



**creating change**

**SVRI FORUM 2015**  
**Innovation and intersections**

**Skilful parenting: Changing social norms  
and behaviour related to child abuse**

**15-17<sup>th</sup> September , Spier 1962**

## Outline of presentation

- About ICS
- The skilful parenting approach
- Skilful parenting programme evaluation results

## **Vision , Mission , Strategic programmes**

### **Vision**

People around the world are capable and willing to ensure the wellbeing of all children and to drive their own change.

### **Mission**

Together with people and their communities, we inspire co-creation of initiatives and ventures which enable long lasting social and economic change in order to ensure the wellbeing of all children and young people.

## **Foot print and Investment areas**

### **Investment areas**

- Skilful parenting
- Child protection systems
- Agribusiness

### **Our foot print**

#### Africa and Asia

- East Africa : Kenya, Tanzania
- Pan African: Parenting in Africa Network and African Child Policy Forum

# Our skilful parenting approach

## **The skilful parenting approach**

- **Entry point: Identify and promote actions that enhance economic empowerment in households in rural areas in East Africa**
- **Same families/households are targeted with skilful parenting programme**
- **In our experience, this innovative combination of interventions addresses economic situational, social and behavioral risk factors associated with violence in the family especially violence against women and girls**
- **The skilful parenting programme is built upon the understanding that change will only take place if people are convinced of the need for change and of their capacity to change.**

## **The Skilful parenting approach**

- ICS believes that parents need to feel the ‘power to parent’ to change the future of their children in a positive way.
- By working with them on how to strengthen their parenting role, the skilful parenting programme adds to prevent child abuse, neglect and family disintegration.
- The focus is to reinforce positive parenting practices, while empowering parents to address challenges that they face in bringing up their children.
- The programme is build upon the evidence based understanding that changes in parenting can be only achieved through planned behaviour change. The behaviour change model is adapted from the theory of planned behaviour ( Fishbein, M. 2000)



## Delivery

- The work with parents (all categories) is organized in parent peer groups to ensure social comparison, joint reflection and ongoing support. The parent peer groups are organized from existing farmer groups in Kenya and Tanzania. Parent groups consist of 18 - 24 members .
- Parent peer groups consists of both men and women with additional special groups for fathers and teenagers with parenting responsibilities
- Context specific manuals and toolkits are used
- Parents meet once a week for a minimum of 12 weeks
- Since 2012, 12,272 parents targeted

