



SINH CON, SINH CHA

Impact report



Center for Vietnamese and Southeast Asian Studies
University of Social Sciences and Humanities, Vietnam National University in HCMC



CONTENTS

Overview of child care and parenting in Vietnam	5
Methodology	10
“Sinh Con, Sinh Cha” program’s impacts evaluation	11
• Impacts of the content pillar on children’s intellectual and emotional intelligence development (<i>Child intelligence</i>)	14
• Impacts of the content pillar on negative behavior adjustment and positive behavior development (<i>Child behaviors</i>)	20
• Impacts of the content pillar on children’s physical and mental health (<i>Child health</i>)	27
Conclusions	29

FOREWORD

Sinh Con, Sinh Cha (Born Children, Born Parents) comes from the Vietnamese proverb “Children are born before their parents, while grandchildren are born before their grandparents”, which talks about the creation of parental and grandparental roles upon the birth of a child. Parenting has been considered a “job” which everyone has to take and can do easily without formal training. But in reality, to properly care for and raise up a child, parents do need to learn.

Many scientific studies confirm the importance of parenting in the comprehensive development of a child, especially in their early childhood. However, many Vietnamese parents still lack knowledge and skills to take good care of their children, thus leading to many cases where children become victims of violence, accidental injuries, or do not have the opportunity to grow to their full potential for comprehensive development.

Given this reality, the National Fund for Vietnamese Children (NFVC) and Generali Vietnam joined hands to develop and implement *Sinh Con, Sinh Cha*, a community education program offering parenting knowledge, skills and tips to parents, grandparents as well as child guardians. The program aims to contribute positively to the comprehensive development of the Vietnamese children, while promoting and protecting children’s rights (program content referencing UNICEF’s materials).

By end of 2021, *Sinh Con, Sinh Cha* successfully organized numerous local workshops in different provinces and cities across Vietnam, benefiting more than **3,200 parents, children, as well as kindergarten teachers and staff**. The program’s sitcom series and digital parenting content have also garnered interests and positive engagement as well as interactions from millions of parents.

To continue to develop more useful parenting content and extend the reach of *Sinh Con, Sinh Cha*’s positive impacts, the NFVC and Generali Vietnam work together to evaluate the impacts of the program with a survey independently conducted by the Center for Vietnamese and Southeast Asian Studies, University of Social Sciences and Humanities (USSH), Vietnam National University in HCMC (VNUHCMC).

The survey findings show very positive results of the program in meeting the objectives of raising parents’ awareness, guiding and accompanying them on the parenting journey, sharing with them the challenges of bringing up a child. **About 85% of parents evaluate that the program has helped them improve parenting knowledge and skills for each of the discussed topics, 97% reported to have already changed their parenting methods following the program’s tips and**

advice. Concurrently, *Sinh Con, Sinh Cha* helps 97% of parents reduce parenting stress. The survey findings also suggest that the program has **successfully reached out to male parents and guardians** with higher percentage increase in parenting knowledge and skills recorded than their female counterparts with regards to various parenting topics including important ones such as spending quality time with the children, understanding children’s psycho-biological characteristics, managing parenting anger, and protecting children against abuses, etc. This will then contribute to more harmonious parenting experience for the children and help them develop more comprehensively. The detailed findings will be discussed in this report.

Such positive impact findings motivate us to continue our meaningful partnership to implement upcoming plans to scale up the impact of this program.

Specifically, we will be developing new content in diverse formats, expand and strengthen the digital delivery of the program, as well as our training activities via on-site workshops across the country. Generali Vietnam has embedded and will continue to embed the program’s parenting content in training for its agency trainer force, which will help extend the program’s reach to many more customers and parents in Vietnam.

In addition, *Sinh Con, Sinh Cha* will contribute its parenting content to “*Integrated Early Childhood Development (IECD) Holistic Parenting*”, a country-level project jointly organized by UNICEF, MOLISA, Generali Group’s The Human Safety Net foundation, and Vietnam Chamber of Commerce and Industry (VCCI) etc. with over EUR1 million financial support pledged by The Human Safety Net.

We hope *Sinh Con, Sinh Cha* will continue to receive the interest and support from the community in its meaningful journey of contributing to the protection, care, education and comprehensive development of Vietnamese children.

Sincerely,



Hoang Van Tien
Director of The National Fund
for Vietnamese Children



Tina Nguyen
CEO of Generali
Vietnam



OVERVIEW OF CHILD CARE AND PARENTING IN VIETNAM

Taking good care of a child and ensuring them comprehensive development, both physically and psychologically, requires parents and carers to have essential parenting knowledge, skills, experience and proper training. Using just parenting instincts is far from being sufficient.

In recent times, the protection and care of children, as well as the safeguard and promotion of the children’s rights are high on the agendas of international and national governments with increasing focus. Many parenting programs, projects, schemes and models have been designed and implemented in Vietnam. However, their reach and impacts have been limited.



According to the Department of Family Affairs, there are still gaps in providing parents with essential parenting knowledge and skills. A significant number of parents still

lack science-based knowledge and professional support necessary to help them solve everyday issues related to the comprehensive growth of their children.

As a result, children in Vietnam are facing numerous pressing issues. For example, according to a survey by the General Statistics Office and UNICEF*, parents do not spend enough time with their children (more than one third of children aged 2 – 4 years are not engaged by any adult household members in activities that promote early childhood learning). More children are engaged with their mothers than their fathers. 70% of children still suffer from physical or psychological abuse by household members. There is still limited access to toys and learning tools and resources necessary for early childhood development for children aged under 5.

Understanding this worrying reality of such parenting challenges in Vietnam, as well as the important role of parents in a child’s comprehensive development, the NFVC and Generali Vietnam have joined hands to develop and implement *Sinh Con, Sinh Cha*, within the framework of The Human Safety Net, Generali Group’s global community initiative that is active in 23 countries with more than 60 non-governmental partner organizations, with for Families, for Refugee Start-Ups and for Newborns being its three main programs.

*Vietnam SDG indicators on Children and Women Survey 2020 – 2021 by General Statistics Office of Vietnam and UNICEF.





Ms. Nguyen Thi Ha, Deputy Minister of Labor – Invalids & Social Affairs delivers gifts to the children at the "Sinh Con, Sinh Cha" workshop in Bac Ninh province.

