

- ▶ Easy-to-use WhatsApp chatbot support platform for parents of children age 0-18 years
  - ▶ Available 24 hours a day, 365 days a year
  - ▶ Light-touch support that emphasises positive parenting skills
  - ▶ Instant guidance and advice on relatable parenting scenarios and challenges
- ▶ A reliable source of bite-size yet comprehensive information about the world of parenting.
  - ▶ Low data usage – no downloads or images, only text
  - ▶ Parenting support services are recommended based on the user's postal code

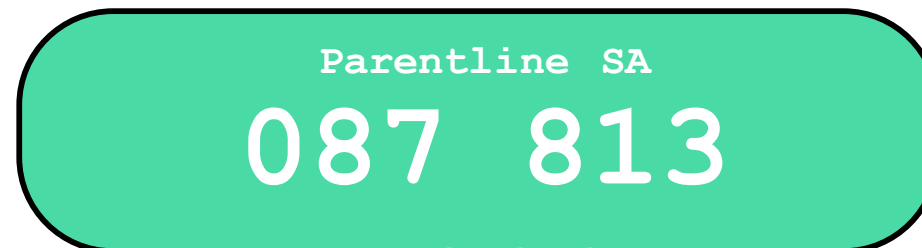


Parentline SA  
**087 813**



# How does the Parentline SA chatbot work?

- ✓ WhatsApp “hi” to **087 813 4290**, and follow the prompts!
- ✓ Only a first name is required to “sign in” – no stigma attached
- ✓ You will be asked for your **postal code**. This is so that relevant parenting-support organisations in your area can be recommended if a **referral** is needed.



## Referral system




▶▶ Chatbot users are offered an **immediate referral system** to **parent-supporting organisations** in their area if required.

▶▶ **In-person** chat support = **office hours only**

Organisations with a WhatsApp account can engage with Parentline SA users **directly via WhatsApp chat** or **Facebook Messenger** if they request in-person assistance.

▶▶ If support is requested **outside office hours**, an email will be sent to the organisation with the user's contact details. The **organisation will contact the user** within office hours.



**NOTE:** Organisations around South Africa offering parenting services are **welcome to self-register on the WhatsApp chatbot** and once vetted for authenticity, their **services will be considered**.

# Topics covered on the Parentline SA Chatbot



## 1. Child Behaviour

1. Always Crying
2. Behaves Badly
3. Positive Parenting
4. Biting
5. Hitting
6. How to Play
7. Self-regulation
8. Ignoring
9. Tidying Up

## 3. Development

1. Touchpoints
2. Social Touchpoints
3. Sleep, Sit, Activity
4. Screen time
5. Sexual Development

## 5. First 1000 Days

1. First 1000 Days
2. Breastfeeding
3. Breastfeeding Time
4. Birth Breastfeeding
5. Healthcare
6. Raising Child
7. Support Details

## 4. My Well-Being

1. I Am Stressed
2. I Am Angry
3. Parental Confidence
4. Self Care

## 6. Dealing with Family Changes

1. Grief Support
2. Divorce
3. New Baby
4. New Marriage
5. Moving Home

## 5. Child Nutrition



▶▶ The above topics currently cover content for **0 - 18 year old** children.

▶▶ Topics are **constantly being updated** with **new topics added**.

▶▶ If there is a particular topic you would like covered, add it in the comments section of the chatbot.



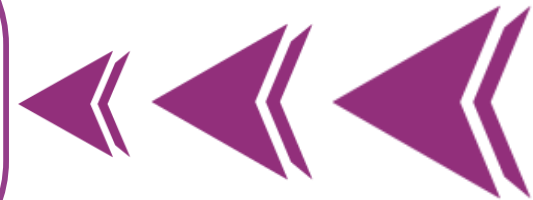
# Parentline SA

## 087 813 4290



**Save this number to your phone and start by typing “hi”**

We encourage individuals and organisations connected to communities, caregivers and parents to **share details** about Parentline SA so that it will become the **go-to helpline** for mothers, fathers and caregivers across South Africa.



<https://sappin.org.za/projects/parentline-sa/>

A SAPPIN initiative



Developed by

