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LIZA SOBERANO REMINDS US PROTECTING CHILDREN STARTS AT HOME

Statement from Save the Children Philippines

No child should ever carry the weight of abuse into adulthood. Yet as Save the Children Philippines Ambassador Liza Soberano bravely shared in the podcast documentary "[Can I Come In?](#)", violence at home leaves scars that never fade.

While we had known parts of Liza's childhood story, it was still heartbreaking to hear her recount, in detail, the harrowing experience she and her brother endured. She remembers it as early as age two, showing how memories of violence remain with children long after the moment has passed.

Despite what she went through, Liza recalled she remained "sweet and affectionate," and found pride and joy in her role as a big sister to her younger siblings.

"Because when you're a kid, that's just what you do. You believe anything that an adult says because you think that they have their best interest for you," said Liza.

Her story mirrors what millions of Filipino children go through. The 2022 National Demographic and Health Survey found [59% of children ages 1-14](#), or three in five, experience violent discipline by caregivers. The study noted "The manner in which parents and caretakers discipline children can have long-term consequences for their physical and psychological development and well-being."

Together with Liza, we are speaking out: protecting children must begin at home. Parents, guardians, and caregivers—whether biological, adoptive, foster, or otherwise—carry the responsibility to raise children with care, empathy, and guidance. Punishments that are physical, humiliating, or degrading can never be justified as love.

"I think Baby Liza just needs people to keep their word. There was no lack of words of affirmation. People told me they loved me, but then they would do the complete opposite of what you do when you love someone. So that's why words don't really mean anything to me. It's all about action," said Liza.

Save the Children is currently working with the Department of Social Welfare and Development to roll out and scale up the "MaPangBata Parenting Module." To date, around 6,000 social workers facilitating Family Development Sessions for Pantawid Pamilyang Pilipino Program (4Ps) beneficiaries have been trained to use it, and the organization will soon support its expansion under the Parent Effectiveness Services.

We are also helping to develop the department's National Parenting Framework, which will guide government programs in promoting positive parenting from birth through childhood nationwide.

But even as we work to improve public services, adults must do their part to parent children without fear, hurt, or shame. To choose open communication, patience, and trust.

Finally, to Liza, thank you for speaking not only for the organization, but for children like Hope who still carry the same pain. Cruelty must end. Every child deserves a safer world, and we will not stop until this is their reality.#

ABOUT SAVE THE CHILDREN

Save the Children believes every child deserves a future. In the Philippines and around the world, we do whatever it takes – every day and in times of crisis – so children can fulfill their rights to a healthy start in life, the opportunity to learn, and protection from harm. With over 100 years of expertise, we are the world's first and leading independent children's organization – transforming lives and the future we share.

More information about Save the Children's programs for and with children is available at www.savethechildren.org.ph.

FOR MORE INFORMATION

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