# Crianza Con Conciencia+ Facilitator Manual

###### SECOND EDITION APRIL 2024

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## Crianza Con Conciencia+ Facilitator Manual

SECOND EDITION APRIL 2024

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## Acknowledgements

Crianza con Conciencia+ was informed by the analysis of learning from evidence-based parenting programmes and current best practices, such as described by Frances Gardner in the WHO guidelines on parenting interventions to prevent maltreatment and enhance parent-child relationships with children aged 0–17 years, the UNICEF Innocenti Research Brief 2017-10 and UNICEF, and the WHO’s Seven Strategies to End Violence Against Children in low- and middle-income countries. We are also grateful for the new contributions of the National Institute of Psychiatry Ramón de la Fuente Muñiz and the University of Oxford in selected modules of the Crianza con Conciencia+.

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The structure and content of this current programme were drawn and adapted from the following key resource materials:

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# PART ONE: Overview of Crianza con Conciencia+

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## 1 | Introduction

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### 1.1 Welcome

#### Welcome to the Crianza con Conciencia+!

#### What’s Inside?

* This manual is for YOU!!
* A comprehensive guide to help you deliver Crianza con Conciencia+ program to families around you.
* Steps on how to introduce caregivers to the programme and support them.
* Specific information on the programme’s content.

#### What to Remember?

* It is important to follow this manual as closely as possible. However, manuals are only a guide to support you after what you have learned in the training workshop.
* What you deliver – the content of the manual – is only 20% of the programme. The rest 80%? It’s all about **HOW** you facilitate the programme and interact with the mothers, fathers, and caregivers.

#### Skills You Will Need

The core skills of a facilitator are a mirror for mothers, fathers, and caregivers to learn how to use a collaborative approach to problem-solving and bring about the change we want to see in familiess and the community. These include understanding stages of child development, human rights, praising and encouraging mothers, fathers, and caregivers, using active listening skills, being consistent and compassionate, exploring problems, and practising solutions.

Thank you for your commitment and dedication to promoting child human rights and well-being through positive parenting and consequently reducing violence against children.

You are a shining star for happy families!

| Remember  Just as we say to the mothers, fathers, and caregivers, “**It is what you do at home that makes the difference**,” the same thing applies to you: “**It is how you interact with the mothers, fathers, and caregivers in your group that makes the difference.**”  When you practise facilitation skills before a session, you will be more confident and able to deliver the programme effectively. If there is anything that you cannot remember or feel unsure of, practise it with your co-facilitator. It is also important that you practise the programme skills with your own children (if you have any). You may also find it helpful in building positive relationships with others – your colleagues, friends, and loved ones! |
| --- |

| Note  We know that many children are cared for by someone other than their biological mother or father. When we talk about ‘mothers, fathers, and caregivers and primary caregivers’ and ‘parenting,’ we mean the primary caregivers or guardians of the child, whether they are biological mothers, fathers, and caregivers or not. |
| --- |

**In this manual, the following icons highlight specific guidance and tips for**

Online support via Formando Conciencia+ App

Crianza con Conciencia+ chatbot

### 1.2 What is Crianza con Conciencia+?

Crianza con Conciencia+ is a family-strengthening program rooted in evidence-based practices, drawing from decades of research. It adopts a human rights and gender-sensitive approach, designed for families with children aged 2 to 17. It is designed to be delivered to mothers, fathers, and caregivers through a combination of in-person sessions and chatbot parenting support through WhatsApp.

The core theme in Crianza con Conciencia+ is “Building a Home of Love and Support for You and Your Child.” By helping mothers, fathers, and caregivers build a home of support for themselves and their children, we prepare them to strengthen their bonds with children, understand and support the human rights of girls and boys, and teach their children social and emotional skills.

This manual is a guide for you to deliver the programme. It is expected that you will have attended a facilitator training in programme delivery prior to delivering the programme.

The overall goal of Crianza con Conciencia+ is to provide mothers, fathers, and caregivers with the skills to promote healthy child development, human rights, learning, and wellbeing. At this stage, Crianza con Conciencia+ is being piloted with 160 families to test a model of integrative delivery and build a foundation for scale-up of evidence-based playful parenting support.

### 1.3 Who developed the Programme?

Lots of different people!

Crianza con Conciencia+ was created in collaboration with the National Institute of Psychiatry (NIP), UNICEF Mexico, the University of Oxford, the Malaysian Association of Social Workers (MASW), IDEMS International, and Parenting for Lifelong Health.

In 2022, the Pan American Health Organization (PAHO) commissioned and funded the adaptation of the Parenting for Lifelong Health for Young Children (PLH-YC) to the context of Latin America. PLH-YC is a parenting intervention developed by Parenting for Lifelong Health as part of a collaboration between WHO, UNICEF, and the Universities of Oxford, Cape Town, Bangor, and Stellenbosch. Maira Rebeca Alvarez Loyo Barcenas led the cultural adaptation of the PLH-YC under the overall direction and guidance of Jamie Lachman and Frances Gardner from Oxford University’s Department of Social Policy and Intervention. Clowns Without Borders South Africa provided additional support.