ABOUT "SINH CON, SINH CHA"

Sinh Con, Sinh Cha focuses on building community education content with three content pillars of intelligence, behavior and health of children aged 0 – 6 years. The program's parenting content is delivered via an online sitcom series featuring Merited Artist Nguyen Xuan Bac – Goodwill Ambassador of the NFVC, a parenting booklet compiled by the program's experts, quality parenting content on various online platforms, and local parenting workshops organized at kindergartens across the country. All workshops and program materials are delivered completely free of charge.

- **Participants:** The program's direct beneficiaries are parents or guardians of children aged 0 – 6. It focuses on parenting knowledge and skills aimed at raising parents' awareness of their important

role in their child's early childhood years, thereby creating positive impacts on the comprehensive development of Vietnamese children, also the program's indirect beneficiaries.



Mr. Hoang Van Tien, Director of the National Fund for Vietnamese Children, gives his remark at the "Sinh Con, Sinh Cha"'s launch event.

- **Workshops:** Workshops are held at kindergartens across the country, each focusing on 3 topical parenting situations with which parents often make mistakes or lack experience in dealing, using the program’s videos on children’s intelligence, behaviors and health. After watching the videos, the program’s facilitators will analyze the video details, introduce relevant parenting knowledge,

and help the parents to draw lessons from these situations. The facilitators engage and discuss with participating parents, as well as organize games and interactive or Q&A activities to illustrate key learning points and offer opportunities for families to interact and strengthen bonds. Each workshop also offers financial support to underprivileged families in the community.



"Sinh Con, Sinh Cha"'s organizing team and government officials at the program's launch event.

Parents can also access a wide array of parenting materials offered free of charge such as the program booklet distributed at the workshops and wide-ranging quality parenting content published on the program’s website and various online platforms:

- www.generalivn/sinhconsinhcha
- [www.fb.com/TheHumanSafetyNetVietnam](https://www.facebook.com/TheHumanSafetyNetVietnam)
- [www.fb.com/groups/SinhConSinhCha](https://www.facebook.com/groups/SinhConSinhCha)

- **Content:** The program content focuses on three main content groups of intelligence, behaviors and health of children aged 0 – 6 .

Content pillars and topics for discussion

Content pillars	Topics
Child intelligence	When child learning begins?
	Spending quality time with your children
	Developing children’s positive emotional intelligence
	Learning through play
Child behaviors	Psycho-biological and behavioral characteristics of children aged 0 – 6
	Controlling parenting anger to avoid hurting children
	Being a role model for children
	Adjusting children’s common negative behaviors
Child health	Helping children to develop healthy eating, sleeping, exercising routines
	Enhancing the immune system for children aged 0 – 6
	Ensuring a safe home for children
	Protecting children from abuse and violence

Implementation progress of "Sinh Con, Sinh Cha" from June 2020 to the end of 2021

During the pilot implementation period from June 2020 to end-2021, the program successfully organized 7 parenting workshops with the participation of more than 3,200 parents, children, and kindergarten teachers and staff in 7 provinces and cities including Bac Giang, Thua Thien Hue, Dak Lak, Can Tho, Quang Ninh, Da Nang, Bac Ninh.

The program has also trained 20 core facilitators, who would be responsible for facilitating the local parenting workshops. More than 500 volunteers who are Generali employees and agents across the country have assisted in organizing and promoting the program's workshops as well as its online activities and content.

In 2021, under the impacts of the Covid-19 pandemic, the program’s efforts to quickly digitize its content and activities as well as its prompt action to integrate with other community projects such as "Parenting in times of stress" have enabled the program to reach out and benefit millions of families with young children during social distancing. The quick digitalization of *Sinh Con, Sinh Cha* was among important efforts from Generali Vietnam and the NFVC in 2021 to respond to the pandemic and the new normal. The program’s online sitcom series and a wide array of quality parenting content on its online channels attracted millions of views, reaches and interactions from parents across the country.

IMPLEMENTATION PROGRESS (2020 - 2021)



7 local workshops in 7 provinces/ cities

(Bac Giang, Thua Thien Hue, Can Tho, Dak Lak, Quang Ninh, Da Nang, Bac Ninh)



3,200 beneficiaries

(parents, children, kindergarten teachers and staff)



20 core facilitators trained



500 volunteers

(Generali Vietnam staff and agents)



2,200 volunteering hours contributed



Millions of interactions across digital channels

Within the scope of this report, the research team focuses on evaluating the effectiveness of the program's face-to-face workshops organized in 2020.

METHODOLOGY

This report was carried out by the Center for Vietnamese and Southeast Asian Studies, USSH-VNUHCMC, based on an independent survey conducted one year after the program's implementation.

All parents and guardians participating in the *Sinh Con, Sinh Cha* workshops were given a survey questionnaire to self-assess their knowledge and skills related to the program content before and after the workshops. 468 properly filled questionnaires were collected from more than 1,000 parents participating in the workshops in Bac Giang, Thua Thien Hue, Dak Lak, Can Tho, Quang Ninh and Da Nang. The data was then compiled and analyzed by the research team from the Center for Vietnamese and Southeast Asian Studies to assess the program's impacts on child rearing and upbringing.



Distribution of beneficiaries' gender, age, education, occupation, average income and number of children

Demographics of beneficiaries		Percentage (%)
Gender	Female	73.9
	Male	26.1
Age	20 – 30	22.9
	31 – 40	61.8
	41 – 50	11.5
	Over 50	3.8
Education	From secondary school and below	18.4
	High school	57.7
	Tertiary	23.9
Occupation	Health – Education sectors	13.8
	Office workers, police officers, soldiers, etc.	9.0
	Factory workers	30.8
	Self-employers	31.6
	Housewives and farmers	14.8
Average income (VND mil/month)	≤ 1	8.2
	1 – 2	33.9
	2 – 3	31.5
	3 – 4	15.6
	4 – 5	7.5
	>5	3.4
Number of children	1	19.3
	2	66.2
	>2	14.6

In addition, the project team and the research team also conducted qualitative interviews, including 10 in-depth interviews, with parents, teachers, and facilitators participating in the workshops to receive more insightful evaluations of the program's impacts.

“SINH CON, SINH CHA” PROGRAM’S IMPACTS EVALUATION

Generally, across all three content pillars of health, behavior and intelligence, the survey clearly records positive impacts on participating parents’ change in knowledge, skills and behaviors in child rearing and upbringing. Remarkably, the program also discusses pressing issues which affect the children’s comprehensive development but have not received due public attention: early childhood education, spending quality time with children, managing parenting anger to avoid hurting children, protecting children against physical and psychological abuses, etc.

