



BRIEF

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Positive Parenting Services in Ukraine

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What are positive parenting services?

Positive parenting services aim to strengthen the capacity of parents and caregivers to nurture the development and well-being of children. These services promote parenting practices that are sensitive, consistent, and responsive to the needs of children, fostering secure attachment, positive discipline, and healthy family relationships.

Delivered through diverse modalities—such as workshops, self-help groups, parenting classes, one-to-one counselling, and community outreach—positive parenting services ensure accessibility to parents from varied socio-economic backgrounds. The services are aimed at parents and caregivers of children aged 0–17, recognizing the diverse stages of child development and family needs. They are structured to build parenting skills, increase parental self-efficacy, and provide support networks that help families thrive. Core components include fostering emotional connection, encouraging non-violent discipline, and promoting equitable caregiving roles within families.

A multidisciplinary approach underpins these services, integrating expertise from social workers, psychologists, educators, and community mentors. This ensures comprehensive support, fostering resilience in children and families while promoting societal understanding of the importance of nurturing parenting practices.

Table 1. Parenting modalities

Community workshops	for parents and caregivers that provide general information and support on child wellbeing and development for anyone who wants to attend
Parenting classes	are regularly scheduled sessions in communities for the general population or targeted for specific parents and caregivers (also known as “Parent Schools”)
Self-help groups	where parents and caregivers meet and build a community of peer connections amongst themselves
One-to-one counselling	provided individually or to couples based on their specific needs
Community outreach	targets the public with general messages on positive parenting



What are the benefits of this service?

Positive parenting is a key service to support the **National Strategy to Ensure the Right to all Children to a Family, particularly Objective 1 Strengthening the Capacity of Families with Children to Care for and Raise their Children**. Under this objective, there is a minimum package of services and benefits, of which parenting is a component of the resilience service.

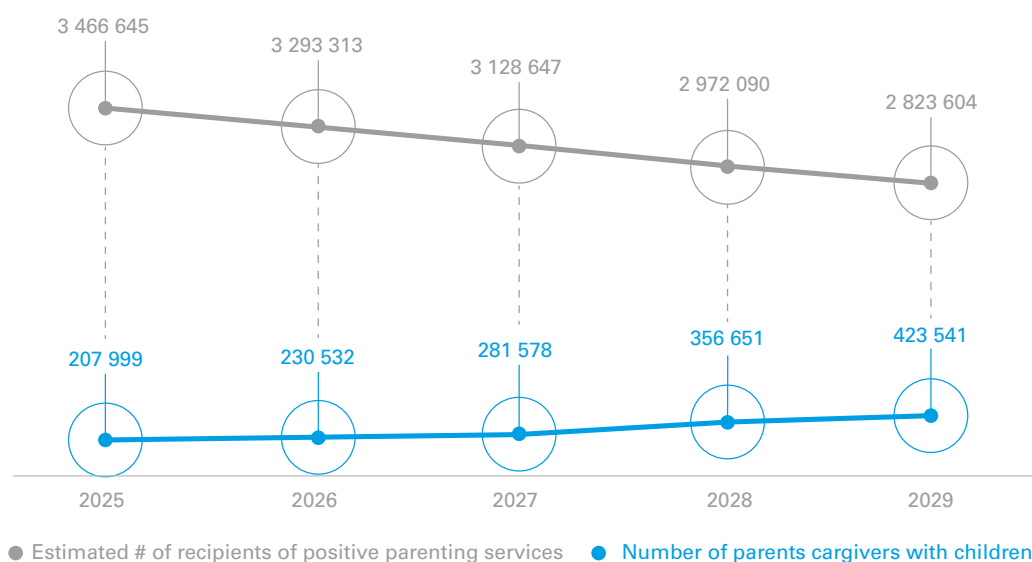
In general, parenting services aim to increase parent and caregiver knowledge, self-confidence and competences for child-rearing that result in positive outcomes for children. More specifically, this includes enhance positive caregiver practices and behaviours in providing nurturing care, positive role modelling, responsive child development, positive communication, positive discipline, equitable family relationships, children’s social and emotional learning, reduction of family stress and accessing support during times of need. Positive parenting practices ultimately build protective factors and enhance resilience for children and families.



