



PEREPESA: Community-Based Prevention and Family Support Center

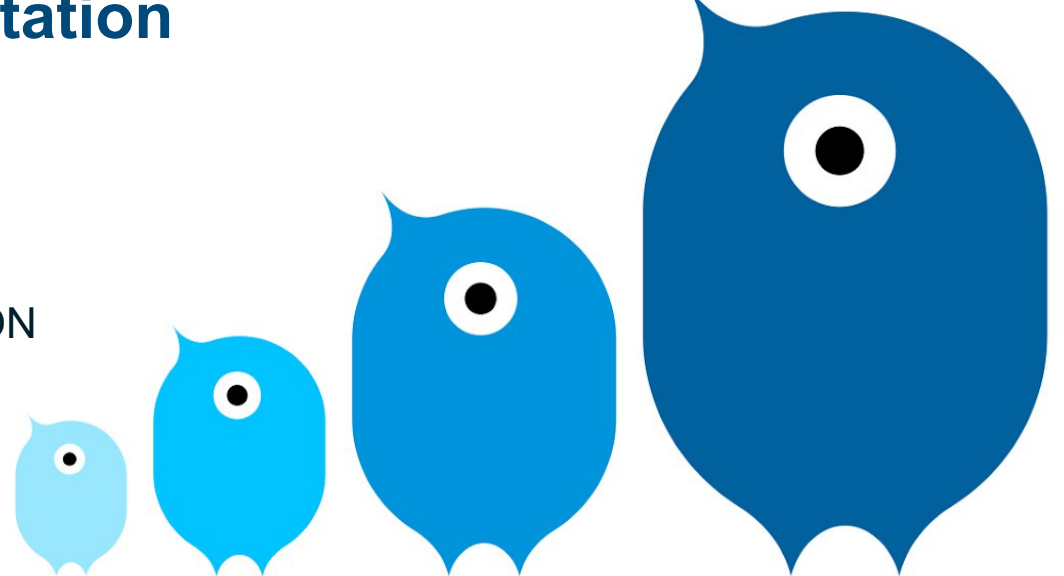
COFACE meeting in Brussels – Presentation

25 September 2025

CHILD WELL-BEING DEVELOPMENT CENTER FOUNDATION

Maarja Oviir-Neivelt

Founder and Chairman of the Management Board





MAARJA



KIIRA



LY



HELIKA



TEELE



ANETTE



RIIN



BRIGITTA

WHO WE ARE

Child Well-being Development Centre Foundation

(LaHe) is a privately initiated competence center that develops the **Perepesa** prevention and early intervention model and supports local governments in implementing the model in their municipalities.

OUR TEAM

MAARJA OVIIR NEIVELT- Founder and Chairman of the Management Board

KIIRA GORNICHEFF – CEO, member of Management Board

LY KASVANDIK – Development Manager

HELIKA SAAR – Implementation Manager

TEELE KRAVTŠENKO – Expansion Manager

ANETTE TALVIK – Quality and Data Manager

BRIGITTA ARUTJUNJAN – Communications Manager

RIIN PÄRNAMETS – Community Development Manager

2014



2018

Recruitment of the core team and development of the Perepesa model and evaluation plan

2019

First Perepesas established in **Viljandi, Põltsamaa, and Türi**

2022

Perepesas opened in **Tartu and Elva**

2024

Tallinn joins the Perepesa network

2025

New Perepesas to open in **Pärnu, Haabersti, and Pirita**

2025-2027

A total of **25 Perepesas** will be established across Estonia by 2027



2016

Establishment of the **Child Wellbeing Development Centre** and development of the model framework

2022

The Child Wellbeing Development Centre becomes a **strategic partner** of the state

2023

National Welfare Development Plan (2023–2030) includes the creation of **community-based prevention and family work centers** as a priority

2024

The Intersectoral Parenting Action Plan (2024–2030) highlights the **expansion of the Perepesa network** as a priority

2025-2027

The Ministry of Social Affairs supports the creation of **13 new Perepesas** using ESF funds, allocating **€106,735 per Perepesa**. Tallinn City commits to establishing Perepesas in **all 8 districts**

A total of **20 services** offered across the Perepesa network:
■ **9** core services and
■ **11** additional services

2019–2024

■ **35000** visits —
■ The number increases every year

Pilot project:
■ Local governments (LAs) and cooperation partners rated Perepesa activities **8.3 / 10**.
■ "Such a systematic provision of services had never before been available in any Perepesa region."

Parents:
■ Service feedback score **9 / 10**.
■ Perepesa is a warm and welcoming place to come — to participate in services, meet other parents, and receive evidence-based support.

Perepesa serves as a community anchor for families with young children:
■ Community members initiate and organize approximately **30 events** annually.

