

Fifteenth Annual Parenting Awareness Michigan Conferences and 2008 Parenting Awareness Month Kickoffs

Learn about
parenting issues,
programs,
and resources

Kick off Parenting
Awareness Month
2008

*Two statewide
conferences to
choose from – or
attend both!*

For anyone who
works with parents
and families...

...PAM organizers,
educators, parent
network and
coalition members,
service providers,
school personnel,
parent volunteers,
and anyone
interested in
parenting and
Parenting
Awareness
Month.

October 17, 2007
Marquette, Michigan

November 5, 2007
Lansing, Michigan

Keynote at Marquette by
Kippi Clausen

Unfolding Directions
Bridging the Gap
Mile High United Way
Denver, Colorado

Keynote at Lansing by
Jeff Smith

Grand Rapids Institute for
Information Democracy (GRIID)
Grand Rapids, Michigan

Other Highlights for Both Conferences

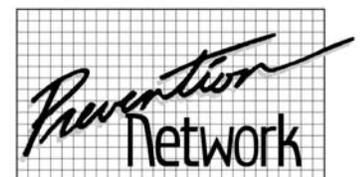
- Workshops on parenting issues and planning for PAM
- Resources to kick off a successful Parenting Awareness Month in 2008
- Parenting information and resources for year around
- The winning 2008 PAM Poster Contest entries on display

For information: 800-968-4968 or www.preventionnetwork.org



Come alone or bring a team from your community. Connect with other parenting advocates and educators who will talk about a variety of parenting issues. Network with local PAM Organizers. Take away practical, inspirational, and creative ideas for your local Parenting Awareness Month Activities and for use throughout the year.

MCBAP Contact Hours and State Board CEUS offered.



*Michigan's network to support and expand
community substance abuse prevention.*

From the Parenting Awareness Michigan Steering Committee:

Each year the Parenting Awareness Michigan Conferences are held to bring together professionals and volunteers who work with families to learn about issues facing today's parents and caregivers, network with other family advocates, and kick off the coming year's Parenting Awareness Month in March. Two statewide conferences are held -- one in the Upper Peninsula and one in the Lower Peninsula.

This year, participants in Lansing will hear a keynote presentation by Jeff Smith, Executive Director of the Grand Rapids Institute for Information Democracy (GRIID). In Marquette, the keynote will be presented by Kippi Clausen, Director of Unfolding Directions, Project Lead for Bridging the Gap, Mile High United Way, Denver, Colorado. Many wonderful workshops will be presented on a variety of parenting topics. Each conference will feature displays showcasing parenting programs and resources, and PAM initiatives from throughout Michigan.

The PAM Conferences and Kickoffs are a great way to get recharged about the important work of supporting parents and families, learn what others are doing in their work with parents and families, and begin (or continue) planning for Parenting Awareness Month (March 2008).

We look forward to your participation in one or both of the the Annual PAM Conferences. Thank you for all that you do on behalf of parents, caregivers, and families in Michigan and beyond!



Important Conference Information



Local PAM Artifacts Needed!

Please bring ideas and samples of your local Parenting Awareness Month activities to share during the closing session. Thank you in advance!



Continuing Education:

- ❖ .5 State Board of Education CEUs. Cost: \$5.
- ❖ Five contact hours through MCBAP (Michigan Certification Board for Addiction Professionals). Cost: \$5.
- ❖ On-site paperwork must be completed by 9 a.m. and following the final workshop session.



Visit www.preventionnetwork.org

For the most up-to-date information about both conferences.



