

# ANNUAL REPORT 2020



**FOCUSED IN BOARD MEETINGS DURING THE YEAR. UNFORTUNATELY, NOT EVERYONE WAS PRESENT WHEN THE PHOTO WAS TAKEN.**

ICDP Norway

# Annual Report 2020

## ICDP NORWAY

### Composition of the Board

From the annual meeting May 2019

Chairman: Heidi Westborg Steel  
Boardmember: Marianne Fjetland  
Board member: Eli Østberg Baardseth  
Board member: Lars Semmerud  
Sbull member: Elisabeth Hellzén  
Board member: Silje Bjørnstad Holter  
Deputy member: Ingebjørg Myhr

### Employees

Wenche M. Heia Undrum is employed in a 10% position with the ICDP Norway as an administration consultant. The position is paid with a fixed fee. Wenche has a home office. She has contact with the accounting agency, manages supervisor and coaching assignments, answers emails and other due administrative office work.

Heidi Westborg Steel has served as unpaid working chairman and was project manager for the IMDi project ICDP Norway received funding from.

## SUMMARY REPORT 2020

### Annual Report 2020 summary

The year started well with a planned strategy gathering at Olavsgården hotel where the board together laid the framework for a strategy for 2020-2024. We had time to get to know each other better and be able to see the ICDP in light of both its history and laid visions for the future. We delved into both strengths and weaknesses, looked at the values and laid the framework for a strategy together.

Then Norway and the world were shut down and it was not possible to meet physically for the rest of the year. All board meetings were held as planned, but digitally. Due to the situation, 2020 was the year when the ICDP focused on how digitalisation could become a tool for parental guidance both during the pandemic, but also in the future.

The ICDP Norway sought funding from IMDi and was able to work with service designers in Halogen on digitalization. The question was whether it is possible to have ICDP parent groups digitally. We have confirmed this, but under some conditions to make sure that we do not lose the ICDP magic that lies in close contact. We see that it requires supervisors to be confident enough on the technical side, in order for this different platform to be properly utilized. It also requires that the participants have sufficient technical equipment and are confident enough in the digital ones – especially if language is a barrier.

In addition, the ICDP Norway received funding to make the ICDP video "When the world feels uncertain", which in 2021 has also been translated into Somali and Arabic. The video focuses on the situation during the pandemic, but the text can be transferred to other situations when life becomes demanding. We have spread it to contacts and social media.

Digitalisation has also been the point of cooperation with Bufetat/The Specialist Child Support Environment (SKM) in 2020. SKM has developed a joint digital ICDP platform and resource bank during the year. SKM and ICDP Norway have collaborated and shared experiences both about the platform and on the opportunities and challenges of digitizing supervisory and ICDP groups. We have developed common temporary criteria.

The ICDP Norway has become a member organization in 2020. The annual meeting in 2021 is the first annual meeting where all active people have the opportunity and a formal channel to get involved and be heard. This means that the ICDP Norway in 2020 has acquired a member database that will allow for more orderly communication with those who wish to do so.

The ICDP Norway conducted a major conference in autumn - "Parents of the world" - on parenthood in aid with participants from all over the world, attended by Both International Development Minister Dag-Inge Ulstein and representative of WHO in Geneva, ICDP Nepal, ADRA and Save the Children. This was a collaboration with the University of Bergen, SOS Barnebyer, Forut, HimalPartner, ADRA and Save the Children.

## THE BOARD'S WORK

### Board meetings 2020

Meeting activities 2020		place:
15 January 2020	board meeting	The Norwegian Board of Health
7th -8th February 2020	board meeting Strategy collection	Olavsgården
24 March 2020	board meeting	Digital
5 May 2020	board meeting	Digital
10 June 2020	board meeting Annual meeting	Digital
July 2020	Extraordinary Board Meeting	By E-mail
20 August 2020	board meeting	Digital
22 September 2020	board meeting	Digital
9 November 2020	board meeting	Digital

### Most important board matters

The board of the ICDP Norway dealt with 75 cases during 2020. Here are some of the most important issues.

