



# Kenya's National Positive Parenting Programme

- *"Promoting Positive Parenting at a National Level: Strategies and Success Stories"*

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# Presentation Outline



- Overview and Rationale for the National Positive Parenting Programme( NPPP)
- Legal and Policy Context for NPPP
- NPPP Status Update/ Successes
- NPPP Implementation process
- Lessons learnt & Recommendations





## Why Kenya has Developed the National Positive Parenting Programme

### 1. Kenya's commitment to family

- Chapter 4, Article 45 of the Constitution recognizes family as **the natural and fundamental unit of society** and the necessary basis of social order. It provides the Government with the mandate to promote and protect the family unit.
- Article 53 (1) (e) of the Constitution, a child has a constitutional right – “**to parental care and protection**”, which includes equal responsibility of the mother and father to provide for the child, whether they are married to each other or not



## Why Kenya has Developed the National Positive Parenting Programme

### 2. Positive Parenting in Law

#### a. National Policy on Family Promotion and Protection

To realize its vision of “happy and stable families for a strong society”.

The policy reinforces a positive culturally relevant role of men, women, youth, and children in safeguarding the well-being of their families. Promotes the development and implementation of National Guidelines on Parenting

Promotes design and implementation of parenting education programmes Promotes policies that favor harmonization between work and family



## Why Kenya has Developed the National Positive Parenting Programme

- b. The Children Act CAP 141 of 2022 Section 11 and Part III on Parental Care and Parental Responsibility,
- c. Children's Policy, 2010
  - Advocate and promote programmes on effective parenting.
  - Provision of age-appropriate and gender responsive information, life skills and materials at all levels of child development.





## Why Kenya has Developed the National Positive Parenting Programme

### 3. Kenya's National Plans

#### a. Kenya Vision 2030

The Social Pillar of Vision 2030 on improving the quality of life of families and communities;

#### b. National Prevention and Response Plan on Violence against Children (2019-2023)

Parenting is part of family support, one of six strategic areas of the plan Strategic objective : “Promote positive parenting practices and economic strengthening to reduce violence within the family.”





## What is NPPP?

An **evidence-based gender transformative parenting intervention** with the goal of supporting parents and caregivers to enhance the execution of their role as parents, specifically their parenting **knowledge, attitudes, skills, beliefs, behaviors, and practices for the holistic development of children in Kenya.**

This programme is underpinned on the premise that parents and caregivers – both men and women - play a critical role in children's health and wellbeing. They are expected to provide love, guidance and support that children need to thrive in life

## Strategic objectives for the NPPP

- To support parents and caregivers to learn positive parenting techniques appropriate for all ages and capacities
- To create secure, loving family environments in which children develop to their full potential
- To support families to nurture respectful and equitable family relationships
- To support all family members to learn and apply practices which promote positive mental wellbeing



## Why positive parenting?



- Parenting programmes work best when **active learning** and **adult learning** approaches are used to build on the strengths of parents and caregivers. People learn best when they are actively involved in their learning. Experiential learning encourages adults to try things out.
- Participatory learning encourages participants to:
- **Think** for themselves; **learn** from their own experiences ; **share** their knowledge and ideas ; learn from one another ; **work together** to solve problems ;**take responsibility** for their own learning





## NPPP Vision, Mission and Purpose

- **Vision:** *“Loving, safe and thriving families where children realise their full potential.”*
- **Mission:** *is to promote and protect families through innovative programmes, strategies, and services for a strong society.*
- **Purpose :** *to support the Government and partners to implement evidence-based, gender-transformative positive parenting programmes in Kenya*





# Positive Parenting Core Principles



**Principle 1:** Promote the child's best interests -

**Principle 2:** Value child and family strengths

**Principle 3:** Be Family-centred

**Principle 4:** Take a rights-based approach

**Principle 5:** Promote gender equity

**Principle 6:** Promote child participation

**Principle 7:** Integrate the principle of Ubuntu ('I am because we are')





## Core positive parenting behaviors

### 1. Providing love and care

- Mothers, fathers and caregivers provide nurturing care and demonstrate love.
- When this happens, children **feel loved, supported, and cared for**, allowing them to build a sense of belonging, trust, and security.
- Encourage children by
  - Giving regular and repeated **positive feedback**
  - Spending **quality time** with children
  - **Taking an interest** in the child's unique interests and character.
- This foundation provides the opportunity for children to develop a **strong sense of self**, to build **resilience** to adversity, to **develop trusting and equitable relationships** in their adult lives and gives them the best chance to develop to their full potential



## Core positive parenting behaviors



### 2. Parenting through stages of development

When parents and caregivers understand basic principles of children's development, they can better respond to age and developmental stage-specific needs.

