**Summary and Recommendations**

The Schusterman-Israel Foundation works in the field of preventing neglect and child abuse, and a fruitful professional dialogue has developed between the foundation's staff and the staff of the Goshen Association. A follow-up request has been written for the foundation's support for the Goshen Association's activities in a program entitled ‘Parenting in my Language’. In light of the challenges and parental distress following the Coronavirus pandemic, this program makes knowledge, information, and tools accessible to families from the social periphery of Israel, with a focus on the ultra-Orthodox, Arab, and Ethiopian populations.

**Background**

In July 2020, the ‘Parenting in my Language’ program was launched by the Goshen Association, in collaboration with the Schusterman-Israel Foundation. As the project progressed and we became familiar with the many needs in the field, additional resources were raised for the project, in close cooperation with the Yad Hanadiv Foundation, the National Insurance Institute of Israel, and the Bracha Foundation. ‘Parenting in My Language’ was developed in response to the Coronavirus crisis, which created an ‘emergency routine’, during which new parental challenges emerged, along with the exacerbation of familiar parental difficulties and challenges. The many closures and quarantines created a reality in which children are at home with their parents for extended periods of time, without meeting with the professional caregivers who are entrusted with promoting their development. Access to health and welfare services in the community has been reduced to a minimum. Additionally, parents are often undergoing financial and mental/emotional distress.

Thus, on top of the usual roles and challenges of parenting, the current situation has added roles that require skills such as teaching, stimulating development, use of technology, schedule management, setting boundaries, supervising interpersonal relationships between family members, and more. Exacerbation of daily parental distress, without an orderly professional response, can increase parents’ impatience and sense of helplessness, and incidents of violence against children.

The goal of this project is to strengthen parents’ sense of ability and promote behaviors that encourage the healthy development of children, even in times of crisis. This is being done by developing culturally-adapted relevant knowledge and making it available via diverse platforms to parents in the social periphery of Israel, including parents from the ultra-Orthodox, Arab, and Ethiopian populations.

The first year of work on this project focused on a process of in-depth learning about the needs, strengths, and challenges that characterize parents in terms of acquiring and applying knowledge for promoting the health and well-being of their children, in each of the social groups; ultra-Orthodox (haredi), Arab, and Ethiopian. Additionally, the project worked to develop informational platforms, tailored to each population, which can be used to distribute content and tools that are based on research and professional knowledge, to help parents deal with the challenges of parenting during this ‘emergency routine’.

It is proposed to continue this program of adapting information and tools and making them accessible to parents and professionals from Israel’s geographical social periphery.

**Organizational Strategy and Plan**

This grant will make professional knowledge and information available to about 25 pediatricians, who work with tens of thousands of parents every year.

Objectives for the application period:

1. Skill-development kit for use in homes: applicable tools for developing various skills, using materials available in every home. The kit will be distributed via and overseen by the education networks, care facilities, kindergartens, etc.
2. Video series: In languages that are accessible to the relevant populations (Hebrew, Arabic, Amharic) these videos will explain the importance of the various areas of development and the possibility of promoting them at home.
3. Joint campaign with Israel Radio International (Reka), which can be heard in the home of every Ethiopian living in Israel.
4. Cultural competence workshop for physicians working with the ultra-Orthodox population in order to increase responsiveness to treatment and promote beneficial and positive communication between families and healthcare professionals.
5. Continued adaptation and improvement of written materials: Updating and rewriting additional articles from the 'How You’ve Grown!' information portal, adapting it in terms of culture and time period.
6. Proofreading articles in Arabic: about eight articles a month.
7. Writing articles addressing the challenges for parenting within the ultra-Orthodox population.
8. Promoting Arabic search results in Google: first, about 40 content items are expected to be promoted; subsequently, each month another 10 items will be added for promotion.
9. Content management and promotion on the project’s Facebook page. Sponsored advertising and promotion of about two content items per week, plus ongoing response to internet users.
10. Monthly distribution among the Ethiopian population of relevant content items via WhatsApp groups.
11. Distribution of a monthly newsletter to email addresses in the ultra-Orthodox population.

It is recommended to confirm financial support in the amount of $60,500.

Note: In light of an unexpected health incident experienced by the organization's CEO, the organization’s staff found it difficult to submit the request for continued follow-up support on time. Therefore, as required by law, it has been approved to retroactively transfer the 2022 budget to 2021.