On average, 85% of parents surveyed agree that the program helps improve their parenting knowledge and skills for each topic discussed, with the average knowledge score increasing from 2.4 to 3.8 (on a 5-point scale) after attending *Sinh Con, Sinh Cha* workshops

- **86%** of the parents evaluate that the program helps improve their knowledge and skills to assist their children’s *intellectual and emotional development*: understand the importance of spending quality time with their children, roles of both mothers and fathers in parenting and early childhood education, as well as continuous encouragement and motivation for the children.
- **87%** of the parents become more aware of the need to understand the child’s *psycho-biological and behavioral characteristics* in order to have appropriate expectations and handle their children’s misbehaviors more effectively, as well as to know how to *control their anger* to avoid hurting their children.
- **84%** of the parents evaluate that the program helps improve their knowledge and skills to take better care their *children’s physical and mental health*, as well as to better protect their children from abuses.

97% of the parents and guardians report that they have changed their parenting approaches as suggested by the program and made positive changes to their parenting behaviors, and 83% of parents say they are willing to share the program’s useful knowledge with relatives and friends.

- *Time spent with children* increases by nearly 40%, from an average of 3 to 4.17 hours/day.
- The percentage of parents who choose negative approaches in responding to their *child’s disobedience* such as yelling (89.6%), hitting (51.3%), ignoring (43.1%) decrease significantly to 13.6%, 9.8% and 8.0% respectively, while the percentage of parents choosing to remain calm and explain the mistakes to their children increases, making this approach the primary choice (71.9%).
- After the workshops, on average, participating parents spend about 37 minutes to *feed their child*, and a majority of parents only spend less than 30 minutes, in line with the recommendation by the program and experts.

The program helps more than 97% of the parents reduce their parenting stress with the level of stress significantly decreasing by more than 40%, from 6.85 to 4.10 (on a 10-point scale) after the workshop.

The program also attracted a good number of male parents’ participation and attention, accounting for over 26% of total participants. The results also show that male parents register a higher increase in parenting knowledge and skills than female counterparts in various topics, especially in important topics such as spending quality time with children, understanding children’s psycho-biological characteristics, controlling parenting anger and protecting children against physical and mental abuses.

These results demonstrate that the program contributes to encouraging fathers to participate more actively, effectively in child rearing and upbringing, thereby ensuring the children a more comprehensive development in harmonious environment, and preventing children’s physical and mental violence, taking into account the parenting reality in Vietnam whereby the role of fathers is still limited, many parents do not pay due attention to their children’s mental health, and the relatively high tendency of using violence among male household members in domestic settings.



The program recommends many useful activities so parents can spend more quality time with their children, which helps strengthen parent-child bond and promote children's learning through play. I hope that Sinh Con, Sinh Cha will extend its reach so many more parents will be able to explore more effective parenting tips.

PARENT NGUYEN NGOC HIEU

Can Tho

The program also has positive impacts on young parents, which contributes to building a new generation of parents with strong parenting knowledge and skills right in the early years of their parenthood, thus further promoting the comprehensive development of Vietnamese children.

Young parents today have a different mindset from the old generation regarding parenting. I am particularly interested in the focus on avoiding violence in parenting as shared in the program. However, sometimes when I get angry, I may not be able to control my emotions and yell at my child. The program helps me realize the negative consequences of this practice and I will try to adjust myself to avoid hurting my child. Sinh Con, Sinh Cha discusses lots of useful parenting knowledge that we, parents, especially the younger and less experienced ones, may sometimes overlook or don't pay sufficient attention.

PARENT PHAN THI THANH HOAI

Dak Lak





sinh
CON
sinh
CHA
CÙNG BÉ LỚN HƠN



Chi sách nghiên cứu được
phát hành tại Việt Nam
năm 2010
UNICEF

IMPACTS OF THE CONTENT PILLAR ON CHILDREN'S INTELLECTUAL AND EMOTIONAL INTELLIGENCE DEVELOPMENT (CHILD INTELLIGENCE)

The *Child intelligence* content pillar focuses on important topics relating to the children's intellectual and emotional development which have not received sufficient attention from Vietnamese parents such as spending quality time with children, early education about money, encouraging and motivating children often, making toys with children.

The survey indicates *Sinh Con, Sinh Cha's* positive impacts on raising parents' awareness and supporting them in developing their children's intellectual and emotional intelligence, laying a strong foundation for their children during the ages of 0 to 6, the 'golden' period in a child's development.



IMPACTS OF CHILD INTELLIGENCE CONTENT PILLAR ON PARENTS' KNOWLEDGE AND SKILLS

More than 86% of parents state that the program helps them better understand the importance of making plans to spend time with their children, and become more aware of the parents' role in raising their children and the significance of early childhood education on topics such as money or other topics which are often deemed by parents to be too advanced for their children, as well as raises parents' awareness about the need to regularly motivate and encourage their children to help them make progress every day.

The average self-assessment score of parents in terms of knowledge and skills has increased sharply by 65% from 2.26 to 3.74 (on a 5-point scale) after the workshops.

I am really interested in the topic of "Regularly motivating and encouraging our children" because our children nowadays are more mentally sensitive than we thought from a very young age. If they don't understand our instructions, we need to remain calm and patient to explain to them and avoid yelling at them.

PARENT TRAN THI BE

Thua Thien Hue

The deviation and the average scores of parents' knowledge and skills on children's intellectual development before and after the workshop

No.	Topics	Deviation of parents' knowledge and skills before and after the workshop	%	The average scores of parents' knowledge and skills (*)		
				Before the workshop	After the workshop	Deviation
1	Making plans to spend quality time with children	<i>Decrease</i>	0.7	2.02	3.54	+1.52
		<i>No change</i>	13.9			
		<i>Increase</i>	85.4			
2	Identifying and understanding the important role of fathers and mothers in child upbringing	<i>Decrease</i>	0.4	2.25	3.71	+1.46
		<i>No change</i>	13.3			
		<i>Increase</i>	86.3			
3	Teaching children about saving and spending money	<i>Decrease</i>	0.4	2.26	3.78	+1.52
		<i>No change</i>	13.3			
		<i>Increase</i>	86.3			
4	Acknowledging, encouraging, praising and motivating children's strengths, positive behaviors and progresses	<i>Decrease</i>	0.2	2.37	3.83	+1.46
		<i>No change</i>	14.2			
		<i>Increase</i>	85.6			
5	Encouraging, guiding and motivating children to perform age-appropriate tasks	<i>Decrease</i>	0.4	2.40	3.84	+1.44
		<i>No change</i>	15.3			
		<i>Increase</i>	84.3			

(*) Survey respondents rated themselves on a scale from 0 to 5; the higher the average score, the greater the knowledge and skills and vice versa.

