

VISION

Every person, everywhere, every day recognizes and embraces their responsibility in raising Michigan's children.

MISSION

Parenting Awareness Michigan is a year-round initiative to promote awareness, education, and resources — through state outreach and local efforts — emphasizing the importance of effective parenting in nurturing children to become caring and contributing citizens.

BELIEF STATEMENTS

- Everyone can benefit from parent education, support, and resources.
- Informed and effective parenting is important across the lifespan.
- Informed and effective parenting is a key factor in alcohol, tobacco, and other drug prevention.

GOALS

Utilize the Parenting Awareness Michigan Initiative to:

- Celebrate people who are raising children.
- Draw public attention to the critical importance of effective parenting across the lifespan.
- Raise awareness that everyone benefits from parenting education and support.
- Promote education and resources for developing parenting skills.
- Raise awareness that effective parenting is a key factor in alcohol, tobacco, and other drug prevention.
- Encourage and assist in the development of parent networks.
- Celebrate the month of March as Parenting Awareness Month, and promote locally planned events in March and throughout the year focused on parenting.

WHAT THE INITIATIVE OFFERS

- Materials, assistance, and ideas for individuals or organizations to become involved.
- A link with organizations throughout Michigan embracing PAM goals.
- Increased visibility for parenting programs, resources, and issues.
- Clearinghouse services — PAM materials, referral, and networking.
- Education opportunities for professionals and volunteers who work with parents.

STATE INITIATIVE ACTIVITIES

- A volunteer steering committee, with statewide representation, plans activities,

- materials, and assistance for local PAM efforts.
- Annual PAM poster art contest which produces posters and bookmarks for statewide distribution.
 - Annual Kickoff Conferences for local PAM organizers and professionals and volunteers who work with parents and families.
 - Annual PAM Organizers' Packet for reproducible materials.
 - PAM workshops and presentations for conferences and other events.

THE HEART OF THE INITIATIVE IS LOCAL ACTIVITY

Whether as a broad coalition or small organization, community groups can celebrate Parenting Awareness Month in a variety of ways.

- Examples of activities:
- Displays of PAM posters and bookmarks, local calendars, and resource lists.
- Local community or county-wide PAM Kickoffs.
- Resolutions/declarations by councils, boards, commissions, etc.
- Conferences, programs, forums, fairs.
- Themed family nights.
- Events to showcase local programs and resources.
- Parenting features in local media.
- Restaurant placemats with parenting information.

PARENTING AWARENESS MICHIGAN PHILOSOPHY SUPPORTS

- Showing children love, concern, and respect at all times.
- Giving children a safe place to live and play.
- Helping children express all their feelings appropriately and listening to what they say.
- Giving children appropriate choices whenever possible.
- Having reasonable rules that are understood by all.
- Being responsible and teaching children to be responsible.
- Spending time with children.
- Setting an example by what we say and do.
- Working with our schools and community to make them better for children.
- Asking for help when we need it.

For assistance or connection with the campaign call 800-968-4968 or e-mail pamcampaign@preventionnetwork.org