PARENTING
FOR LIFELONG HEALTH

ANNUAL REPORT

2024



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Reflections

In 2024, Parenting for Lifelong Health (PLH) made enormous progress in advancing our mission to deliver evidence-based parenting support through existing systems with the aim of reducing violence, improving child development, and promoting mental health at scale.

We accelerated our reach and impact, providing parenting courses to over 4.6 million families across 14 countries both directly and through our global partnerships. In addition, we provided immediate parenting support to 3.1 million families in crisis settings, such as South Sudan, Pakistan, DRC, and the Darién Gap, through new parenting tools like the Crisis Parenting Chatbot and Parenting for Children in Crisis Toolkit. These efforts achieved measurable outcomes, such as improved caregiver engagement, improved caregiver mental health, and reductions in child sexual, physical, and emotional violence.

Longstanding partnerships with governments, NGOs, and global networks flourished, increasing the uptake of our parenting courses powered by digital tools such as ParentText, ParentApp, and FacilitatorApp. Shared learning was deepened through our Global Community of Practice, expanding training and global monitoring systems, and a revamped Digital Asset Management system, which provides public access to our open source manuals and other materials.

Our organisational capacity grew significantly, with PLH expanding its team, enhancing its financial systems, boosting executive capacity, developing effective fundraising systems and sharing resources for management and implementation. We also strengthened our regional Centres of Excellence; Clowns Without Borders South Africa (South Africa), Masayang Pamilya Inc (Philippines), Centre of Excellence in Parenting, Institute Alternativa (North Macedonia), and Fundacion Apapacho (Colombia). Collaboration with the Global Initiative to Support Parents and Global Parenting Initiative further amplified and accelerated the impact of our innovative work and knowledge sharing.

Many of our 2024 achievements were enabled by our flagship programme – Playful Parenting for All. We extend our gratitude to the LEGO Foundation for this grant, for supporting the launch of our organisation and for catalyzing this incredible impact. We are also extremely grateful for support from The Human Safety Net, The Global Partnership to End Violence, UNICEF, University of Oxford, the Agency Fund, and the Wellspring Philanthropic Foundation.

Moving forward, Parenting for Lifelong Health is poised to unlock its potential to deliver impact at scale while making sure our work remains grounded in our core values of courage, evidence, playfulness, and respect. We are grateful for the many collaborators across the world who share these values and are equally committed to making sure that every parent, everywhere has access to evidence-based parenting support so that they are able to keep their children safe and support their healthy development and wellbeing. Thank you very much for being part of this incredible journey!



Jamie Lachman, CEO

Introducing PLH

Parenting for Lifelong Health delivers evidence-based parenting support that empowers parents to improve child development, reduce family violence and promote mental health.

Problem

Every year, over one billion children experience violence, more than 500 million face delays in development and learning, and one in five struggle with mental health challenges. One in five girls and one in seven boys are also subjected to sexual violence during childhood. Sexual, physical, and emotional violence against children, along with delayed development and poor mental health, have lifelong negative consequences for children's education, health, and economic opportunities. Parents and caregivers play a critical role in protecting children from harm and fostering their healthy development - but they often require the knowledge, skills, and support to do so.

Solution

We give parents the support they need, the skills that work, and trusted advice they can count on to protect and support their children's health, safety and development. Our parenting support interventions are developed with families, powered by low-cost and accessible technology, backed by rigorous evidence, and delivered within systems.

Vision

A world where every parent, everywhere is able to protect and support their children's health, safety, and development.

Mission

To reduce violence, improve child development, and promote mental health through evidence-based parenting support at scale.

World Class Team

Our team expanded in 2024, and we were delighted to welcome four new colleagues from across the globe: Cathryn Wood as Director of Strategic Partnerships, Oscar Kadenge as Director of Programmes, Nguza Yikona as Senior Engineer, and Thandi Mills as Content Development Assistant.



Ana Pro Alcantara
Mexico Scaling Manager



Binza Joel
Parenting for Children in Crisis Coordinator



Cathryn Wood
Director of Strategic Partnerships



Deepali Barapatre
Solutions Manager



Durgesh Rajandiran
Malaysia Scaling Manager



Faith Dziruni
Parenting for Children in Crisis Manager



Hannah Clark
Operations Assistant



Jamie Lachman
Chief Executive Officer



Jenny Doubt
Senior Research & Scaling Strategist



Laura White
Interim Chief Operating Officer



Laurie Markle
Chief of Solutions



Nguza Yikona
Senior Engineer



Oscar Kadenge
Director of Programmes



Thandi Mills
Content Development Assistant



Tendai Chinyimba
Director of Operations

The Parent Experience

Combining Human and Digital Support

In-person onboarding

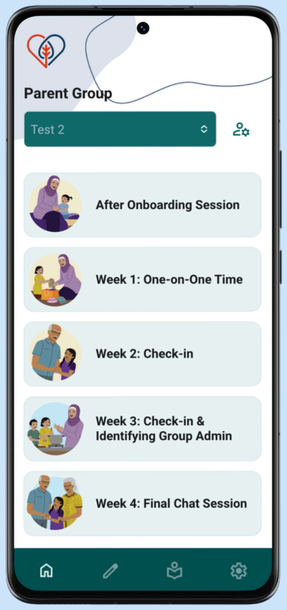
Parenting lessons delivered via apps/chatbots

