



Parenting Adolescents Roll Out Guide



ABBREVIATIONS

AFHC	Adolescent Friendly Health Clinic
AHD	Adolescent Health Day
ASHA	Accredited Social Health Activist
AWC	Anganwadi Centre
AWW	Anganwadi Worker
CAB	COVID Appropriate Behaviours
CSC	Common Service Centre
CSO	Civil Society Organisation
FLW	Frontline Worker
GC	Group Communication
ICDS	Integrated Child Development Services
IPC	Interpersonal Communication
KVIC	Khadi and Village Industries Commission
M&E	Monitoring & Evaluation
MHM	Menstrual Hygiene Management
NCC	National Cadet Corp
NCCDC	New Concept Centre for Development Communication
NGO	Non-governmental Organisation
NSS	National Service Scheme
NYKS	Nehru Yuva Kendra Sangathan
PE	Peer Educator
PRI	Panchayati Raj Institutions
PTA	Parent Teacher Association
RKSK	Rashtriya Kishor Swasthya Karyakram
SAG	Scheme for Adolescent Girls
SBCC	Social and Behaviour Change Communication
SEM	Socio Ecological Model
SHG	Self-help Groups
SHWP	School Health and Wellness Programme
SMA	Social Mobilisation and Advocacy
VHSND	Village Health Sanitation and Nutrition Day
WHO	World Health Organization

1. Background and Context

Adolescence is a critical period of transition wherein individuals experience rapid often overwhelming physical, cognitive, psychological and emotional changes. During this transformative phase, adolescents are motivated to experiment with and expand their capacity to make autonomous decisions. At the same time, they also need information, skills and support to not only embrace the changes they experience but to make informed choices about their life and career. Thus, adolescents require adequate care at home and parental support for their optimal development. However, a central challenge for parenting adolescents is the need to continually adapt caregiving practices to adolescents' changing motivations and capabilities.¹ To be able to meet adolescents' evolving needs, criticality of responsive parenting is immense.

World Health Organization (WHO) defines responsiveness, a mother's/caregiver's prompt, contingent and appropriate interaction with the child, as a vital parenting tool with wide-ranging benefits for the child, from better cognitive and psychosocial development to protection from disease and mortality.² While WHO's definition of responsiveness has been conceptualised in the context of early childhood care, the importance of responsive parenting is equal if not more in childhood and adolescence as well. Various scholars in the area of parenting have predominantly identified three parenting styles related to parental control and warmth in the parents' relationship with children and adolescents. These include:

Authoritarian: Parents try to forcibly curb the self-will of children in order to set a standard of conduct in all areas of life, encouraging submission, obedience and complete dependence. Parents do not respond to children's needs and often ask them to complete various tasks related to socialization and learning. This parenting style may also include the forcing or active monitoring of children through the introduction of rules, punishment and discipline.

Permissive: Parents encourage children to exert independence and make their own decisions without parental guidance or boundaries (which could be the result of indulgent behaviour or neglect, with both high and low levels of responsiveness to children's needs).

Authoritative: Parents are very responsive to children's needs. They are "warm but firm". Parents encourage children to make their own decisions but they set boundaries, encourage inductive and moral reasoning, and they provide opportunities for communication and discussion.^{3,4}

The authoritative parenting style falls between the two extremes of authoritarian and permissive parenting styles and has a strong component of parents' responsiveness to children's needs and is often recognised as an effective parenting style.

In simple terms, responsive parenting refers to family interactions in which parents are aware of their children's emotional and physical needs and respond appropriately and consistently. Responsive parents are thus, "in tune" with their children.

It is important to note that parenting is also a highly-gendered construct in that the parents' roles and responsibilities (men as 'fathers' and women as 'mothers') differ considerably within households and communities, largely conditioned by the social norms used to construct gender roles. Many of these social norms perpetuate gender inequality and put girls at a disadvantage. Therefore, parents also have a crucial role in identifying and changing these norms and create a more equitable family environment and provide gender responsive parental care to children. Such parents can enable adolescent girls and boys to realize their fullest potential and help them navigate the challenges associated with this phase of life successfully.

The significance of gender-responsive parenting is gaining traction in India albeit slowly. But how to become a more gender-responsive parent is a question that many adults in the Indian context

¹ Kobak, R., Abbott, C., Zisk, A., & Bounoua, N. (2017). Adapting to the changing needs of adolescents: parenting practices and challenges to sensitive attunement. *Current opinion in psychology*, 15, 137–142. <https://doi.org/10.1016/j.copsyc.2017.02.018>

² Eshel, N., Daelmans B., Cabral de Mello, M., & Martines, J. Responsive parenting: interventions and outcomes. *Public Health Reviews: World Health Organization* 2006;84:992-999.