The results also indicate that there is a higher increase in the knowledge and skills of male parents than those of female parents in all discussed topics, demonstrating the effectiveness of improving the knowledge on children’s intellectual and emotional development among fathers who often take a lesser role in daily parenting activities in Vietnam and other East Asian cultures. These results are also well in line with the expectation of the program’s experts and their objective to raise awareness of the father’s important role in raising a child.

Additionally, younger parents also tend to report a higher increase in knowledge and skills after the workshop. Reaching out to these parents right in the early years of their parenthood will create positive impacts on the children’s lives from early stages, contributing to shaping a new generation of parents with strong parenting knowledge and skills, and thereby further promoting the comprehensive development of Vietnamese children.

The results also demonstrate that families from higher income groups tend to report a higher knowledge and skill increase after the workshops. This trend shows that there is a need for improving parenting knowledge among families with better living conditions, who also benefit greatly from parenting education programs which used to be targeted at underprivileged communities in the past.

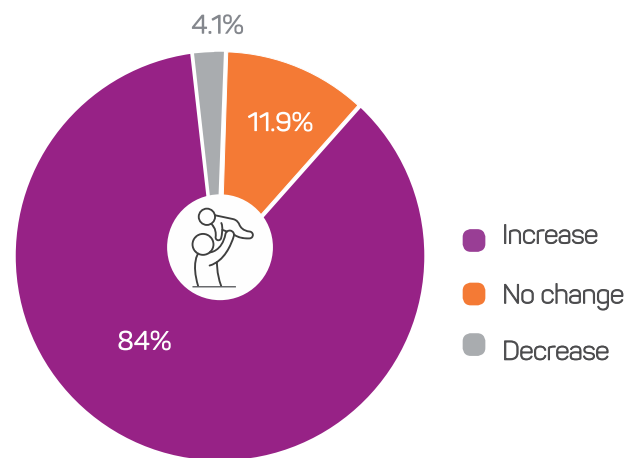


THE PROGRAM’S IMPACTS ON PARENTS’ BEHAVIOR OF SPENDING QUALITY TIME WITH CHILDREN

Time spent with children (hours/day)

	Before the workshop	After the workshop
Mean	3.00	4.17

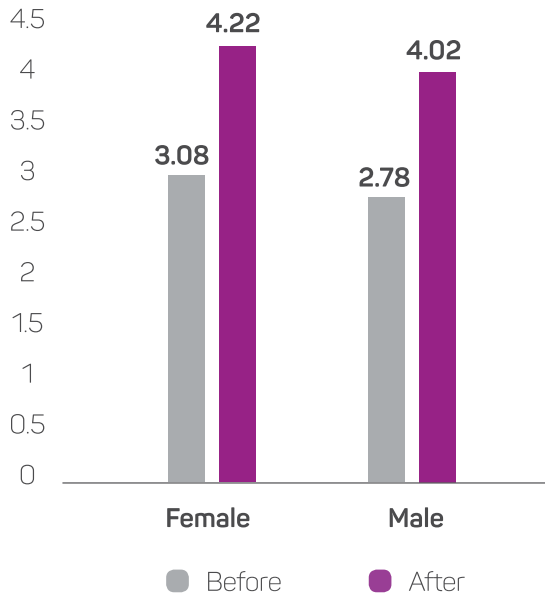
Percentage of parents with changes in time spent with their children after the workshop (%)



After the workshop, 84% of parents spend more time with their children and average time spent for children increases by 40% from 3 to 4.17 hours/day. This change has positive impacts on children’s intellectual and emotional development, especially during the ages of 0 to 6 when the child’s brain develops up to 80% of the adult size and their learning speed is much higher than later periods.

The survey also records a higher increase in time spent by fathers with their children (an increase of 1.24 hours (44.6%)) than that of mothers (an increase of 1.14 hours (37%)). This indicates that the program is effective in encouraging fathers to spend more time with their children and play a more active role in child rearing and upbringing, which has not received due attention in Vietnam. This change would have a positive impact on the comprehensive, balanced and harmonious development of children.

The average time parents spent with children before and after the workshop (hours/day)

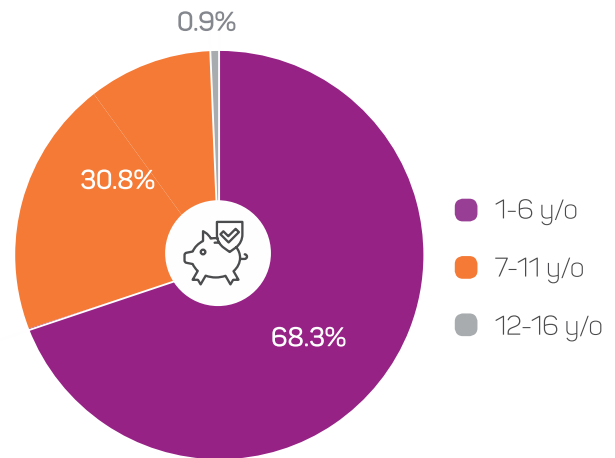


THE PROGRAM'S IMPACTS ON PARENTS' KNOWLEDGE AND SKILLS ON EARLY CHILDHOOD EDUCATION, WITH AN EXAMPLE ON MONEY EDUCATION FOR CHILDREN

Early childhood education for children aged 0 – 6 years is another important topic of the *Child intelligence* content pillar, with an example on education for children about the value of money and basic financial literacy.

According to the survey's results, more than two thirds of parents agree that they should educate their children about money from as young as 1 – 6 years. This is consistent with findings from recent studies which encourage early education for children especially during the 0 to 6 years period.

When to teach children about money (%)



Moreover, the in-depth interviews demonstrate that parents know how to apply the program's knowledge in teaching children about money and guiding them to make budget, save and spend money properly and learn about sharing and giving as well.

Because both my husband and I are busy at work, we do not have much time to spend with our children. Thanks to the program's sitcom, I understand that I can still manage to spend quality time with them by taking advantage of important moments such as when picking them up from school or feeding them. These tips are very handy for parents like us.

PARENT LUONG THI DIEP

Dak Lak



As a teacher and a parent, the program makes me more aware of the importance of early education for the children, especially on essential topics such as money, how to use money properly as well as the meaning of sharing. I have applied this knowledge in teaching my children about money and helping them learn to be proactive and financially independent from an early age.