Facilitator-led support groups

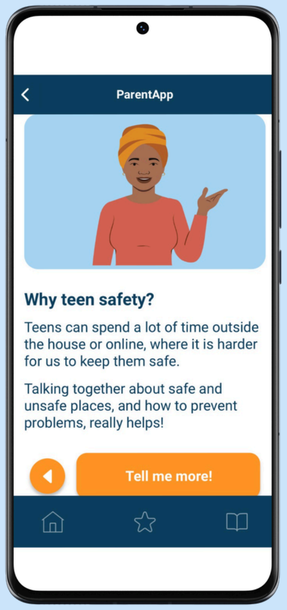
Ongoing peer support

Apps

FacilitatorApp



ParentApp



Chatbots

ParentText



Demos

Demo ParentApp

Demo ParentText

Demo FacilitatorApp

Core Content

- Positive Relationship Building
- Child Development & Learning
- Positive Discipline & Child Behaviour Management
- Mental Health Support & Resilience
- Keeping Children Safe from Sexual Violence

Theory of Change

ACTIVITIES	OUTPUTS	MECHANISMS	OUTCOMES	IMPACT
SUSTAIN QUALITY ASSURANCE & PRODUCT ITERATION SECURE LONG-TERM FINANCING TRANSFER TO LOCAL OWNERSHIP	Optimal environment co-created to sustain quality delivery of parenting curricula	Parents access local, contextually relevant, behaviour change curricula	Reduced Sexual, Physical, and Emotional Violence	Happier & healthier families & societies
SCALE INTEGRATION INTO EXISTING SYSTEMS TRAINING & CAPACITY DEVELOPMENT MONITORING & EVALUATION AT SCALE	Localised evidence-based curricula delivered within existing service delivery systems at scale	Parents engage with behaviour change curricula	Increased Child Development	
DESIGN CO-DESIGN WITH IMPLEMENTERS & BENEFICIARIES TECHNOLOGICAL INNOVATION ADAPTATION & CONTEXTUALISATION EFFECTIVENESS & IMPLEMENTATION TESTING	Co-designed, locally-contextualised, cost-efficient, and scalable technology-supported evidence-based parenting curricula	Parents apply strategies and receive remote / in-person support Positive parenting behaviours and coping strategies improve	Improved Caregiver and Child Mental Health	

2024 Impact

Selected findings from rigorous academic studies on PLH programmes

38% reduction

in violence against children
Mexico | In publication

40% increase

in parental engagement in ECD learning opportunities
China | Fang et al

31% decrease

in caregiver depression,
South Africa | In publication


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“

I’m very happy and satisfied with the CC+ program. It has taught me to be more patient, tolerant, to set limits for my daughter, to understand her, and also to understand that the education and treatment of my two daughters are very different, since one is 9 years old and the other one is 2 years old.

The one-on-one time has helped me a lot. I learned that as it is good to tell her what is wrong, it is even more important to tell her what she is doing right and reward her. A simple cookie is enough for her. I have learned that before scolding, stressing or yelling it is important to breathe, to give 5 minutes to myself, and then talk to them without screaming.

It has truly been such a unique project that I hope that it continues helping many people. Personally I shared it to 10 people, including family, friends, grandparents and caregivers and they have also thanked me for helping them in this way, and in general we have learned a different way of raising our children.

Mother of two girls, Mexico City

2024 in Numbers

4.6 million

families supported by PLH interventions

3.1 million

families supported in crisis contexts

25 Countries

PLH programme delivery

16 Countries

Parenting support in crisis settings

PLH programmes delivered

Parenting support delivered in crisis contexts

KEY PROGRAMMES

Parenting for Lifelong Health implements its work across 4 main domains: **Scale, Innovate, Evaluate, and Collaborate**

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Scale

NAUNGAN KASIH
HYBRID PARENTING PROGRAMME

In 2024, Parenting for Lifelong Health advanced its scaling efforts across multiple countries, including Tanzania, Malaysia, and the Philippines, where we collaborated with government, academic, UN, and NGO partners to expand access to evidence-based parenting support.



Tanzania

Together with the Ministry of Community Development, the National Institute for Medical Research (NIMR), ICS-SP, and UNICEF, Parenting for Lifelong Health (PLH) supported the co-design of the National Parenting Coordination Framework. This Framework provides a national roadmap to coordinate the scale up of parenting programmes across ministries and partners, ensuring that all families have access to consistent, evidence-based parenting support. In parallel, PLH and partners developed a scaling roadmap for PLH's flagship digital intervention - ParentApp, which was tested in a cluster randomised controlled trial by the University of Oxford, NIMR, University of Cape Town, and ICS-SP - outlining how blended-digital parenting support can be expanded through national and community platforms, making quality parenting resources accessible to more families across Tanzania.