1. The board decided that the ICDP Norway would become a democratic member organization. The annual meeting revised section 4 of the membership clause and the board adopted an annual membership fee of NOK 300. We created a member database. The enlistment of members was done at the SKM's coaching conference and on social media. The Board appointed a special nomination committee with a mandate to find board candidates for the annual meeting on 10 June 2019.

2. Strategy work started in 2019 before the board met at Olavsgården in February 2020 for an inspiring strategy gathering. This provided a good basis for working in practice. On the other hand, the process of finalizing the strategy document was postponed several times and was not completed until 2020. Based on the notes for the work at Olavsgården, we nevertheless landed an action plan for 2021.
3. A fee/salary rate was adopted for ICDP coaches and senior coaches with 5% applying from 01.01.2021.
4. ICDP Norway and SKM have worked out and approved guidelines for cooperation. This became an important and clarifying process.
5. The ICDP Norway, Imdi applied for funds for corona information in regard to the minority population. This provided opportunities to work with digitization of ICDP groups and a separate video with corona information was based on the one we developed on our own in March 2020.
6. On the initiative of Marianne Fjetland who developed the ICDP House concept, the board thanked her and decided that the ICDP House is owned by the ICDP Norway as part of the ICDP Program.
7. We started working on an ICDP Norway seminar concept where trainers, facilitators, parents and others will be invited.
8. We initiated a formal collaboration with Selvhjelp Norway during 2020, which in collaboration with the Health Service in Oslo was trained by some initiators and has started by offering the concept into Imdi projected to the ICDP Norway.
9. ICDP Norway established a Disciplinary Committee that did not start until 2021.
10. ICDP Norway board invited Line Constance Holmsen and Sigrid Hoen to present ICDP in Eldreomsorg with the aim of making a formal approval in 2021.
11. The board started looking at the possibilities for putting together a simplified literature overview.
12. The board made a number of rules for cooperation on the board.
13. The Board of Directors decided that a number of appointments to ICDP Norway must be adopted by the Board after it has been considered by an appointed employment group.
14. The ICDP Norway sent a memo to Norad about a possible ICDP initiative. However, this was not included in their action plan for non-communicable diseases and mental health.

15. ICDP Norway signed a policy document from ICDP International that was a U.N. resolution to ensure protection against sexual exploitation and abuse.
  
16. ICDP Norway sent an inquiry to the ICDP International board about the sovereignty of national organizations. This was, among other things, an important topic among the Nordic organisations.

### Fixed tasks

	2020
Budget/Accounting/Administration	Wenche and Heidi
Co-operation meetings with SKM	Eli, Marianne and Heidi
Information group	Lars and Marianne
Subject committee	Eli, Heidi, Ingebjørg, Marianne and Silje
Organization selection	Heidi, Eli and Silje
Corporate Social Responsibility Group	Heidi and Lars
Representative on the Board of the ICDP-Nordic Region	Elisabeth
International Selection	Heidi, Elisabeth and Silje
IMDi Corona Project Group	Heidi, Eli and Anastasia Fedotova
Nomination Committee	Elisabeth, Grete Flakk and Line Moldestad

## WORKSPACES

### Administration

ICDP Norway still has an agreement with Pricewaterhouse Coopers Accounting AS (PWC). We use their billing system and they keep accounts after submitted vouchers every two months.

For 2020, 8 new assignments of somewhat different sizes have been registered. Together with IMDi Koronaprojekt, they constitute the most important sources of the ICDP Norway's revenues.

Cases during the year:

- Sales of the minority booklet and DVD have been discontinued as there have been no registered sales since 2019.
- Member organisation was adopted and agreement with Cornerstone was entered into in November 2019.
- Adm-follows up the enrollments.

## Employee care/social

The ICDP Social Committee has not held any social events in 2020. This is due to the fact that due to the corona pandemic, it has not been possible to meet physically. We have discussed various other forms of social activities, but have come to the point where we want to wait until we can meet physically.

