



Policy Analysis And Benchmarking Tool for Universal Parenting Support

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**PARENTING
FOR LIFELONG HEALTH**
"every parent, everywhere"



In support of
**Global Initiative to
Support Parents**



What to expect from this session

- **Discover** the benchmarking tool and what it can offer
- **Learn** how to apply the tool in practice
- **Gain insights** from UNICEF on implementation approaches and lessons learned
- **Hear directly from governments** about how the tool has supported their work and the impact it has had

SPEAKER

Welcome Keynote

Why Universal Parenting Support Matters and How to Get Started



Sheema Sen Gupta

UNICEF Director of Child Protection & Migration

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every child unicef | pour chaque enfant

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Background

- WHO, UNICEF, and the SRSG on Violence Against Children launched a global policy call to governments for universal parenting support to prevent abuse and neglect.
- The Benchmarking Tool was commissioned by UNICEF with technical assistance from PLH and support from Lego Foundation
- It was developed, tested, and piloted in 5 countries: **Mexico, Serbia, South Africa, UAE, and Zambia**, with UNICEF Country Offices.
- It complements UNICEF's Global Parenting Support Framework (GPSF), outlining a model for high-quality, evidence-informed parenting support across all stages of childhood, adapted from the *Regional Parenting Support Framework for Europe and Central Asia for the Early Years* (2024).





Participant Survey

Please scan the QR code to complete the brief questionnaire and share your insights.

- 01** Open your smartphone camera to scan QR code
- 02** Choose room # 105
- 03** Answer the questions





Interactive Discussion

Would anyone like to share an example of a successfully scaled parenting or family support programme from their country?

About the tool

- The tool aims to provide a structured approach for analysing the availability and quality of parenting policies, offering benchmarks that help self-identify strengths, gaps and areas for improvement in national efforts.
- It serves as (a) a resource to governments in institutionalizing and scaling up parenting programmes and interventions and (b) a means of measuring progress internally.
- It presents ten domains, each with a benchmark and indicators that can be used to measure progress over time in policy implementation towards universal parenting support.



Domains	Benchmarks
1. Legislation and policies	There are legal and policy frameworks at an overarching national or federal level that support parenting initiatives.
2. Leadership and Coordination	There is a national coordination mechanism overseeing parenting policies, plans, and programmes at the national, federal or senior decentralized level.
3. Evidence-informed programmes	Policies require parenting programmes to use evidence-informed approaches and delivery methods that are relevant to national and local contexts.
4. Tiered approach to parenting support	National parenting policies and plans include universal, targeted, and intensive interventions with increasing levels of support.
5. Scale and sustainability	The national/federal parenting policies and plans include strategies to ensure scalability, sustainability, and long-term impact and reach.
6. Use of delivery platforms for scale up	Parenting interventions are integrated into different delivery platforms to address diverse needs, reach more caregivers, and empower families to access additional support.
7. Parenting workforce	The national/federal parenting policies and plans include a workforce strategy for quality and sustainable delivery.
8. Public financing	There is a commitment to allocation of national/federal and decentralised level budgets to ensure the sustainability and scalability of parenting interventions.
9. Data and monitoring	There is a system to gather, assess, and use evidence for scaling and sustaining parenting support.
10. Social norms	National parenting policies and plans address harmful social norms and foster positive practices to promote effective and nurturing parenting across the life course.

Domains	Benchmarks	Indicators	Rating (1-4)	Source of information	Notes
1.Legislation & Policies	There are legal and policy frameworks at an overarching national or federal level that support parenting initiatives.	1 There are commitments made by political leaders at national, federal or senior levels in decentralized systems to achieve universal parenting support, outlined in an overarching document (e.g., a multisectoral policy framework). 2 Sectoral laws and policies related to family, child and adolescent wellbeing (e.g., in health, education or public security) include goals and costed action plans to guide the implementation of parenting support. 3 Parenting policies and legislation are developed based on evidence, including behavioural science, and shaped through			
2. Leadership and Coordination	There is a national coordination mechanism overseeing parenting policies, plans, and programmes at the national, federal or senior decentralized level.	1. There is at least one lead ministry or agency with a clear mandate for overseeing the national parenting policies and plans at the most senior (national or federal) level. 2. Multi-sectoral coordination mechanisms, such as committees or working groups, are established and operational, with clearly defined roles and responsibilities at both national and sub-national levels. 3. A mechanism exists to ensure meaningful consultation and participation of parents, caregivers, relevant stakeholders from private and public sectors, and age-appropriate representation of children in the planning, implementation, and evaluation of parenting policies and programmes.			

Ratings Key:

- 1. Not in place
- 2. Some elements in place
- 3. Most elements in place
- 4. All elements in place

Process of completion



1

Preliminary mapping

2

Identify key stakeholders

3

Establish a working group

4

Review benchmarks & complete analysis



Timeline

Dependent on the depth of analysis, methods employed for data collection, internal resources and capacity.

