



World Vision



Celebrating Families: Parental Behaviour Change for Whole Child Development

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Understanding how Celebrating Families enables deeper and more lasting change though its effect on behavior & social norm change.

Understanding the three-country research study done by Coventry University, UK.

Celebrating Families Project Model

- Celebrating Families is a World Vision model which engages parents and caregivers in reflections about themes such as:
 - their own experience of family
 - dreams and aspirations for their children
 - their role in nurturing their children
- Combining religious teachings and faith-based values, with positive parenting principles, Celebrating Families can bridge between **faith and spirituality, nurture and child well-being**
- Because of its focus on faith and its religious approach, it can also be used to bridge partnerships and collaborations with faith actors
- The model is therefore designed to be implemented alongside other programming and is often integrated within activities on child protection, education, health and livelihoods.
- It has provided the foundation for the SPIRITUAL NURTURE aspect of the NCG model

“Celebrating Families without the faith component would still have an impact. But the religious texts give it richness and meaning. It is a source of trust and confidence.”

Child Protection Actor, Afghanistan

Celebrating Families Project Model

- Rooted in faith: originally designed for Christian context
- Contextualised for multi-faith and non-Christian context (Muslim, Buddhist, restricted and secular contexts)
- Implemented in fragile and conflict-affected places
- As an enabling model, can contribute to broader, any other sector outcomes to which it is enabling, to achieve deeper and more sustainable well-being of children through:
 - Changing attitudes and behaviors
 - Promoting social norm change
 - Engaging faith leaders in action for child well being

“When I preach on Sundays I have included Celebrating Families. I have talked about knowing God, having understanding and obedience, supporting each other’s strong points and weak points and giving time to each other.”

Faith Leader, Myanmar

“There are lots of obstacles, especially for the female teachers and shura members. They say ‘I accept this but how can I make my family aware?’ For instance, mothers-in-law may say they have more experience, how can you tell me what to do? So the participants say ‘can you invite my mother-in-law too, and elders and husbands?’”

World Vision staff, Afghanistan

Case studies from Afghanistan, Myanmar and Tanzania

- **RESEARCH TYPE:** Case Study methodology (qualitative analysis, using purposive sampling)
- **GEOGRAPHIC FOCUS:** diverse geographic, political and faith contexts in communities in Afghanistan (Muslim), Myanmar (predominantly Buddhist) and Tanzania (majority Christian).
- **Conducted by:** Coventry University (UK), Centre for Trust, Peace and Social Relations



The spiritual/faith side: How it works

Evidence on Celebrating Families has found that...

- Attitude and behavior change with parents and caregivers happens on deeper, spiritual level, to create safe and loving environment in the families:
 - **Less household violence, improvements in physical and emotional care**
 - **Increased motivation to change behaviors towards children**
 - **Increased education levels**
 - **Strengthened faith / spiritual nurture**
 - **Improved livelihoods**
 - **Increased health levels**
 - **Improved gender equality and disability inclusion**
 - **Interfaith**
- Then... social and cultural norm change happens when faith leaders and community influencers join parents/caregivers to:
 - **Challenge theological perspectives on corporal punishment of children**
 - **Awareness raising through formal and informal meeting, preaching in religious services**
 - **Role-modeling, advocating for children**

‘Children now run to parents rather than away from them.’

Sunday School Teacher Enderbash, Tanzania

Case Study: Tanzania

Programming Context:

- widespread domestic violence and abuse
- decisions made by male head without consultation with other family members
- priority given to children engaging in domestic and d of households agricultural labour rather than education
- high rate of polygamy

World Vision Tanzania approach:

- Whatever their faith, be it Christian, Muslim or Traditional, spirituality considered as central to Tanzanian communities
- Faith Leaders have a role to bring about behaviour change
- Celebrating Families integrated into various programmes including Food and Nutrition Security, and Community Engagement

Key achievements through Celebrating Families:

- Family relationships deeper and more spiritually supportive – personal and interpersonal change
- Local stakeholders, congregations and communities supported empowering environments for children and promote strong families
- Supported other aspects of child well-being through this support

*‘Celebrating Families’
training is inclusive of all
faiths – the use of the
Bible is not a challenge
[to including all
traditions].’*

Local Facilitator/Partner, Tanzania

Faith models as 'enablers'

Improved education, child protection, health & nutrition, livelihood outcomes & objectives

When combined with
TPs

Behaviour change in parents supports:

- Understanding the worth, dignity and potential of the child
- Gender equality
- Understanding of parent's role and responsibility

Social norms change supports:

- Parental responsibility
- Identify practices harmful to children
- Action to change social norms
- Greater involvement of FBOs in CWB

Children have positive and caring relationships with families allowing them to thrive spiritually, socio-emotionally and physically

Parents & caregivers cultivate safe, loving, nurturing and responsive relationships with their children

Faith Leaders and community influencers reinforce positive social norms and values for parents and caregivers to enable their children to thrive spiritually socio-emotionally and physically

Benefits for other CPMs

CF Goal

CF Outcome

- [Understanding ‘Celebrating Families’ contribution to family well-being: Key findings from Afghanistan, Myanmar, and Tanzania case studies](#): Centre for Trust, Peace and Social Relations, Coventry University, UK, 2019.
- [Celebrating Families Case Study: Afghanistan](#): [Understanding ‘Celebrating Families’ contribution to family well-being in Afghanistan](#).
- [Celebrating Families Case Study: Myanmar](#): [Understanding ‘Celebrating Families’ contribution to family well-being in Myanmar](#).
- [Celebrating Families Case Study: Tanzania](#): [Understanding ‘Celebrating Families’ contribution to family well-being in Tanzania](#).

Thank you!

- QUESTIONS
- COMMENTS
- SUGGESTIONS

