



CO-CREADO POR: equimundo &



# Paternar

From in-person to digital and hybrid: Learnings from adapting a fatherhood program in Colombia



SVRI 2024

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# Outline



- 1) Background
- 2) Iterative learning adaptation
- 3) Results
- 4) Learnings



# Background and context



- Children need nurturing relationships and safe environments to thrive yet..

... in Colombia

1 in 3 women  
experience FV or  
SV

40% of children <5  
experience physical  
punishment

- **Evidence shows** that parenting programs that effectively engage men can reduce both IPV and VAC and promote gender equality.

## Recurrent challenges:

- Recruitment
- Participation
- Retention

+

## Exacerbated by:

- Social & gender norms
- Structural barriers
- Design

→

## The potential of Digital & Hybrid Programs

- Accessible
- Cost-Effective
- Scalable

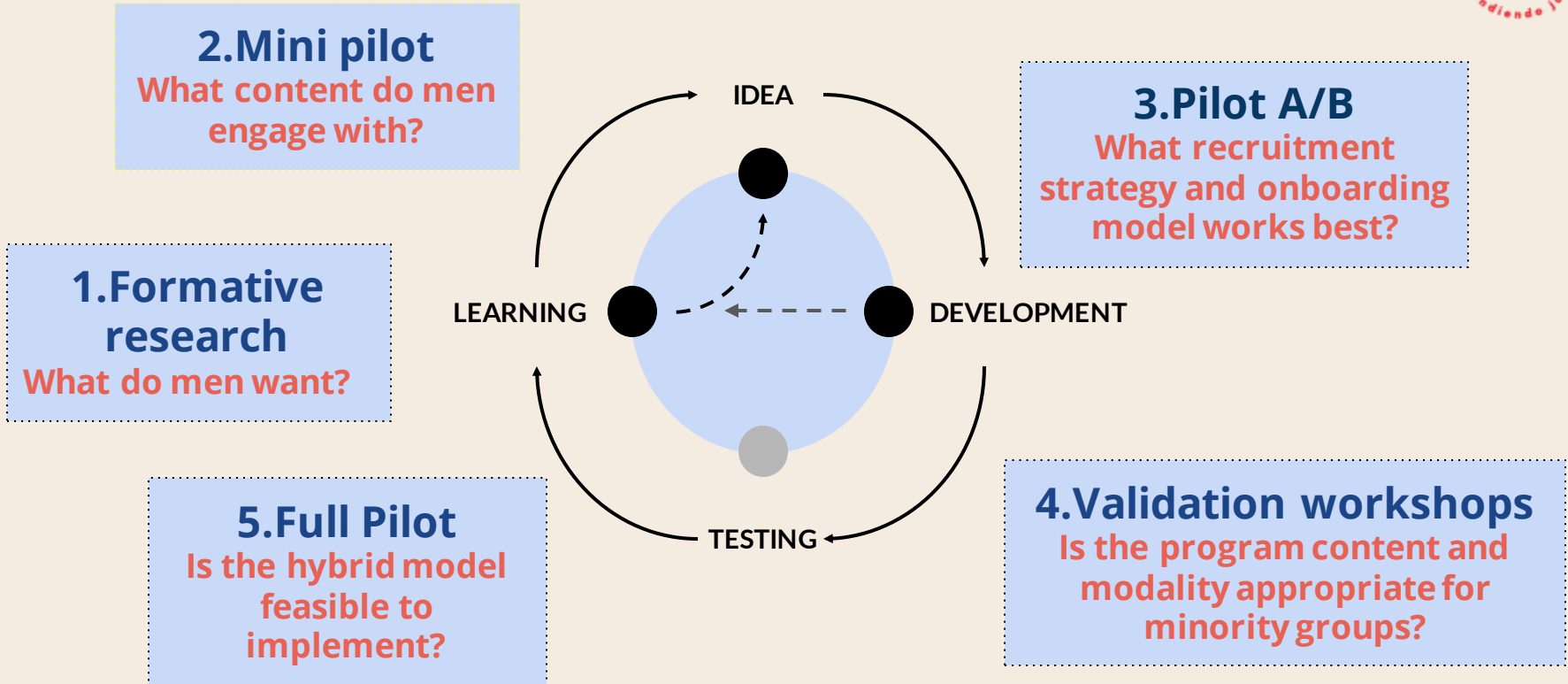
# Adapting Program P + ECD



- Program P created in 2013 & adapted in ~30 countries.
- Program P + ECD in Lebanon found to:
  - Reduce harsh discipline
  - Increase men's active participation in childcare & household work
  - Improve couple communication



