



Be a Great Parent

A Positive Parenting Campaign

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What is Be a Great Parent?

- A positive parenting campaign
- Targets parents, grandparents and caregivers of children (preconception to 18 years of age)
- Focuses primarily on the three parenting styles:
 - *Authoritarian (Strict)*
 - *Permissive (Lenient)*
 - *Authoritative (Balanced)*
- Increases awareness across three streams
 - *Communication*
 - *Guidance*
 - *Relationships*

Research

- Parents value their role highly, and they enjoy it
- Majority of parents recognize the importance of the early years to a child's future development and the vital role of parents
- Parents' interactions with their children leave lots of room for improvements
- Parents lack confidence in their parenting skills
- Parents do not feel supported in their role as parents
- Parents want to know more

Oldershaw, L., 2002



Research



Tangible Supports

- Programs
- Services
- Information
- Quality early learning experiences and child care
- Consistent advice about parenting

Intangible Supports

- Supportive neighbourhoods and communities (i.e. attitudes and beliefs)
- Respectful relationships with service providers
- Peer support
- Validation in their role
- Engagement

Vital Communities, Vital Support, Invest in Kids, 2007



“As a society, we need to normalize the concept of support for all parents of young children, removing the stigma around not knowing how to parent. We need to create and foster a community culture that supports parents and their young children, and sees parenting as a shared responsibility between parents and their community.”

Vital Communities, Vital Support, Invest in Kids, 2007



What is 'Good' Parenting?

- Parental involvement
- Responsiveness
- Predictability
- Consistency
- Appropriate expectations
- Absence of harsh, punitive forms of discipline
- Family history

What parenting style best achieves this balance?

Parenting Research Centre, 2007 & Invest In Kids, 2002



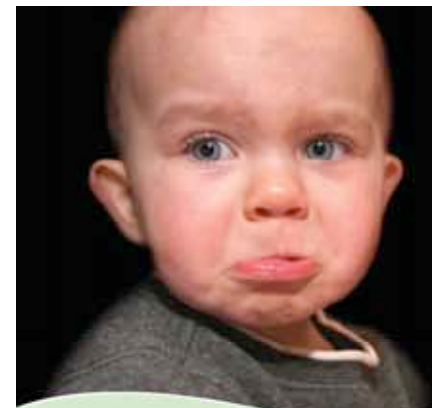
Authoritative or Balanced Parenting

- Positively related to a number of school outcomes (*Invest In Kids, 2003*)
- Children and teens raised with this style report:
 - *Less depression and anxiety;*
 - *Higher self-esteem; and*
 - *Less likely to engage in risky problem behaviours*
- In addition, this parenting style contributes overall to:
 - *Decrease in family conflict and stress*
 - *Improved parental engagement*
 - *Healthy child development*
 - *Improved overall family functioning*

Invest In Kids, 2003, The Anti0Drug, 2007 & The Early Years Study 2, 2007.

Campaign Resources

- 7 promotional posters
- fact sheets
- magnets
- pamphlet
- web portal



No one said it was going to be easy. Parenting is about making the best choices. What would you do?

Ignore Accept Help

Visit beagreatparent.ca or call the Parent Talk Information Line to speak to a public health nurse who can help you with a variety of parenting issues and make it a little easier for both of you to deal with the really tough situations.

beagreatparent.ca
communication • guidance • relationships
Niagara Region
PUBLIC HEALTH

Help
The Parent Talk Information Line is a free, confidential service that provides parents with information and support on a variety of parenting issues.

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Cuddle
The Parent Talk Information Line is a free, confidential service that provides parents with information and support on a variety of parenting issues.


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Campaign Reach

- Newspapers
- TV and Radio
- Media activities (releases, interviews)
- Websites
- Parent Newsletters via school boards
- Other newsletters eg. physicians and primary care, community
- Presentations
- Parenting groups
- Parent Talk Information Line
- Newborn packages



Distribution

- Child Care Centres (Licensed and Home-based)
- Ontario Early Years Centres
- Niagara Region Libraries
- Elementary and Secondary Schools
- Family and Children Services
- Speech Services Niagara
- Niagara Regional Police
- Niagara Peninsula Children's Centre
- Niagara and Youth Services
- Early Childhood Development Centre
- Clinics and primary care settings
- Family Resource Centres
- Adolescent's Family Support Services of Niagara
- Early Years Niagara Planning Council members
- GP/PAEDS/OBS
- Women's Place
- Prenatal Network of Niagara members
- Central West members
- Big Brothers, Big Sisters of Niagara
- Consignment Shops



“The public is becoming very accustomed to using the Internet to answer their questions. It is likely that more and more parents will turn to the internet for this purpose. The key advantage of the internet is that it permits parents access to information when they have the time (during a quick lunch hour, after the kids are in bed, etc.)”

