

FROM PILOT TO SCALE UP



- The ICDP parenting program aims to enhance child sensitivity of the 4Ps. Parenting for parents and life skills for children.

Begin with the end in mind...



Philippines: the Pantawid Pamilya Pilipino Program (the 4Ps)

Covers 4.4 million households, 20 million people (20 % of the population)

Purpose to reduce intergenerational transfer of poverty

Targeting of beneficiaries based on Proxy Means Test and community validation

Conditional cash transfer (CCT)

New strategy since 2020- social case management of families by social workers to support them to come out of poverty

Selected known impacts:

- Reduced underweight, reduced illness during early years.
- Increased school enrolment, reduced drop out
- Reduced child labour
- Reduced incidence of hunger

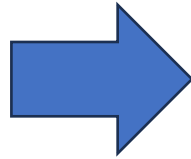
Selected recommendations from various studies:

- Improve quality of complementary services and uptake
- Increase benefit size
- Cover all children in a household
- **Make the conditional Family Development Sessions more purposeful**

CSSP Region VIII

Pilot area

Region 8 (Visayas)



Number of Parents/Caregivers reached:

- Region VIII: 49,891 [females: 38,848; males: 11,043]

Number of ICDP facilitators (community volunteers of Leyte and Samar

- 1,157 (F -1,040; M - 115)

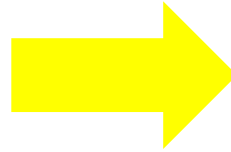
EVPAN – Eastern Visayas Parenting Advocates Network – multiplier effect
- Core group (118 members) of ICDP facilitators

CSSP - Region VIII

Parenting Program spin off groups/cooperative

- Enhance child sensitivity of SP- parenting parents for parents and life skills for children

Family Support Groups (FSG)



LAHUTAY Cooperative

(Leading Active Homes United Towards Attainment of Youth and Children's rights)

Total FSG – 303 (15 – 20 members max)

Total FSG members - 4,062,
Adults: 2,454 (F – 3,560; M – 502)
Children: 320 (G – 350 B – 173)



Total Savings - Est. 2.3 Million (May 2022 up to the present)

Total Loan releases – Est. P1.3 Million

Purposes of loan:
- Livelihood capital
- Education of children
- House Repair
- farming capitalization



National Scale up: ICDP/MaPangBata for the FDS

- as social case management strategy, Kilos Unlad (KU) Framework through the Family Development Session (RA 3110)
- Foundational parenting course for all 4Ps beneficiaries

ICDP Facilitators: 7,943 [females: 6,386; males: 1,557]

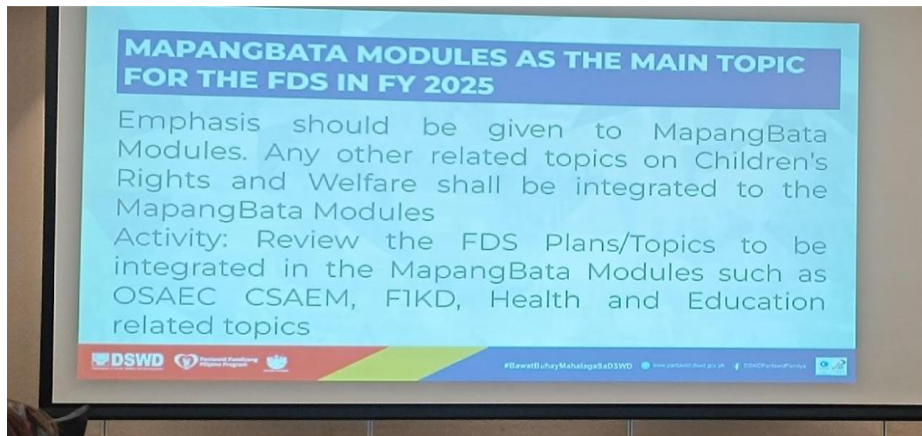
Multiplier effect




**ICDP – MaPangBata
Magulang Para sa Pag-unlad ng Bata**

Parents/caregivers reached:

- 644,193 [females: 571,020; males: 73,173] (captured by SCP)