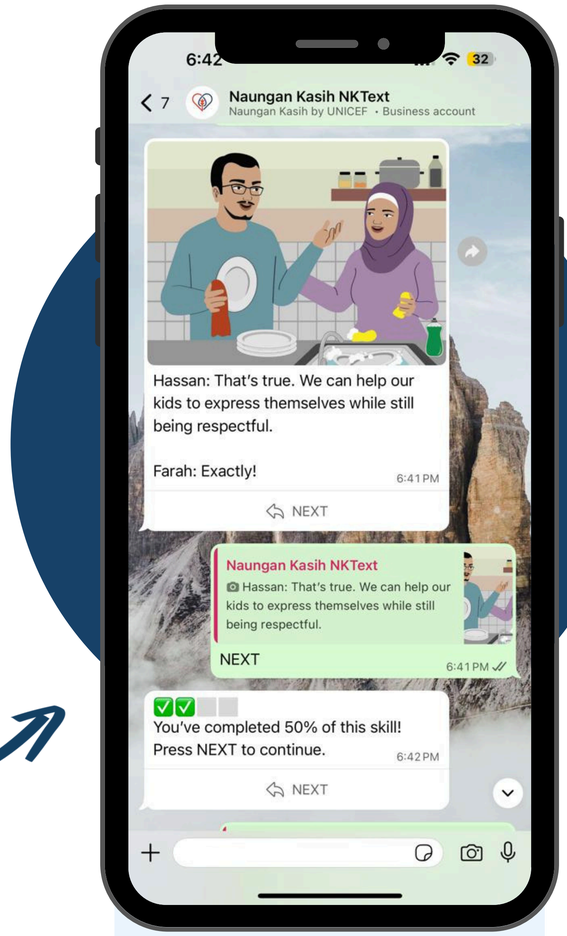
Malaysia

As part of our national scaling initiative in Malaysia, Parenting for Lifelong Health (PLH) launched the Naungan Kasih-Hybrid programme within the Malaysia rural preschool system with Jabatan Kemajuan Masyarakat (KEMAS) and the Ministry of Rural Development. Developed and piloted in collaboration with Universiti Putra Malaysia, UNICEF, and the Malaysian Association for Social Workers, this blended delivery model combined the **Naungan Kasih-Text chatbot** with in-person onboarding sessions and facilitated WhatsApp support groups facilitated by preschool teachers to reach 2,037 families. Positive results from this pilot have paved the way for a larger randomised controlled trial (RCT) across 50 schools. With new funding provided from The Human Safety Net in 2024, PLH will scale the programme nationally from 2025–2027, extending our reach to 270,000 families from pregnancy through early childhood.



Philippines

Parenting for Lifelong Health (PLH) has been working closely with Masayang Pamilya, Inc and Ateneo de Manila University to support the ongoing delivery of evidence-based parenting content through the Philippine Government conditional cash transfer programme, Pantawid Pamilya. In collaboration with the Department of Social Welfare and Development, our parenting content reached over 4 million parents with modules focused on positive relationship building, setting limits, and positive discipline. We also continued to support the horizontal scale-up of parenting support through Local Government Units in Metro Manila. Furthering our aim to transfer local ownership of our solution to the country-level, PLH was also delighted to support the establishment of MaPa, Inc., as an independent nonprofit organisation leading the scale-up of PLH/MaPa resources on the national level.



> I experience less stress with the child because now I know how to communicate with her
>
> *Female caregiver, Malaysia*

Innovate

In 2024, our commitment to user-centred innovation strengthened the accessibility, contextual relevance, and sustainability of our evidence-based parenting support.



South Africa

In South Africa, we introduced a streamlined, 5-day version of our parenting support chatbot, ParentText, as a brief parenting course focused on building positive parent-child relationships through One-on-One Time. In addition, we collaborated with the Universities of Cape Town and Oxford, Clowns Without Borders South Africa, IDEMS International, and UNICEF South Africa to conduct a large-scale RCT examining the impact of delivering support to more than 15,000 parents through a digital-only model. This work has informed the development of global features such as in-chat surveys with airtime incentives and randomised user flows, further enhancing ParentText's capacity to reach parents at scale.



Kuwait

In Kuwait, Parenting for Lifelong Health (PLH) collaborated with the Ministry of Health and Child Protection Office to co-design the DAYEM App: a version of ParentApp for parents of children aged 2–9. Through intensive workshops, the app was redesigned to meet the expectations of a higher-income, digitally literate parents, emphasising engaging visuals, familiar open-source components, and incentives such as unlocking creative moments of play by completing modules.