TEACHER, PARENT DANG THI VAN

Quang Ninh

This is a very interesting and meaningful education program. I am particularly interested in the topic of educating children about the meaning of money, labor and how to plan and save money. I used to think that preschoolers didn't understand these topics, but that's not true. The program offers a lot of useful knowledge which I will try to apply to my parenting as well as share with other parents.

PARENT NGUYEN THI VY

Da Nang





VIỆM AN TOÀN VÀ CHỐNG...



The Human Safety Net

sinh
CON
sinh
CHA

... KHÔN

IMPACTS OF THE CONTENT PILLAR ON NEGATIVE BEHAVIOR ADJUSTMENT AND POSITIVE BEHAVIOR DEVELOPMENT (CHILD BEHAVIORS)

The *Child behaviors* content pillar focuses on knowledge and skills to support parents in helping their children develop positive behaviors, adjust common negative behaviors such as disobedience, tantrum behaviors, sibling fights, etc. Additionally, the program attempts to raise parents' awareness of the role of understanding children's psycho-biological characteristics and controlling parenting anger to avoid hurting their children.

Sinh Con, Sinh Cha's focused topics stem from the parenting reality in Vietnam whereby a majority of parents still lack a solid understanding of their children's

psycho-biological development, emotions, behaviors and skills so they often have expectations irrelevant to the children's development stage. This often causes parents to lose their temper and sometimes even hurt their children.

IMPACTS OF CHILD BEHAVIOR CONTENT PILLAR ON PARENTS' KNOWLEDGE AND SKILLS

87% of parents report that the program helps them better understand their children's psycho-biological and behavioral characteristics, so they can have the appropriate expectations and responses to their children's behaviors, as well as control their emotions so not to hurt their children. The parents' knowledge scores for the two topics have increased significantly by 60% from 2.34 to 3.72 (on a 5-point scale).

The deviation and the average scores of parents' knowledge and skills on handling children's behaviors before and after the workshop

No.	Topics	Deviation of parents' knowledge and skills before and after the workshop	%	The average scores of parents' knowledge and skills (*)		
				Before the workshop	After the workshop	Deviation
1	Understanding the psycho-biological and behavioral characteristics of children aged 3 – 6 years	<i>Decrease</i>	0.4	2.34	3.72	+1.38
		<i>No change</i>	12.8			
		<i>Increase</i>	86.8			
2	Managing to control parenting anger to avoid hurting children	<i>Decrease</i>	0.6	2.33	3.72	+1.39
		<i>No change</i>	12.1			
		<i>Increase</i>	87.2			

(*) Survey respondents rated themselves on a scale from 0 to 5; the higher the average score, the greater the knowledge and skills and vice versa.



The results reflect a reality in Vietnam whereby fathers tend to have less knowledge and understanding about the psycho-biological characteristics of their children and are less capable of controlling their anger compared to mothers. The findings also present a higher percentage of respondents reporting an increase in knowledge after the workshop among male respondents compared to female respondents and the average increase level is also higher.

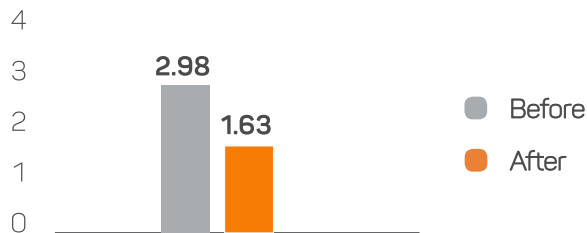
The results continue to show that male parents benefit greatly from the program, and *Sinh Con, Sinh Cha* is also successful in improving fathers' awareness given the parenting reality in Vietnam whereby male household members tend to resort to violent means in domestic settings, while encouraging a more active and effective participation of fathers in the parenting process.

PARENTS' BEHAVIORS AND ATTITUDES WHEN DEALING WITH CHILD DISOBEDIENCE

The results show positive changes in terms of parents' attitudes and behaviors when dealing with child disobedience. After the workshop, the average anger level experienced by parents when dealing with child disobedience reduces significantly by 50% from 2.98 to 1.63 (on a 5-point scale).

85.7% of parents report a decrease in their anger level when their child disobeys and a majority of parents comment that they choose to remain "not angry" when dealing with child disobedience (in comparison, "quite angry" was the most selected reaction before the workshop).

Parents' average anger level in response to child disobedience before and after the workshop



(1 = not angry, 2 = a bit angry, 3 = quite angry, 4 = angry, 5 = very angry)

Qualitative data from in-depth interviews with parents and teachers show that they tend to reduce their anger in response to their child's disobedience and misbehaviours and realize the benefits of adjusting their negative emotions.

I used to raise my voice and lose temper quickly when my child disobeyed but after the workshop, I am more aware of the negative impacts of parenting anger on the child, which may also develop in them negative attitudes and personalities. I find myself now being gentler with my child, more willing to learn to share with them and understand their concerns and interests.

PARENT PHAN THI LUNG

Dak Lak



I am still exploring different parenting approaches, because I often scold my child if he does not do what I say, especially when I feel tired or stressed. I find that Sinh Con, Sinh Cha comes in a very opportune moment since it offers me lots of valuable tips and advice. We, parents gave birth to our child and love them unconditionally, but we are not always loving them or raising them the right way. Most parents I know easily lose their temper and hurt their children physically or verbally. I hope that this program will reach out to many more parents to help them resolve their everyday parenting issues more effectively.

PARENT TRUONG THI SAM

Da Nang

The highest drop in anger level is reported among the respondent group who had completed secondary education and below, respondent group who are factory workers, respondent group with a household size bigger than 5 people or having from 3 children and above. These groups are more likely to face stress and pressure in life.



I have three kids and that's a huge challenge. However, I try my best to spend as much time with my kids as possible. It is quite true that when the kids get on my nerve, it is not easy to control my anger and I'll end up scolding or hurting them. The sitcom video helps me realize the long-lasting impacts of parenting anger, and I'm determined to make adjustment.

PARENT CHAU NGOC HANH

Dak Lak

PARENTS' BEHAVIORS WHEN DEALING WITH CHILD MISBEHAVIORS

The program brings about positive impacts on adjusting parents' behaviors when dealing with child disobedience. Before the workshop, most parents used to *yell at* (89.6%), *hit* (51.3%), or *ignore* (43.1%) their child. In contrast, after the workshop, these negative reactions drop significantly in popularity and were only chosen by 13.6%, 9.8% and 8.0% respectively when dealing with child disobedience while keeping calm to explain the child's mistake rises to become the first choice of parents (71.9%).