In 2020, Parenting for Lifelong Health (PLH) collaborated with the University of Oxford, University of Cape Town, UNICEF, Clowns Without Borders South Africa, IDEMS International and others to adapt its in-person programmes in response to restrictions placed on in-person parenting programmes during the COVID-19 pandemic and challenges reported by implementing partners in delivering programmes at scale in low-resource settings. One such PLH adaptation is ParentText, an interactive self-guided chatbot sent via instant messaging platforms like WhatsApp to mothers, fathers, and caregivers of children aged 2-17 years.

ParentText was developed through extensive cultural adaptation, user testing, and piloting with mothers, fathers, caregivers, and service providers. Its main programme content was derived from the PLH for Young Children and PLH for Teens in-person programmes. Additional content has been developed to support mental health, educational, human rights, gender-based violence, and gender transformative outcomes.

Given the low engagement of users in digital-only parenting interventions, we have developed a hybrid delivery package for Crianza con Conciencia+ that includes Crianza con Conciencia+ Chatbot, check-in by facilitators in WhatsApp support groups, and in-person sessions. This version has also been tested in Malaysia and South Africa.

## 

2 | Programme Structure

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The Crianza con Conciencia+ programme that you will deliver is a ‘hybrid’ programme. This means some content is delivered in person, some via WhatsApp chat groups, and some content via the Crianza con Conciencia+ Chatbot. 

2.1 Crianza con Conciencia+ Chatbot

The main component of the programme is the online Crianza con Conciencia+ Chatbot. This chatbot sends daily parenting content to participants via WhatsApp.

Mothers, fathers, and caregivers begin Crianza con Conciencia+ Chatbot by answering a series of questions about themselves.

After this initial setup, they are introduced to the first positive parenting skill: “Take a Pause.” Take a Pause teaches mothers, fathers, and caregivers to take care of themselves before focusing on supporting their children.

Once the mothers, fathers, and caregivers are successfully onboarded onto Crianza con Conciencia+ Chatbot, they go through the core course, which consists of five lessons on improving parent-child relationships delivered through a combination of tips, comics, quizzes, and home activities. The 5 lessons are:

1. Spend one-on-one time with my child or teen.
2. Give praise.
3. Create a routine for one-on-one time.
4. Noticing feelings during one-on-one time.
5. Keeping calm when we are stressed.

Once the mothers, fathers, and caregivers complete all 5 lessons, they receive a completion badge as a recognition of their efforts. Subsequently, parents are offered a list of open courses to choose from, depending on the age of their girl, boy, or teen:

| Name of the course | Ages |
| --- | --- |
| Understand My Girl’s or Boy’s Development | 2 to 9 |
| Manage My Girl or Boy’s Behaviour | 2 to 9 |
| Keep My Child Safe and Healthy | 2 to 9 |
| Prepare My Girl or Boy for Success in School | 2 to 9 |
| Care for My Teen’s Well-being | 10 to 17 |
| Manage My Teen’s Behaviour | 10 to 17 |
| Keep My Teen Safe and Healthy | 10 to 17 |
| Support My Teen’s Education | 10 to 17 |
| Have a Healthy Relationship with My Partner | 2 to 17 |

Parents can choose to take any number of open courses that meet their requirements. These open courses focus on creating a safe, loving and respectful environment for the children, strengthening the bond between the parent and child, understanding the development of their children and adolescents, and providing violence-free strategies to manage behavioural problems.

Each Skill is presented using a similar set of activities:

|  |  |  |  |
| --- | --- | --- | --- |
| A **short quiz** to spark participants’ interest (for most skills) | A **comic** to show relevant parent-child scenarios that participants can relate with. | Key **Tips** explain how to use a new skill. Depending on their literacy level and mobile data availability, participants can choose to receive these tips as text, audio, and/or video messages. | A **home activity** assignment that helps participants apply the new skill at home. |

### 2.2 In-person Session and WhatsApp Chat Sessions:

In addition to the content that is offered directly through the Crianza con Conciencia+ Chatbot every day, participants receive the following additional support:

* **In-person onboarding session:** This session introduces the Crianza con Conciencia+ programme to all mothers, fathers, and caregivers and helps them get started with the Crianza con Conciencia+ Chatbot on WhatsApp.
* **WhatsApp chat sessions:** Before beginning the onboarding session, you will create a WhatsApp group with the mothers, fathers, and caregivers. Over the course of four weeks, you'll lead chat sessions on WhatsApp, using prewritten messages from the Formando Conciencia+ app. You will find these messages under ‘x’ in Formando Conciencia+ App. These messages cover various topics aimed at supporting parents and caregivers in taking care of themselves and managing parenting stress. To share the messages in the WhatsApp group, you will click on the 'share' button and choose the WhatsApp option in the app.

