

Global Overview: PLAYFUL PARENTING

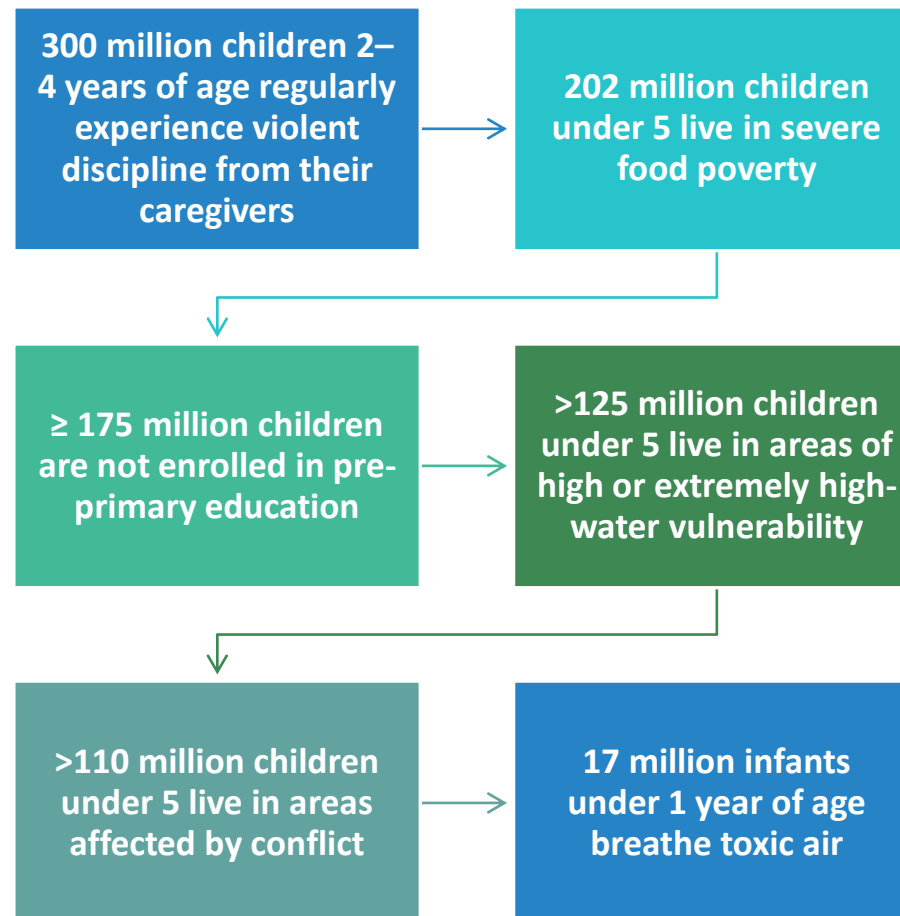
Dr Boniface Kakhobwe
UNICEF HQ, New York



Children today: Multiple Deprivations

1 in 3 children under 5 is not growing and developing well due to malnutrition

1 in 3 children 3–4 years of age is not developmentally on track



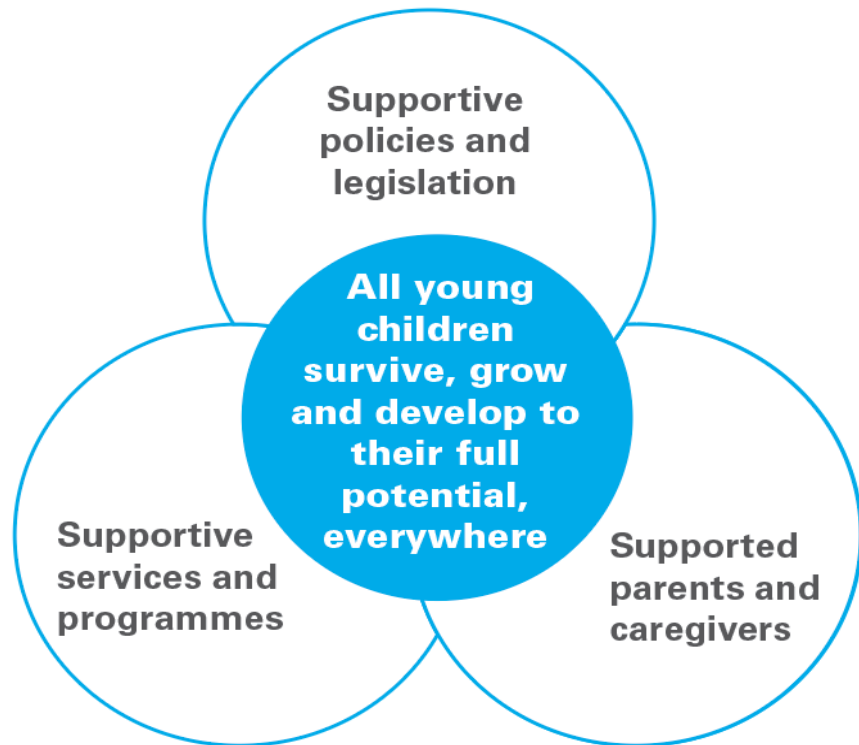
“If we change the beginning of the story, we change the whole story.”

ECD is an outcome, and encompasses the physical, cognitive, motor, language, social and emotional development of children in the early years.