### 3. Using positive communication

Expressing **empathy** and **support**, providing **positive reinforcement**, and developing skills for **open and respectful** dialogue and **shared decision making** within the home, and beyond.

### 4. Modelling an equitable family

Families critically **reflect on gender roles** in the household, and **share household tasks, caregiving, and income generation responsibilities** equitably between women, men, girls, and boys.

### 5. Mental health and resilience

Choose practices to support the well-being and mental health of all family members, so that everyone in the family (women and men, girls, and boys) has time for relaxation and self-care.



## Core positive parenting behaviors



### 6. Supporting children to develop social and emotional learning

Parents and caregivers provide opportunities for social and emotional learning, including

- emotional regulation
- problem-solving skills
- goal setting
- building social skills that support children's self-confidence and resilience

### 7. Use positive discipline

Appropriate to developmental stage and cognitive ability of the child





## Core positive parenting behaviors



### 8. Providing effective role models

Children 'learn by example' by seeing their parents and caregivers practicing positive values in the home and in the community.

### 9. Violence free households

Growing up in violence free households provides an opportunity to break the cycle of intergenerational violence, meaning girls and boys are **less likely to experience and to perpetrate violence in later life.**

### 10. Responsive to children's unique needs

All children have the opportunity to grow up in a home that

- **recognises their unique value**, and
- **promotes the inclusion of all children** within family life and broader social life

### 11. Responding to parents and caregivers' unique needs

All parents and caregivers have the right to support to fulfill their parenting roles





## Rationale 3: VACS (2019)

- **Physical violence by parents** is common; affecting 29% females and 38% males.
- **Witnessing physical violence** @ home is common; 52% of both females and males aged 18-24 witnessed violence @ home in childhood.
- Acceptance of **wife beating** among 13–17-year-olds is high; 51% of girls and 47% of boys said it is acceptable for a husband to beat wife.
- Negative impact of DV on children and **inter-generational cycle** of violence are well documented.
  - Females and males aged 13-17 who *witnessed* violence at home were significantly more likely to have *experienced* sexual or physical violence in the past 12 months compared to those who hadn't (females 70.5% vs 25.6%; males 69.6% versus 25.2%).



## National data on violence against women and men (DHS 2014 & 2022)



Total women who report physical violence - 44.8% & 34%) - a drop  
% increases with age 20% (15-19yrs) compared to 42% (45-49yrs)

Marital status is linked to experiences of violence among women (41%  
versus 20% men)

By county, the percentage of women who have experienced physical  
violence since age 15 is highest in Bungoma (62%) and lowest in  
Mandera (9%)







## Why Government of Kenya has prioritised a gender transformative approach to parenting

- Recognizes that gendered norms and inequalities profoundly influence family dynamics and decision making,
- Aims to address power imbalances in families, promote positive and equitable caregiving practices, respectful relationships and joint decision-making.
- **Intentionally seeks to engage fathers and male caregivers**
- Ensuring that both fathers, mothers and caregivers are emotionally connected with their children and spouses
- Ensuring that both fathers, mothers and caregivers take joint responsibility with their spouse for household workload - this includes joint responsibility for unpaid care work, child rearing, and paid work outside the home,
- Aims to help men and women to resolve conflicts in constructive, peaceful ways
- Evidence shows that intentional focus on gender helps to reduce violence in the home, including witnessing violence



## NPPP essential documents



- **A National Positive Parenting Programme Guidelines (NPPPG):** provide harmonized national guidance through key rules and principles for practitioners
- **National Positive Parenting Training Manual (NPPTM)** which provide key modules of parenting education which can be used directly by parents and caregivers.
- **National Positive Parenting Training Manual Implementation Guide (NPPPIG)** provides a step-by-step guide for facilitators to implement the National Positive Parenting Training Manual
- **A Five-Year Strategic Plan:** to guide in the implementation of the Positive Parenting Programme. roadmap captures target outputs, indicators, activities, responsible parties, budget sources for short, medium and long term scale up activities for the NPP Programme under six thematic areas:
  1. Legal, policy and administrative framework





