

## *PRESS RELEASE*

### UNICEF Cambodia Launches 'ParentingTips' Platform to Promote Nurturing Care and Positive Parenting

PHNOM PENH, 12 FEBRUARY 2025 – UNICEF Cambodia, in partnership with the Royal Government of Cambodia, is set to launch ParentingTips, a new digital platform aimed at supporting parents and caregivers in providing nurturing and positive care for children.

“This platform is a game-changer for parents and caregivers in Cambodia, particularly in remote areas,” said Dr. Will Parks, UNICEF Representative in Cambodia. “By providing easy access to parenting information, ParentingTips ensures that families receive the guidance they need to support the healthy development of their children.”

The ParentingTips platform, delivered via [Telegram](#) and interactive voice response (IVR) calls, allows parents to receive timely and relevant information. Parents can register for free by calling the short code 1279 or [by clicking a link sent via SMS](#). Once registered, they can access a wide range of topics, from nutrition to responsive caregiving and positive discipline. Automated reminders ensure parents are continually supported as they implement these strategies at home.

Cambodia's young children face significant challenges, including high levels of malnutrition and violent discipline. According to the latest [Cambodia Demographic and Health Survey \(2021-2022\)](#), 49 per cent of children aged 0-2 years do not meet minimum dietary diversity requirements, and 66 per cent of children aged 1-14 years have been subjected to violent discipline. ParentingTips is designed to address these issues by providing parents with practical, evidence-based advice on creating safe, stimulating environments for their children.

UNICEF is committed to ensuring the platform reaches the families who need it most through support to the Ministry of Education, Youth, and Sports (MoEYS); Ministry of Interior; Ministry of Social Affairs, Veterans, and Youth Rehabilitation (MoSVY); Ministry of Women's Affairs (MoWA); and Ministry of Health.

UNICEF Cambodia is working closely with the Ministry of Post and Telecommunications and local telecom providers to ensure free access to the platform, even in areas with limited internet connectivity, ensuring equity in access to life-changing parenting advice. With the successful rollout of the ParentingTips platform, UNICEF hopes to make lasting improvements in the lives of children across Cambodia.

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## About UNICEF

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. Across more than 190 countries and territories, we work for every child, everywhere, to build a better world for everyone.

For more information about UNICEF and its work in Cambodia, visit: [www.unicef.org.kh](http://www.unicef.org.kh)

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