Planning for Parenting Awareness Month
March 2018

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).
♦ Use various forms of social media (Facebook, Twitter, etc.)

ACTIVITIES AND EVENTS
♦ Start planning events or activities the coalition, group, or organization will sponsor.
♦ For a list of activity and event ideas refer to Ideas for Celebrating Parenting Awareness Month 2017 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 resources. Share widely in your community.
♦ Preview printed material, videos, web resources, and other items for use during local PAM and parenting activities in March.
♦ Visit www.preventionnetwork.org/pam
♦ “Like” Parenting Awareness Michigan on Facebook and follow us on Twitter.

REMINDER Please share your ideas and plans with the PAM Initiative so we can share with others.
800-968-4968, kristinen@preventionnetwork.org, www.preventionnetwork.org/pam