# Understanding men, testing & refining



# Key findings that informed the design



**Reduce in**  
person  
demand



**Appeal to**  
desire of loving  
relationships



**Provide**  
alternatives to  
physical  
discipline



**Peer space for**  
only fathers

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# Key findings that informed the design



- Design for different types of interactions
- Design for asynchronous participation
- Digital recruitment & onboarding effective but... it did not translate into in-person participation





# Refined hybrid model

❖ 6 in-person sessions

❖ 10 weeks of digital content:

3 active days

- WA groups for fathers & mothers
- Gamification: 4 levels

❖ Story Book:

- 6 GT stories to promote father - child bonding
- 23 activities for the family

## 10 semanas para aprender juntos cómo ser nuestra mejor versión

Vamos a aprender técnicas para:

Bienvenida

1 Semana



Nivel 1

Educar a nuestras hijas o hijos con amor



2 Semanas

Nivel 2

Acompañar los aprendizajes de nuestras hijas e hijos



2 Semanas

Nivel 3

Relacionarnos con empatía y compartiendo decisiones



2 Semanas

Nivel 4

Afianzar un hogar seguro y cuidador



2 Semanas

Compromisos para el bienestar familiar

1 Semana



# Pilot results: Recruitment & Retention

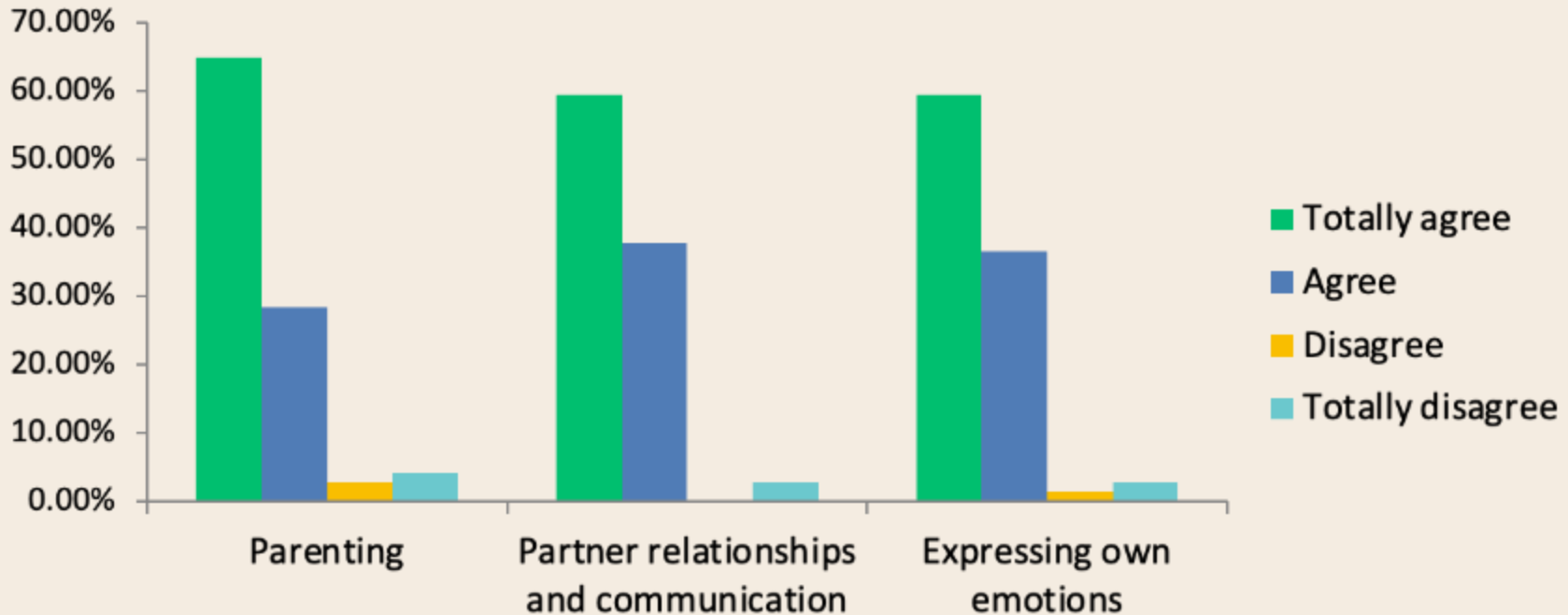


Recruitment (in person start/onboarding)	Challenging
3+ in-person sessions	69% of fathers (87 of 126)
4+ in-person sessions	60% of fathers (76 of 126)