Workshop Key:

GEN = Focus on parenting for all age ranges of children
EC = Early childhood focus
MC = Middle childhood focus
AD = Adolescent focus
ATOD = Alcohol, Tobacco, and/or Other Drugs

Wednesday, October 17, 2007, in Marquette



Kippi Clausen

Director of Unfolding Directions,
and Project Lead for Bridging the
Gap, Mile High United Way

Into the Wild: Parenting Today

Parenting today means focusing on not only the hard skills for helping a child grow to adulthood but also the psychological skills and emotional coping mechanisms that a young person needs to maintain a healthy lifestyle. Many of these intangible skills are about managing challenges and maximizing opportunities posed by change. More often than not, parents experience this time as stepping into the wild where a young person is between an old way of behaving and a new way of doing things. The process of moving from childhood and dependence to adulthood and independence relies on the practical and psychological support of family. Helping families find confidence and build support systems are keys to helping young people develop internal strengths and the skills needed to successfully negotiate young adulthood. This presentation will focus on how to create a series of intentional acts that assist families and young people step away from their old world, guide them through the confusing period in which neither the old nor new ways of doing things is comfortable, and then ease them into the reality of their new world.

Monday, November 5, 2007, in Lansing

The Branding of Children: How Media Views Kids

Jeff Smith will discuss how the media industry targets children. There will be an examination of the “experts” who have developed the idea of branding youth, the technology, and tools they use.

Mr. Smith will provide numerous examples from current media. These examples will address various mediums (TV, video games, Internet, radio, movies) and the impact that branding youth has in terms of health, self-esteem, violence, and social skills.

Lastly, this presentation will address how news media frames youth and issues related to youth (education, public safety, health) and examine the policies that determine what kind of media landscape to which the public is exposed.

Jeff Smith

Executive Director, Grand Rapids Institute
for Information Democracy (GRIID)





DIRECTIONS TO NORTHERN MICHIGAN UNIVERSITY

1401 Presque Isle Avenue
Don H. Bottum
University Center
Marquette, MI 49855

FROM THE WEST:

US-41/M-28 merges onto
Washington Street. Washington to
Fourth Street (left). Fourth Street to
Kaye Avenue (left). NMU/Bottom
University Center on the right.

FROM THE EAST:

Follow downtown Marquette signs,
US Business 41 becomes Front
Street. Front Street to Washington
Street (left). Washington to Fourth
Street (right). Fourth Street to Kaye
Avenue (left). NMU/Bottom
University Center on the right.

FOR OVERNIGHT ACCOMMODATIONS:

A block of sleeping rooms has
been reserved at the Holiday Inn
in Marquette for a special rate of
\$65 plus tax for single or double
occupancy.

Refer to Prevention Network when
making reservations. The hotel
must receive your reservations by
October 9, 2007.

Holiday Inn
1915 U.S. 41 West
Marquette, MI
906-225-1351
www.holidayinn.com



Wednesday, October 17, 2007

BOTTUM UNIVERSITY CENTER
NORTHERN MICHIGAN UNIVERSITY, MARQUETTE

CONFERENCE AGENDA

- 8:00 a.m. **Registration, Refreshments, Displays,
Continuing Education Credits and Contact
Hours Sign-in**
- 8:45 a.m. **Welcome**
- 9:00 a.m. **Into the Wild: Parenting Today**
- 10:45 a.m. **Session I Workshops**
1. The General Theory of Love - Fundamental Resources for Nourishing Parents and Young People - Repeated in Session II
 2. What Children Need to Know to Start School
 3. Building Bridges with Parents for Effective Sexuality Education
 4. Circle of Parents
 5. Parent Power: Guide to Understanding Our Children
- 12:00 noon **Lunch**
- 1:00 p.m. **Session II Workshops**
6. The General Theory of Love - Fundamental Resources for Nourishing Parents and Young People
 7. Empowering Parents into Action for Healthier Kids!
 8. Teaching Kids to be Financially Responsible AND Become Future Entrepreneurs
 9. R.E.L.A.X./Alternatives to Anger
 10. Books, Babies, and Best Practice: Reach Out and Read Collaboration between Parents and Pediatricians.
- 2:30 p.m. **Session III Workshops**
11. Underage Drinking Is Everybody's Business
 12. Powering a Baby's Brain with Baby Signs
 13. Treasure Hunting the Humanitarian and Spiritual Resources in Your Community
 14. Every Voice Counts: Advocacy for Children and Families
 15. The ABC's of Early Literacy
- 3:45 p.m. **Treats, Trades, Take Homes, and Time to Dream—Planning for Parenting Awareness Month 2008**
- Continuing Education Sign-out**
- 4:15 p.m. **Conference Adjourns**

