

Baseline Evaluation

Baseline for the NPPP in Kilifi South Sub-County



REGION

Kenya

YEAR

2025

PROGRAMME

National Positive Parenting Programme (NPPP)
integrated within NICHE

PROJECT OVERVIEW

Evidence & BEYOND conducted a baseline evaluation in Kilifi South Sub-County to support the planned expansion of Kenya's National Positive Parenting Programme and its integration with the Nutrition Improvements through Cash and Health Education (NICHE) social protection programme.

The study established a detailed picture of parenting practices, family relationships, gender norms, household vulnerability and exposure to violence before implementation. It was designed not only to provide a baseline for future measurement, but also to help partners adapt the programme to the realities of families in Kilifi South.

OUR GOAL

To generate robust baseline evidence on parenting, caregiving and household conditions in Kilifi South that could support programme adaptation, future monitoring and decisions about wider implementation of the integrated NPPP-NICHE model.

398

caregivers reached

11

locations covered across Kilifi South

Mixed

method design: quantitative and qualitative evidence

What we did

Evidence & BEYOND designed and delivered a **mixed-method baseline study**, combining quantitative measurement with qualitative insights to understand both patterns and the context behind them.



Research design and measurement

We developed the evaluation framework and data collection tools to examine parenting practices, discipline, gender norms, couple communication, child safety, young caregivers and household resilience.



Sampling and field research

The study reached 398 caregivers across all 11 locations in Kilifi South, including women, men and young caregivers. Sampling deliberately included easily missed groups: younger parents, caregivers with disabilities and informal guardians.



Data quality and ethical research

Data were collected digitally with validation checks, skip logic and mandatory fields. Field researchers were trained in ethics, safeguarding and the programme context, with daily supervision and debriefing to address issues in real time.



Analysis and sense-making

Quantitative data were analysed using descriptive and inferential statistics, including comparisons across caregiver groups. Open-ended responses were analysed thematically, and the findings were used to identify what they mean for programme design and implementation.

WHAT THE STUDY GENERATED

Evidence on issues central to the future implementation of the parenting programme:

- The consistency of positive parenting practices
- Patterns of harsh and non-violent discipline
- Gender norms and shared caregiving
- Male engagement in parenting
- Couple communication and family relationships
- Experiences of young and vulnerable caregivers
- Access to parenting support and social protection
- The influence of household and climate-related pressures on caregiving

CONTRIBUTION TO PROGRAMME AND POLICY LEARNING

Beyond baseline measures, the findings identified where programme content and delivery need to respond more closely to the realities of families in Kilifi South: strengthening practical parenting support, responding to gender and age differences, supporting couple communication, and adapting delivery for vulnerable households.

The study therefore provided both a **foundation for future evaluation** and practical evidence to support adaptation of the NPPP as it expanded into a new setting. It also generated learning for future decisions on integrated parenting and social protection in Kenya.