³ Baumrind D. Effects of authoritative parental control on child behavior. *Child Development*. 1966;37:887–907. doi: 10.2307/1126611.

⁴ Baumrind D. The Influence of Parenting Style on Adolescent Competence and Substance Use. *The Journal of Early Adolescence*. 1991;11(1):56-95. doi:10.1177/0272431691111004



grapple with. Similar challenge is also faced by development workers from implementing organisations and frontline functionaries who are working towards promoting responsive parenting through various parenting programmes and initiatives. Further, a lot of literature and materials have been developed on parenting adolescents in the West but there still remains a dearth of such resources in the Indian context.

It is in this context, UNICEF and New Concept Centre for Development Communication (NCCDC) have developed a package on 'Parenting Adolescents' which can be used by development workers, frontline functionaries and parents and caregivers themselves to explore and understand various dimensions of gender responsive parenting for adolescents.

2. About the Parenting Adolescents Package

The Parenting Adolescents Package comprises a set of print and audio-visual materials aimed at assisting development workers, frontline functionaries, parents and caregivers and community at large to recognise importance of and embrace gender-responsive parenting practices.

The Package has been developed with the following key objectives:

- To create discussions around and establish importance of gender-responsive parenting for adolescents at household, neighbourhood and community levels

- To enhance understanding of parents, frontline functionaries and development workers and community on gender-responsive parenting
- To capacitate above stakeholders in adopting and/or embracing gender-responsive parenting practices

The Package comprises of existing and new resources developed by UNICEF and its partners. It comprises of materials which can be used for interpersonal, group communication and social mobilisation and advocacy. The Package has been compiled based on the Socio Ecological Model (SEM). It has materials to facilitate interaction and discussion with various stakeholders present in nested systems which adolescents are a part of and/or influenced by (or influence). The Package aims at social and behaviour change communication (SBCC) around parenting driven by frontline workers (FLWs), social networks, implementing partners who can then support parents in embracing gender responsive parenting. (See figure 1) It hinges on the strategy that FLWs, parent networks, development partners and media must be capacitated to engage with parents and caregivers and adolescents around responsive parenting. This in turn will improve intergenerational dialogue between parents and adolescents. Parents will become more responsive to adolescents' needs and address harmful norms and practices such as gender inequality and child marriage and promote adolescent empowerment. (See figure 2)

3. Intended Users

As part of the above mentioned strategy, following key stakeholders (and not limited to) will drive SBCC for gender-responsive parenting through different platforms and actively reach out to parents and caregivers of adolescents:

- **Frontline workers:** Anganwadi Workers (AWWs) – Integrated Child Development Services (ICDS) centres – Anganwadi Centres (AWCs) and Scheme for Adolescent Girls (SAG); Accredited Social Health Activist (ASHA) – Village Health Sanitation and Nutrition Day (VHSND), Adolescent Health Day (AHD) and one to one sessions; Peer Educators and teachers

Figure 1:

Parenting Adolescents Package from SEM Perspective

RESPONSIVE PARENTING – THE CONTEXT

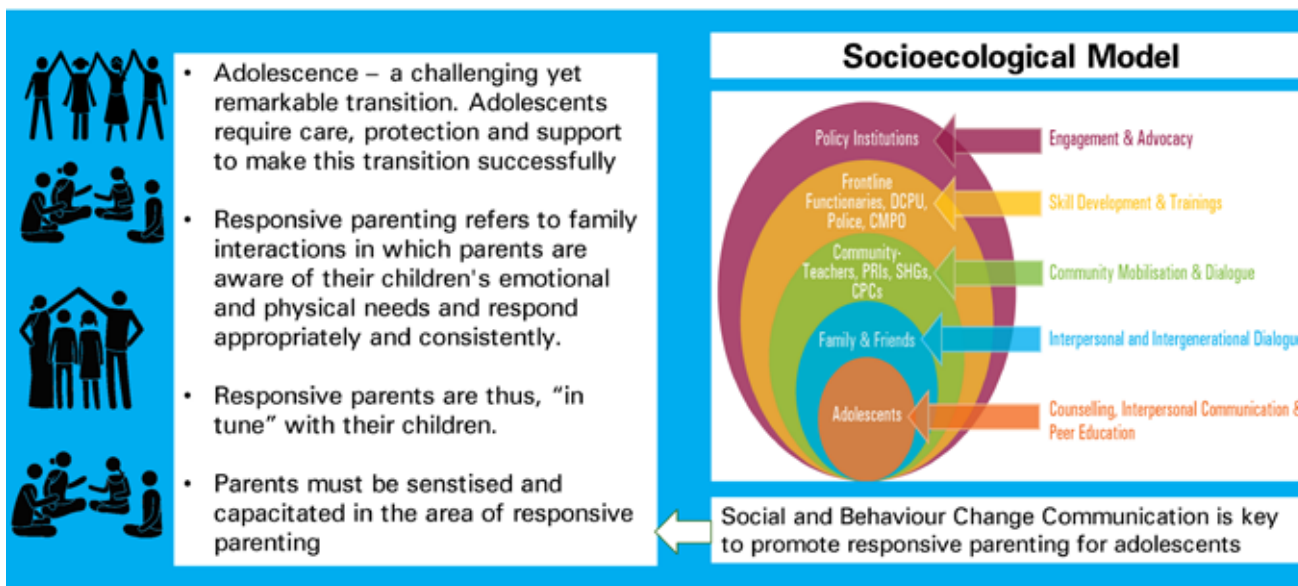
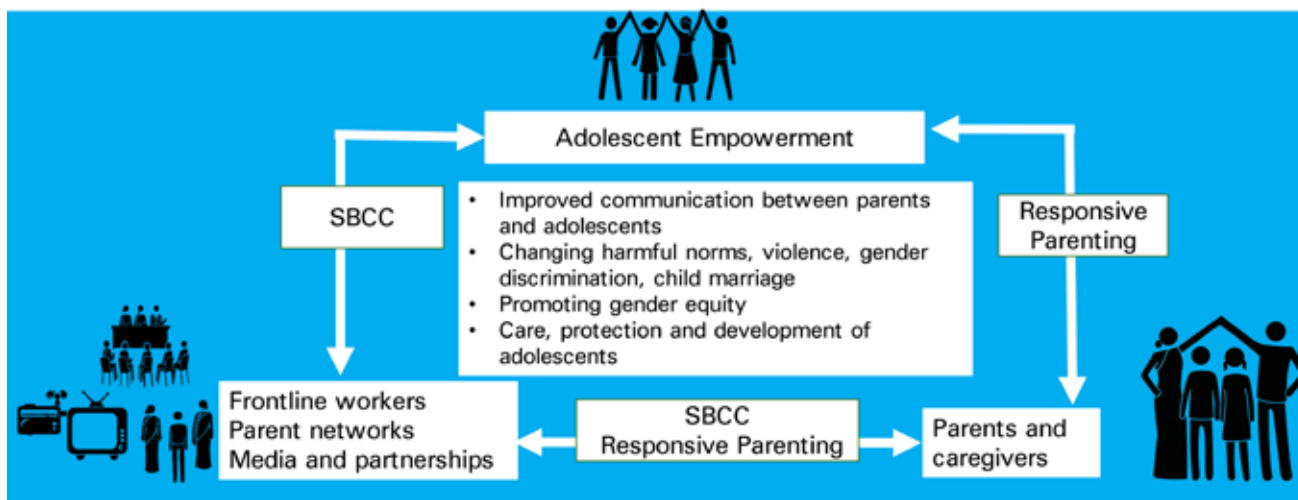


Figure 2:

Parenting Adolescents Strategy



Shift in strategy during COVID-19

Focus on reaching and supporting parents through different platforms:

1. Use of electronic and digital media
2. Community level platforms
3. Limited home visits by front line workers

- **Parent networks:** Self-help groups (SHG), Panchayati Raj Institutions, Farmers cooperatives, small and medium scale trade federations [Khadi and Village Industries Commission KVIC] and Community based groups
- **Implementing partners and local organisations**
- **Media and partnerships:** Electronic media – TV, radio, print media, digital media – social media, community media

4. Communication Approaches and Uses

The Package provides materials which facilitate SBCC based on three key inter-linked approaches viz., interpersonal communication (IPC) maintaining COVID appropriate behaviours (CAB), group communication (GC) and social mobilisation and advocacy (SMA). Through these inter-linked approaches the intent is to communicate common key themes and messages of responsive parenting incrementally (from simple to complex themes) at individual, group and community levels. These approaches should thus be in sync with and complement each other.