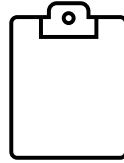
Outcomes

- Foundation for advocacy & strategic planning
- Supports creation of national roadmap to universal parenting support
- Fosters cross-sector collaboration & alignment
- Enables internal progress tracking toward national goals



Insights from UNICEF Country Office, Serbia





Interactive Exercise

Let's try it together!

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Domains	Benchmarks	Indicators	Rating (1-4)	Source of information	Notes
8. Public Financing	There is a commitment to allocation of national/federal and decentralized level budgets to ensure the sustainability and scalability of parenting interventions.	1. Government budgets at national and sub-national levels allocate adequate resources for parenting interventions, with systems for forecasting and specific budget reporting.			
		2 Strategies are in place to mobilize and use financial resources from public, private and international sources to support the delivery and scale-up of parenting interventions.			
		3 A system of results-based budgeting is established and includes dedicated financial resources for evidence generation, capacity building, outreach and monitoring to support effective parenting interventions.			

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Country Spotlight: Mexico



para cada infancia

Background

- Decentralised policy framework
- Parenting programmes span health, education, and social protection sectors
- Strong national-level buy-in and existing legal foundation
- Piloted the tool at federal level, Baja California, Chihuahua, and Michoacán state

Methodology

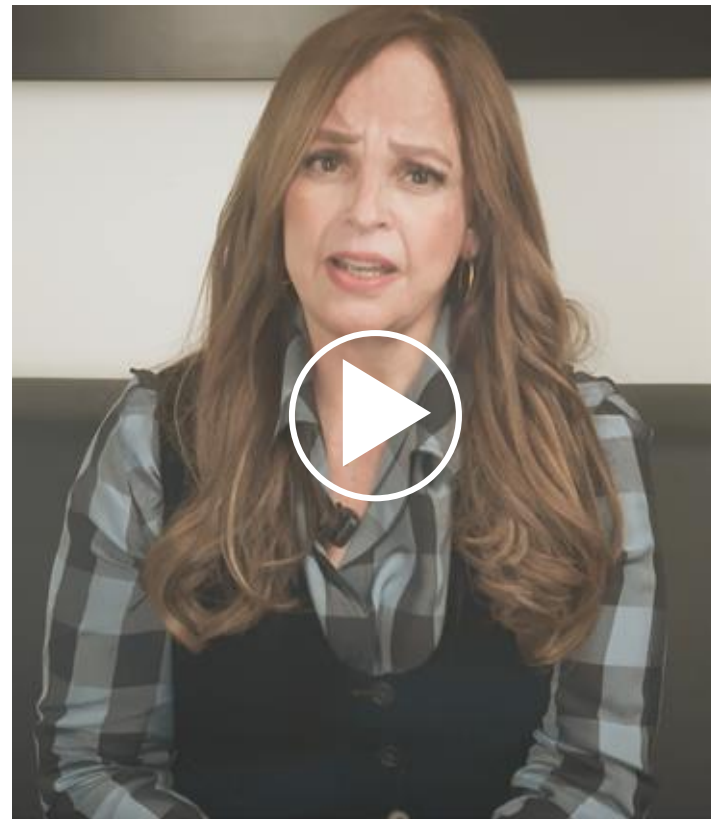
- Conducted desk review of key policies, legislation, and frameworks
- Tailored the tool to regional contexts
- Organised 20 interviews, 19 focus groups, and 4 workshops with 72 stakeholders
- Held validation sessions with national authorities for transparency

Outcomes

- Elevated parenting policies on national agenda, integrating principles into 6-year dev plan
- Promoted inter-institutional coordination and collaborative spaces
- Prepared comprehensive country report and 2-page executive summary

Country Spotlight: Mexico

Domains	Federal	Baja C.	Chihuahua	Michoacán
1. Legislation and policies	2	2	2	2
2. Leadership and coordination	2	2	2	2
3. Evidence-informed programmes	2	2	2	2
4. Tiered approach	2	2	2	1
5. Scale and sustainability	2	2	1	1
6. Use of delivery platforms	2	2	2	1
7. Parenting workforce	2	1	2	2
8. Public financing	1	2	2	1
9. Data and monitoring	2	2	1	1
10. Social norms	2	2	2	2



Lorena Villavicencio

Executive Secretary, National System for the Comprehensive Protection of Children and Adolescents (SIPINNA), Mexico



Did you know that violence against children can also be

Country Spotlight: Serbia

Background

- Parenting oversight spans multiple ministries, creating coordination challenges
- Initial resistance shifted once stakeholders saw the tool's evidence and cost-effectiveness
- Cross-sector dialogue was nascent, so Serbia prioritised trust-building over benchmark rankings

Methodology

- Phased focus on early childhood and adolescence
- Desk review, interviews and focus groups
- Intersectoral working group with ministries and UNICEF
- Validation workshops to address data gaps and refine findings

Pilot Outcomes

- Brought parenting policies into national discussions
- Strengthened cross-sector collaboration
- Recommended scaling universal programmes and reaching marginalised families



Jelearična Ž Kovačević

Minister for Family Care and Demography



МИНИСТАРСТВО
ЗА БРИГУ О ПОРОДИЦИ
И ДЕМОГРАФИЈУ





Thank you! How do you plan to use this tool?