Title: Proud2bME® Triangle Family Transformation Programme: Building families and communities for sustainable change

This programme is a unique model developed in South Africa, since 2003, addressing fundamental & universal experiences by parents across the world. It’s been implemented in South Africa, Kenya, Tanzania, Cambodia and Netherlands. It focuses on creating sustainable agents of change within a community to drive an agenda once the active intervention period is over. It is set to create a foundation to build on & addresses four key pillars of support that forms the foundation for responsible parenting and active citizenship:

1) Understanding your roles & responsibilities at home and in your community
2) Self-esteem and affirmation at home
3) Effective communication at home
4) Values and discipline at home.

Individuals are exposed to knowledge, skills and practical exercises to use in their own personal development and building healthy homes. Proud2bME® acknowledges social and economic burdens felt by different communities and advocates for self-empowerment by sharing knowledge, creating agents of change and communities of practice that support and elevate the level of positive parental interaction in the home and community. A major strengths of the programme is that it is designed to be administered to a wide range of families and provides a foundation in parenting skills that translates to parents from different socio-economic backgrounds and with the presence of different psycho-social issues within the community. This people driven methodology, instead of being system driven, teaches individuals within families to take back responsibility whilst being Monitored and Evaluated. Together with our external team of researchers, PROUD2b ME® is on the way to become the first evidence based grassroots family transformation programme.

PROUD2b ME® offers Social Licensing opportunities to interested partners throughout South Africa and across borders as part of our National & International roll-out of teaching RESPONSIBILITY, it starts with ME!