



Implementing parenting at scale in ESAR

**Responsible
Parenting Agenda
in TCO**

May 2022

Jamhuri ya Muungano wa Tanzania



WIZARA YA AFYA, MAENDELEO YA JAMII, JINSIA, WAZEE NA WATOTO

AJENDA YA KITAIFA KUHUSU WAJIBU WA WAZAZI/WALEZI KATIKA MALEZI NA MATUNZO YA FAMILIA (AWAMAFU)



FAMILIA BORA
TAIFA IMARA
MLINDE - MTUNZE - ZUNGUZA HAYE



MUHTASARI
JUNI 2019

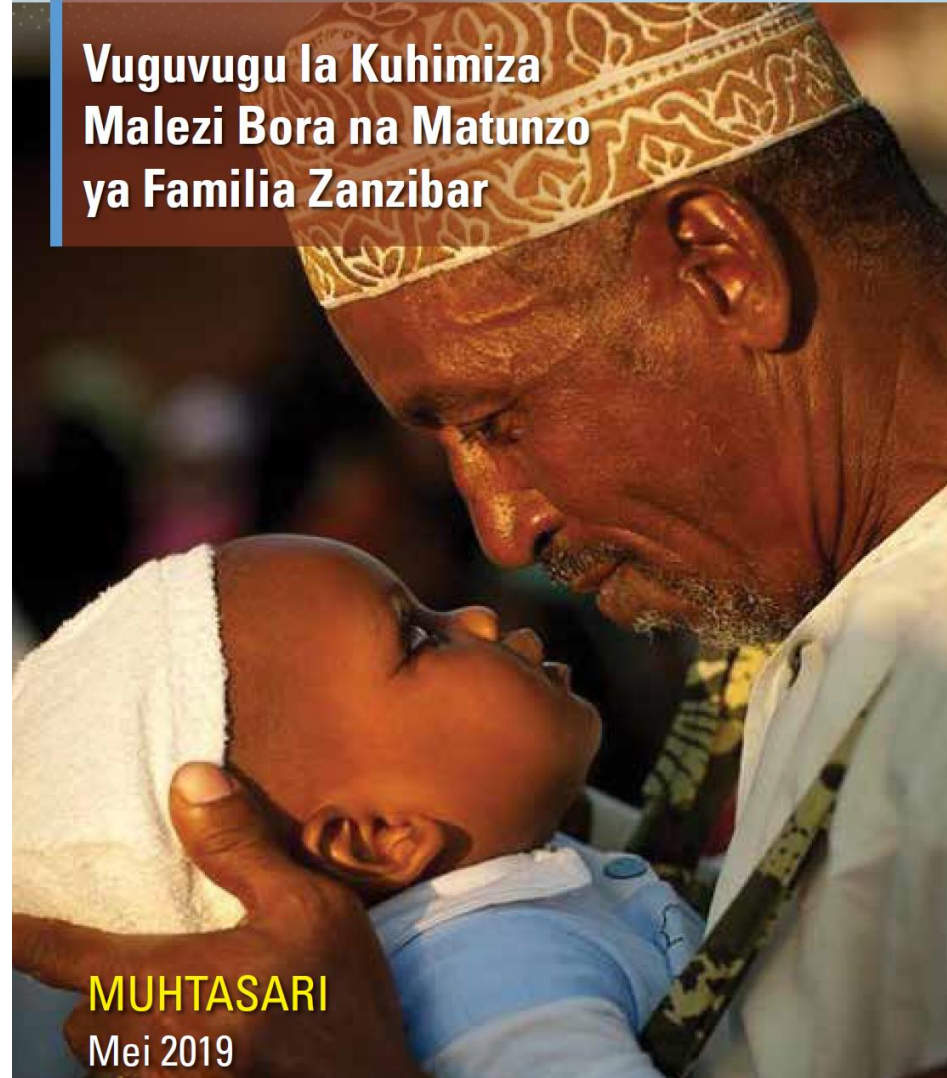


WIZARA YA KAZI, UWEZESHAJI,
WAZEE, WANAWAKE NA WATOTO



FAMILIA BORA
TAIFA IMARA
TUNZA - HIFADHI - ZUNGUZA

Vuguvugu la Kuhimiza Malezi Bora na Matunzo ya Familia Zanzibar



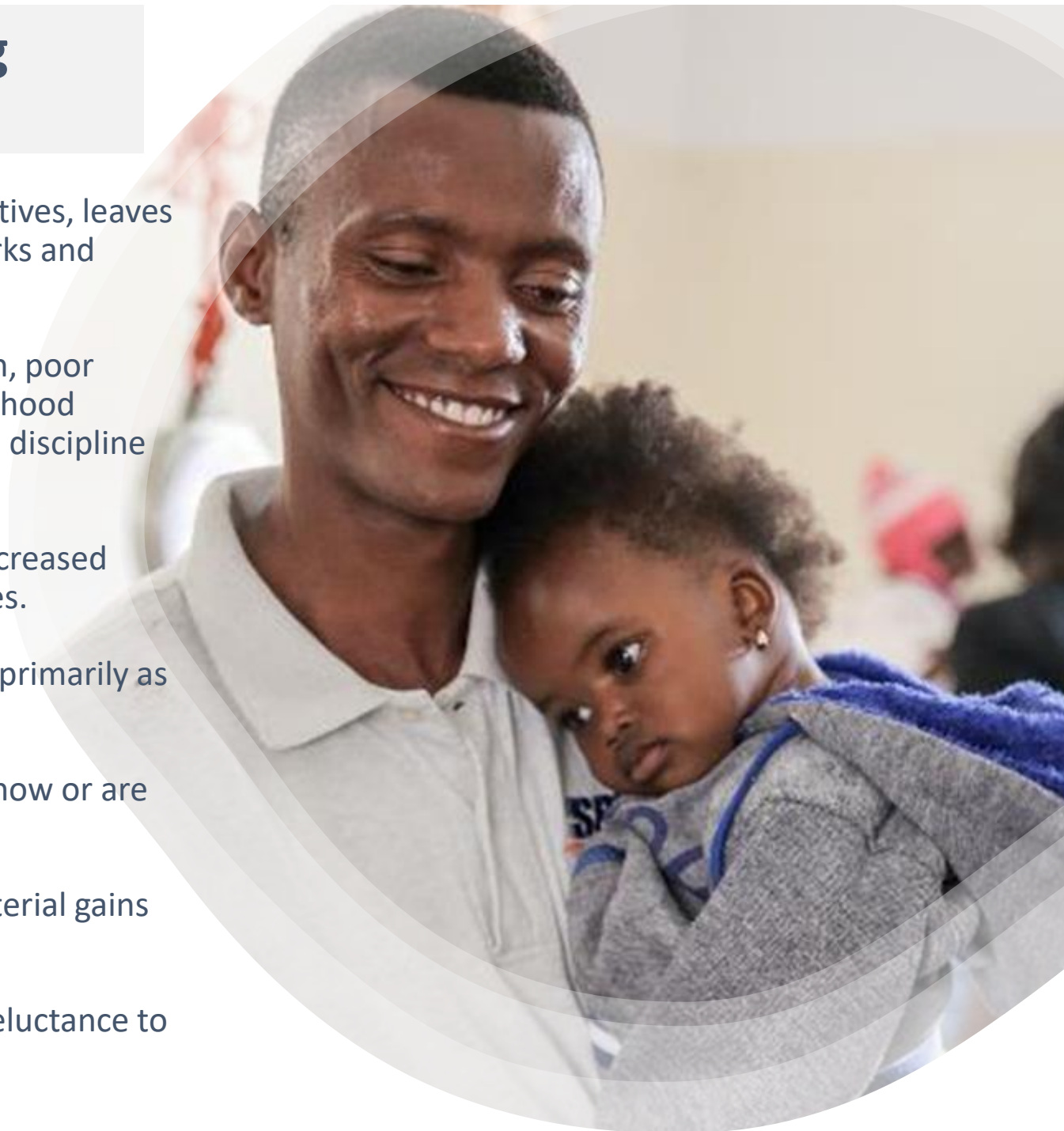
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Mei 2019

Familia Bora, Taifa Imara

- **Designed** based on analysis of challenges parents are facing, mapping of parenting interventions, review of sectoral priorities & operation, and national consultations
- **Multi-sectoral** priorities packaged under the core pillars of good parenting: Care – Protect - Communicate
- **National scale** Agenda launched in both Mainland and Zanzibar with a change vision by 2030
- **Parenting across the life cycle** - pre-natal to 18 (Key priorities in ECD and Adolescence identified)

Challenges to quality Parenting & family care

- Increased **mobility**, often driven by economic needs and incentives, leaves many extended families isolated from traditional social networks and support.
- **Gaps in child-rearing practices** include lack of early stimulation, poor nutrition and inadequate care-seeking and home care for childhood illnesses, domestic violence and the use of physical violence to discipline children.
- 50 % of **mothers have their first child as teenagers**. Despite increased vulnerability, many teens are not using maternal health services.
- **Fathers** usually have limited involvement in parenting, serving primarily as providers
- Parents face **education challenges** because they do not know how or are too busy to help their children do well at school.
- **Adolescents in poor households** often take risks to secure material gains and goods not available within the home.
- Widespread **HIV stigma** is a cause of considerable stress and reluctance to take the test or accept treatment.