The Problem We Are Addressing

- There was **no nationwide systemic prevention system at the local level**. Instead, the focus is primarily on addressing the consequences.
- The **accessibility and quality of services was inconsistent** with limited use of evidence-based interventions and no impact assessments for existing ones. Service provision was **fragmented** across various specialists and sectors.
- **Children's developmental issues** were noticed too late. **Local governments** are legally obligated to prevent risks that threaten a child's well-being and development⁽¹⁾ but **often lack the resources** to develop a systemic solution on their own.
- **Prevention is cheaper** than dealing with consequences:
 - € 1 vs € 14 ⁽²⁾
 - € 3.5 billion ⁽³⁾
 - 1 % ➤ € 29 million ⁽⁴⁾

The scope of the problem: How big is the challenge in Estonia *

- Approximately **half of households need more help with child care and upbringing** but either don't know where to turn for assistance or are hesitant to ask for help. ^{(1) (2)}
 - **One in five mothers experiences postnatal depression** ⁽³⁾. Long-term and severe depression can affect not only the mother but also the newborn and father. ^(ibid)
 - **15% of children and adolescents experience mental health disorders**, with family problems being one of the contributing factors. ⁽⁴⁾
 - In 2024, the **number of calls to the Children's Helpline** reached 18,690, which is about **10% more** than the previous year.
- Many inquiries were related to child upbringing, family relationships, and parent-child relationships. ⁽⁵⁾
- 42% of adult Estonian residents accept physical punishment of children in certain situations. ⁽⁵⁾
 - In the first eight months of 2024, **10% fewer children** were born compared to the same period last year. This trend has been observed for the third consecutive year. ^{(6) (7)}

Scientific Literature and Research

- The greatest influences on a child's well-being are:

- ✓ the child's developmental needs
- ✓ parenting
- ✓ family and environment.

- The foundations for a child's success and resilience are laid during the

prenatal stage and the first three years of life. ⁽¹⁾

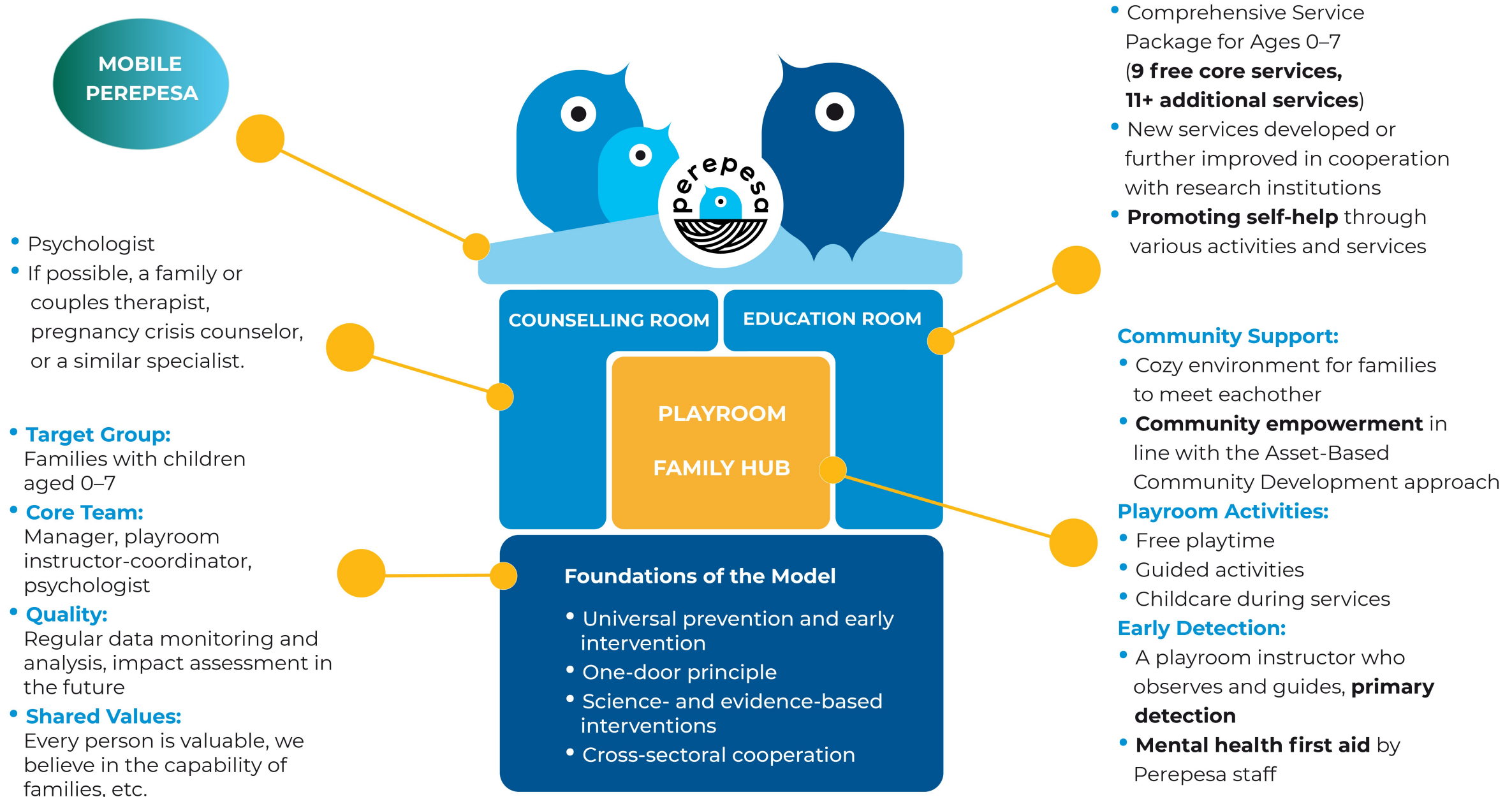
- By supporting parental skills and well-being and identifying problems at an early stage, we can reduce the need for costly interventions later and prevent issues from emerging.