Expanding the service

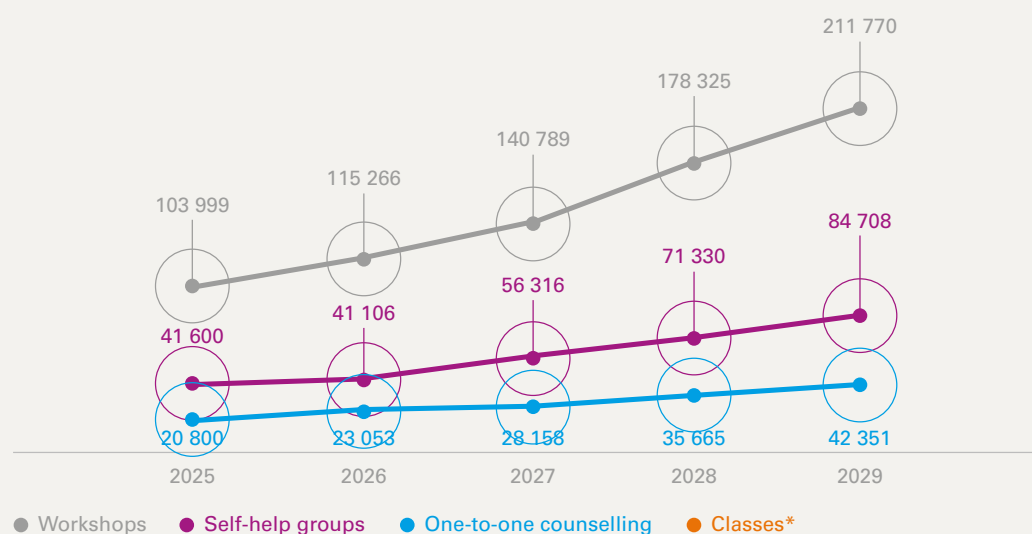
To cost the parenting service, it is estimated that there will be an average of **3.1 million** total households with children in Ukraine between 2025 – 2029. Not all households may need positive parenting support, however. Because of this and given that it will take time to provide adequate financial, human and other resources to expand and ensure the quality of the service, it is estimated that by 2029, 15 percent of parents and caregivers in need will receive the service. Per year, this equates to an average of 300,060 households being supported by parenting services. The gradual expansion of the service between 2025 – 2029 is presented in *Figure 1*.

Figure 1. Total households with children vs. planned provision of service, 2025 - 2029



As the service expands, the costing model assumes that, on average, each service provider will be able to support 300 parents and caregivers per year. It is also assumed that an average of 50% of parents and caregivers who need parenting support will attend a community workshop, 20% of those in need of support will attend at least one parenting class, 20% will participate in a self-help group and 10% will receive one-to-one counselling. The total assumed number of parents and caregivers to receive each of these types of services is displayed in *Figure 2*.

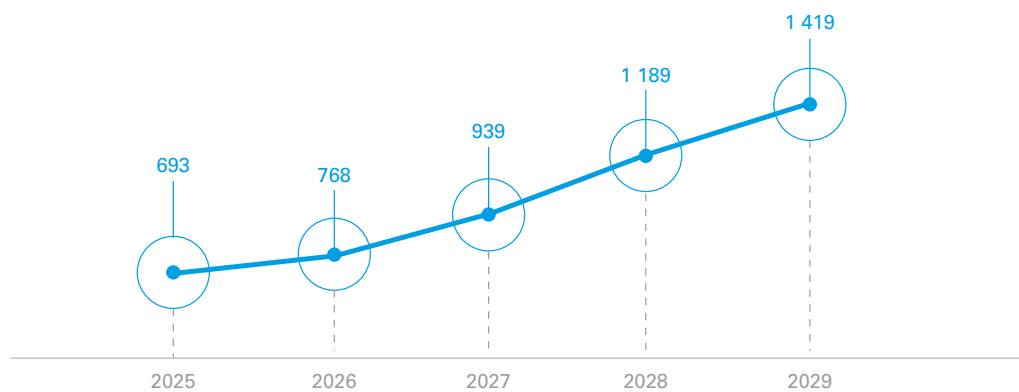
Figure 2. Total number of individuals supported by parenting, by type of parenting service, 2025 - 2029



*The total planned number of recipients for parenting classes is the same total number of planned recipients for self-help groups.

