**For Immediate Release**

December xx, 2019

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**JANUARY IS POSITIVE PARENTING AWARENESS MONTH**

*2020 MARKS 10TH ANNIVERSARY OF TRIPLE P POSITIVE PARENTING PROGRAM IN SANTA CRUZ COUNTY*

**SANTA CRUZ COUNTY, CA –** First 5 Santa Cruz County, which manages the Triple P — Positive Parenting Program, today announced that January 2020 has been proclaimed Positive Parenting Awareness Month by the Santa Cruz County Board of Supervisors. Triple P offers proven strategies that help parents and caregivers strengthen relationships with their children and increase their confidence to handle everyday parenting challenges. Launched in 2010, Triple P is also marking its tenth anniversary in Santa Cruz County. The proclamation is the eighth annual Positive Parenting Awareness Month for Santa Cruz County and highlights the importance for parents and caregivers to develop warm, nurturing relationships with their children and teens and become more confident as parents.

“Triple P is an important and proven program available for every family in Santa Cruz County, regardless of income level or status,” said Supervisor Ryan Coonerty. “Proclaiming January as Positive Parenting Awareness Month helps bring attention to the fact that it takes the whole community to raise happy, healthy kids. Our county’s leadership is getting noticed across California, with 10 counties adopting January as their awareness month.”

“Following the blur of the holidays, this is a great way to reconnect with the elements of parenting that are so important, and don’t cost anything – talking to your children, playing with them, and giving them a hug for no reason other than they are huggable,” said Bradley Thomas, CEO of Triple P America.

Triple P has been available to families throughout the Santa Cruz County since 2010, thanks to a partnership between First 5 Santa Cruz County, the county’s Human Services Department, and the county’s Health Services Agency. As the lead agency, First 5 partners with other nonprofits, collaboratives, public agencies, schools and private providers to offer Triple P services to approximately 2,000 children and parents in Santa Cruz County each year. The positive outcomes for parents who participate are significant:

* The majority of parents receiving in-depth support report improvements in their children’s emotional well-being and behaviors, their parenting skills and confidence, and their levels of stress.
* The degree of improvement is even greater among parents who report more significant parenting challenges at the start of the Triple P program.
* Parents consistently report high levels of satisfaction with Triple P parenting support, and 95% of participants have reported they continue using Triple P parenting strategies after completing the program.

“Over the past 10 years, thousands of families in Santa Cruz County have benefitted from Triple P’s simple, practical toolkit of parenting strategies,” said David Brody, Executive Director of First 5 Santa Cruz County. “The consistent, positive results are a testament to the effectiveness of the program itself and the strength of the partnerships among First 5, family resource centers, schools, libraries, health care providers, and county agencies that are delivering Triple P and connecting families to this valuable resource. We are proud that Professor Matt Sanders – the founder of Triple P – called Santa Cruz one of the best implementation sites in the world that he has seen.”

During Positive Parenting Awareness Month in January 2020, Triple P partners will offer parenting classes and events, provided in English including:

Tuesday, January 7, 1 – 3 pm

Triple P Seminar: The Power of Positive Parenting (for CalWORKs participants)

Cabrillo College, 6500 Soquel Drive, Room 321, Aptos

Wednesday, January 8, 1 – 3 pm

Triple P Workshop: Balancing Work & Family (for CalWORKs participants)

Cabrillo College, 6500 Soquel Drive, Room 321, Aptos

Thursday, January 9, 1 – 3 pm

Triple P Seminar: Raising Confident, Competent Children (for CalWORKs participants)

Cabrillo College, 6500 Soquel Drive, Room 321, Aptos

Thursdays, January 9 – February 27, 6 – 8 pm

Triple P 8-Week Group: For families with children 2-12 years old

San Lorenzo Valley Elementary School Library, 7155 Highway 9, Felton

Friday, January 10, 1 – 3 pm

Triple P Workshop: Supporting Your Partner (for CalWORKs participants)

Cabrillo College, 6500 Soquel Drive, Room 321, Aptos

Wednesday, January 15, 5:30 – 7 pm

Triple P Workhop: Teaching Children to do Chores

Live Oak Community Resources, 1740 17th Ave, Santa Cruz

January 22, 2:30 – 4:30 pm

Triple P South County Open House

La Manzana Community Resources, 521 Main St, Watsonville (in outdoor courtyard)

January 25, 1:30 – 3:30 PM

Family Literacy Fun Day

Santa Cruz Public Libraries, Downtown Branch, 224 Church St, Santa Cruz

For Spanish-language presentations and events, visit <http://first5scc.org/calendar/parent-trainings>.

**ABOUT TRIPLE P**

The Triple P - Positive Parenting Program is a world-renowned program available to families in Santa Cruz County who have children ages birth to 16, including children with special needs. Backed by more than 30 years of international, scientific research, Triple P offers families proven strategies for strengthening relationships with their children and for preventing or managing a full range of parenting challenges. The program is available to all families in Santa Cruz County through a partnership between First 5 Santa Cruz County, the Santa Cruz County Health Services Agency and the Santa Cruz County Human Services Department. For more, visit http://triplep.first5scc.org or facebook.com/triplepscc.

**ABOUT FIRST 5 SANTA CRUZ COUNTY**

First 5 Santa Cruz County invests in health, early learning and family support to promote the well-being of children. A growing body of scientific evidence points to the economic and societal impacts of investing in the early years. First 5 Santa Cruz County is dedicated to giving children the opportunities they need to reach their full potential. First 5 Santa Cruz County was established by the Santa Cruz County Board of Supervisors in December 1998 by urgency ordinance to ensure that family-friendly services and education are available, so that each child reaches the fifth year of life healthy, ready and able to learn, and emotionally well developed. We are committed to involving community members, as well as professionals working with young children and their families. For more information, visit www.first5scc.org.

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