FacilitatorApp

In 2024, Parenting for Lifelong Health (PLH) and IDEMS International improved and enhanced FacilitatorApp, a tool developed by the Global Parenting Initiative to support frontline service providers delivering parenting programmes. The first version, released in Malaysia and Mexico, introduced features such as pre-drafted caregiver messages, participation reporting, and iOS compatibility. Feedback from these pilots, along with emerging use cases in the Philippines and Thailand, informed the development of FacilitatorApp 2.0, initiated in September 2024. The redesigned version includes multi-parent group reporting, reduced app size, a streamlined homepage focused on chat sessions, Google login for data security, enhanced session modules, and improved reporting prompts. FacilitatorApp 2.0 was scheduled for initial release in Mexico in January 2025, positioning it for broader global use.



> The app is a school on its own; it teaches us a lot.
>
> *Caregiver, ParentApp feasibility study*

Evaluate

In 2024, Parenting for Lifelong Health grew its evidence base through collaboration with international and local academic partners across multiple diverse contexts.



China

Our adapted version of ParentText was evaluated by Beijing Normal University in a cluster randomised controlled trial (RCT) within a preschool setting for caregivers of children aged 3 to 6. Funded in part by the LEGO Foundation, this was the first-time implementation of ParentText on WeChat, a popular social media platform in China. The study involved 10 intervention clusters and 11 waitlist control clusters. Initial analyses found reductions in overall and physical maltreatment of children and increases in parent engagement in early learning (final results will be published in 2025). Participant engagement was high, with 60.3% of caregivers completing all modules and an impressive overall module completion rate of 99.8%. This evaluation provides a foundation for scaling to a broader audience of over 500,000 parents and caregivers across China.



Mexico

In Mexico, Parenting for Lifelong Health (PLH) developed and piloted the **Crianza con ConCiencia+ (CC+)** programme in collaboration with Mexico's National System for Integral Family Development, National Institute of Psychiatry, the JUCONI Foundation, and UNICEF. Co-designed with local caregivers and experts, the programme combines PLH's ParentText's evidence-based positive parenting content delivered via chatbot with facilitated WhatsApp sessions promoting caregiver mental health and wellbeing. A pre-post evaluation in 2024 across four states demonstrated strong outcomes. Caregivers reported high engagement and satisfaction, with 99% recommending the programme. Post-intervention data showed a 38% reduction in child maltreatment, 21% reduction in caregiver depressive symptoms and 25% reduction in anxiety, and a 39% increase in social support compared to baseline. These results highlight the potential of Crianza con ConCiencia+ as a scalable, cost-effective digital tool to strengthen families and promote positive, nurturing care across Mexico.



Global Dashboard

With support from the Agency Fund, Parenting for Lifelong Health (PLH) strengthened its global monitoring and evaluation systems through the creation of the PLH Global Dashboard - a secure, integrated platform that allows for real-time monitoring of user engagement in our digital tools across countries and delivery modalities, helping us to track and guide data-driven decision making. Built on a privacy-first infrastructure, the system fully complies with GDPR, HIPAA, and other international data protection standards, ensuring that all data are collected, stored, and shared ethically, securely, and responsibly.



> It helped me to control my anger and to handle tantrums: you know how to take the time to calm down and also give the child his space.
>
> *Male caregiver, México*

Collaborate

In 2024, Parenting for Lifelong Health strengthened the global parenting support ecosystem and enabling environments around the world - through investing in partners, influencing policy and sharing resources.

Global Policymaking and Advocacy

Parenting for Lifelong Health (PLH) has been at the forefront of creating an enabling environment for the adoption and scale-up of evidence-based parenting support worldwide. In collaboration with the World Health Organisation, PLH contributed to '**Designing, implementing, evaluating and scaling up parenting interventions: a handbook for decision-makers and implementers'.** With funding from UNICEF, PLH has been developing two global tools to help governments strengthen and expand universal parenting programmes: a **Policy Analysis and Benchmarking Tool for Universal Parenting Support and the Global Parenting Support Framework.** The Benchmarking Tool is aimed at helping governments assess their parenting support systems and plan for scale-up. UNICEF's Global Parenting Support Framework consolidates global research and best practices to inform policy and implementation.

Global Community

In 2024, Parenting for Lifelong Health (PLH) launched the PLH Global Community to strengthen collaboration, share knowledge, and build capacity among organisations delivering parenting support worldwide. Guided by PLH's founding principles, the Global Community brings together capacity building and implementing partners to accelerate collective impact through communities of practice and peer learning exchanges. This work forms part of PLH's broader leadership within the Global Initiative to Support Parents (GISP) - a multi-agency partnership with UNICEF, WHO, the International Rescue Committee, and the Early Childhood Development Action Network - to promote parenting support as a global policy priority. In parallel, PLH continues to collaborate with the Global Parenting Initiative (GPI), a global research consortium led by the University of Oxford, to generate new evidence on the effectiveness, cost-effectiveness, and scalability of digital and blended parenting programmes.