4Ps reach: more than 500,000 (May – August, 2025)

DSWD 
Department of Social Welfare and Development BAGONG PILIPINAS

4Ps NPMO Order No. 06
Series of 2025

GUIDANCE NOTE ON THE IMPLEMENTATION OF THE FAMILY DEVELOPMENT SESSION (FDS) MODULE ON THE MAGULANG PARA SA PAG-UNLAD NG BATA (MaPangBata)



HOW DID WE DO IT

Theory of Change

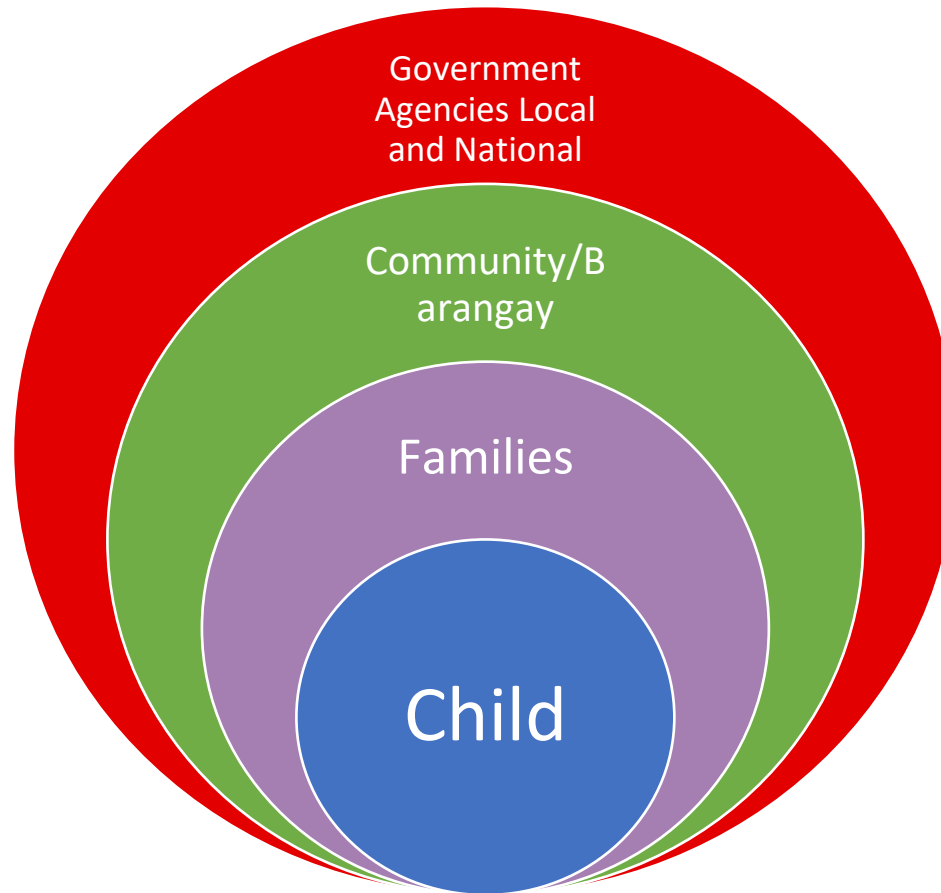
Begin with the end in mind...

Develop the prototype/model...

Invest in People to become multipliers

Implementation strategy

- Build (prototype) with the people
- Operate with them until they master it
- Transfer the skills and let them do it