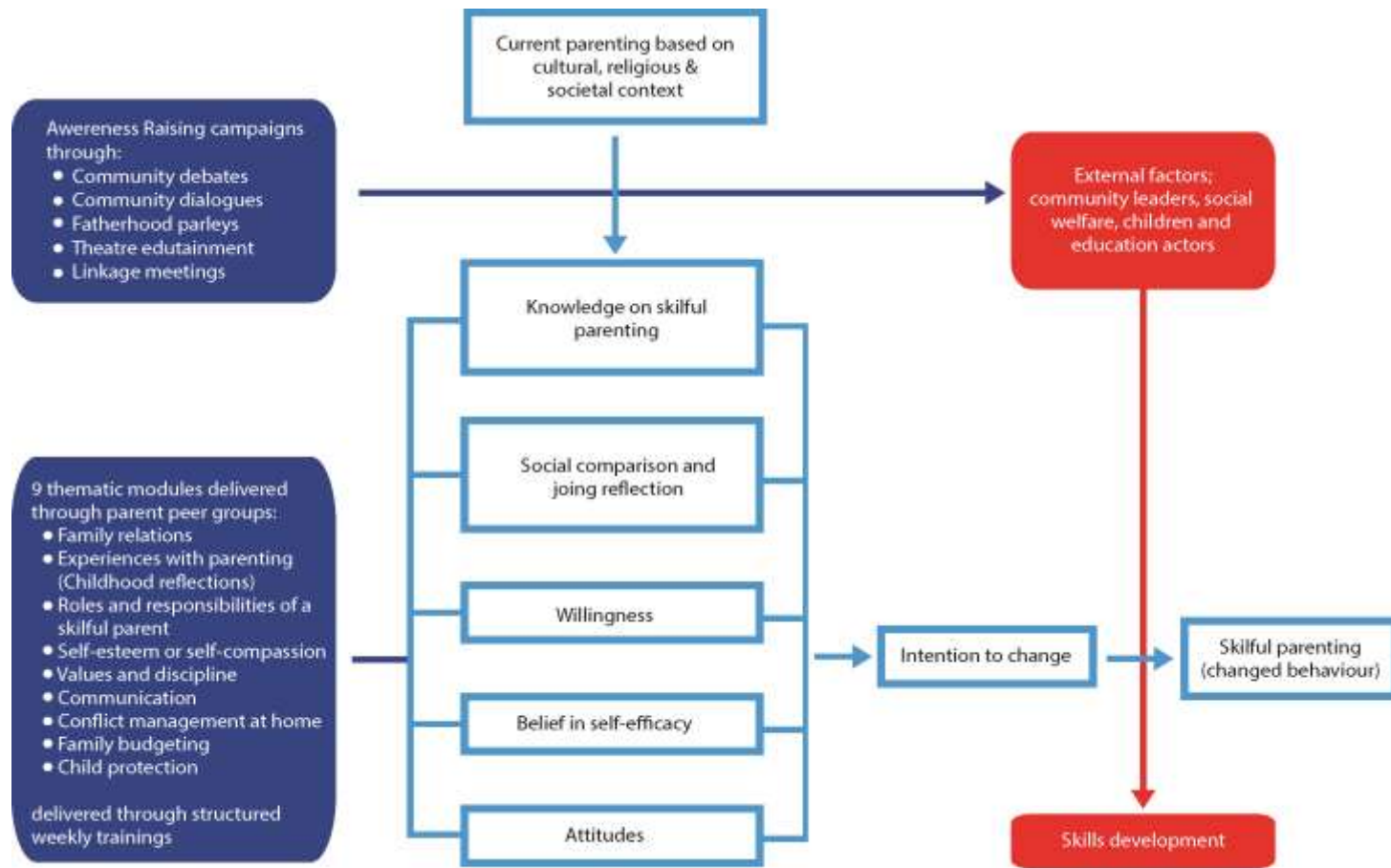


figure 1

## **The delivery**

- **Delivered by trained and certified local parent facilitators**
  - **Facilitators training 2 days**
  - **Skilful parenting ( 5 modules) – 5 days**
  - **Child protection training – 2 days**
  - **Family budgeting – 5 topics –4 days**
  - **Exam and Certification after 1 month**
  - **Ethical training 1 day**
  - **Refresher trainings annually**
- **In addition to ICS staff, facilitators are selected from local CBOS and government social workers**
- **Based on the needs of the group, experts ( health , civil registration , ECD) are invited**
- **Facilitators handle a maximum of 19 groups annually**

## 2014 Skilful parenting evaluation – Kenya

- Evaluation conducted by University of Utrecht, Netherlands to understand the effects of the skilful parenting programme
- Research focus: how the program affects participating parents in their views and practices regarding parenting, and to what extent the program was adapted to Kenyan rural context, and how this adaptation influences the program's measured effects.
- Research Design : Multi methods & longitudinal
  1. Survey and mini interviews- 113 parents ( 5 parent peer groups) –involved in pre and post training evaluation
  2. In-depth interviews and ethnography – two measurements moments: After the training- (1 wk.- 1 month) & Long term- (3-4 months)
    - 30 parents targeted for in-depth interviews from original sample of survey and 10 parents selected for ethnography ( observations conducted at family level )

## Results

- Higher experienced parental competence :- Parental role changed towards a more pedagogical perspective ,viewing themselves responsible for social, emotional and cognitive development of their children. *During the post-test mini-interviews parents put less emphasis on their financial oriented responsibilities, and focus more on how they relate to their children, their spouses, and extend family/community.*
- Improved interaction and communication with their children and spouses:- *Majority of parents indicated that the training taught them to communicate effectively and interviewed parents emphasized the importance of properly communicating with the spouses and children in the domain of parenting*

## Results

After the training, parents seem more concerned with understanding their children's experiences, based on its positive practical consequences and utility. *Parents report they attempt to be more aware of how they address, regulate, and direct their children, because it is more efficient.*

Even though parents seem to initially adopt changes based on utility, it is often after reaping the experienced benefits that parents start to internalize new values. *For example, mothers mention that their children regard them more fondly after consistently giving them more attention and being more patient, which results in the mothers viewing the more child-centered communication superior to the strongly directive approaches that they were used to.*

## Results

- Increased sense of awareness of how their behavior affects children and are deliberate in how they should relate to spouses and children
- All parents express pleased with the information that the training provides, and do not view the content to be conflicting with their ideas of what is important, but rather the new ideas and practices resonate with important values they had (and still have), also before the training.



## Results

- In contrast, several parents mention they are less inclined to permit others in their parenting domain especially those that have not been exposed to the training. *In this regard , Parents often advertise the lessons learned from the program to the rest of the community, illustrating their endorsement of the program, and their contentment with its effects.*
- The methodology the training uses is not only a bottom up strategy in terms of the issues that are brought up, it also focuses first on the practicality of the solutions in stead on fostering change through changing the ideologies of parents. This also allows parents more space to reconsider their own ideologies based on the experienced changes in the practices of their family life and parenting practices



More information

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**Asante Sana**