Implementing parenting at scale in ESAR

Responsible Parenting Agenda in TCO

May 2022
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

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.
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
Key Outcomes and way forward

<table>
<thead>
<tr>
<th>2019: RPFC established as the National Agenda and Launch of the agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nationwide <strong>multi-media edutainment</strong> (Safari Ya Malezi) and the use of community radios initiated through BBC Media Action</td>
</tr>
<tr>
<td>Parenting pocket guide for <strong>faith leaders</strong> developed with faith leaders and scholars</td>
</tr>
<tr>
<td>Comprehensive <strong>message guide and training package</strong> (for national and sub-national rollout)</td>
</tr>
<tr>
<td>Partnership with HQ Gender Unit-ODI for <strong>development</strong> of monitoring framework and tools to track gender norms change</td>
</tr>
<tr>
<td>Roll out of <strong>national and district training and community-level actions</strong> incorporating MTEF</td>
</tr>
</tbody>
</table>
Thank you

Asante Sana