Solution: Perepesa model

- **A tool for local governments** on how to carry out **systematic prevention work** with families of young children at the local level.
- In **collaboration** with government institutions and NGOs .
- Informed by **global best practices**.



PEREPESA MODEL







Perepesa services

- The focus of Perepesa services:
 - Parenting education
 - Child and parental mental health support
 - Family and relationship support
- **Comprehensive service package** from pregnancy to the child's school entry
- **9 core services** provided in every Perepesa:
 - Playroom, guided activities, and childcare in the playroom
 - Psychological counseling
 - Parenting school for expectant families
 - Parenting discussion groups for new parents
 - Support for the speech and development of 2-year-old children
 - Parenting program "Incredible Years" for parents of children aged 2-8
 - Training and discussion groups, including Dads' Club

* Core services are **free of charge**

- 11 + additional services, based on community needs

What is Perepesa? (the “Family Nest”)

- **Platform for early support for families with children** that plays a key role in national prevention efforts ⁽¹⁾
- **Part of the municipal social, education, and healthcare system** ⁽²⁾
- **A community–based prevention and family support center** that:
 - ✓ encourages and supports parents with understanding and competent information;
 - ✓ offers impactful services; and
 - ✓ provides a community environment where families can support each other

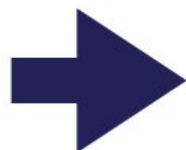
LaHe ' s key functions:

- **Develops the model**, incl the services practices
- Supports the local governments in launching the Perepesas
- Provides **comprehensive training**, implementation support and **mentoring** to Perepesa teams
- **Monitors quality** through data collection and analysis and gives feedback to teams and local governments
- Conducts **advocacy** at both local and state levels
- **Coordinates cooperation among Perepesa centers** to share best

Quality assurance and impact research

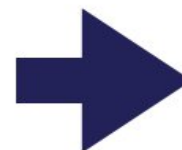


Comprehensive training, implementation support and mentoring



Quarterly overviews of achievement of the performance indicators

Internal assessment once a year (assessment model based on Perepesa's model)



Planning to **evaluate the impact** of the Perepesa model on families in the coming years

Funding of Perepesa

The **funding structure of Perepesa**:

- The Perepesa annual budget is € 80 000 – 100,000.
- Local government covers on-site costs of Perepesa: 1) salaries of the core team, 2) cost of services, 3) administrative expenses.
- LaHe provides **free advisory support** to local governments until 2027.

* LaHe's funding structure 2018 - 2025: **40%** state, inc ESF funding, **60% private funding**.

ESF + Support

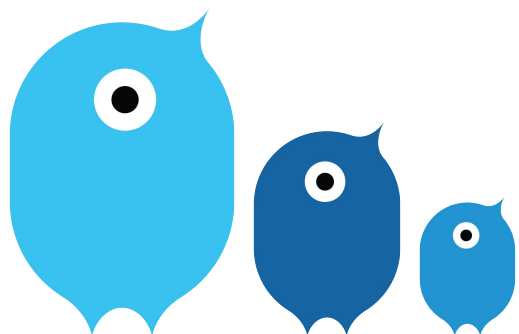
ESF support measure amounting to

€ 1.3 million euros:

- for launching 13 new Perepesas in 2024 to 2027 (€ 107,000 per local government)
- supporting mobile Perepesa services to improve accessibility in rural areas
- supporting LaHe to provide free advisory support to local governments/Perepesa teams to open and operate new Perepesas (€ 300,000 for 2023-2027.)



THANK YOU !



Lapse Heaolu
Arengukeskus

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