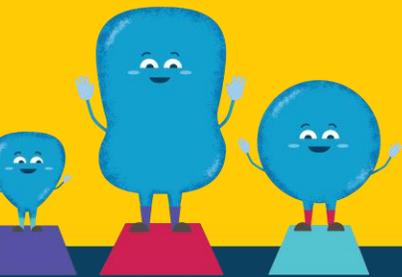
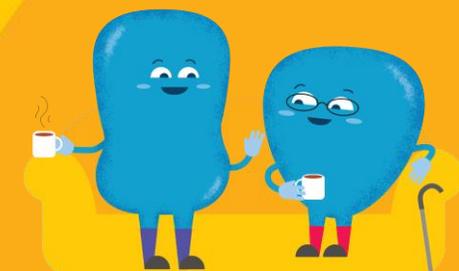
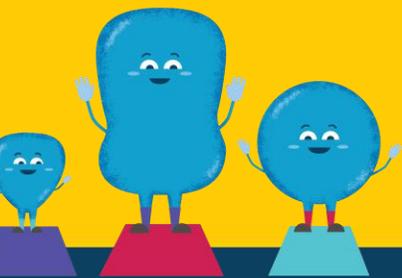
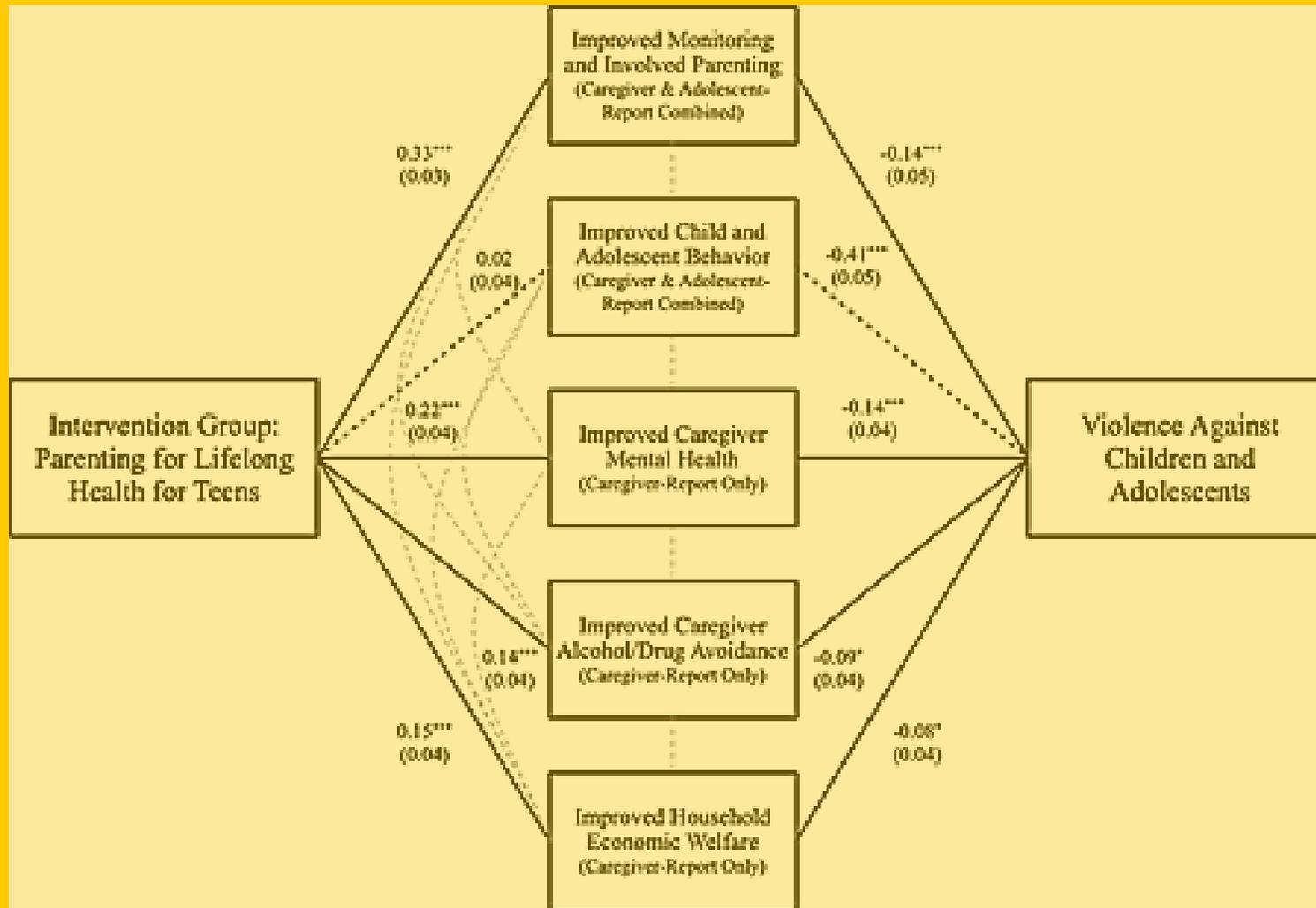


