

Parenting Awareness Michigan (PAM)

Parenting Awareness Michigan celebrates people raising children and promotes year around education and resources for parents and caregivers. Its mission is to promote parenting 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.

**March
is
Parenting
Awareness
Month**

A Michigan campaign to
celebrate people raising children
and promote resources to help
with this important task.

**Parenting
is for a
Lifetime**

History

The Parenting Awareness Michigan initiative has been in existence since 1993, when it began as an awareness month to promote parenting, the foundation for guiding children and youth to be healthy and drug free. PAM began as the idea of one parent, a father, who brought the idea to Prevention Network. Within a short time PAM had evolved into a year around initiative.

Parenting Awareness Michigan is coordinated out of Prevention Network, a statewide organization that works to build the capacity of individuals and community groups to be involved in alcohol, tobacco, and other drug prevention. Prevention Network is a 501 (c) (3) organization that has been in existence since 1984.

Parenting Awareness Michigan Activities and Resources

- Parenting Awareness Michigan Packet: A tool-kit of reproducible parenting resources for statewide distribution.
- Two annual conferences for professionals and volunteers who work with parents.
- An annual poster contest that results in a parenting poster and matching bookmark with parenting tips with the theme – *Parenting is for a Lifetime*.
- Statewide database of over 15,000 individuals and groups who receive *Prevention Network News* – a highly read publication
- Telephone and site-based technical assistance.
- Toll-free telephone number; website; e-lists alerts.

Priority areas

Collaboration of key contacts in every Michigan county and a statewide steering committee spanning both peninsulas and representing over 50 state, regional, and community agencies and organizations focused on supporting parents and caregivers.

Raise Awareness about Effective Parenting

Parenting Awareness Michigan supports the following beliefs:

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

Serve a Multi-Level Parenting Constituency in Michigan

- Professionals and volunteers who work with parents and families
- Parents and caregivers
- Schools, organizations, agencies, parent networks, and many other groups.

Promote the Goals of Parenting Awareness Michigan

- Draw public attention to the critical importance of effective parenting across the lifespan.
- Raise awareness that everyone benefits from parent 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.

**Provide Effective, Timely, and User-Friendly
Materials for Use in Local Parenting Programs,
and Provide Technical Assistance
for Involvement in PAM**

For More Information

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Visit Prevention Network online at www.preventionnetwork.org or
www.preventionnetwork.org/pam/%20homepage.htm.