Workshop Descriptions

October 17, 2007, Marquette

Session I 10:45 a.m. — 12:00 noon

1. **The General Theory of Love - Fundamental Resources for Nourishing Parents and Young People. Repeated in Session II.**

Healthy attachment and building a matrix of support are key tools in maintaining healthy choices and the resiliency to navigate the adolescent years. This interactive workshop will focus on the tools for building healthy relationships that can plot a course using chaos as a tool for creativity to help parents and young people maintain healthy lifestyles. [GEN] *Kippi Clausen, Director of Unfolding Directions, Denver, Colorado*

2. **What Children Need to Know to Start School.**

Giving children the foundation to be successful in school is a collaborative effort. When parents, childcare teachers/providers, and teachers are all working together to prepare children for school, the children benefit. It is more than learning the abc's these days. This workshop will discuss the skills that are necessary for children to be successful, and use household objects that teach and motivate learning in the home that will foster excitement for learning. [EC] *Tracie Abram, MSU Extension Educator, Mackinac County and Erin Ross, AA, BA, MSU Extension Educator, Gogebic County*

3. **Building Bridges with Parents for Effective Sexuality Education.**

Traditionally parents have been uncomfortable talking with their children about abstinence and sexuality and have had limited involvement in school or community based sexuality education programs. In this session, participants will learn concrete strategies for how they can reach out to parents and at the same time build advocacy for effective sexuality education programs in schools and communities. [MC, AD] *Barbara Flis, Founder, Parent Action for Healthy Kids*

4. Circle of Parents. A shared Leadership, Mutual Self-Help and Family support focused, parent led, support group model. Parenting is a tough and challenging endeavor. Learn some key elements to positive parenting strategies to help

manage and cope more effectively with various types of family stressors or situations. Learn to Parent in the Present, and how to become an advocate. [GEN] *Sylvia J. Brown Jones, LMSW, Children's Trust Fund*

5. Parent Power: Guide to Understanding Our Children. Children ideally develop in five predictable cycles in early childhood. These cycles repeat during the teen years. This may help explain why a 14-year-old is acting like a two-year-old! They are in the same cycle! Parents are challenged to understand what is "normal," the parenting implications for every child regardless of age, and remain involved in every phase of their child's school years. This presentation will include a look at the challenges parents face, practical tips for parenting, and strategies for working with schools. [GEN] *E. Anne King, MA, SPADA, Education Consultant*

Session II 1:00 p.m. — 2:15 p.m.

6. The General Theory of Love - Fundamental Resources for Nourishing Parents and Young People. Repeated from Session I. [GEN] *Kippi Clausen, Director of Unfolding Directions, Denver, Colorado*

7. Empowering Parents into Action for Healthier Kids! We have a health crisis among youth. Nearly 80% of young people don't eat recommended amounts of fruits and vegetables; almost 1/3 of students don't receive recommended amounts of moderate and vigorous physical activity and sadly one in three American children born in 2000 will develop diabetes in their lifetime. This workshop will increase your knowledge and skills to empower parents into action on wellness initiatives. [GEN] *Barbara Flis, Founder, Parent Action for Healthy Kids*

8. Teaching Kids to be Financially Responsible AND Become Future Entrepreneurs. This workshop will focus on how kids from a very early age can learn about money and become financially





responsible. From pre-school through the teen years, different concepts can be taught to help children understand money. Youth can also become entrepreneurs by learning the basics of starting a small business using fun and education 4-H activities. This opportunity will give parents and other adults ideas for youth to learn entrepreneurial skills that are important for their future. [GEN] *Linda Rossberg, BS, MS, County Extension Director, and Nicole Dewald, BA, Extension Educator 4-H, Marquette County*

9. R.E.L.A.X. / Alternatives to Anger. Everyone gets angry or deals with angry people. Knowing that anger comes after other feelings, learn how to gain control and lower stress, not to take another's anger personally, and how communicating and how to communicate and let go of the past is empowering. [GEN] *Su Porter, Family Programs Director, MSU Extension, Macomb County*

10. Books, Babies, and Best Practice: Reach Out and Read Collaboration between Parents and Pediatricians. Early literacy is critical to language development, reading and school readiness. Reach Out & Read provides information to parents about reading to young children. Learn strategies for reading to young children and how to collaborate with health care providers to promote literacy in your community. [EC] *M. Cookie Aho, RN, BSN, Community Outreach Coordinator for the Upper Peninsula, Michigan Council for Maternal and Child Health*

Session III 2:30 p.m. — 3:45 p.m.