Services will be provided by a team of specialists (social workers, social pedagogues and psychologists) selected based on the unique needs of the service recipients. Reaching the target number of children each year requires a significant increase in service providers, as illustrated in *Figure 3*. **The goal is that by 2029, there are 1,412 providers of positive parenting services, supporting an average of 300 parents and caregivers per year.**

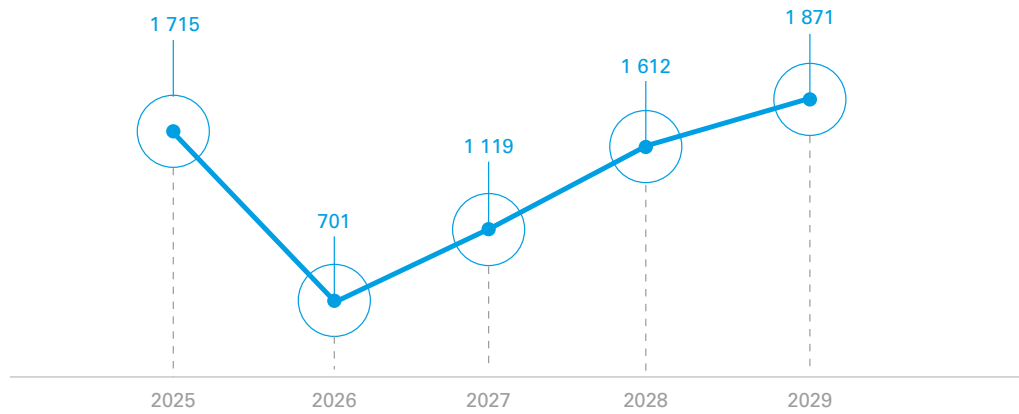
Figure 3. Number of providers of positive parenting services, 2024 - 2029



Costs of Service

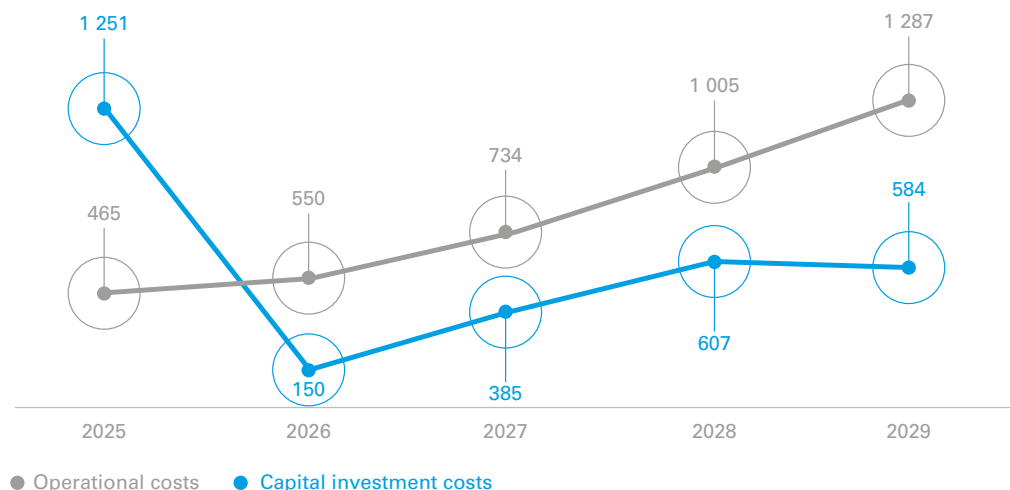
Between 2025 – 2029, the estimated average cost of delivering the service is 2,617 UAH (57 USD) per recipient per year. **The total costs of this planned expansion over the period 2025 – 2029 is UAH 7 billion (\$152.4 million), as displayed annually in *Figure 4*.**