## NPPP essential documents



- 2. **Delivery;**
- 3. **Collaboration, Coordination, linkages and networking**
- 4. **Workforce planning, investment, capacity strengthening and support:** Increase the workforce, enhance , support and retain community delivery agents.
- 5. **Monitoring, evaluation, learning and reporting:** Key outputs- NPPP outputs and outcomes incorporated into performance contracting. Baseline survey conducted; periodic monitoring reports for data-informed decision making to guide NPPP and key learnings disseminated; Data Management System(CDMIS) established including NPPP Module.
- 6. **Resource Mobilization:** Resource Mobilization Strategy and Plan developed; Communication and branding Strategy .developed; Costing model for NPPP





## NPPP essential documents



- **Standard Operating Procedures (SOPs):** for smooth, efficient and effective implementation of the NPPP and promote access to available services provided by various agencies to parents/caregivers that receive Positive Parenting Training
- **Draft Social Behaviour Change Communication Strategy (SBCC):** to ensure coordination of messages to reach multiple levels of society.
- **Online self-guided introductory to positive parenting modules.** The modules are self-paced, and provide an overview of the rationale for the NPP Programme key positive parenting messages, and guide users to access the in- person training





## NPPP content and delivery approach



- The NPPTP provides parents and caregivers with an opportunity to learn and build up new skills to feel more confident as parents and caregivers
- The programme is a journey. Each step in the journey picks up a new skill.
- The order is important – the journey starts with fundamental information, including coming up with a family vision which sets a goal for the journey.
- Information and techniques are built up over the session, starting with the most important – such as understanding the importance of how to show love and offer security to children and to our family members.
- Each new session builds on the journey that has already been travelled.





## NPPP delivery components

- 1. Universal Positive Parenting education groups
- 2. Community mobilization and awareness raising and service intergration- mainstreaming positive parenting key messages in Kenyan society through : a) mass media- TV, social media, use of sports, theatre, music and other media influencers e.g use of champions b) Intergrated into existing multi-sectoral service delivery e.g CHPs, schools, places of worship, barazas
- 3. Specialized/therapeutic education interventions
- -more specialiazed settings for parents and caregivers in need of additional support- disability inclusion, alcohol & drug support, child protection and mental health support





## NPPTM content and delivery approach



- 15 sessions delivered for 2 ½ hrs once a week through positive parenting groups training.
- Sessions: 1) Introduction to positive parenting programme; 2) family relationships; 3) the role of a parent or caregiver in child development; 4) strong and secure attachments; 5) caring for yourself and caring for others; 6) positive communication; 7) positive play and preparing to learn;
- 8) Values and Positive Discipline; 9) Positive Male Involvement in parenting; 10) Creating Peaceful Homes Together; 11) Keeping Children and Families safe; 12) Positive and Protective Communities; 13) Positive Family Health and Nutrition; 14) Family Financial Planning and 15) Graduation



**Remember the road**







# Session approach and content



## Welcome and home practice discussion:

- This is always the first activity of the session.

## Introduction to the topic

- Each session introduces the core concept to be covered in the session. This is done through introduction of a proverb for reflection about the key message and group discussion.

## Discussion

- This activity allows parents and caregivers to share ideas and discuss together their ideas and views on the topic of the day.

## Skills practice

- This activity allows parents and caregivers to practice parenting techniques that they have learned about.

## Applying the skills

- This activity allows parents and caregivers to explore any challenges or difficulties that they may face in their own families or spend more time practicing a particular technique that is especially important for them.

## Self-care / wellbeing

- Every session includes a 5- or 10-minute period where parents and caregivers focus on their own self-care.

## Key messages and home practice

- The facilitator reviews the key messages from the session. The facilitator should encourage group members to remember the key messages and state them in their own words.





## Programme achievements/successes



- Pretested the NPPTM in 13 counties-Nairobi, Mombasa, Kisumu, Meru, Uasin Gichu, Kajiado, Nyamira, Siaya, Kakamega, Busia, West Pokot, Kilifi, Garissa, and Baringo.
- Piloted the NPPPTM in 2 counties- Kilifi and Garissa. The objective of the pilot was to test the implementation; including the competency of the delivery agents, delivery platforms, dosage, and supervision among others
- **3,760** parents and caregivers were trained on positive parenting skills during the pilot.
- **54** Self-help groups were registered,
- **38** linked to Youth Enterprise fund and **22** linked to Women Enterprise Fund.