11. Underage Drinking Is Everybody's Business. This workshop will include descriptions of and links to resources available to community groups, organizations and individuals that want to help prevent and reduce underage drinking in their communities. [AD, ATOD] *Marie Hansen, Campus Liaison and Tobacco Prevention Coordinator, Prevention Network*

12. Powering a Baby's Brain with Baby Signs. *Advantages:* You and your baby are closer.

Children have increased self-confidence and vocabulary. Babies pay more attention to the world around them. *Research shows:* Signing babies scored higher on intelligence tests years later. Parents had better parenting experience with increased communication and less frustration. [EC] *Su Porter, Family Programs Director, MSU Extension, Macomb County*

13. Treasure Hunting: The Humanitarian and Spiritual Resources in Your Community.

A panel representing different denominations within the UP faith community will discuss their commitment to families and the healthy development of children. Faith-based groups provide early childhood programs, subsistence support for families in need, and social services and private education to meet the learning, developmental and emotional needs of families. This workshop will reveal resources that are sometimes overlooked. [GEN] *Ruth Snyder, Community Volunteer/Lay Minister, Rev. Deborah Hubbard, Pastor, First Presbyterian Church, Munising*

14. Every Voice Counts: Advocacy for Children and Families. Overview of current State legislative and budget issues, political process; encourage participants to become more involved politically, to write letters or visit congressmen; discuss the 2007 Children's Agenda and role of the Michigan Council for Maternal and Child Health. [GEN] *M. Cookie Aho, RN, BSN, Community Outreach Coordinator for the Upper Peninsula, Michigan Council for Maternal and Child Health*

15. The ABC's of Early Literacy. This training is designed for childcare providers. Participants will learn how literacy skills develop, how to make learning fun and meaningful, how to meet the State's 30 minute requirement in fun, inexpensive ways, and how to include literacy throughout the day. [EC] *Erin Ross, AA, BA, MSU Extension Educator, Gogebic County, and Tracie Abram, MSU Extension Educator, Mackinac County*



15th Annual PAM Conference, October 17, 2007, Marquette

REGISTRATION FEE (per person)

Note: space not guaranteed with on site registration.

Registration fee includes morning refreshments, lunch, and materials

	Postmarked by 10/07/07	Postmarked after 10/07/07
Registration fee	\$40	\$55

Cancellation Policy: Cancellation must be received seven business days prior to conference for a full refund.

Please print clearly or type:

Name: _____ Phone: (_____) _____
 (as it should appear on name tag)

Agency: _____ E-mail: _____
 (as it should appear on name tag)

Address: _____ County: _____
 (address, street, P.O. box)

City: _____ State: _____ Zip: _____

Billing address if different than above: _____

Please check all that apply:

- Will be present for lunch
- Vegetarian lunch
- Special needs, please specify: _____
- Do not share my contact information on conference participant list

- Workshop Presenter
- Display Host

Workshop Selections: Workshop choices cannot be guaranteed and will be assigned in date order received.

Session I (circle one) 1 2 3 4 5
 Second Choice (circle one) 1 2 3 4 5

Session II (circle one) 6 7 8 9 10
 Second Choice (circle one) 6 7 8 9 10

Session III (circle one) 11 12 13 14 15
 Second Choice (circle one) 11 12 13 14 15

Workshop presenters and monitors:
 Circle the workshop you are presenting and/or monitoring.