5+ in-person sessions	44% of fathers (55 of 126)
Remained in the WhatsApp group through week 10	90% of fathers (113 of 126)

# Paternal Acceptability & Relevance



*To what extent do you agree that these topics were relevant for your life?*



\*among 59% of fathers in the full implementation who completed the post-program survey

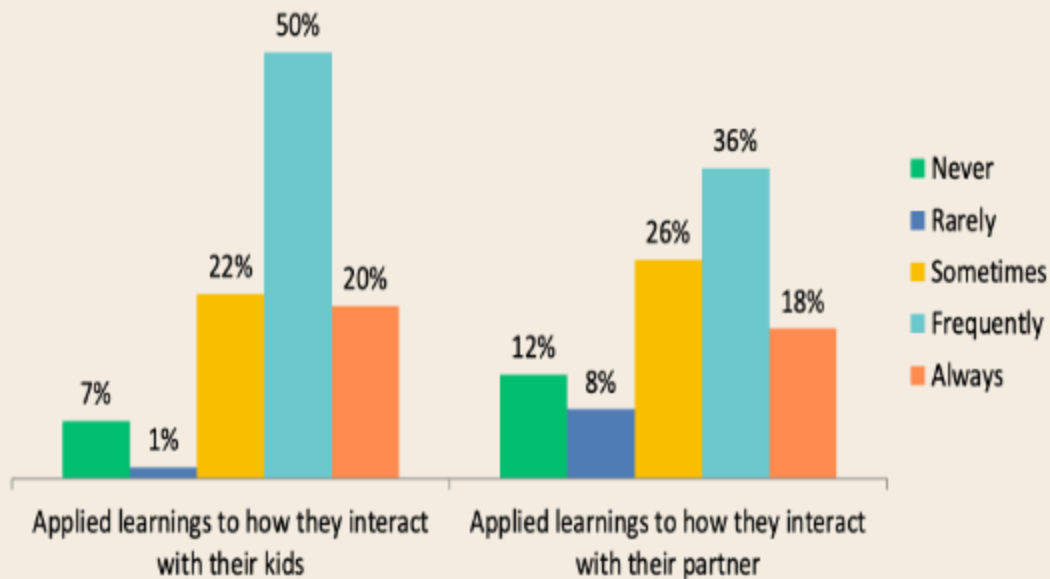


## Engagement (frequent and always):

34% participated in group discussions

65% read content  
+ 28% sometimes

## Applied learnings:



\*among 59% of fathers in the full implementation who completed the post-program survey

*"Hi, good evening, maybe of the most relevant (emotions) in this activity are Fear and Love:*

- 1) Fear is a difficult emotion to express for many men, given that it is expected for us to be strong in the family and community, we were taught that we must be brave and fearless.*
- 2) Love because a lot of the time, a man that is affectionate is seen as weak and also, feminine.*

*Luckily, right now things are changing and I feel that for me it is becoming easier to express emotions."*

*WhatsApp message, father, Paternar Hybrid*



- ★ Efficient recruitment and higher retention.
- ★ Indication that learnings can translate into practice.
- ★ Early indications of critical reflections around gender norms.



**Currently finalizing data analysis and piloting 100% digital model**



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# Thank you

# Gracias

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