## Programme achievements/successes



- **1,253** parents and caregivers trained post NPPP launch
- **52** Officers (SDOs & COs) trained on NPP as T.O.Ts
- Establishment of the NPPP National steering Committee and the National Positive Parenting Technical Advisory Committee
- Ongoing dissemination of the NPPP essential documents (Guidelines, Manual, Implementation Guide & IEC Materials)
- 5 Year Roadmap;- to guide in the implementation of the Positive Parenting Programme
- Online Self-paced Introductory Modules-provide an overview of the rationale for the NPP Programmed key positive parenting messages, and guide users to access the in- person training

# NPPP Implementation Process



## 6: Monitoring and Support

Continuous supervision and technical assistance to Counties for effective service delivery

5: Community sensitization forums on positive parenting and providing positive parenting sessions training to parents and caregivers

4: Facilitators train parents and caregivers (15 weeks)

## 3: Training Facilitators

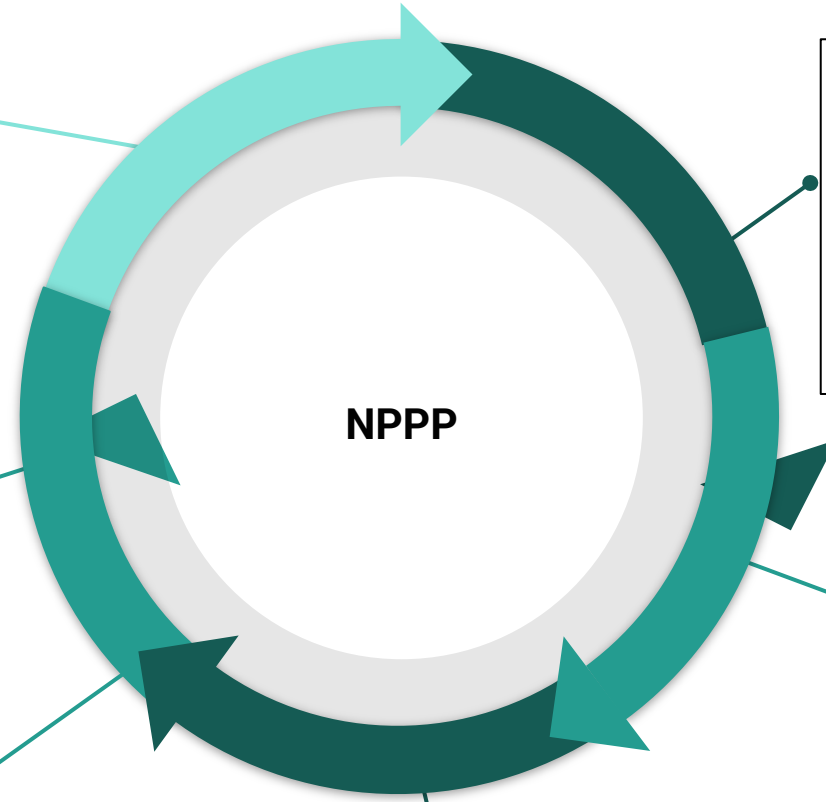
The ToTs train LVCs, CPVs, CHPs, BWCs( 5 days) across the counties

## 1: Training Master Trainers

2 per County

## 2: Training Supervisors(ToTs)

Training of trainers Social Development Officers and Children Officers(8days) across the counties





# Lessons learnt & Recommendations



- 1.GoK leadership and support
- 2. Multi-sectoral coordination-Establish County level structures
- 3.Evidenced based approach,
- 4.Capacity & System strengthening and inclusivity-Develop a parenting module into the NICHE MIS
- 5. Supportive supervision
- 6.Sustainable resource mobilization
- 7. Knowledge sharing and benchmarking





## NPPP reflection...



- *'If you want one year of prosperity, grow grain. If you want 10 years of prosperity, grow trees. If you want 100 years of prosperity, **grow people.**' – Chinese proverb.*





Asanteni Sana!