Figure 4. Total service implementation costs, 2024 - 2029 (UAH millions)



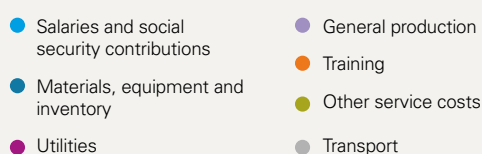
Recurring operational costs are estimated to increase over time, as more parents and caregivers receive the service. Precise annual estimates are presented in *Figure 5*. Delivering high-quality positive parenting services requires trained, qualified personnel who deliver the service according to the national standards and in line with global best practices. As can be seen in *Figure 5*, it is assumed that after an initial investment of required capital in 2025, there will be a significant reduction in the amount of one-time capital expenditures.

Figure 5. Total Annual Costs, recurring vs capital investment costs (UAH millions)



An initial one-time investment of UAH 3B (\$65M) is needed between 2025–2029 for investment in equipment, renovations, vehicles and other assets. **The Government and its partners should plan for an average recurring operational investment of UAH 808.2M (\$17.5M) per year for positive parenting services from 2025 - 2029.** Most recurring operational expenses are to pay for salaries and social security contributions. See *Figure 6*.

Figure 6. Types of recurring operational costs (% of total), 2025 - 2029



Conclusion

Under the **National Strategy to Ensure the Right for All Children to a Family** and its action plan, positive parenting services are one of the main areas of resilience services, aiming to support and strengthen families and prevent unnecessary separation of children from their families. National and local governments should plan to expand this service, based on a mapping of local needs and existing service providers. While geographic areas may vary, each local government may consider planning service coverage and costs in line with the national estimates, as outlined in *Table 2*.

Table 2. Guidance for local governments to plan and budget for service expansion

Government authorities can estimate the number of parents and caregivers in need of positive parenting services, and ensure services are provided at or above the planned coverage rates below.		
Year	Planned coverage rate	Planned average cost per child
2025	6%	2,235 UAH (\$50)
2026	7%	2,387 UAH (\$51)
2027	9%	2,607 UAH (\$56)
2028	12%	2,818 UAH (\$61)
2029	15%	3,039 UAH (\$65)

Delivering high-quality positive parenting services must go beyond financial investments, and requires technical leadership and alignment with global best practices to ensure this service aligns with the following principles:

- ✓ Positive parenting services are guided by **human rights** principles, including equity and equality, respect for human dignity, and non-discrimination (on the basis of age, gender identity, sexual orientation, socioeconomic status, ethnicity, religion, physical or mental disability, migration status, or other diversities).
- ✓ Positive parenting services are **grounded in the best interests of the child** and focus on securing safe, nurturing family care for all children.
- ✓ Positive parenting services are **trauma-informed**, promoting the understanding and treatment of those who have experienced trauma and adversity, including gender-based violence, and integrating evidence-based resources on trauma.
- ✓ Positive parenting services **integrate strength-based approaches** whereby they identify and leverage existing protective factors, while also recognising that any parent/caregiver can experience difficult times, stress, trauma, and other adversities, and that all parents and caregivers can therefore benefit from support from time-to-time.
- ✓ **A gender transformative approach** seeks to ensure that both men and women in families are emotionally connected with their children and partners (where present), take joint responsibility for the workload (including unpaid care work, child rearing, paid work, etc.), resolve conflicts in a peaceful way, and enable children to grow up free from gender stereotypes.
- ✓ Positive parenting messaging **contribute to community-building and community cohesion**.
- ✓ Positive parenting messages **continually respond** to emerging individual, family and community issues. Means for safeguarding, confidentiality and feedback are in place for the community messaging.
- ✓ Positive parenting services take a **life course approach**, which ensures that parents/caregivers consider the age- and developmental stage of their children and ensures that positive parenting services support parents and caregivers of all children (0-17 years).