### information

An Info group consisting of Marianne Fjetland, Per Øyvind Fredin, and Lars Semmerud was established. Lars Semmerud has been Web editor for 2020.

At year-end 1 January 2020, [facebook page](#) had about 500 likes, and on 31.1.2020 had 828 likes. That is, an ascent of about 330 likes. In addition to being followed by more people, the page also achieves enhanced visibility with popular posts that appear in increased likes, sharers, and increased reach. Most people who like the site are women aged 35-44 (30%), followed by women aged 45-54 (25%).



The graph above paints the rise in the number of likes during the period. A higher degree of ascent on the timeline is marked with a red circle.

In mid-March (**Circle 1**) the rise must be seen in the context of the post "Advice for parents with children and adolescents in these corona times". To publish this [video](#), a Youtube account was created. On Youtube, this video has been viewed about 1600 times. With this video, 658 facebook profiles were reached. The guide published in the aftermath of the publication reached 682 Facebook profiles.

October 29 (**Circle 2**) sent the ICDP Norway live webinar on parents' role in development work. This conference on zoom reached 4900 facebook profiles.

In December (**Circle 3**), the video "When the World Feels Insecure" lifted the reach of the ICDP Norway, as it reached about 19,500 facebook profiles, and ICDP Norway increased its ascent value further in terms of numbers who like the ICDP Norway on Facebook.

Other posts that made it clear were the post "Congratulations to all parents on UN Parenting Day" on June 1.

In summary, the year 2020 is by far the strongest annual period for ICDP Norway in terms of promoting and making itself visible on Facebook and online.

With its three media channels, ICDP Norway is exposed to a larger audience, gaining greater breadth and reach. We see that more individuals and organizations share our news on the website, and our status updates on Facebook. Info work in 2019 has consisted of: Facebook page, website and Youtube channel

### Further development of the website domain [icpd.no](http://icpd.no)

ICDP Norway has launched itself as a member organization on facebook and its website. A change of website provider should be considered, as One.com, which the foundation currently uses, has reduced wordpress support/customer service. We can recommend [Ludensgruppen's](#) website solution Rubics, which suits the vast majority of Norwegian companies, both with and without an online store.

### Cooperation with SKM and BUFDIR.

Based on the cooperation agreement from 2008, ICDP Norway and Bufdir/Specialist Competence Environment for Prevention and Parental Support in Drammen have regular collaborative meetings dealing with issues of common interest and some work meetings. Heidi, Eli and Marianne participate on behalf of ICDP Norway in the meetings with SKM.

Meeting activities 2020		place:
16.01.2020	Cooperation meeting with SKM	The Norwegian Board of Health
24.03.2020	Working meeting with SKM	Digital
06.05.2020	Cooperation meeting with SKM	Digital
23.-24.9.2020	Bufdir's ICDP Coaching Conference	Oslo/Drammen/Digital
06.10.2020	Working meeting with SKM	Digital
20.11.2020	Cooperation meeting with SKM	Digital

BUFDIR also invites Heidi and Eli to regular meetings with civil society.

Issues that have been on the agenda:

- Development of an ICDP platform and resource bank
- Digitization of supervisor training and parent groups – including temporary guidelines for digital ICDP groups and digital ICDP tutor training.
- Certification requirements of supervisor training - postponed
- Guidelines for cooperation between ICDP Norway and SKM
- About the development of ICDP groups for adolescent parents with the use of elements from Tuning in to Teens – little activity in 2020.
- Discussion about the role and place of ICDP in the PIRM study that receives funding from the Kavli Trust

### Digitization of the ICDP

The project group consisted of Heidi and Eli from the board, in addition to Anastasia Fedotova and Helen Christie. ICDP Norway applied and was awarded funds from IMDI for the purpose of reaching out to immigrants with information about corona. The funds were used to develop a digital tutor, with the

development of sensitivity exercises adapted to a digital platform, as well as making a film with the 8 guidelines for good interaction; "When the world is perceived as insecure". The digitalisation was done in collaboration with Halogen, the service design firm, in a week's sprint. The film was made in collaboration with Cynergi. It is available so far in Norwegian with Norwegian and English subtitles. It will be released in Somali and Arabic in 2021.