Parents' reactions when kids do not listen

Behaviors	Percentage of parents choosing this behavior (%)		Differences (percentage points)
	Before the workshop	After the workshop	
Yelling at	89.6	13.6	-76.0
Ignoring	43.1	8.0	-35.1
Hitting	51.3	9.8	-41.5
Keeping calm to explain child's mistake	69.2	71.9	+2.7

In-depth interviews indicate a common trend among parents in dealing with child disobedience: before the workshop, parents would immediately get angry and yell at their child, but after the workshop, they've become more aware of the consequences and will try to remain calm, find the root causes, listen to the child and choose a gentler approach.

PARENTS' REACTIONS TO CHILD'S TANTRUM BEHAVIORS IN PUBLIC PLACES

The program is also successful in assisting parents to avoid negative behaviors and take up more positive and effective approaches in sustainably resolving children's tantrum behaviors which are very common in many Vietnamese households.

Specially, before the workshop, many parents will choose to *satisfy the child's requests* (66.7%) or *yell at them* (54.6%), both will leave negative impacts on the children's psychological development as well as their behaviors in the long run. After the workshop, these ineffective methods drop significantly in popularity and become the least chosen options, by only 17.5% and 4.8% of parents respectively. At the same time, *remaining calm and explaining* to the children rises sharply from 63.5% to 83.9% and becomes the parents' top choice after the workshop.



Normally, parents do not care why their children misbehave and will immediately resort to yelling, punishing and even hitting them. After the workshop, parents know how to find out the reasons behind, and patiently guide their children to adjust and make progress... As such, parenting anger also becomes less frequent. Parents also understand better their children's psychology, the importance of listening, finding out the root causes, respecting the child's opinions, as well as remaining calm and patiently guiding the child to adjust their behaviors.

TEACHER, PARENT DANG THI VAN
Quang Ninh

Parents' reactions to child's tantrum behaviors in public places

Behaviors	Percentage of parents choosing this behavior (%)		Differences (percentage points)
	Before the workshop	After the workshop	
Satisfying request	66.7	17.5	-49.2
Hitting or yelling at	54.6	4.8	-49.8
Not compromising	67.4	59.3	-8.1
Remaining calm and explaining	63.5	83.9	+20.4

PARENTS' REACTIONS TO SIBLING FIGHTS

Parents' reactions to sibling fights show clear changes after the workshop. Both unrecommended behaviors (*punishing both* and *forcing the elder sibling to give in*) show great decreases in popularity after the workshop. They used to be the two most chosen methods of dealing with sibling fights before the workshop (80.6% and 71.3%) but significantly dropped in favor and become the least chosen after the workshop (15.8% and 16.4%).

Reversely, two positive behaviors such as *listening to their children's explanation* so parents can provide appropriate guidance and *reconciling conflicts and explaining* rise significantly from the two least chosen behaviors to become the most popular options after the workshop (76.5% and 78.9%).

Parents' reactions when kids fight

Behaviors	Percentage of parents choosing this behavior (%)		Differences (percentage points)
	Before the workshop	After the workshop	
Punishing both	80.6	15.8	-64.8
Forcing the elder sibling to give in	71.3	16.4	-54.9
Listening and providing guidance	61.5	76.5	+15.0
Reconciling conflicts and explaining	63.1	78.9	+15.8

Parents' behaviors to reduce sibling fights

Behaviors	Percentage of parents choosing this behavior (%)		Differences (percentage points)
	Before the workshop	After the workshop	
Establishing disciplines and consistent behaviors	58.4	74.6	+16.2
Explaining the values of respect and love	74.7	87.3	+12.6
Setting a role model	80.9	88.8	+7.9

After the workshop, the percentage of parents choosing positive methods to avoid sibling fights increased strongly, with *establishing principles and consistent behaviors* increasing from 58.4% to 74.6%, and *explaining the value of respect and love* increasing from 74.7% to 87.3%.

Setting a role model to reduce fighting among kids was selected by 81% of surveyed parents, a very high rate even before the workshop, reflecting the existing popular perception of the importance of role modelling on children's behavioral development in the Vietnamese

culture. The program continues to encourage this positive behavior and successfully increase the percentage of parents choosing this behavior in dealing with sibling fights to 88.8%, and therewith raising awareness about the importance of role modelling in tackling everyday parenting issues. This trend also reflects the program's effectiveness in reiterating the importance of setting good examples on a child's development especially in the ages from 0 to 6, the 'imprint' period whereby everything the children observe will be imprinted in their subconscious.

Farming work often leaves me exhausted upon returning home, so I often easily lose my temper and yell at my kids when they keep fighting for toys. But Sinh Con, Sinh Cha's sitcom video makes me realize this is not the right approach. For younger children, parents should patiently explain to them, refrain from yelling, remain fair and unbiased.

PARENT CHAU THANH NHA
Can Tho





IMPACTS OF THE CONTENT PILLAR ON CHILDREN'S PHYSICAL AND MENTAL HEALTH (CHILD HEALTH)

The *Child health* content pillar aims at supporting parents in taking care of children's physical and mental health, as well as ensuring them a safe living environment, through important topics such as taking care of sick children, strengthening children's immune system, providing children with enjoyable and nutritious meals, protecting children from violence and abuse, and ensuring children a safe home.

These topics arise from the fact that folk remedies and unprescribed methods are still widely used in many families to treat children's minor illnesses, which might have negative impacts on the development of their immune system. Moreover, many parents overlook the importance of protecting their children from the risks of

accidents, injuries, or physical and mental abuses.

Many children also become victims of violence because of the old school belief "spare the rod, spoil the child" that considers violence against children as a legitimate measure of child discipline. Additionally, many parents do not pay due attention to their children's mental health, having attitudes and behaviors that may negatively affect children's long term psychological well-being.

IMPACTS OF CHILD HEALTH CONTENT PILLAR ON PARENTS' KNOWLEDGE AND SKILLS

84% of parents assert that the program helps them improve their knowledge and skills in taking care of their children's physical and mental health, as well as protecting them from abuse, with the average self-assessed score of knowledge and skills increasing by about 50%, from 2.54 to 3.80 (on a 5-point scale).