Global Resources

In 2024, Parenting for Lifelong Health (PLH) expanded its global infrastructure for collaboration by launching an accessible Digital Asset Management (DAM) system - a shared hub that enables partners worldwide to co-create, adapt, and exchange parenting resources more efficiently. The DAM system strengthens our growing global community of practice, allowing organisations to access, localise, and contribute open-source materials in real time, fostering collaboration across regions and languages. Key innovations also included the release of the ParentText Localisation Toolkit, a step-by-step, non-technical guide for adapting our chatbot to local contexts, and new content authoring templates co-developed with IDEMS International and Cogent Labs. Together, these tools make it easier than ever for partners to design, adapt, and share digital parenting solutions that are culturally relevant and scalable across diverse settings.



"The parenting tips are easy to understand and great because they are not difficult to follow. I liked the self-care tips the most. It's like a reminder that it's okay to be tired and that parents also need support.

Volunteer, Philippines

Parenting in Crisis

In 2024, Parenting for Lifelong Health's Parenting for Children in Crisis (PCC) initiative strengthened family resilience across multiple crisis-affected regions.

In 2024, Parenting for Lifelong Health (PLH) deepened its commitment to supporting parents and children affected by conflict, displacement, and natural disasters, recognising that caregiving in times of crisis is both more difficult and more essential than ever. Nurturing care can protect children from the long-term impacts of trauma, yet caregivers often face immense stress, loss, and uncertainty with limited access to support. To meet this need, PLH strengthened its regional crisis response capacity, developing innovative, evidence-informed tools including the Crisis Parenting Rapid Response Toolkit and the Parenting in Crisis Chatbot (CrisisText). These resources equip parents with practical strategies for managing stress, maintaining connection, and keeping children safe during emergencies. Through expanded regional coordination, advocacy, and direct caregiver engagement, PLH helped partners deliver contextually adapted and accessible interventions across more than 16 countries, ensuring that empathic and relevant parenting support remains accessible in times of crisis.

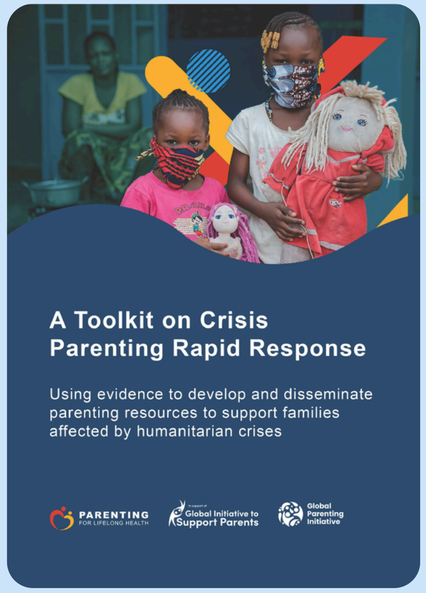
Key Innovations 2024

Crisis Parenting Rapid Response Toolkit

Open-source technical guidance for emergency preparedness and PCC programme delivery.

Parenting in Crisis Chatbot

WhatsApp-based, rapidly localisable tool adapted from parenting tips co-created with UNICEF, UNHCR, and others.




Introduction

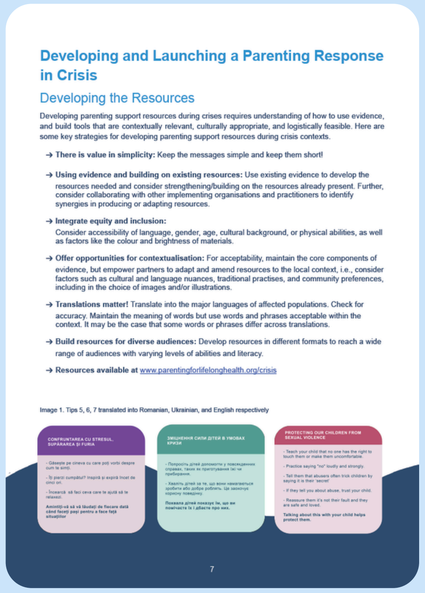
In recent years, there has been an increase in incidents of natural disasters, health emergencies, and armed conflicts globally. Crises affect children and families in different ways. During humanitarian crises, families experience and witness violence, displacement, hardships, financial stress, separation, and very often, death. Parents and caregivers experience trauma and unprecedented levels of stress, and millions of girls and boys are exposed to unthinkable forms of violence, exploitation, abuse, and neglect. According to UNICEF's 2023 report, an estimated 173 million children need humanitarian assistance across the globe. This in turn leads to immense adverse impacts on their mental health and other consequences that can last a lifetime. Evidence-based interventions can support families in crisis settings with mental health and psychosocial support. Parents and caregivers can be empowered to improve parenting behaviours and support their children to cope during crises.

The Parenting for Lifelong Health programmes (PLH) were developed in 2011 through a collaboration between the WHO, Stellenbosch University in South Africa, the University of Cape Town in South Africa, the Universities of Oxford and Bangor in the United Kingdom, and UNICEF. PLH is a suite of four parenting programmes that have been tested in 15 randomised trials and found to be effective in reducing child maltreatment and violence against children, and in improving child and parental mental health amongst other positive outcomes.

