

Planning for Parenting Awareness Month, March 2012

COALITION BUILDING

- ◆ Invite appropriate people/groups to meet.
- ◆ Determine goals, activities, and events for local Parenting Awareness Month.
- ◆ Decide how you will operate as a coalition, make decisions, and communicate.
- ◆ Decide on spokespersons for the group and media contacts.
- ◆ Decide on a local clearinghouse for PAM activities: *Where do people call for information? Where do workers report to or get assignments? What contact number will be on materials, publicity, and so forth? Who's responsible for events?*
- ◆ Create assignments and decide who will do these. Examples: Tray liner project; library and bookstore project; local resources list.
- ◆ Determine fundraising needs and sources.
- ◆ Welcome newcomers. Find a role for everyone.

OUTREACH AND PROMOTION

- ◆ Design a local media plan. Include media personnel in coalitions.
- ◆ Draw up lists of local organizations to contact, and for including PAM info in their media.
- ◆ Assign people to contact schools, churches, youth groups, civic organizations, agencies, work sites, and groups with parenting related concerns.
- ◆ Design an outreach plan to local businesses. Include businesses in the coalition.
- ◆ Decide on a presentation script, develop materials needed, and assign people to approach local businesses — for support, displays, inclusion in events.
- ◆ Plan use of Public Service Announcements with local tag line and contact numbers (contact local radio and TV stations for more information).

ACTIVITIES AND EVENTS

- ◆ Start planning events or activities the coalition, group, or organization will sponsor.
- ◆ For a list of activities and events refer to *Great Ideas for Celebrating Parenting Awareness Month 2011* in the PAM Packet or online.
- ◆ For producing a local parenting calendar – design and distribute forms for groups to report their events and activities. Set a deadline.
- ◆ For producing a local parenting resource list – design and distribute for individuals and groups to identify local resources.
- ◆ Work with employers to plan worksite parenting education opportunities.

RESOURCES

- ◆ Contact Parenting Awareness Michigan at 800-968-4968 for ideas for activities and events, and for other resources.
- ◆ Utilize the PAM Organizers' Packet as a tool to assist in planning for Parenting Awareness Month.
- ◆ Compile a list of local parenting programs and supports. Refer to *Developing a Local Parenting Resources List* in the PAM Packet.
- ◆ Preview printed material, videos, web resources, and other items for use during local PAM and parenting activities in March.

➤➤➤**REMINDER**◀◀◀ Please share your ideas and plans with the PAM Initiative so we can share with others.
800-968-4968, pamcampaign@preventionnetwork.org, www.preventionnetwork.org