

# Great Ideas for Celebrating Parenting Awareness Month 2012

Whether you work as a community-wide coalition or a small committee, or as an individual, you can celebrate Parenting Awareness Month in a variety of ways. Each activity listed here has been carried out by a Michigan community. Call 1-800-968-4968 for additional ideas.

- ⌘ Hang a **2012** PAM poster on your front door!
- ⌘ Form a local PAM coalition and begin planning parenting and family celebrations and activities for PAM **2012** and beyond.
- ⌘ Invite other organizations in the community to join your local PAM planning efforts.
- ⌘ Join forces and resources with other awareness campaigns.
- ⌘ Work with your local 2-1-1 service, or work with a local agency to provide a parenting helpline.
- ⌘ Seek resolutions from local governing bodies which support Parenting Awareness Month goals and affirm parenting (sample resolution in PAM Packet).
- ⌘ Create a portable Parenting Awareness Month display. Make it available at local PAM and parenting activities.
- ⌘ Create a Parenting Awareness Month display in schools and local businesses.
- ⌘ Take PAM posters everywhere you can think of — schools, libraries, day care centers, places of worship, work sites, city hall, doctor's offices, senior centers, your neighbors – wherever parents are!
- ⌘ Prepare a promotional video for local access cable. Do a series that features various parenting resources in your community.
- ⌘ Create a list of community resources for parents, print and distribute widely—through businesses, schools, churches, libraries, agencies, bulletin boards. Ask grocery stores to stuff in their bags.
- ⌘ Create a calendar or flyer of local Parenting Awareness Month events. Distribute same as posters and resource lists.
- ⌘ Create a local calendar or flyer listing parenting education classes and parent network/group meetings.
- ⌘ Create a local list of free or low cost things parents can do with children. Distribute as a poster, tray liner, or handout in libraries, schools, etc.
- ⌘ Prepare folders with Parenting Awareness Month materials to be given to parents at parent/teacher conferences. Have students decorate the folder for their parent(s).
- ⌘ Design a family friendly slogan/logo and have a sweatshirt/t-shirt sale.
- ⌘ Take items from the PAM Packet and create bound booklets for families in your school, church, or community. Include local resource information.
- ⌘ Take PAM posters and bookmarks to local libraries and bookstores for distribution.
- ⌘ Encourage libraries and bookstores to provide a special display during March featuring their parenting books and other multimedia parenting information. Ask them to include information about your organization, events you plan, and the parenting resource list you have compiled.
- ⌘ Encourage your public library to develop a list of their parenting books, tapes, and videos. Find different ways to distribute this list to parents.
- ⌘ Hold a community or county-wide **2012** PAM Kickoff.
- ⌘ Help plan and/or promote parenting conferences held during March and throughout the year, and encourage parents and others who work with parents and children to attend.
- ⌘ Conduct poster and essay contests — through churches, schools, or the community at large.

- ⌘ Conduct educational events and community forums on parenting issues. Consider days, times, locations, and costs that make the events accessible to most parents. Provide childcare.
- ⌘ Conduct free parenting education workshops throughout the month of March. Provide childcare.
- ⌘ Host a PAM celebration and give awards to “parent/family friendly” employers.
- ⌘ Plan a Parenting Fair or Family Fun Fest at a mall or other community area. Showcase parent and family resources and provide family friendly activities.
- ⌘ Work with your local school district to hold weekly family nights throughout the month of March. Decide on a theme. Involve parents and youth!
- ⌘ Host a community “Family Dinner” with guest speakers or other fun activities.
- ⌘ Organize a “family reading night” with your local literacy council, school district, church, work site, day care center, etc.
- ⌘ Host a family workshop focusing on reading in the home, story telling, quality television viewing.
- ⌘ Designate a different parenting theme for each week in March and plan weekly activities around each theme.
- ⌘ Hold a resource fair with/for family serving organizations so they can become familiar with all resources and materials available in the community.
- ⌘ Host an “appreciation” breakfast, lunch, or dinner for parents and other caregivers – or make it an “Appreciation Day!”
- ⌘ Enlist publications of local organizations, church bulletins, community newspapers, etc. in featuring parenting information during March.
- ⌘ Visit local media; involve them in your efforts.
- ⌘ Get parenting messages on local billboards.
- ⌘ Enlist local newspapers to feature parenting articles throughout the month of March.
- ⌘ Work with local radio stations to run “Did you know...” radio spots featuring local parenting and family resources and parenting tips. Create and distribute a local calendar to match.
- ⌘ Work with local restaurants to develop and use PAM focused tray liners and placemats. Include parenting tips and local parenting resources information.
- ⌘ Contact your legislators to involve them in local Parenting Awareness Month campaigns. Request a free copy of *Citizen’s Guide to State Government*.
- ⌘ Work with faith communities to highlight Parenting Awareness Month in newsletters, bulletins, discussion groups, and from the pulpit.
- ⌘ Work with a local hospital to provide parenting tips and local resource lists to new parents.
- ⌘ Encourage local businesses to provide paycheck stuffers with a Parenting Awareness Month message and the 10 parenting tips.
- ⌘ Encourage local focus on grandparenting and other kinship care issues and resources.
- ⌘ Plan Parenting Awareness Month events that involve youth and senior citizens.
- ⌘ Encourage daycare providers to plan fun parenting education opportunities. Let parents have input about resources and activities they’d like or need.
- ⌘ Plan special activities with a focus on fathers and celebrate the importance of fathers in children’s lives. Involve fathers in the planning.
- ⌘ Focus on empowering people who raise children and supporting the good work parents do. Use titles, slogans, presenters, and materials that praise instead of blame.
- ⌘ Consider non-traditional sites for parenting education — work sites, recreational centers, block club meetings, and local shopping centers.
- ⌘ Talk about Parenting Awareness Month in your own family.

**For PAM information or to share your PAM activities with us  
Call 1- 800-968-4968 or e-mail [pamcampaign@preventionnetwork.org](mailto:pamcampaign@preventionnetwork.org).  
We will share ideas with others.**