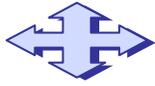
PAYMENT METHOD	
<input type="checkbox"/> Check enclosed Payable to Prevention Network	<input type="checkbox"/> Purchase order Attached

TWO WAYS TO REGISTER	
By Mail: PAM Conference — Marquette Prevention Network, P.O. Box 4458 East Lansing, MI 48826-4458	By Fax: 517/393-6931

Questions? Call 800/968-4968. Fax to: 517/393-6931. Also visit www.preventionnetwork.org

OFFICE USE ONLY

Date received: _____ Paid: Yes No Notes: _____ PO# _____
 After postmark date _____ Follow up: Yes No Comments: _____ Database entry: _____



DIRECTIONS TO HOLIDAY INN SOUTH

6820 S. Cedar Street
Lansing, MI 48911
800/333-8123

www.holiday-inn.com/lansing-south

FROM THE NORTH:

Take U.S. 127 South to Grand Rapids/
I-96 Exit. Follow I-96 West to Exit 104
(Cedar Street / Holt).*

FROM THE NORTHEAST:

Take I-69 West to U.S. 127 South.
Follow 127 South to Grand Rapids/I-96
Exit. Follow I-96 West to Exit 104.*

FROM THE EAST:

Take I-96 West to Lansing, Exit 104.*

FROM THE SOUTH:

Take U.S. 23 North to I-96. Go West on
I-96 to Lansing, Exit 104.*

FROM THE SOUTHWEST:

Take I-94 East to I-69 North. Follow 69
North to I-96 East to Lansing, Exit 104.*

FROM THE WEST AND NORTHWEST:

Take I-96 East to Lansing, Exit 104.*

*** Take Exit 104 (Cedar Street/Holt)
and turn left at light.** Go through two
lights (2 blocks) and at third light turn
left. Go under viaduct and Holiday Inn
will be on the right.

FOR OVERNIGHT ACCOMMODATIONS:

A block of sleeping rooms has been
reserved at the Holiday Inn-South for a
rate of \$65 plus tax for single or double
occupancy. Refer to Prevention Network
to receive this rate. The hotel must
receive your reservation by October 5,
2007. Phone: 800/333-8123.



Monday, November 5, 2007

HOLIDAY INN SOUTH CONFERENCE CENTER, LANSING

CONFERENCE AGENDA

- 7:30 a.m. Registration, Refreshments, Displays, Continuing Education Credits and Contact Hours Sign-in
- 8:30 a.m. Welcome
- 9:00 a.m. The Branding of Children: How Media Views Our Kids
- 10:45 a.m. Session I Workshops
1. Strategies for Media Literacy and Media Accountability
 2. Prevention Is Prevention Is Prevention: Research Based Parenting as an Effective Prevention Strategy Across Multiple Disciplines
 3. Empowering Parents into Action for Healthier Kids!
 4. Stepping Up to Protect Children from Sexual Abuse
 5. Beyond "The Talk"
 6. R.E.L.A.X.: Alternatives to Anger
 7. Appreciating Diversity and Connecting with Families in a Multicultural Setting
 8. A Work of Heart
- 12:05 p.m. Lunch
- 1:05 p.m. Session II Workshops
9. Strategies for Media Literacy and Media Accountability
 10. Early Relationships with Carrots, Twinkies, and Broccoli
 11. How to Talk to Children About Sexual Abuse Prevention Without Scaring Them
 12. Keeping Our Kids Safe: Building Bridges between Parents and Community
 13. Creating a Public Engagement Campaign for Parenting Awareness Month
 14. Powering a Baby's Brain with Baby Signs
 15. Depression
 16. Circle of Parents
- 2:40 p.m. Session III Workshops
17. Underage Drinking: Why It's Everybody's Business
 18. Keeping Our Kids Safe: Building Bridges between Parents and Community
 19. Building Bridges with Parents for Effective Sexuality Education
 20. Books, Babies, and Best Practice: Reach Out and Read Collaboration Between Parents and Pediatricians
 21. Children's Exposure to In-Home and Community Violence
 22. Parenting with Love and Logic
 23. Parent Advocacy
 24. Expand Your Marketing Toolbox
- 4:00 p.m. Treats, Trades, Take Homes, and Time to Dream—Planning for Parenting Awareness Month 2008
Continuing Education Sign-out
- 4:30 p.m. Conference Adjourns