The deviation and the average scores of parents' knowledge and skills on taking care of children's physical and mental health before and after the workshop

No.	Topics	Deviation of parents' knowledge and skills before and after the workshop	%	The average scores of parents' knowledge and skills (*)		
				Before the workshop	After the workshop	Deviation
1	Forms of child abuse	<i>Decrease</i>	0.7	2.62	3.87	+1.25
		<i>No change</i>	13.3			
		<i>Increase</i>	86.1			
2	Symptoms of physical abuses	<i>Decrease</i>	0.2	2.51	3.78	+1.27
		<i>No change</i>	14.6			
		<i>Increase</i>	85.2			
3	Symptoms of psychological abuses	<i>Decrease</i>	0.2	2.48	3.77	+1.29
		<i>No change</i>	14.6			
		<i>Increase</i>	85.2			
4	Consequences of abuses	<i>Decrease</i>	0.7	2.47	3.75	+1.28
		<i>No change</i>	14.3			
		<i>Increase</i>	85.1			
5	Developing children's immune system	<i>Decrease</i>	0.2	2.64	3.85	+1.21
		<i>No change</i>	19.2			
		<i>Increase</i>	80.6			

(*) Survey respondents rated themselves on a scale from 0 to 5; the higher the average score, the greater the knowledge and skills and vice versa.

The results show that there is a significant increase in knowledge and skills in protecting children from physical and mental abuses in both male and female parents, and that there is a higher increase registered among male parents. In view of the parenting reality in Vietnam whereby male household members tend to resort to violent means, both verbal and physical, in household settings compared to their female counterparts, the program is effective in raising fathers' awareness of managing emotions, attitudes and behaviors in daily parenting to avoid hurting the children, physically and emotionally.

HOW PARENTS KEEP CHILDREN SAFE AT HOME

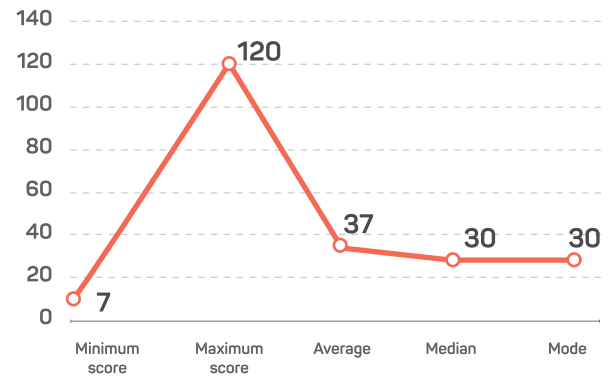
The findings indicate that parents have different ways to ensure child safety at home such as closely supervising children, keeping children away from strangers, not letting children play with dangerous objects or in dangerous places, keeping them away from electricity, water bodies or unsafe toys with sharp edges or points, or teaching them self-defense skills.

Most parents obtain child safety information from sources like newspapers, radio, television, internet, or Facebook, etc. In fact, "Ensuring a safe home for the children" is just one of the 12 topics discussed by *Sinh Con, Sinh Cha* in its first edition, while child safety is a big topic. *Sinh Con, Sinh Cha* plans to introduce to the parents more useful content relating to the topic of child safety in the future.

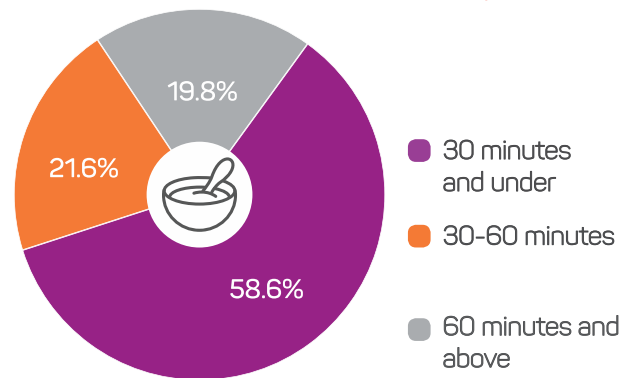
TIME SPENT ON CHILD FEEDING

The *Child health* content pillar also offers parents useful knowledge and skills in providing children with enjoyable, delicious and nutritious meals, and dealing with child's eating disorder. After the workshop, on average, parents spend about 37 minutes feeding their children, and most parents only take less than 30 minutes. This is in line with the recommendation from the program as well as experts that feeding time should not be more than 30 minutes.

Time for feeding children (minutes/meal)



Percentages of parents in terms of time for feeding their children after the workshop (%)



RECOMMENDATION FOR MORE ENJOYABLE MEALTIME

The in-depth interviews reveal that the program has provided parents with useful tips and advice on how to help children enjoy their meal and eat faster, increase their appetite and allow for better nutrients absorption.

Following the program's tips, I often take my child to the supermarket to pick the food she loves and let her help me with the cooking. I also decorate dishes to make them more eye-catching and attractive, making meals more exciting and appetizing. Getting the children to exercise before mealtime also increases their appetite and excitement for meals.

PARENT PHAN THI LUNG

Dak Lak

CONCLUSIONS

The positive findings show that *Sinh Con, Sinh Cha* is effective in raising awareness about the importance of parenting and improving parents' knowledge and skills in topics that are often overlooked or still lacking due attention from Vietnamese parents, especially during the important period of a child's development from the ages of 0 to 6.

Returning from the workshop, the program's direct beneficiaries i.e., participating parents and guardians, have displayed the tendency to positively adjust their daily parenting practices, which would positively contribute to the comprehensive development of their children who are also the program's indirect beneficiaries.

- On average, **85%** of parents participating in this survey agree that this program helps them improve their parenting knowledge and skills in each of the discussed topics.
- **97%** of parents share that they have changed their parenting practices following the program's tips and advice and have positively adjusted their parenting behaviors.
- **83%** of parents indicate that they are ready to share the program's useful knowledge to their relatives and friends.
- This program helps **97%** of parents reduce parenting stress.
- The program also positively reached out to **male parents** who display a higher increase in knowledge and skills compared to their female counterparts in various topics, which enables the children to receive more harmonious parenting care from both fathers and mothers.

The program also receives positive evaluations from participating parents, teachers, school headmasters and facilitators about the workshop content and format in the pilot period from 2020 to 2021. Overall, the workshops' content is evaluated to be very detailed and well-prepared, and is delivered in such interesting, creative and effective formats. The program's facilitators also receive thorough training and are well-equipped

with training materials to ensure the best delivery of content quality and parents' experience. The workshops make use of exciting games, Q&A and family bonding activities to enhance interactivity as well as learning outcomes. Many participating parents recommend workshop activities be extended to more parents across the country.

