

# NEWS RELEASE

For immediate release: September 14, 2020

## Parenting Campaign

NIPISSING & PARRY SOUND, ON - Parents have a key role in supporting their children's social and emotional development. The North Bay Parry Sound District Health Unit (Health Unit), in collaboration with community partners, are re-launching our 2020 Parenting Campaign and reminding parents to listen, respond and connect with your child, to help your child work through their emotions, and to let your child play. In order to be there for your child it is also important to make time to take care of yourself.

With the online re-launch of the Parenting Campaign, key parenting messages will be posted online and displayed throughout Nipissing and Parry Sound Districts. The goal of the campaign is to raise awareness for parents and caregivers about children's needs to feel safe, secure and loved. Children thrive when their social and emotional needs are met through these early relationships.

"There is no such thing as a perfect parent and with today's extra pressures to juggle demands while dealing with COVID-19, we want to reassure parents that even small moments with your child counts. Let your children play, let them get dirty and let them be kids. When the time comes and your child needs you, make time to connect, and listen to their concerns. They will feel important and supported, which helps them develop skills to get through difficult situations," said Doris Chartrand, Public Health Nurse.

For more information, call the Health Unit at [705-474-1400](tel:705-474-1400) or [1-800-563-2808](tel:1-800-563-2808) ext. 5351, or learn more at [myhealthunit.ca](http://myhealthunit.ca).

## Quick Facts

- Senior kindergarten students in the Nipissing and the Parry Sound Districts were vulnerable on each of the five growth and development domains of the 2018 Early Development Instrument (EDI) when compared to Ontario.
- According to the EDI, children struggled most with overall social and emotional competences:
  - Nipissing:
    - 8.6% of children were not on track on the Social Competence domain
    - 13.4% of children were not on track on the Emotional Maturity domain
  - Parry Sound:
    - 14.6% of children were not on track on the Social Competence domain
    - 15.6% of children were not on track on the Emotional Maturity domain

- A local parenting study demonstrated that 63.5% of parents want to learn more about the importance of building a relationship with their child (Health Unit, 2014).

-30-

### **Media Inquiries:**

Alex McDermid, Public Relations Specialist

P: 705-474-1400, ext. 5221 or 1-800-563-2808

E: [communications@healthunit.ca](mailto:communications@healthunit.ca)