**PROCLAIMING JANUARY 2021**

**AS POSITIVE PARENTING AWARENESS MONTH IN SANTA CRUZ COUNTY**

WHEREAS, raising children and youth to become healthy, confident, capable individuals is the most important job parents and caregivers have; and

WHEREAS, all people have inner strengths or resources, yet many parents and caregivers feel stressed, isolated, and overwhelmed, regardless of age, race, ethnicity, or income level – and this has worsened with the health, economic, and social-emotional impacts of the COVID-19 pandemic, wildfires and racial injustices; and

WHEREAS, the quality of parenting or caregiving – starting prenatally – is one of the most powerful predictors of children’s future social, emotional, and physical health, and in Santa Cruz County, families come in many forms and children are raised by parents, grandparents, foster parents, family members, and other caregivers; and

WHEREAS, positive parenting is a protective factor that prevents and heals Adverse Childhood Experiences (ACEs), which impact lifelong health and well-being and occur in the context of Adverse Community Environments that lack equity; and

WHEREAS, in Santa Cruz County, families can receive support from various positive parenting programs, including the Triple P - Positive Parenting Program, an evidence-based program offered in English and Spanish by many organizations and individuals, thanks to a partnership between First 5 Santa Cruz County and Santa Cruz County’s Health Services Agency, Human Services Department, and Probation; and

WHEREAS, Triple P is an effective public health parenting intervention, benefiting over 30,000 diverse parents and children in Santa Cruz County since 2010 with a “tool kit” of proven strategies to strengthen relationships, promote children’s development, and handle parenting challenges; and Triple P practitioners and other family support providers in Santa Cruz County quickly shifted to virtual services during the COVID-19 pandemic to maintain continuity and support children and families; and

WHEREAS, individual community members, businesses, early care and education providers, schools, and faith-based, non-profit and government organizations all play a vital role in supporting parents and caregivers to raise happy, healthy children, and during the month of January, First 5 Santa Cruz County along with public, private and nonprofit partners, will be increasing awareness of the importance.

NOW, THEREFORE, I, Bruce McPherson, Chair of the Santa Cruz County Board of Supervisors, hereby proclaim January 2021 to be the 9th Annual Positive Parenting Awareness Month in Santa Cruz County, California, and commend this observance to the people of this county.