Sinh Con, Sinh Cha has proven to bring about positive and sustainable impacts on Vietnamese children's comprehensive development, given the rapidly changing socio-economic landscape that poses great challenges for parents in growing their children to meet the society's development needs, while preparing them for the future amidst the fast-paced changes of modern life.

The survey to evaluate the impact of *Sinh Con, Sinh Cha* also helps the NFVC and Generali Vietnam to draw up solutions to improve the program's effectiveness in upcoming implementation plan. Additionally, this survey helps the Center for Vietnamese and Southeast Asian Studies to comprehensively evaluate a typical community education model in the 2020 – 2021 period, and draw from this case study practical learning points for the design and implementation of future parenting programs.





Parenting has changed a lot since my generation. Corporal punishment was a norm in my time, but it is no longer appropriate in the modern era, so I need to be more patient giving guidance and explanation to my child. Verbal and physical violence is no longer suitable in our progressive society. This program is useful not only for young parents, but also for grandparents who are relearning parenting like me.

GRANDPARENT NGUYEN THI QUA
Da Nang

Due to the limited capacity of our facilities, we could only invite 200 parents to the workshop. Nevertheless, many came to the workshop uninvited because they highly regarded the program and were all excited to participate. This program was well-delivered in not only content but also diverse formats which combine a sitcom series, stage performances, etc. whereas discussed topics were very relatable to the parents' real-life problems which they still don't know how to tackle effectively. Therefore, the workshop offered them lots of useful parenting tips.

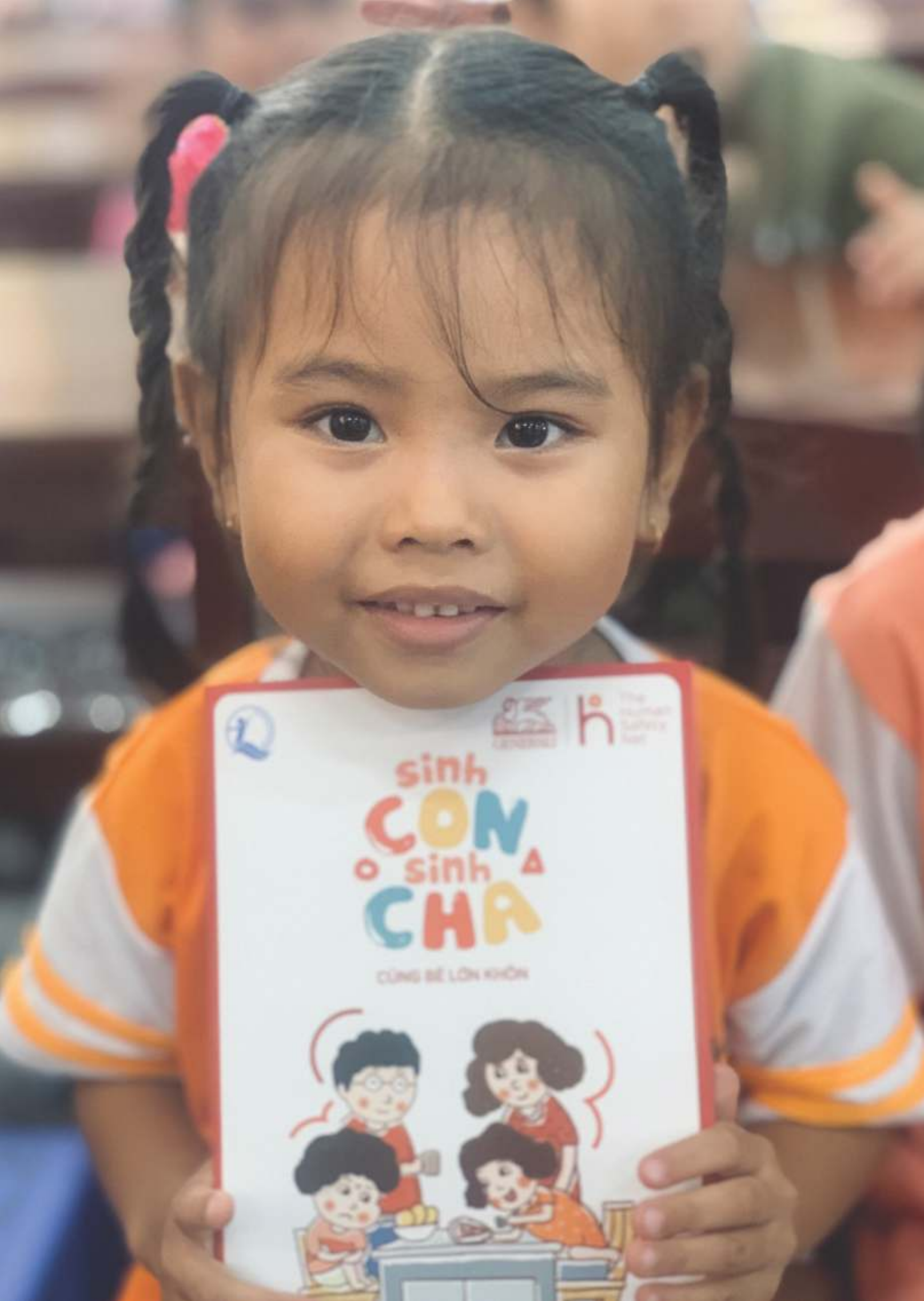
HEADMASTER HOANG THI LOAN, TAN MY KINDERGARTEN
Bac Giang



Sinh Con, Sinh Cha is a very meaningful program that brings about many benefits and motivation for disadvantaged families like mine. I hope that this program will continue to extend its reach to benefit even more parents and families.

PARENT TRAN THI BE
Thua Thien Hue





h The National Institute for Education

sinh
CON
o sinh A
CHA

CÙNG BÉ LỚN KHÔN



SINH CON SINH CHA

CÙNG BÉ LỚN KHÔN

"Sinh Con, Sinh Cha"'s organizing teams:

The National Fund for Vietnamese Children & Generali Vietnam

This impact report is prepared by:

Center for Vietnamese and Southeast Asian Studies

University of Social Sciences and Humanities, Vietnam National University in HCMC

Head of research team: Assoc. Prof. Dr. Nguyen Thi Hong Xoan

 www.generali.vn/sinhconsinhcha

 www.fb.com/TheHumanSafetyNetVietnam

 www.fb.com/groups/SinhConSinhCha