Workshop Descriptions

November 5, 2007, Lansing

Session I 10:45 a.m. — 12:05 noon

1. Strategies for Media Literacy and Accountability. Repeated in Session II. This workshop will focus on five key strategies for media education: 1) What families can do in their homes to deal with the saturation of media images and messages; 2) How educational settings can teach media literacy and production as a way to prepare students to negotiate media messages; 3) How to become media watchdogs and assess the types and amount of media in our communities; 4) How to hold media companies accountable; and 5) How to stay informed about media policy and impact those policies at the local, state and federal level. [GEN] *Jeff Smith, Executive Director, Grand Rapids Institute for Information Democracy (GRIID)*

2. Prevention is Prevention is Prevention: Research-Based Parenting as an Effective Prevention Strategy Across Multiple Disciplines. This workshop will equip participants with the knowledge, skills, and resources necessary to develop, implement and evaluate research-based parenting programs. Participants will receive a comprehensive bibliography of research, sample of a practical logic model and a sample evaluation plan. [GEN] *Joyce Bos, MA, Program Director, Pathways, Inc.*

3. Empowering Parents into Action for Healthier Kids! We have a health crisis among youth. Nearly 80% of young people don't eat recommended amounts of fruits and vegetables; almost 1/3 of students don't receive recommended amounts of moderate and vigorous physical activity and sadly one in three American children born in 2000 will develop diabetes in their lifetime. This workshop will increase your knowledge and skills to empower parents into action on wellness initiatives. [GEN] *Barbara Flis, Founder, Parent Action for Healthy Kids*

4. Stepping Up to Protect Children from Sexual Abuse. Outlines the necessary actions that adults can take to keep children safe from sexual abuse. Participants will learn the three reasons children are most vulnerable to sexual abuse and how to address these issues. Discusses how to react, where to go, and who to call if sexual abuse is suspected. [GEN] *Rosemary Spatafora, MA, Prevention Educator, Safety Bear, Inc.*

5. Beyond 'The Talk.' Participants will learn how to open the door to talk about sexuality and abstinence, how to answer questions about sexuality and abstinence, and how to feel confident about talking with children about sexuality and abstinence. Also, participants will be able to apply what they learn by participating in a true/false quiz regarding teen sexuality, participating in door opener and teachable moment activity, and participating in role play activity. [MC, AD] *Brian Highstreet, Health Educator, Ottawa County Health Department.*

6. R.E.L.A.X. / Alternatives to Anger. Everyone gets angry or deals with angry people. Knowing that anger comes after other feelings, learn how to gain control and lower stress, not to take another's anger personally, and how communicating and how to communicate and let go of the past is empowering. [GEN] *Su Porter, Family Programs Director, MSU Extension/Macomb County*

7. Appreciating Diversity and Connecting with Families in a Multicultural Setting. Explore materials, activities, songs and a classroom setting that promotes and supports cultural diversity of families in your program. Learn how to create a positive environment by establishing meaningful connections between home and school. [EC] *Betsy Willson, Teacher, BAZA, and Theresa Wirth, Family Advocate, BS, CACS Head Start*

8. A Work of Heart. Supporting children in foster care means supporting the foster parents who care for them. The Work of Heart program is a monthly program for the entire family. The program provides family networking dinners, education, support, and life skill development for both parents and children. [GEN] *Theresa Silm, Extension Educator, Children, Youth and Families, Clinton County MSU Extension and Chloe Silm, Work of Heart Program Coordinator*

Session II 1:05 p.m. — 2:25 p.m.