Building relationships

- **beyond transactional**
- **Show evidence of impact**

Find complementary and convergence factors

- **Dream, plan and act together**

Advocate together

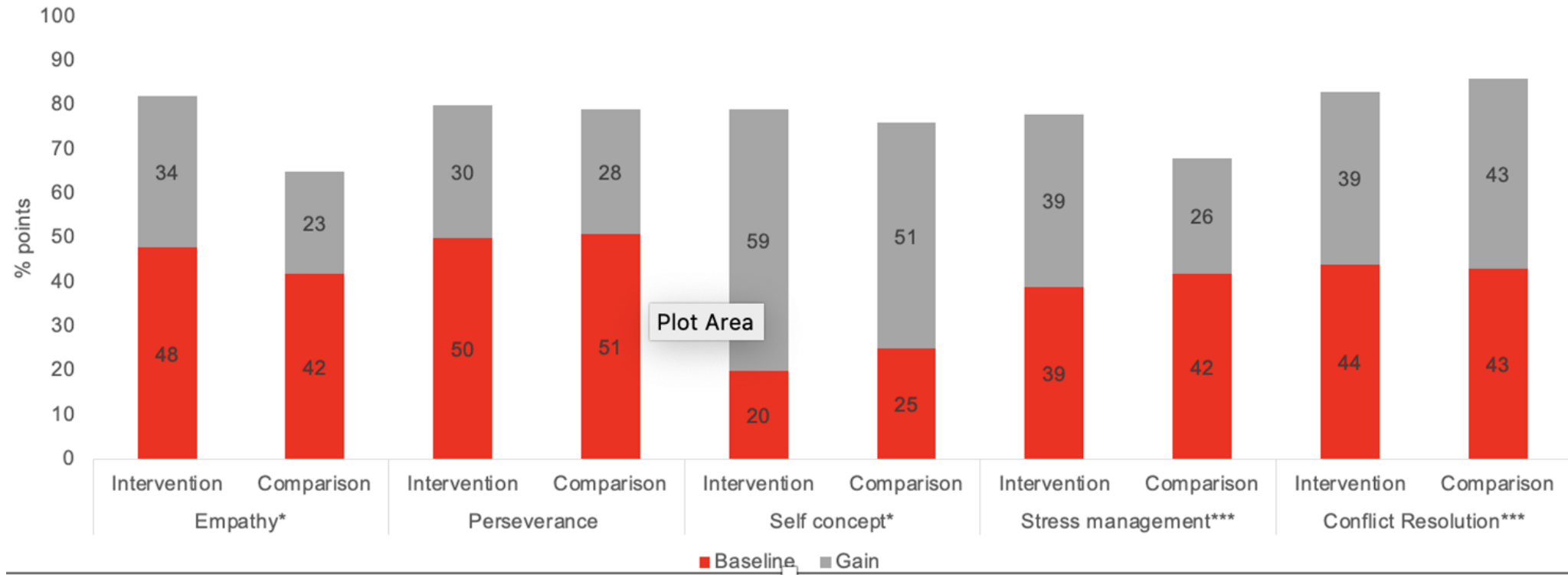
Policy reform and/or Legislative agenda

Anchor/Institutionalize



Evidences of Impact

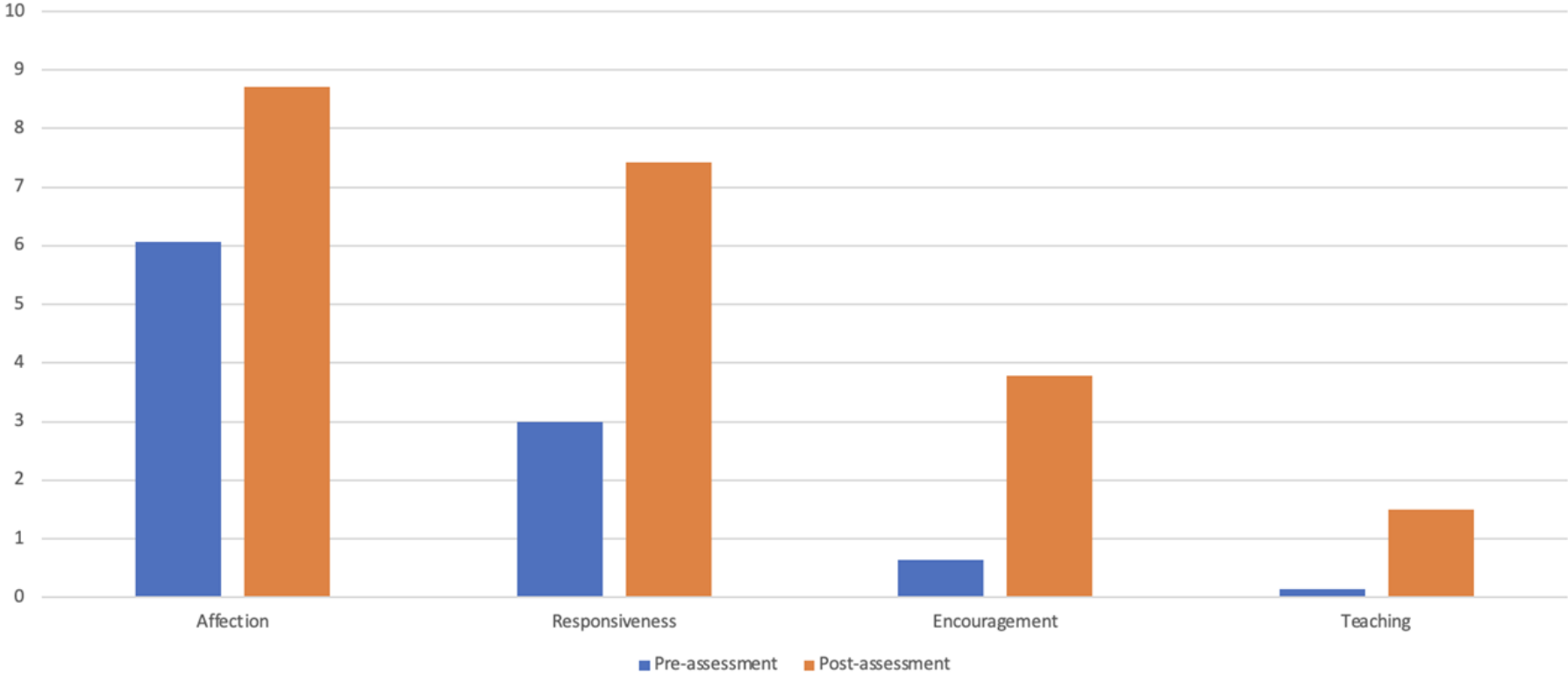
Impact on adolescent social and emotional skills in Leyte (N=465)



Differences significant at $p < 0.001$ (***), $p < 0.01$ (**), $p < 0.05$ (*) and $p < 0.10$ (~)

Behaviour of parents/caregivers – direct observation in Samar (N=20 parent-child dyads)

PICCOLO (Parenting Interactions with children: Checklist of Observations Linked to Outcomes)





Save the Children

Brief Assessment of the Scale Up of ICDP/MaPangBata for 4Ps

Key Findings

Changes in Parenting Practices

a. Strengthened Parent-Child Relationship and Bond

- Emotional presence, empathy and responsiveness
- improved communication between parents and children
- Learning how to “show love” (one of the ICDP 8 guidelines)

b. Increased Empathy and Responsiveness

- developing a deeper emotional awareness and responsiveness toward their children
- Parents now strive to listen more attentively, recognize subtle signs of distress, and respond in ways that validate their children's experiences.
- Parents have become supportive of their children's interests and hobbies, even amidst the challenges and uncertainties of raising adolescents

Key Findings

Changes in Parenting Practices

C. Setting Limits in a Positive Way

- Parents have shifted toward non-violent and respectful approaches
- Parents showed and sustained improved emotional self-control.

d. Transforming Gender Roles and Embracing Diversity in Parenting

- Parents began to reflect on and challenge traditional expectations, especially regarding who is responsible for household chores.
- Improved spousal dynamics fostering more equitable and respectful relationships between partners
- More balanced and shared responsibilities in the homes

e. Positive Shifts in Family Relationship and Dynamics

- homes have become more peaceful, with significantly fewer conflicts and more expressions of love and affection among family members

Key Findings

Impact on children

- **Improved openness and communication between parents and their children**
 - Children who were once withdrawn and shy became open and expressive to share their thoughts and ideas and even problems in school or personal concerns like relationships
- **Demonstrate more respectful attitude and positive behavior at home**
 - Willingness to help in household chores which gave mothers to care for themselves
 - stopped using foul language
 - more responsive and considerate in their interactions with their parents
- **Increase in children's confidence and emotional well-being**, particularly in how they engage in school.
 - children are more cheerful and outgoing

**LESSONS?
INSIGHTS?
QUESTIONS?**





THANK

YOU