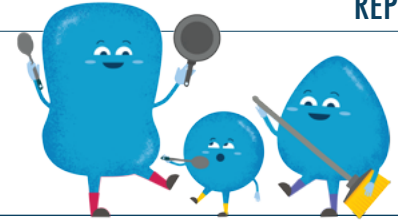
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## REACH BY



**Africa**  
15,502,372



**Asia**  
12,201,846



**Americas**  
1,533,171



**Europe**  
957,821



**Middle East**  
376,395



**Cross-Countries**  
47,854,895

**Total reach: 78.4 million people**  
as of 11 September 2020



**UNICEF Lao PRD** - UNICEF distributed printed materials along with PPE to various organisations in the community – reaching over 3000 families.



**Female caregiver seminar in India** - Gabriel Project have designed various parenting sessions and workshops based on our parenting resources. In the tribal village, the educators went door-to-door to talk about our tip-sheets. They have reached over 200 people!



## Church Leaders PACK

Our collaboration with faith-based networks and organisations such as World Without Orphans and Arigatou International has been critical to our success in reaching more than 75 million families around the world.

We are excited to be launching a Church Leaders Pack which links the evidence-informed parenting tips to religious text from the Christian Bible and provides church leaders with scripts for radio broadcasts along with ideas for sermons, pastoral visits and social media. **The pack will also be adapted for other religions and made available in multiple languages.**



"We understand that it is very hard for parents to adjust to the new norm, as they will have their children at home more than they are used to due to schools being closed. [The COVID-19 parenting resources] not only bring relief as we parent, but also challenge parenting in general, for some of us have failed miserably to parent well. It will leave a lasting impact and is amazing we have learnt this through a church in our community." – parent in Malawi

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Creating a world where every child thrives



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