Familia Bora, Taifa Imara - Pillars

GOOD FAMILY, STRONG NATION

Building loving families for all girls and boys
Pre-natal to 18 years



Care

Protect

Communicate

Parents and caregivers

Government, agencies, MPs, faith groups, media

Key strategies Key strategies



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Better Families, Strong Nation

Strengthening **coordination** of parenting and family care action among sector ministries and partners in Mainland and Zanzibar

Developing a **comprehensive guidance and communication package** available for training of Responsible Parenting and Family Care

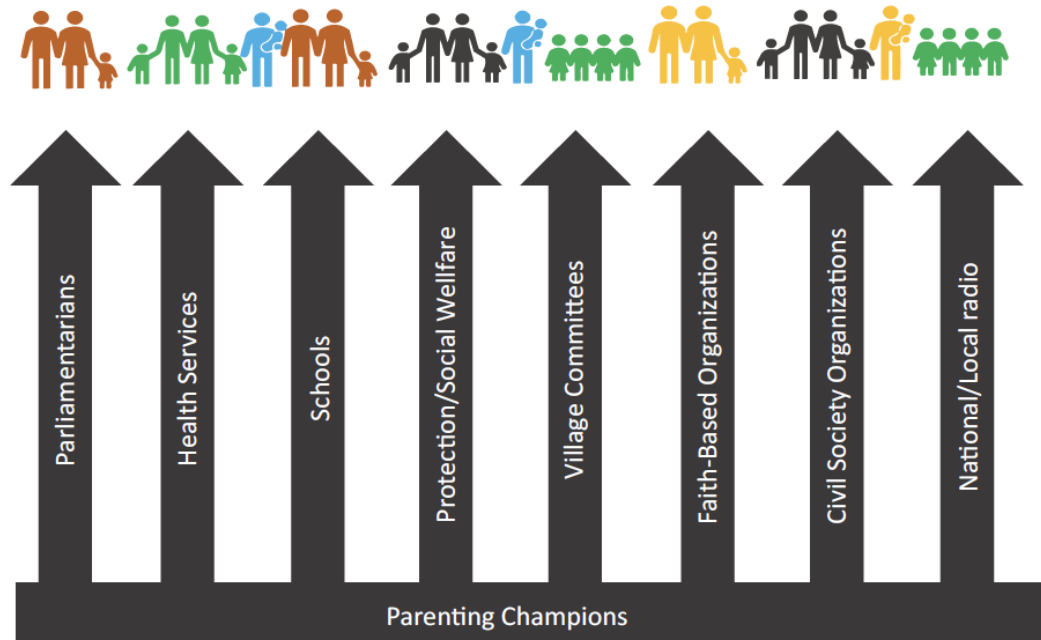
Edutainment multi-media initiative reaching and engaging parents and care givers nationally, and in MINS and Kigoma

Advocacy for Responsible and Family Care with key influencers (Media, parliamentarians, religious leaders and CSO)

Roll out of **Familia Bora training** in UNICEF supported regions

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Mobilise the nation to reach and support all parents



Through schools, health services, parliament, faith-based organizations, the media, civil society organizations, local government, social welfare services, private sector... influencing all opportunities to reach and support all parents

The Planned Results

Outcome: By 2030, % of parents and primary caregivers have adopted responsible parenting practices from pregnancy and birth up to 18 years.

Output 1: By 2021 Tanzania has guidance for national and subnational good parenting interventions available.

Output 2: By 2023, % male and female parents and primary caregivers report being positively influenced by good multi-media programming.

Output 3: By 2030, % targeted regions have inter-personal communication mechanisms for RPFCC operating at community level.

Output 4: By 2030, national coordination mechanisms established for planning, monitoring and reporting on the Agenda for Responsible Parenting.



Key Outcomes
and way
forward

2019 : RPFC established as the National Agenda and Launch of the agenda

Nationwide **multi-media edutainment** (Safari Ya Malezi) and the use of community radios initiated through BBC Media Action

Parenting pocket guide for **faith leaders** developed with faith leaders and scholars

Comprehensive **message guide and training package** (for national and sub-national rollout)

Partnership with **HQ Gender Unit-ODI** for **development** of monitoring framework and tools to track gender norms change

Roll out of **national and district training and community-level actions** incorporating MTEF

Thank you

Asante Sana