In cooperation with SKM, it was decided that 3 hours of training should be given to supervisors in order for the digital guide to be used in a professionally sound manner. 37 supervisors participated in this training in 2020. It was Eli and Anastasia Fedotova who were training on Teams.

### Nordic co-operation

Members of the Nordic group: Annelie Waldau Bergman from Sweden, Thomas Hemstad SKM, Anne Linder and Anette Groth represent Denmark, Elisabeth Hellzen Norway and Pamela Antila Finland. Marianne Fjetland has served as deputy. Chairman Heidi Westborg Steel has attended both meetings in connection with matters related to ICDP International.

The activities in the ICDP Nordic region have been affected by the pandemic in 2020. Two board meetings were held in May and one in October. Both were conducted digitally.

The planned meeting on 25-26 October in Stockholm was cancelled. Conference with Kenneth Gergen scheduled for May 2021 was moved to autumn 2021. Date has not yet been clarified.

One issue that was discussed is the sovereignty of the Nordic countries in relation to the ICDP International. The issue came up after training in Finland was outperformed by ICDP International, which put itself at a lower price. This is perceived as a fundamentally important matter.

### International engagement

ICDP Norway's International Committee had 5 meetings. The issues that have been raised in the meetings have been:

- Approval of teaching templates in powerpoint for international training through Norwegian coaches.
- Conversations around oploving races.
- Conversations around Startup Criteria in a country.
- Digital network gathering in April for coaches and organizations that have, have had or are planning an ICDP engagement internationally. Present were coaches and organizations with involvement in Nepal, China, Tanzania, Ethiopia, Zanzibar, Malawi, South Africa, Botswana, Armenia, Estonia, Ukraine, Iran etc.

ICDP Norway is also active in the Network for Global Mental Health in Norway. Through this network we have been given the opportunity to present ICDP, including separate presentations for ADRA and Mental Health Youth. The University of Bergen, SOS Children's Villages, Forut, HimalPartner, ADRA and Save the Children were co-organizers with ICDP Norway of a major conference on parenthood with participants from all over the world; Minister of International Development Dag-Inge Ulstein and representative of WHO were among the contributors.

In April, ICDP Norway initiated a digital meeting with Norad when ICDP Nepal was supposed to visit its Norwegian partner HimalPartner. This was the start of important work in which Norad first asked ICDP Norway for a memo on a possible ICDP initiative. However, this was not included in the action plan for non-communicable diseases and mental health as Norad had indicated. The meeting also allowed the



Global Mental Health Network to record concrete proposals for initiatives in the field of mental health. This, in turn, could be an arena for ICDP in the future.

With Norwegian involvement, the ICDP in Nepal and China in 2020 managed to carry out training at senior training level. ICDP Norway was also asked to do a presentation at the ICDP Nepal Digital Conference.

ICDP Norway has had some meetings with ICDP International. We signed policy document one from ICDP International that was a UN requirement to protect against sexual exploitation and abuse. ICDP Norway also sent an inquiry to the ICDP International board about the sovereignty of national organizations.

### Summary

Board position in ICDP Norway is still voluntary work. In the 1990s, several members of the board have either had a demanding and/or had extraordinary challenges/engagements. This has naturally affected the possibility of active participation. We have in the rules of cooperation on the board, worked with the importance of having to be generous and find good ways to cooperate when this is voluntary work after all.

From their own available resources, all board members have contributed to ICDP development work at their workplaces and in collaboration with SKM for parental support.

Date: March 18, 2021

Heidi Westborg Steel  
Chairman

Marianne Fjetland  
of the Board Member

Eli Østberg Baardseth

Lars Semmerud  
Wikipedia  
Board

Elisabeth Hellzén  
member Board

Silje Bjørnstad Holter -  
member

Ingebjørg Myhr  
Deputy member