We know that parents play a critical role in ending violence against children. They have the power as both perpetrators and as protectors. Most child abuse is not due to malice. Instead, it comes from parental stress, child or adolescent problem behaviour that is difficult to manage, and cycles of worsening interactions as relationships between children and caregivers degenerate. All of these are more likely and severe with additional stressors - poverty, mental health distress, alcohol use. Abuse also comes from not knowing effective alternatives to violent discipline. The vast majority of parents and children/adolescents want to have better relationships at home that don't lead to violence.

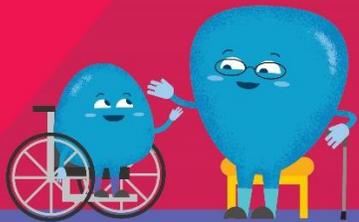
Unfortunately, parents rarely get the support they need to lead the struggle against violence.

The Goal is to equip parents to play a critical role by providing them the supports they need.





Talking about Covid-19



When children misbehave



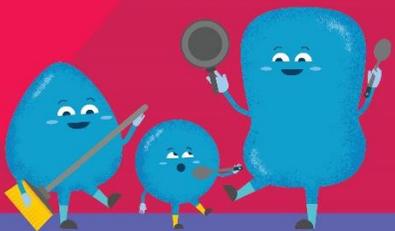
Family budgeting



Dealing with anger



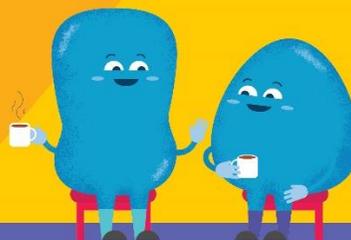
Keeping it positive!



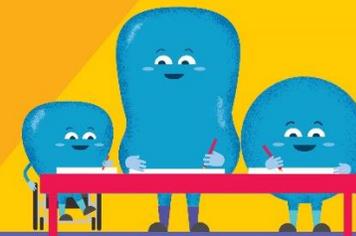
Take care of yourself



Family relationships



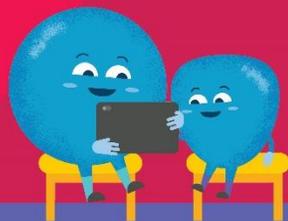
One-on-one time



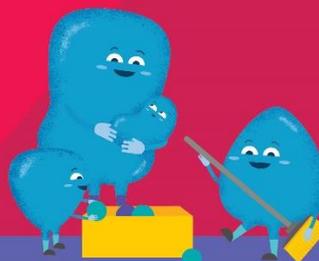
Create a routine



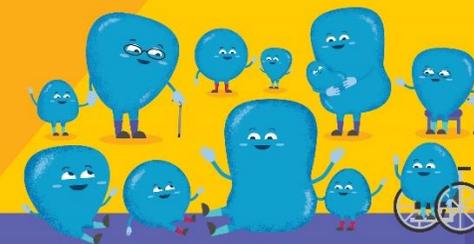
Online child safety



Learning through play



Crowded house?



