



FOR IMMEDIATE RELEASE
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**MARCH 2012 – THE 19TH ANNUAL OBSERVANCE OF
PARENTING AWARENESS MONTH**

**Parenting Awareness Michigan Celebrates Parents and Caregivers
With a Special Focus on March as Parenting Awareness Month**

Parenting Awareness Month is a Michigan initiative to promote awareness, education, and resources – through state outreach and local efforts – emphasizing the importance of effective parenting in nurturing children to become healthy, caring, and contributing citizens. Parenting Awareness Month is unique to Michigan and has been celebrated since 1993.

Parenting Awareness Michigan provides guidance, materials, resources, and technical assistance throughout the year. In celebration of Parenting Awareness Month, the initiative promotes locally planned parenting events in March, and education and resources for developing parenting skills year around.

Parenting Awareness Michigan celebrates people who are parenting our children, and seeks to:

- draw public attention to the critical importance of effective parenting across the lifespan.
- raise awareness that effective parenting is a key factor in alcohol, tobacco, and other drug prevention.
- promote education and resources for developing parenting skills.
- raise awareness that everyone benefits from parent education and support.
- 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.

The heart of Parenting Awareness Month is local activity. Communities throughout the state celebrate Parenting Awareness Month with parent and family fairs, conferences, local contests, and a variety of other activities. They use the initiative to circulate resource lists and make parents aware of the education and support available to help with their important job of raising children.

[For a list of the many local PAM activities taking place in communities throughout Michigan, visit Parenting Awareness Michigan at www.preventionnetwork.org]

Many communities have formed Parenting Awareness Michigan / Month groups and coalitions in an effort to bring diverse people and resources together, for a focused and systematic approach to increasing parenting education and involvement in the community, and to support their citizenry in their role as parents.

Parenting Awareness Month posters, matching bookmarks, and a packet of reproducible parenting materials are developed each year to involve communities in the initiative. Information, materials, and a listing of local PAM activities are provided through Prevention Network (800-968-4968) and by visiting Parenting Awareness Michigan at www.preventionnetwork.org. Also, visit Parenting Awareness Michigan on Facebook.