Here is a weekly schedule for the programme:

|  | In-person Session | WhatsApp  Chat Sessions | Crianza con Conciencia+ Chatbot |
| --- | --- | --- | --- |
| Week 1 | In-person Session 1 (onboarding) Getting started with ParentText | Chat Session 1 | ✅ |
| Week 2 |  | Chat Session 2 | ✅ |
| Week 3 |  | Chat Session 3 | ✅ |
| Week 4 |  | Chat Session 4 | ✅ |

### 2.3 Overview of How to Deliver the Programme

#### Prepare for the programme

It is important to be well prepared. This shows respect for the mothers, fathers, and caregivers and ensures that they get as much support as they can. Ensure you know what needs to take place.

This means:

* Read this facilitator manual! We have tried to include everything you need to know to deliver the programme.
* Make sure you are aware of relevant positive parenting skills in Crianza con Conciencia+ Chatbot.
* Practise delivering the onboarding session and other parts of the programme with a partner. Practice leads to improvement!
* Ensure that any technology that you need is prepared: Formando Conciencia+ App is downloaded to the phone, your phone is charged, internet connection is secure. Make a backup plan for any technology failures – including alternative ways to communicate with mothers, fathers, and caregivers.
* Make sure all materials and venues are prepared in advance of in-person sessions.

#### How to provide support during in-person sessions

* Make sure all materials and venues are prepared in advance of the session.
* Greet mothers, fathers, and caregivers when they arrive at the session.
* Create a safe, comfortable and empathetic space, make them feel welcome with a smile and eye contact.
* Understand the relationship between mothers, fathers, and caregivers and their children. Remember that each relationship will be different.
* Remember that every child develops at different speeds and stages.
* Respect what participants share and be aware of different ages, genders, values, and circumstances.
* Encourage mothers, fathers, and caregivers to share and respond to each other - and praise them when they do it!
* Remind mothers, fathers, and caregivers of group rules when needed.
* Notice when a parent is quiet or struggles with something and provides support.
* Model the behaviour you want to see among the mothers, fathers, and caregivers.
* Use energisers to keep live interactions engaging and fun.

#### 

#### Tips for effective facilitation of in-person sessions

##### Use a collaborative approach to learning

In many other programmes, facilitators tell participants what to do and why it is important.

In Crianza con Conciencia+, we do things differently. We like to think of this as a collaborative and participatory approach to learning. As facilitators, you are collaborators or partners working with mothers, fathers, and caregivers to identify plans and practice solutions that will help them improve their lives at home.

It is helpful to think of mothers, fathers, and caregivers as experts who know their own children and circumstances. Many mothers, fathers, and caregivers will already be practising many positive ways of parenting their children. Others will be able to identify ways of improving their parenting on their own with guidance.

Our job is to support mothers, fathers, and caregivers learn for themselves how to achieve their goals. This sometimes means we have to work harder to ask the right sort of open-ended questions that will help mothers, fathers, and caregivers work out the benefits of positive parenting and nonviolent discipline for their children.

When mothers, fathers, and caregivers teach themselves, they learn a skill that will help them for a long time after the programme ends.

##### Model the behaviour you want to see

The modelling principle forms the foundation of how we deliver Crianza con Conciencia+.

If we lead sessions in a collaborative approach, praise mothers, fathers, and caregivers often, practise active listening, and use positive instructions, mothers, fathers, and caregivers will do the same with their children.

Likewise, if we tell mothers, fathers, and caregivers what to do, criticise or laugh at them, ignore their needs or concerns, or only say what we do not want them to do, they will do the same.

Practise relaxation activities to help reduce your own stress. It can even just be taking a deep breath. Mothers, fathers, and caregivers will learn from your example and begin to mirror your behaviour.

In many ways, you are parenting the mothers, fathers, and caregivers in the way that you would like them to parent their children. **It really works!**

##### Go at the pace of the mothers, fathers, and caregivers and involve everyone in the group

You should always go at your mothers, fathers, and caregivers’ pace when delivering the programme. Make sure that the mothers, fathers, and caregivers in your group have understood the current content before moving on to new content.

This may mean that you take extra time problem-solve issues that come up during the sessions.

##### Make Crianza con Conciencia+ a happy and safe place to learn

Everyone likes a place that is warm and inviting. Tips for facilitators to make Crianza con Conciencia+ a happy place to learn:

1. Invite mothers, fathers, and caregivers to participate: Notice when someone is holding back and ask if he or she wishes to share an opinion or experience.
2. Mention that this is a safe and empathetic space where no one will be judged. Experiences shared within the group will be kept confidential.
3. Make sure that everyone in the room can hear you (and each other).
4. Sit when you are talking. Be on the same level as the mothers, fathers, and caregivers and sit among them. If possible, try to sit among the mothers, fathers, and caregivers instead of at the front of the group.
5. Create a comfortable and welcoming place to meet.
6. Make sure there are enough chairs and that the room is clean. In the summer, use a fan or an air conditioner (if available). You can even decorate the room if you want!
7. Establish the language needs of the participants.
8. Respect whatever a parent shares with the group.
9. There will be lots of laughter in the group but try to laugh with not at a parent even if what they say sounds ridiculous.
10. Praise mothers, fathers, and caregivers for their effort and dedication.
11. Model the behaviour you want from the mothers, fathers, and caregivers in the way that you treat them.
12. Praise, respect, and reflect on mothers, fathers, and caregivers’ contributions.