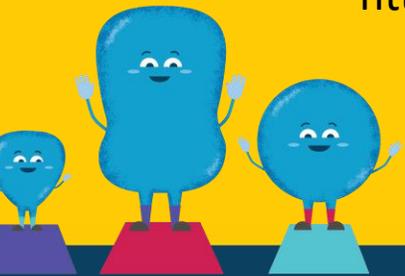
100 Languages

15 + Partners

12 1-page Tip sheets

04 Landing Pages

- <https://www.unicef.org/coronavirus/covid-19-parenting-tips>
- <https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public/healthy-parenting>
- <https://www.covid19parenting.com>
- <https://www.end-violence.org/articles/new-resource-pack-positive-parenting-covid-19-isolation>



Reach in 5 weeks: estimated 22 million +

1 COVID-19 PARENTING One-on-One Time

Can't go to work? School's closed? Worried about money? It's normal to feel stressed and overwhelmed. School children in over a dozen countries better relationships with our children and teenagers. Use on this time to bond and feel it makes children feel loved and secure, and shows them that they are important.

Set aside time to spend with each child

It can be for just 20 minutes or longer – fit it in for you. It can be at the same time each day or children or teenagers can look forward to it.

Ask your child what they would like to do

Choosing helps them set boundaries. If they want to do something that isn't OK with parental authority, then that's a chance to talk with them about this. (see next leaflet)

Ideas with your baby/toddler

- Copy their facial expressions and sounds
- Play songs, make music with pots and pans
- Read books or books
- Tell a story, read a book, or share pictures

Ideas with your teenager

- Talk about something they like sports, music, celebrities, TV shows
- Go for a walk – outdoors or around the house
- Exercise together to feel fantastic music

Ideas with your young child

- Read a book or look at pictures
- Go for a walk – outdoors or around the house
- Draw to music or sing songs!
- Do chores together – make cleaning and tidying a game
- Play with play-doh

Switch off the TV and phone. This is virus-free time

Listen to them, look at them. Give them your full attention. Have fun!

For more information - visit [ukri.ac.uk](#)

[Download the leaflet](#) | [Download the leaflet](#) | [Download the leaflet](#) | [Download the leaflet](#)



2 Keeping It Positive

3 Exercise 5x

4 Bad Behavior

5 Keep Calm and Storage Spaces

6 Talking about COVID-19



Low internet access



High internet access

**COVID-19 PARENTING
FREE RESOURCES
100 LANGUAGES**

Print Distribution

Text Messages

Internet Distribution

Radio

WhatsApp

Social media tips sheets

Public service announcements

Private letters

Social media for parents

Global hit song

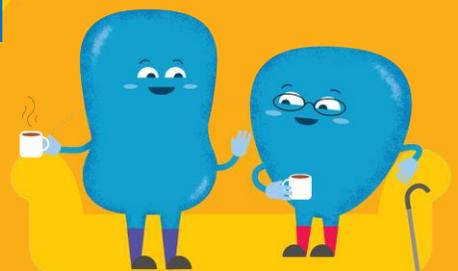
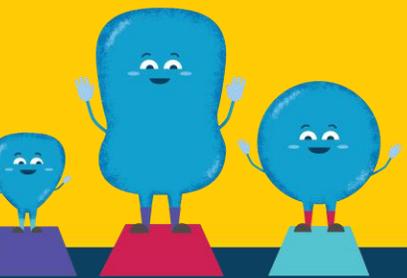
Feature articles on 'Parent it Up!'

Videos

Sample Press release

Sermons

High-risk families: [Guidance for caseworkers contacting families by phone](#), [link to text message](#)



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Low internet access

High internet access

Print Distribution

- Put in food parcels
- Leave by food shop checkouts
- Send to health centers
- Community centers

Community Radio

- PSAs, radio scripts, audio dramas
- Parenting hotline on radio/phone

Playful Content Development

- Illustrated comics, sketches, radio drama, visual memes, stories
- Playful parenting activity guides

Text Messages

- Daily texts with structured parenting support for COVID-19 using
- RapidPro delivery platform for smartphones or basic phones

Adaptive Testing

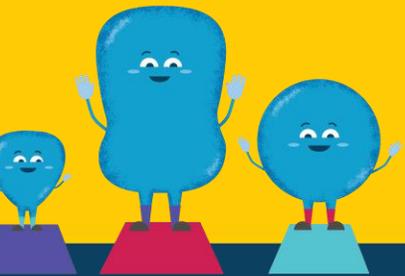
- Reach, effectiveness, adoption, implementation, and maintenance
- Baseline and 8 weekly assessments

