



The Need

A national awareness campaign

- On the scale of the Komen Foundation.
- Raising our national awareness of this issue & steps we can take.

A Database of Parent Education Resources

- Linking parents to parenting education resources in their area.
- Searchable by zip code.
- Similar to finding a Home Depot or Starbucks in your area.

Family Resource Fair – Trade Show Concept

- One hour programs offered throughout the day on challenges parents face with children from infants through teens - offered by parent educators in their community.
- Resource area for parents to find supportive material and ideas.
- Parents can connect with parenting educators in their area.

Raise Funds to:

- Enable existing quality parenting education programs to provide more offerings within their communities.
- Support the development of more and better parent education programs.
- Provide parents in need with the financial resources to participate in fee-based program.
- Fund more long term studies on the effects of effective/ineffective parenting on our children and larger society.

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Parents,
more than any other single factor,
influence the adults
their children will become.
They shape our collective futures.

Yet as parents we joke, "they sure
don't come with instructions" and
use a figure it out as we go approach
that's been silently passed
from one generation to the next.

Do we want that to be our norm?

Together we can shift it.

Our children deserve that.
Their futures depend on it.
Our world desperately needs it.



OUR STARTING POINT
PARENT EFFECTIVELY • CHANGE EVERYTHING

The Dream

Imagine...

...a world in which children are raised by parents who know how to develop their child's self-esteem, empathy, integrity, resilience, courage, and work ethic.

...the adults those children will become.

...how they'll raise their own children.

...the joy and meaning they'll have in their own lives.

...how they'll care for themselves, each other, and our world.

...the contributions they will make to our world.

...the environments they'll foster in their homes, schools, communities, and workplaces.

... this new cycle could actually continue.

The Reality

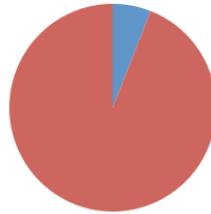
40 Developmental Assets Correlated to Positive and Negative Youth Behaviors

Positive Behavior/ Trait	0-10 Assets	11-20 Assets	21-30 Assets	31-40 Assets
Exhibits Leadership	48%	66%	78%	87%
Maintains Good Health	27%	48%	69%	88%
Values Diversity	39%	60%	76%	89%
Succeeds in School	9%	19%	34%	54%

Negative Behavior/ Trait	0-10 Assets	11-20 Assets	21-30 Assets	31-40 Assets
Problem Alcohol Use	45%	26%	11%	3%
Violence (Bullying and other)	62%	38%	18%	6%
Illicit Drug Use	38%	18%	6%	1%
Sexual Activity	34%	23%	11%	3%

Above data is based on Search Institute's work since 1990 with over 3 million children throughout the U.S. (Search Institute is a leading research firm focused on the health and wellbeing of children and youth.)

Only 6% of U.S. Children Surveyed Meet Thriving Benchmarks



- Percent of U.S. Children at or above benchmarks in four categories used to determine well being
- Percent of U.S. Children below benchmarks in four categories used to determine well being

Data based on Search Institute's 2011 survey of 89000 children in 26 states.

The impact extends way beyond the lives of individual children and their families.

Only 30% of US workers are engaged in their work. - 2011 Gallup Poll

One out of every five U.S. adults takes drugs to treat some type of mental health condition. - 2011 Medco Health Solutions Survey

\$39 billion spent on incarceration in the US each year. - Vera Institute of Justice, January 2012 report.

The Biggest Price of All

We all lose when the potential of each and every child isn't nurtured.

When children aren't raised by parents who understand how to foster their self-esteem, resilience, empathy, courage, integrity, and work ethic, they aren't as likely to reach their highest potential.

“ Healthy development of young children in the early years of life literally provides a foundation for just about all of the challenging social problems that our society and other societies face.

What we're learning is how much this early experience literally gets into our bodies and shapes our learning capacities and behaviors, and our physical and mental health. ”

-Jack Shonkoff, Director, Harvard's Center on the Developing Child