In 2020, when the COVID-19 pandemic struck, the PLH team utilised the evidence from the PLH programmes, and in collaboration with UNICEF, the WHO, other UN agencies and organisations, developed resources to support parents and caregivers. These resources were translated into over 100 languages, shared in 198 countries, and have reached a staggering 210 million people so far[1]. The team has since developed resources to support families affected by conflict, climate breakdown, and other crises. This second set of resources have been translated into over 30 languages and have benefited over 16 million people, including in Pakistan, Sudan, Syria, Turkey and Ukraine.

[1] UNICEF. (2023). Humanitarian Action for Children 2023. Retrieved from UNICEF.

4


Developing and Launching a Parenting Response in Crisis

Developing the Resources

Developing parenting support resources during crises requires understanding of how to use evidence, and build tools that are contextually relevant, culturally appropriate, and logistically feasible. Here are some key strategies for developing parenting support resources during crisis contexts.

→ **There is value in simplicity:** Keep the messages simple and keep them short!

→ **Using evidence and building on existing resources:** Use existing evidence to develop the resources needed and consider strengthening/building on the resources already present. Further, consider collaborating with other implementing organisations and practitioners to identify synergies in producing or adapting resources.

→ **Integrate equity and inclusion:** Consider accessibility of language, gender, age, cultural background, or physical abilities, as well as factors like the colour and brightness of materials.

→ **Offer opportunities for contextualisation:** For acceptability, maintain the core components of evidence, but empower partners to adapt and amend resources to the local context, i.e., consider factors such as cultural and language nuances, traditional practises, and community preferences, including in the choice of images and/or illustrations.

→ **Translations matter!** Translate into the major languages of affected populations. Check for accuracy. Maintain the meaning of words but use words and phrases acceptable within the context. It may be the case that some words or phrases differ across translations.

→ **Build resources for diverse audiences:** Develop resources in different formats to reach a wide range of audiences with varying levels of abilities and literacy.

→ **Resources available at** www.parentingforlifelonghealth.org/crisis

Image 1. Tips 5, 6, 7 translated into Romanian, Ukrainian, and English respectively

CONFRUNTAREA CU STRESUL, SUPRARANEA SI FURIA

- Observă ce simte cu care pot vorbi despre cum te simți.
- Te plangi cumpătul? Inspiră și expiră încet de cinci ori.
- Încearcă să faci ceva care te ajută să te relaxezi.

Amintiți-vă că vă faceți de facare dată când faceți pași pentru a face față situațiilor

ЗНОШЕНИЙ СИМ ДІТЕЙ В УМОВАХ КРИЗИ

- Покрокуйте дітей дотримати у повсякденне спілкування, також як проігнорувати як це спілкування.
- Кажіть дітей за те, що вони намагаються зробити або робити добрими. Це заохочує хорошу поведінку.

Пояснюйте дітей поведінки їм, що ви помічаєте та дбаєте про них.

PROTECTING OUR CHILDREN FROM SEXUAL VIOLENCE

- Teach your child that no one has the right to touch them or make them uncomfortable.
- Practice saying "no" loudly and strongly.
- Tell them that abusers often trick children by saying it is their 'secret'.
- If they tell you about abuse, trust your child.
- Reassure them it's not their fault and they are safe and loved.

Talking about this with your child helps protect them.

7

Modes of Delivery

Our evidence-based crisis interventions, tools, and resources are co-designed and adapted with implementing partners in crisis contexts. These include:

- Tip Sheets
- CrisisText (Chatbot)
- Radio Programmes
- Group Sessions
- Social Media Posts

> My family has gone through so many trials, but I must show my grandchildren that there is still hope.
>
> *Grandmother, South Africa*

All Programmes

Global | Multiple

Playful Parenting for All: Building long-term sustainability for scaling playful parenting in the Global South through Parenting for Lifelong Health (2023-2025)

The Playful Parenting for All grant supports the development of PLH across five key areas; Organisational Development, Strengthening Partnerships, Accelerating Impact, Parenting for Children in Crisis Support, and Sustainability and Growth, strengthening PLH's capacity to sustainably scale playful parenting programmes worldwide. In 2024 alone, PLH's programmes supported 3.5 million caregivers, benefitting 7.3 million children in over 25 countries. Our playful parenting interventions have not only addressed immediate needs but also laid the foundation for fostering healthy growth, cognitive development, and socio-emotional wellbeing. The PPfA has enabled us to expand our reach, deepen the impact of our interventions, and empower even more children and families through learning through play activities.

Funded by the LEGO Foundation

Malaysia | Hybrid-digital

Naungan Kasih @ Scale in Malaysia (2023 - 2027)

Delivered in collaboration with national and international stakeholders, PLH piloted the Naungan Kasih Positive Parenting Programme with low-income families of children aged 4-6. This hybrid model, combining the ParentText (NKText) chatbot, in-person sessions, and WhatsApp support groups, was implemented by preschool teachers in KEMAS schools. Positive results from the Naungan Kasih Positive Parenting Programme pilot have paved the way for a larger randomised controlled trial (RCT) in 50 schools. With new funding secured from The Human Safety Net, the programme will scale nationally from 2025–2027, extending its reach to include families during pregnancy through to early childhood.