Internet Distribution

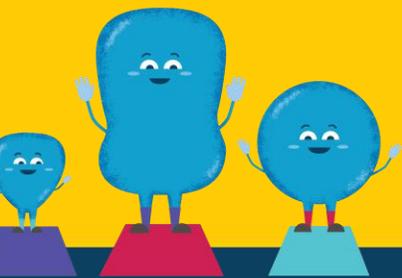
- Links on websites
- Teachers, schools, employees, government, faith networks, communities of parents
- Parenting advice webinar

Social Media Messages

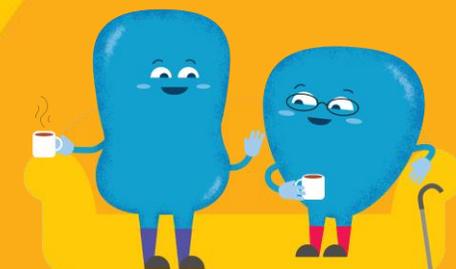
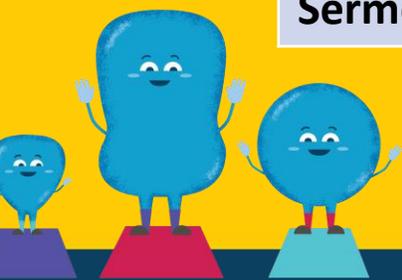
- Send out and share – Telegram, WhatsApp, Facebook, LINE, Viber, WeChat, Twitter...



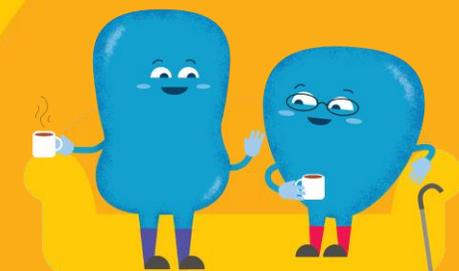
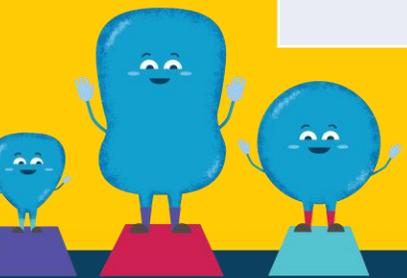
	Progress	Partners/Countries
Print Distribution. Put in food parcels, Leave by food shop checkouts, Send to health centers	Underway	Ukraine, Philippines, Thailand
Radio scripts	Underway	PLH, USAID, CDC
Public Service Announcements. Pitch public service announcements to national and local radio stations. These could be read by a DJ or presenter, or high-profile person, such as the Minister of Health, national celebrity or sports star. Select which announcements are most useful in their contexts, or try to pitch all 12 PSAs.	Available	PLH, USAID, CDC
Global Hit Song		



	Progress	Partners/Countries
Text Messages. Daily texts with structured parenting using RapidPro as delivery platform for basic phones	Underway	UNICEF Malaysia
WhatsApp	Messages developed on COVID-19 WHO App	
Webinar	3 Done, more underway?	
Private Letters To Governments		
Feature articles on 'Parent it Up!' 'off the peg' articles which could be sent to local print/online media. Can be adapted in country with local information and quotes.	Underway	Apolitical
Sample Press release 15 May. It's not very newsworthy. Can we make it more media worthy by getting celebrity backing. Countries can contextualize.		
Sermon for Faith leaders		



		Partners/Countries
Internet Distribution - Links on websites	Available	
Social Media Kit available - Instagram - Telegram - Facebook - Viber, - WeChat - Twitter	Tag : @WHO @UNICEF @USAID @CDCgov @ParentingLH @GPtoEndViolence @accelerate_hub Hashtag: #COVID19Parenting #COVID19	
Social Media directly for parents	Saatchi & Saatchi	WHO-UNICEF
Videos		



Dissemination monitoring

of organisations engaged, by Tip Sheet

of site visits and downloads from UNICEF, WHO and PLH and End Violence

people reached who read/listen to the parenting messages (Feedback link)

people reached who found the messages useful/helpful (Feedback link)

Basic effectiveness monitoring (text message, whatsapp etc)

Case Studies (Macedonia)