9. Strategies for Media Literacy and Accountability. Repeat from Session I. [GEN] *Jeff Smith, Executive Director, Grand Rapids Institute for Information Democracy (GRIID)*

10. Early Relationships with Carrots, Twinkies, and Broccoli: Healthy (and not so healthy) Patterns of Eating that Start...In the Beginning. This workshop will highlight how the food and nutrition practices/attitudes of parents and caregivers impact the long term physical and emotional health of the young child. In the early years of a child's development the foundation is being built for a healthy relationship with food and healthy life long eating behaviors. [EC] *Laurie K. Leeb, MS, RD, Parent Educator, Consultant*

11. How to Talk to Children About Sexual Abuse Prevention Without Scaring Them. Teach children about keeping their body safe and what to do if someone touches them inappropriately. Discussion on characteristics of a sexually abused child; parenting skills to cope. See how even a pre-schooler can learn to keep their body safe. [EC] *Jane Dickey, CSA Prevention Instructor, Children's Concerns of St. Joseph County, Michigan*

12. Keeping Our Kids Safe: Building Bridges Between Parents and Community. Communities must team up to help parents of middle-school aged youth learn





about the multitude and complexity of social threats facing our kids today, including substance abuse, depression, dating violence, running away, and Internet risks. This workshop will help identify risks, resources, and will share a framework for developing a community parenting workshop. [AD] *Liz Lenz, BA, CPC, Community Preventionist, Barry County Substance Abuse Services and a panel from the sectors of law enforcement, community mental health, domestic/family violence and others.*

13. Creating a Public Engagement Campaign for Parenting Awareness Month. Participants will learn how collaboration can build a public engagement campaign to support and promote positive parenting and Parenting Awareness Month events. “How-to” information will be provided. Participants will begin developing a public engagement plan to use in their area. [GEN] *Nancy Dean, MA, Sanilac County Kids’ Connection*

14. Powering a Baby’s Brain with Baby Signs.
Advantages: You and your baby are closer. Children have increased self-confidence and vocabulary. Babies pay more attention to the world around them. *Research shows:* signing babies scored higher on intelligence tests years later. Parents had better parenting experiences with increased communication and less frustration. [EC] *Su Porter, Family Programs Director, MSU Extension, Macomb County*

15. Depression. Participants will learn what exactly is meant by depression. They will also learn about who gets depressed, what causes depression, symptoms of depression, how depression can lead to substance abuse, and how depression can be treated. [GEN] *Comfort Burutolu, MA, Parents/Other Adult’s ATOD Prevention Awareness and Family Strengthening Program*

16. Circle of Parents. A shared leadership, mutual self-help and family support-focused, parent-lead support group model. Parenting is a tough and challenging endeavor. Learn some key elements to positive parenting strategies to help manage, and cope more effectively with various types of family stressors or situations. Learn to parent in the present, and how to become an advocate. [GEN] *Joyce Bos, MA, Program Director, Pathways, Inc.*

Session III 2:40 p.m. — 4:00 p.m.

17. Underage Drinking: Why It’s Everybody’s Business. This workshop will include descriptions of and links to resources available to community groups, organizations and individuals that want to help prevent and reduce underage drinking in their communities. [AD, ATOD] *Ken Dail, MCRUD Coordinator, Prevention Network*

18. Keeping Our Kids Safe: Building Bridges Between Parents and Community. Repeat from Session II. [AD] *Liz Lenz, BA, CPC, Community Preventionist, Barry County*

Substance Abuse Services, and panel from sectors of law enforcement, community mental health, family violence, etc.

19. Building Bridges with Parents for Effective Sexuality Education. Traditionally parents have been uncomfortable talking with their children about abstinence and sexuality and have had limited involvement in school or community based sexuality education programs. In this session, participants will learn concrete strategies for how they can reach out to parents and at the same time build advocacy for effective sexuality education programs in schools and communities. [MC, AD] *Barbara Flis, Founder, Parent Action for Healthy Kids*

20. Books, Babies, and Best Practice: Reach Out and Read Collaboration between Parents and Pediatricians. Early literacy is critical to language development, reading and school readiness. Reach Out & Read provides information to parents about reading to young children. Learn strategies for reading to young children and how to collaborate with health care providers to promote literacy in your community. [EC] *Michele Strasz, Project Manager and Wendy Shepherd, Outreach and Development Manager, Reach Out and Read Michigan*

