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**JANUARY DECLARED 10TH ANNIVERSARY OF POSITIVE PARENTING AWARENESS MONTH IN SANTA CRUZ COUNTY**

*BOARD OF SUPERVISORS HIGHLIGHT PANDEMIC, CLIMATE CRISIS AND RACIAL INJUSTICE AS FACTORS CONTRIBUTING TO PARENTING CHALLENGES*

**(Dec. 8, 2021) SANTA CRUZ, CA –** The Santa Cruz County Board of Supervisors proclaimed January 2022 as Positive Parenting Awareness Month for the 10th year in a row, announced First 5 Santa Cruz County, which manages the Triple P — Positive Parenting Program. Positive Parenting Awareness Month highlights the importance for parents and caregivers to develop warm, nurturing relationships with their children and teens and become more confident as parents.

The 2022 proclamation also acknowledged that the COVID-19 pandemic, climate crisis and racial injustices have exacerbated economic insecurity, mental health challenges, domestic violence, discrimination, and other trauma experienced by many families – particularly Black, Indigenous, Latinx, Asian and other families of color that already experience inequities rooted in structural racism.

In proclaiming January 2022 as Positive Parenting Awareness Month, the Santa Cruz County Board of Supervisors introduced numerous important messages and concepts related to parenting, some of which include:

* Raising children and youth in Santa Cruz County to become healthy, confident, capable individuals is the most important job parents and caregivers have.
* Positive parenting is a protective factor that prevents and heals Adverse Childhood Experiences, which can have lifelong impacts on health and well-being.
* Many parents and caregivers raising children and youth feel stressed, isolated and overwhelmed, no matter their age, race, ethnicity, tribe or income level.
* Families in California come in many forms, with children who are raised by parents, grandparents, foster parents, family members and other caregivers.
* Families can benefit from a “tool kit” of proven strategies and receive support from positive parenting programs such as Triple P, made available through numerous organizations and individual practitioners thanks to partnerships between First 5 Santa Cruz County, Santa Cruz County’s Health Services Agency, Human Services Department, and Probation.
* Every individual, community group, business, public agency, non-profit organization, and tribe in Santa Cruz County has a role to play in raising awareness of the importance of positive parenting and supporting the health and well-being of children and families.

“Parenting, at times, can feel isolating and overwhelming. The Triple P program is here to help, especially during difficult times,” said David Brody, Executive Director of First 5 Santa Cruz County. “Since 2010, over 40,000 diverse parents and children in Santa Cruz County have benefitted from Triple P classes, workshops, resources, and support. Year after year, the program has helped reduce parents’ depression, stress, and anxiety, while improving parent-child relationships and reducing behavioral challenges. Local families continue to benefit from our programs, thanks to Triple P practitioners who are adapting and innovating despite constant disruptions and uncertainties happening during these challenges times.”

During Positive Parenting Awareness Month in January 2022, Triple P partners will offer virtual parenting classes on a variety of topics in English and Spanish. Visit https://www.first5scc.org/triple-p-classes for details.

**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 ensuring early childhood systems and supports foster equitable health, development, and well-being for all children and their families. 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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