

Programme Evaluation

Integrating the NPPP within NICHE in Kilifi County



REGION

Kenya

YEAR

2025

PROGRAMME

National Positive Parenting Programme (NPPP)
integrated within NICHE

PROJECT OVERVIEW

Evidence & BEYOND led a qualitative evaluation of the integration of Kenya's National Positive Parenting Programme (NPPP) within the Nutrition Improvements through Cash and Health Education (NICHE) social protection programme in Kilifi County.

Working with **ICS-SP, the national implementing partner, and national and county government stakeholders**, the study examined how caregivers and programme delivery teams experienced the integrated model, the changes they perceived in family and parenting practices, and the conditions influencing implementation.

It was designed to generate practical evidence to strengthen the national parenting programme and inform decisions about expanding the integrated model to other settings.

OUR GOAL

To understand the early perceived effects and implementation experience of integrating the NPPP within NICHE, and generate evidence that could inform programme improvement and future scale-up decisions.

15

focus group discussions

119

parents and caregivers

20

human-interest interviews on
personal experiences

What we did

Evidence & BEYOND designed and delivered a **multi-method qualitative evaluation**, bringing together perspectives from families, frontline implementers, programme managers and policy stakeholders.



Research design and tools

We developed the study design and qualitative tools to examine programme experience, family and parenting changes, gender norms, implementation, sustainability and opportunities for scale-up.



Field research

We held 15 focus group discussions with 119 parents and caregivers across Ganze, Kaloleni and Magarini. We also interviewed programme facilitators and supervisors, policy makers, implementing and development partners, and carried out 20 human-interest interviews.



Research quality and ethics

The study received ethical approval and national research clearance. Field teams were trained in qualitative interviewing, ethics, informed consent and safeguarding, with ongoing supervision and daily debriefs.



Analysis and sense-making

Data were transcribed, translated and analysed thematically, with NVivo supporting coding. Findings were interpreted against the programme's theory of change and wider evidence on parenting and violence prevention.

WHAT THE STUDY EXPLORED

- Parenting practices and parent-child relationships
- Non-violent discipline and family communication
- Gender norms and male involvement in caregiving
- Caregiver wellbeing
- Experiences of programme participation
- Implementation barriers and enabling factors
- Parenting support within a social protection platform
- Sustainability and opportunities for wider implementation

CONTRIBUTION TO PROGRAMME AND POLICY LEARNING

The evaluation created a deeper understanding of how the integrated NPPP-NICHE model was experienced by families and by those responsible for delivering and supporting it.

By bringing together perspectives from caregivers, implementers and policy actors, the study generated evidence to support **improvement of the national parenting programme**, identify issues requiring attention during implementation, and inform whether and how the integrated model could be expanded to additional counties.