UNICEF's Vision for ECD

ECD is an outcome requiring strong systems and multisectoral collaboration



Our Objectives:

1. *To strengthen policies and legislation* that enable opportunities for early childhood development
2. *To expand programmes and services* that protect and promote early childhood development

3. To support parents and caregivers in caring for their young children and themselves

WHY enhance Parenting support?

Realizing the rights of **every child**, especially the most disadvantaged



GOAL AREA 1

**Every child
survives and
thrives**

Every parent
is supported
to enable the
growth and
development
of the child



GOAL AREA 2

**Every child
learns**

Every parent
is supported
to engage and
support the
learning of
their child
from early
childhood
into
adolescence



GOAL AREA 3

**Every child
is protected
from violence
and exploitation**

Every parent
is supported
to practice positive
and nurturing
parenting—
behaviours and
interactions,
reduce harsh
treatment of
children, and
have improved
parenting self-
efficacy



GOAL AREA 4

**Every child
lives in a safe
and clean
environment**

Every parent
is supported
to provide the
child with a
safe
environment



GOAL AREA 5

**Every child
has an
equitable
chance in life**

Every parent
is supported
to provide the
child with an
equitable
chance in life

THREE ELEMENTS OF SUPPORT FOR PARENTING

1. Multi-level approaches



1. Strengthening enabling environments



2. Supporting strengthen workforce capacities and integrated services



3. Raising levels of awareness



4. Promoting gender norms and socialization



5. Empowering parents and communities and encouraging participation

2. Multi-age

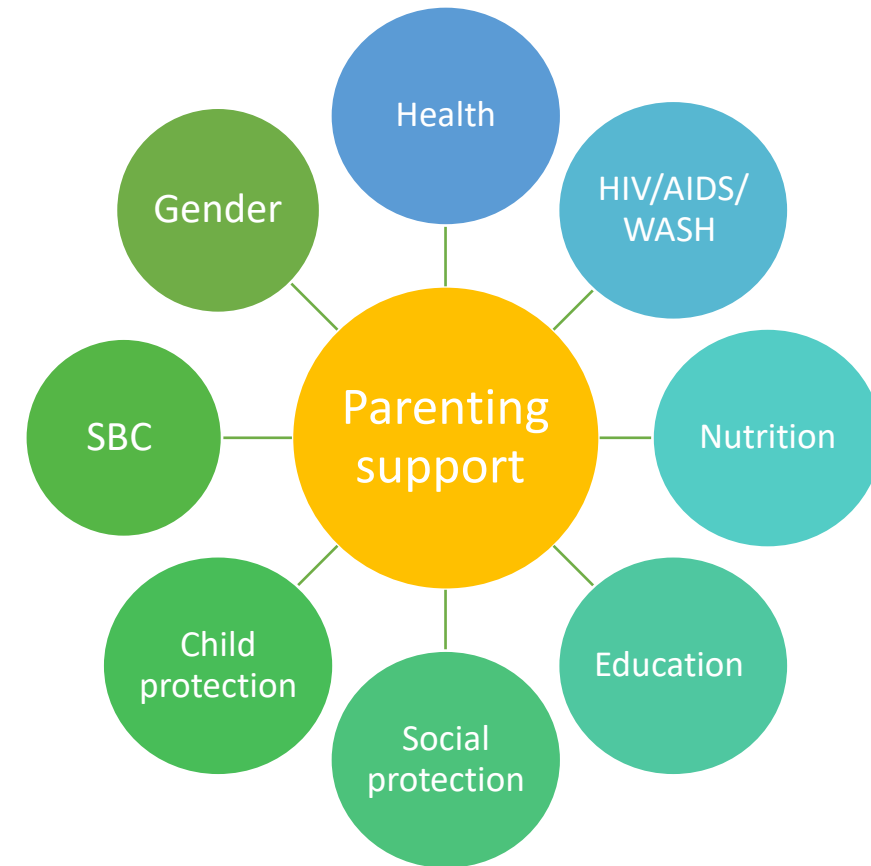


Early
Childhood
(0-8 years)

Middle
Childhood
(6-10 years)

Adolescence
(10-18 years)

3. Multiple platforms



UNICEF & LEGO Foundation Playful Parenting Programme (2019 – 2024)

Goal: **Accelerate scale up of culturally relevant parenting interventions** that support responsive care & learning through play, **increase global knowledge and buy-in** for Playful Parenting programmes, & **bolster primary caregivers' engagement** in playful parenting with their young children.

OUTCOME 1:

Improved playful interactions between primary caregivers and their young children, as part of a parenting intervention **reaching at least 100,000 families in Zambia and Serbia**

OUTCOME 2:

Relevant information related to the **importance of playful parenting programs is disseminated** to decision-makers, implementing organizations and other key stakeholders as **part of an advocacy push with global reach**

OUTCOME 3:

Increased awareness and visibility among the general public for the value of Learning through Play in early childhood

Partnerships: Global & Regional Networks (ECDAN, AfECN, ISSA); Governments of Serbia & Zambia



Key Highlights:

120,206 families supported;

113,877 children reached;

3,669 ECD professionals trained;

Over 5 million people reached through advocacy, communication, parenting month etc;

69,587 ECD professionals reached.



Thank You