- **IPC:** Through this approach FLWs, teachers and development workers from implementing partners and local non-governmental organisations (NGOs) will use specific materials of the Package to initiate one to one and detailed discussions around various issues of parenting adolescents. For instance, during home visits, outreach workers/community functionaries can strike heart to heart conversation with parents around most sensitive adolescent issues such as sexuality, peer influence and make it more impactful and engaging through use of the Package contents.
- **GC:** To collectivise parents, caregivers and other family members on issues of parenting adolescents, group communication is crucial. The FLWs, teachers and development workers can use various audio-visual materials to engage with small groups of parents, care givers and adolescents on how parents can support adolescents by being responsive to their needs.
- **SMA:** SMA is pivotal to bring a wider normative change. Such change involves entire community recognising adolescent rights and taking on the mantle of creating an enabling environment for them. For this reason, IPC and GC must be supplemented by SMA efforts to garner support of the community in particular community leaders, Panchayati Raj Institutions, parent networks and other community groups for responsive parenting of adolescents.



In view of the above approaches, the Package will be used to foster dialogue and discussion between

- Parents/caregivers and FLWs, development workers and teachers
- Family members and FLWs, development workers and teachers
- Parents/caregivers and adolescents
- Community members and FLWs, development workers and teachers
- Community members and parents/caregivers
- Community members and adolescents
- Peer to peer dialogue among parents/caregivers
- Peer to peer dialogue among adolescents to demonstrate the challenges parents/caregivers face while engaging with adolescents




All the above will essentially contribute to foster intergenerational dialogue between adolescents and parents/caregivers and other adults of the family.

5. Platforms

To reach out to various stakeholders on issues of parenting adolescents, different platforms for engagement must be leveraged. In line with key communication approaches of IPC, GC and SMA, the Package can be used through following platforms.

Table 1:

Platforms for Parenting Adolescents Package

Communication Approaches	Potential platforms to be leveraged
Interpersonal communication (IPC) maintaining social distancing 	<ul style="list-style-type: none"> Home visits by AWWs and ASHAs One to one counselling sessions at Adolescent Friendly Health Clinics (AFHCs) One to one interaction by Peer Educators (PEs) under Rashtriya Kishor Swasthya Karyakram (RKSK), School Health and Wellness Programme (SHWP), SAG Interactions between teachers and parents – Parent Teacher Association (PTA) One to one engagement driven/facilitated by civil society organisations, youth groups such as Nehru Yuva Kendra Sangathan (NYKS), National Cadet Corps (NCC) and National Service Scheme (NSS) Digital or virtual interaction with parents and adolescents through tele counselling
Group Communication (GC) 	<ul style="list-style-type: none"> Monthly meetings at AWCs Group meetings conducted by PEs under RKSK SMC meetings Parents teachers' meetings Student group meetings including Meena Manch, Gargi Manch, Raju Manch, Kanyashree clubs, student councils Meetings of community groups and networks (SHGs, youth groups, NYKS, NSS, farmers' groups) Meetings at Common Service Centres (CSCs) Digital or virtual interactions with group of parents and adolescents
Social Mobilization and Advocacy (SMA) 	<ul style="list-style-type: none"> Gram Sabha meetings, Chaupals VHSND and Poshan Maah celebrations Adolescent Health Days Community celebrations and events School celebrations and events Community radio Display/Screening at CSCs and other prominent places in villages and panchayats Digital circulation of all materials on WhatsApp groups, Facebook and other similar platforms

6. Unpacking the Package Contents





The Parenting Adolescents Package comprises a range of materials covering following responsive parenting themes.

- Importance of parenting adolescents and the challenges
- Growth and changes in early adolescence
- Understanding adolescent's developmental needs and gender sensitive support
- Understanding gender identity, promoting gender equity and addressing gender-based violence
- Disciplining by striking a balance
- Communicating with adolescents
- Raising adolescents with values and embracing diversity as a value (including adolescents with disabilities)
- Knowing adolescents' friends and friendship with opposite sex
- Independence and responsibility
- Parental engagement in adolescents' study
- Use of technology and online safety
- Psychosocial support particularly during COVID-19




The Table below presents the contents of the Package at a glance based on their type and nature of use.