Funded by The Human Safety Net

Africa (Multiple) | Report

Scaling Positive Parenting to Reduce Violence Against Children in the Context of the Triple Threat of COVID-19, Conflict, and Climate Crisis (2023-2024)

PLH worked with UNICEF country offices and government ministries in Burkina Faso, Cote d'Ivoire, Ethiopia, Nigeria, and Zimbabwe to assess their parenting support programme implementation and capacity, identify recommendations to strengthen national parenting support programmes, and develop locally adapted and translated versions of PLH's parenting support materials for use in parent education programmes.

Funded by the Global Partnership to End Violence Against Children

Malaysia | Chatbot

Parenting for Refugees Malaysia (2023-2024)

PLH designed, user-tested, and piloted RohingyaText, an all-audio chatbot using timed voice messages and emoji responses to reach low-literacy Rohingya refugees, with particular focus on reaching male caregivers. This adaptation achieved a 73.6% completion rate and was highly valued by caregivers.

Funded by UNICEF Malaysia

Global | Report

Development and Testing of Policy Benchmarks for Universal Parenting Support Policies (2023-2025)

PLH supported UNICEF HQ in developing a benchmarking tool to support global governments to analyse the availability and quality of parenting policies, offering clear benchmarks to identify strengths, gaps, and areas for improvement in national efforts. In 2024, PLH piloted the resulting benchmark tool in Mexico, Serbia, South Africa, the United Arab Emirates, and Zambia.

Funded by UNICEF Headquarters

Global | Dashboard

Building a global technical infrastructure for a parent support learning ecosystem (2024-2025)

PLH built a data repository and visualization solution that unifies data across our digital parenting support product deployments, enabling us to learn from our parenting support programmes around the world and apply learnings to specific contexts via rapid testing.

Funded by the Agency Fund

Kuwait | App

Parenting for Lifelong Health partnership with Kuwait Ministry of Health (2024-2025)

PLH adapted the PLH for Young Children content for delivery through ParentApp (PLH's app-based parenting support tool). Through intensive workshops, the app was designed to meet the expectations of a high-income, digitally literate population.

Funded by the Ministry of Health in Kuwait

All Programmes

South Africa | Chatbot

Supporting Wellness through Integrated Family Training (SWIFT) Study South Africa (2023 - 2025)

This project is testing optimal delivery models for ParentText by comparing healthcare professional referrals with low-cost advertising strategies, and by evaluating the programme's sexual violence prevention module through an RCT. Following extensive stakeholder engagement in 2023–2024, a pilot is set to launch in mid-2025 at a clinic in Wolseley.

Funded by the Oak Foundation and LEGO Foundation via the Global Parenting Initiative

México | Hybrid-digital

Parenting at Scale in Mexico (2023-2025)

In collaboration with national stakeholders, in 2024 PLH successfully adapted, contextualised, and piloted the Crianza con ConCiencia+ (ParentText) programme and Facilitator support App, training over 740 facilitators nationwide and engaging 233 families across four states in 2024. Building on successful results of a trial, the programme has expanded to Guerrero to address violence prevention, with updates to the Facilitator App and new facilitator training and supervision planned for 2025.

Funded by UNICEF Mexico

South Africa | Chatbot

ParentText Optimisation and Evaluation in South Africa (2024-2026)

To respond to demand for ParentText as a standalone digital intervention, PLH, Oxford University, and the University of Cape Town launched a large-scale 3-arm RCT through the Global Parenting Initiative, enrolling 15,000 caregivers via social media to test ParentText, ParentText with a booster course, and a control chatbot (WASHText).

Funded by the LEGO Foundation and Oak Foundation via the Global Parenting Initiative

Uganda | Report

Going to Scale: Investing in Organizational Capacity and Systems for scaling up parenting programmes to Promote ECD and Ending Violence Against Children in Uganda (2024–2026)

In 2024, PLH is providing technical support to Makerere University Child Health and Development Centre to develop National Parenting Standards and a 13-module Parenting Manual, creating a strong foundation for national scale-up of parenting support.

Funded by Elma Philanthropies, Wellspring Foundation, and Echidna Giving via Makerere University

Tanzania | Report

Generating Evidence on Gender Transformative Parenting Programmes (2024-2025)

PLH has been sub-contracted by the Proteus Fund to participate in a partnership with UNICEF, Prevention Collaborative, and Equimundo: Center for Masculinities and Social Justice. Together, the partnership is working to identify and rank possible sites and partners to develop and evaluate novel parenting approaches designed to address violence against children and intimate partner violence using a gender-transformative approach. Initial mapping of potential programmes was conducted in 2024 with assessment and site visits planned for 2025.