21. Children’s Exposure to In-Home and Community Violence. We will look at types of violence in the environment including domestic, school, and terrorist violence. We’ll cover how kids are affected by exposure, including reactions at different ages, factors that influence how kids deal with violence and what kids learn from violent acts. Finally, we’ll discuss current therapies used to help kids deal with exposure to violence and when to seek outside help. [GEN] *Linda M. Johnson, MS, Public Health Educator, Oakland County Health Division*

22. Parenting with Love and Logic. Do your children ever push your buttons? Do you become angry and frustrated when they challenge you? Do they seem like little attorneys at times, arguing every point? Come and laugh and learn about some wonderful approaches you can use immediately. Take home some great handouts! [GEN] *Dave Sipka, Superintendent, Montague Area Public Schools*

23. Parent Advocacy. This workshop is designed to prepare individuals to advocate for themselves, participate in decision-making processes that affect them and their families, hold those decision makers accountable, and then learn how to share this with others. This workshop will: 1) Teach the Right Question Project technique; 2) Practice facilitation; 3) Identify challenges; 4) Adapt methods. [GEN] *Sonya Archer and Sherry Wood, Pathways, Inc.*

24. Expand Your Marketing Toolbox. No one plans to fail...right? But that is what happens when you fail to plan. Start today and plan on success! Learn how to develop an effective marketing plan with measurable results (and no budget!) that will reach parents and move them towards your goal. [GEN] *Nicole A. Gulley, BA, MBA, TRI-Level Enterprises, Inc.*



15th Annual PAM Conference, November 5, 2007, Lansing

REGISTRATION FEE (per person)

Note: space not guaranteed without site registration.

Registration fee includes morning refreshments, lunch, and materials

	Postmarked by 10/19/07	Postmarked after 10/19/07
Registration fee	\$40	\$55

Cancellation Policy: Cancellation must be received seven business days prior to conference for a full refund.

Please print clearly or type:

Name: _____ Phone: (_____) _____
 (as it should appear on name tag)

Agency: _____ E-mail: _____
 (as it should appear on name tag)

Address: _____ County: _____
 (address, street, P.O. box)

City: _____ State: _____ Zip: _____

Billing address if different than above: _____

Please check all that apply:

- Will be present for lunch
- Vegetarian lunch
- Special needs, please specify: _____
- Do not** share my contact information on conference participant list

- Workshop Presenter
- Display Host

Workshop Selections: Workshop choices cannot be guaranteed and will be assigned in date order received.

Session I (circle one) 1 2 3 4 5 6 7 8

Second Choice (circle one) 1 2 3 4 5 6 7 8

Session II (circle one) 9 10 11 12 13 14 15 16

Second Choice (circle one) 9 10 11 12 13 14 15 16

Session III (circle one) 17 18 19 20 21 22 23 24

Second Choice (circle one) 17 18 19 20 21 22 23 24

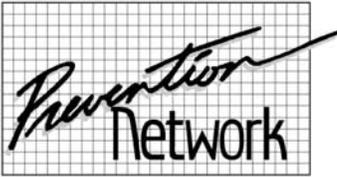
Workshop presenter and monitors:
 Circle the workshop you are presenting and/or monitoring.

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Questions? Call 800/968-4968. Fax to: 517/393-6931. Also visit www.preventionnetwork.org

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Michigan's network to support and expand
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Parenting Awareness
MICHIGAN

March
is
**Parenting
Awareness
Month**

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

**Parenting
is for a
Lifetime**

Dated Material

REGISTRATION BROCHURE

Fifteenth Annual Parenting Awareness Michigan Conferences and 2008 Parenting Awareness Month Kickoffs

Professionals and volunteers coming together to learn about issues facing parents and caregivers, network with other family advocates, and kick off the coming year's Michigan Parenting Awareness Month in March.

Sponsored by Prevention Network and Parenting Awareness Michigan

Wednesday, October 17, 2007  Marquette, Michigan

Monday, November 5, 2007  Lansing, Michigan