Table 2:

List of Materials in Parenting Adolescents Package

Title	Author	Type	Description	Language	Use	Available at
Tarunya Online Repository 	UNICEF	Print, audio visual	The Tarunya Repository contains materials to address adolescent empowerment and the issue of ending child marriage at the state, district, community and individual levels. As part of the repository, an implementation guide and user guide have also been developed. The Repository contains posters, flipbooks, booklets, films, radio spots among others.	Hindi, English, Tamil and Bengali	IPC and GC	https://prachicp.com/tarunya/
AdhaFULL Omnibus 	BBC Media Action and UNICEF	Audio visual	AdhaFULL Omnibus is a 78-episode TV drama series - a whodunit with three teenagers who come together in a make believe town called Badlipur to solve one case per week. Each episode is of around 30-45 minutes.	Hindi	IPC and GC	http://prachicp.com/tarunya/sharelink/Child_Protection_Smart_kit/AdhaFull/ BBCMediaActionAdhaFull/
Baapwali Baat Package 	UNICEF	Print and audio visual	Baapwali Baat Package contains poster, hoarding, wall painting, two TV commercials of one minute each and two radio spots of 30 seconds each. The Package focuses on encouraging girls' education and changing harmful gender norms. It appreciates fathers who choose education over marriage for their daughter.	Hindi	GC and SMA	http://prachicp.com/tarunya/sharelink/Child_Protection_Smart_kit/BaapwaliBaat/
Ammaji Kehti Hain Films (Facts for Life) 	UNICEF	Audio visual	The TV drama serial imparts messages from the Facts for Life book in an entertaining fashion to rural audiences. The videos are between 15 to 18 minutes each. Themes covered include child marriage, early marriage means early pregnancy, iron and anaemia, handwashing with soap, menstrual hygiene; value of childhood, child protection committee, and unsafe migration	Hindi	IPC and GC	http://prachicp.com/tarunya/sharelink/Child_Protection_Smart_kit/AmmaJiKehatiHain/

Soch Badalte Hai 	UNICEF	Audio visual	Soch Badalte Hai comprises a set of four videos focusing on themes of challenging gender stereotypes, gender equity and gender-sensitive parenting.	Hindi	IPC, GC and SMA	http://www.prachicp.com/parenting/index.html
Parenting Adolescents Animatics 	UNICEF	Audio visual	Parenting Adolescents is an engaging series of 15 animatics focusing on different responsive parenting themes with a strong gender lens. Themes covered include importance of parenting, communicating effectively with adolescents, meeting developmental needs of adolescents, providing them psychosocial support, parenting during COVID-19.	Hindi and English	IPC and GC	http://www.prachicp.com/parenting/index.html
Tara Taiyyar Hai 	Government of Uttar Pradesh, UNICEF, The Puppeterians	Audio visual	The videos revolve around Tara - an affable muppet and her family. These videos on adolescent life skills depict various challenges and issues faced by adolescents including cyber stalking and online safety. They depict how parents can talk about these issues with their children.	Hindi	IPC and GC	http://prachicp.com/tarunya/sharelink/Child_Protection_Smart_kit/Tarunya-training/TCHT-Ep-2_Communication_WA.mp4
Package on Ending Child Marriage 	Saajha Abhiyan	Print and audio visual	The Package contains a film, situation cards, flip book and story card on ending child marriage and promoting girl's education. Set in Rajasthan's context, the Package brings out the role parents can play in protecting their adolescent girls' rights and support their healthy transition into adulthood.	Hindi	IPC and GC	http://www.prachicp.com/parenting/index.html

<p>Connecting with Lil Ones during COVID-10 by Dr. Shekhar P Sheshadri</p> 	<p>NIMHANS</p>	<p>Audio visual</p>	<p>The video provides simple parenting tips to engage with children effectively during COVID-19.</p>	<p>Hindi and English</p>	<p>IPC and GC</p>	<p>https://www.youtube.com/watch?v=OYD9bogtJLU https://www.youtube.com/watch?v=GPwn_e9iuvvg</p>
<p>Lakshmi Comic Book</p> 	<p>UNICEF</p>	<p>Print</p>	<p>The comic book follows the story of Lakshmi and her parents during COVID-19. The comic book provides parenting tips for adolescents including how to talk to children about COVID-19, allaying their fears doubts and myths and providing them psychosocial support.</p>	<p>Hindi, English and Tamil</p>	<p>IPC</p>	<p>http://www.prachicp.com/parenting/index.html</p>
<p>Global Resources on Parenting during COVID-19</p> 	<p>WHO</p>	<p>Print</p>	<p>The global resources comprise a set of colourful posters on simple yet effective parenting tips during COVID-19.</p>	<p>English</p>	<p>IPC</p>	<p>http://www.prachicp.com/parenting/index.html</p>

* Pls note this list is indicative and depicts only key materials, Prachi repository is dynamic and houses other relevant materials concerning adolescents.