Funded by the Wellspring Foundation

Tanzania | Report

Building a National Parenting Support System in Tanzania (2024-2025)

PLH is working with national stakeholders to co-design a National Parenting Coordination Framework. The framework will strengthen the coordination of parenting initiatives, equip the Ministry and partners with tools to evaluate and scale evidence-based programmes, and clarify reporting requirements. In parallel, we are supporting the National Multi-sectoral Parenting Working Group to co-design a national scaling strategy to ensure universal access to parenting support.

Funded by Wellspring Philanthropic Fund via the Tanzania National Institute for Medical Research

Tanzania | App

Gender Transformative adaptation to ParentApp for Teens (2024-2025)

This project aims to enhance and test a gender transformative digital-hybrid parenting programme - ParentApp for Teens - in Tanzania to address underlying factors associated with violence against women and children. In 2024, PLH reviewed the opportunities and risks relating to the integration of gender transformative approaches into ParentApp for Teens and co-designed the integration of those approaches with local partners.

Funded by the Wellspring Foundation via Equimundo

FINANCIAL OVERVIEW



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Financial Activities

	Unrestricted Funds £	Restricted Funds £	Total Funds £
Income	274,469	2,389,505	2,663,974
Expenditure	100,337	2,328,542	2,428,879
Net Income	174,132	60,963	235,095

Cash Flows

	2024 £
Cash flows from operating activities	294,983
Net cash used in investing activities	-
Net cash used in financing activities	-
Cash at beginning of year	865,610
Cash at end of year	1,160,593

Balance Sheet

	2024 £
Current Assets	
Debtors	267,888
Cash at bank	1,160,593
Creditors	(303,343)
Net Current Assets	1,125,138

Income
Jan - Dec 2024

£2,663,974

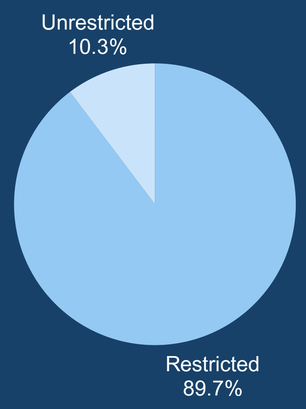
Expenditure
Jan - Dec 2024

£2,428,879

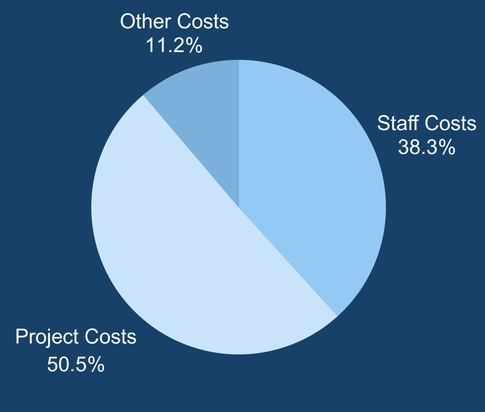
Cash End of Year
Dec 2024

£1,160,593

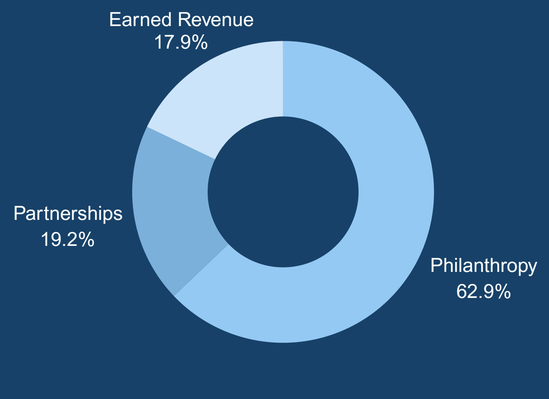
Income Distribution



Expense Distribution



Funding Sources



Top 5 Funders

1. **The LEGO Foundation**
2. **The Human Safety Net**
3. **Wellspring Philanthropic Fund**
4. **UNICEF**
5. **Oxford University**

Largest Contracts

1. **Playful Parenting for All - 3 million USD**
   The LEGO Foundation
2. **Naungan Kasih @ Scale - 1.6 million EUR**
   The Human Safety Net
3. **GPEVAC 5 African Nations - 625,000 USD**
   UNICEF HQ

In Gratitude

As we close the chapter on 2024, we reflect on what has been achieved and the people who made it possible. Every success highlighted in this Annual Report is the result of a shared commitment from our community of partners, communities, and stakeholders. We'd like to take this moment to express gratitude to our funders whose belief in our mission has helped us provide millions of parents and children with the skills, support, and knowledge they need to thrive:

The LEGO Foundation · unicef for every child · GENERALI · The Human Safety Net · Wellspring Philanthropic Fund · Global Parenting Initiative · End Violence Against Children · In support of Global Initiative to Support Parents

But our work is far from over. As we look ahead, we carry forward the momentum of this year, inspired by the knowledge that together we can build a world where every parent has the support, the skills and the tools to give their child the best start in life.

To our current partners; thank you for walking this journey with us. To future collaborators; we invite you to join us in turning our vision into reality for families everywhere.