*Invest In Kids, 2003.
Parenting In the Beginning Years: Priorities for investment*



beagreatparent.ca

- Promotes positive parenting in a creative way
- Provides age specific information
- Helps educate parents about positive parenting practices
- Provides support by increasing awareness about available parenting resources throughout Public Health and within the community



Be a Great Parent



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[Be a Great Parent Home](#) | [Campaign Resources](#) | [FAQ](#) | [Community Resources](#) | [Links](#) | [Section Map](#)

Tip of the Month

Contact Us

COMMUNICATION

GUIDANCE

RELATIONSHIPS

Being a parent involves many joys, as well as challenges, and the journey begins while your baby is still in the womb. As a parent, you are the most important person in your child's life.

As your child grows some of the most important parts of your job as a parent include:

- **Building effective communication skills through listening and talking together.**
- **Using positive parenting to guide your child through life's ups and downs.**
 - **And establishing a nurturing relationship built on love and trust.**

Research tells us that effective parenting styles can make a difference. Better understanding on how to communicate with, guide, and relate to your child are the basic tools all parents need to raise independent, confident, healthy and happy children.



Communication

Guidance

Relationships

Feedback

Prenatal to 5 Years - Communication

Good communication between you and your partner, and showing support for one another, will be the key to positive parenting.

As early as infancy, children are learning the basics of communication. Crying is your baby's first way of communicating with you, therefore it is important to understand the reasons why babies cry, and to start exploring soothing techniques that work for you and your baby. It is also important to start modeling positive communication (non-verbal as well as verbal) during this early stage, in order to help your child develop effective communication and language skills throughout their early years.

- [Getting Ready for Parenting](#)
- [Parenting Your Infant \(Birth to 18 Months\)](#)
- [Parenting Your Toddler \(18 Months to 3 Years\)](#)
- [Parenting Your Preschooler \(3 to 5 Years\)](#)

Parenting Links from Public Health:

- [Pregnancy](#)
- [Communicating During Pregnancy](#)
- [Infants and Toddlers - 0 to Age 3](#)
- [Pre-schoolers - Ages 3 to 5](#)
- [Communicating With Your Baby or Toddler](#)

Downloadable documents:

- [How to help your child learn in the early years.](#)
- [Can I help my baby remember?](#)
- [How can I help my young child to become a reader?](#)
- [Parents' practices - Les pratiques parentales \(CEECD material\): English, French](#)

Helpful External Links:

- [InvestInKids.ca - Positive Parenting](#)
- [About Kids Health \(Sick Kids\)](#)
- [Caring For Kids \(Canadian Paediatric Society\)](#)
- [Ontario Early Years Centres](#)
- [Kids Health](#)
- [Raising Children Network](#)
- [School Readiness](#)



Getting Ready for Pregnancy

Communication

- Communicate with your partner
- Be open with your partner, even though it may be difficult at times
- Discuss with your partner the importance of using a consistent style of parenting

Guidance

- Learn what you can in order to have the healthiest pregnancy possible

Relationships

- Nurture your relationship
- The transition from partners to parents
- Common stresses



Parenting Your Toddler

Communication

- Read to and teach your toddler common rhymes and simple games
- Get down to their level and pay attention to what they have to say

Guidance

- Learn what to expect as your toddler grows and what you can do to support your toddler's development
- Clearly set limits by using "yes" and "no", and explain why

Relationships

- Give your toddler love and attention everyday
- Do fun things together as a family on a regular basis



Parenting Your Child

Communication

- Focus on the positives in communication rather than negatives
- Use car rides or dinner to chat about friends, school, or the future

Guidance

- It's important to help your child learn to take responsibility
- Make sure you know where your child goes online and what she is playing or watching

Relationships

- Play board games with your child
- Children need to feel that they have a useful role in the family and community



Parenting Your Teen

Communication

- Show your teen you believe in them
- Be available

Guidance

- Enforce limits and consequences on behaviour firmly and consistently
- Don't be afraid to ask for help. Parenting in the teenage years can be challenging

Relationships

- Show interest in your teen
- Spend time together doing something you both enjoy



Areas of Interest

- Adapting beagreatparent.ca
- Media coverage
 - Brantford
 - Sarnia
 - Bellville
 - Sault Ste Marie
 - Fredericton, New Brunswick
- Linkages
 - Ministry of Children and Youth Services
 - The Canadian Association of Family Resource Programs
 - Early Years Niagara
 - Niagara Children and Youth Services
 - Ontario Early Years Centres
 - Contact Niagara



Campaign Evaluation

Prior to Implementation

- Focus Groups
 - Parents, caregivers and professionals

After Implementation

- Online Evaluation
- Webpage Statistics
- Rapid Risk Factor Surveillance System (RRFSS)



Future Plans

- Interactive surveys
 - universal parenting style quiz
- Outreach to community partners
- Investigate various video and social media strategies
- Continued campaign promotion
- Be A Great Parent as part of a parenting engagement strategy



“All parents, regardless of their level of education, need information about child development and the importance of the early years. Since becoming a parent requires no preparation, no training, and often little support, an unfair expectation exists that parents will instinctually know everything they need.”

Fraser D. 2004. Information, Parenting, and Childhood Development.



Please visit

www.beagreatparent.ca

Questions?

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