7. Sample Sessions

To help users plan use of different components of the Package, two sample sessions have been provided below. These sessions build on how users can use the Package leveraging existing platforms with different stakeholders.

Sample Session 1: Talking to adolescent girl's mother about menstruation

Setting: One to one home visit by an AWW to an early adolescent girls' mother

Suggested Material: Parenting Adolescent Animatics – Animatic 2 Growth and Changes in Adolescence (Puberty)

Approach and Use: IPC and intergenerational dialogue maintaining social distance and CAB

Material required: Parenting Adolescent Animatics should be saved/or easily accessible on AWW's smart phone, the smart phone device should be sufficiently charged

Key Pointers for Use

- Meet and greet the mother maintaining social distance, wearing mask and no physical contact and talk about how she is
- Mention about her daughter stepping into adolescence and her likelihood of experiencing various physical and psychological changes
- Highlight preparing girls for menstrual hygiene management (MHM) and giving them psychological support during this time is critical
- Sometimes it could be both awkward and daunting for children to discuss this with parents, however, informed and aware parents can prepare their daughters well to address the issue of menstruation
- Encourage father to join and participate in the session
- Tell the parents that you will show them an animatic about a mother facing similar situation

- Post the screening discuss the dilemma faced by the mother in the animatic and how she overcame the challenge by taking the initiative of talking to her daughter
- Reiterate the key messages around menstruation and hygiene practices including safe disposal of used products/cleaning of used cloth

Sample Session 2 Talking to parents about use of technology and online safety

Setting: Parent Teacher Meeting at School

Suggested Material: Tara Taiyyar Hai video and Parenting Adolescent Animatics – Animatic 10 Digital Gadgets – User or loser?

Approach and Use: Small group communication maintaining social distancing and CAB

Material required: Tara Taiyyar Hai video and Parenting Adolescent Animatics should be saved/or easily accessible on teacher's computer or laptop

Key Pointers for Use

- Meet and greet the parents maintaining social distance wearing masks and no physical contact, talk about how they are
- Mention about how during COVID-19 school closure phase children's use of technology owing to online classes has increased substantially
- Emphasise that technology is indeed a boon and its use is inevitable in today's time but it also poses children and us at various online risks. Therefore, it is important that parents and children must be aware of steps that can be taken to ensure online safety.
- It is also necessary that children while facing online risks should be able to reach out to parents and caregivers for help and support.
- Tell parents that you will show them a video about a muppet family where a girl/boy is getting unwanted calls and messages by someone and she is feeling hesitant to talk about this with her/his parents.

- Post the screening, discuss the dilemma faced by the parents in the video and how they overcame the challenge by taking the initiative of talking to the daughter/son.
- Reiterate the key messages around why is it important to create an enabling environment where children can talk to their parents about things which are bothering them.
- Following this, tell them that you will be showing them another animatic where parents like them are struggling to find ways to keep children safe online and a number of them go to the school teacher for advice.
- Upon completion of screening, ask parents about their views on the online safety measures suggested in the animatic.
- Request them to suggest more ways of keeping their children and themselves safe in the online environment.

- Conclude the discussion by reiterating the golden rules of children’s online safety and any promising suggestions that may have emerged during the discussion

8. Monitoring Indicators

To make the most out of this Package, it is important that users consciously monitor how they are using it in their communication activities and efforts. It is true that monitoring would entail additional time spent on recording and tracking the Package use by the users and their respective organisations. Therefore, it must be integrated with the Monitoring & Evaluation (M&E) systems and practices already being followed by users and their organisations. Some simple indicators for monitoring of Package use that can be included in users’ existing M&E framework and checklists are provide below.



Input indicators

- No of trainers trained on use of the Package
- No of functionaries trained on use of the Package



Process indicators

- No. of government functionaries able to use⁵ Package contents in their communication activities
- No. of implementing partners (CSOs) able to use⁶ the Package in their communication activities
- No. of sessions conducted with parents using the Package



Output indicators

- No. of audience/ stakeholders (parents, teachers, community representatives) reached using the package
- Proportion of parents/adults who know/understand the importance of gender responsive parenting practices
- No. of parents who are confident of ensuring gender equity



Outcome indicators

- No. of parents who have changed a harmful norm/or practice at home level
- Proportion of parents/adults reporting adoption of gender responsive parenting practices
- Proportion of adolescents reporting improved communication with their parents
- Proportion of parents who convince others about gender equity

^{5,6} This means that they have been trained to use the Package and are proficient in using it.



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