



# TRIPLE P POSITIVE PARENTING PROGRAM

Vancouver Island Triple P Newsletter  
Issue 10 Spring 2012

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### Triple P Media Blitz 2012

In the last issue of the Vancouver Island Triple P Newsletter, we did a small feature on the role of the media in parenting interventions. Broad-based media strategies can create awareness of parenting programs, they serve the purpose of normalizing and destigmatizing accessing supports for parenting issues, and they can increase parental receptiveness to parenting messages. Media has the power to normalize, educate and raise awareness because of its wide reach. Through media, parents can be provided with basic knowledge that can be built on and reinforced by professionals, where necessary. In the second half of 2011, our Vancouver Island Triple P Media Working Group set out to pull together our 2012 Triple P Media Blitz. The campaign is currently underway with television and radio spots running from March 19 through to April 17, 2012. Ongoing efforts to promote Triple P will be supported through the distribution of Triple P parenting information via our Vancouver Island School Districts, our Triple P website and our new Triple P Facebook page. The following summarizes the various components of the campaign.

**TV** (CTV TWO)  
64 Commercials  
These can be seen mainly during CFX in the morning and CTV News and the Vancouver Island Report in the evening.

**Radio** 60 spots in each:  
The Peak, Port Alberni  
The Wave and The Wolf, Nanaimo  
The Beach and The Lounge, Parksville  
Sun FM, Duncan  
The Zone and The Q, Victoria  
The Eagle, Courtenay and Campbell River  
The Port, Port Hardy  
Long Beach Radio Broadcast, The West Coast



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Cont'd on pg. 2 Triple P Media Blitz



Triple P Media Blitz cont'd

**“The Parenting Path” DVD**

The Parenting Path” DVD looks at Nuu-Chal-Nulth First Nations traditional culture as it relates to parenting and how the traditional ways are in harmony with modern research on parenting practices and optimal child development. It explores these themes from the perspective of today’s families and how they are engaged in using the traditional beliefs, values and practices in raising their children.

This film has been well received by First Nations viewers and Triple P practitioners alike. In particular, the section on “A Positive Approach to Parenting” is a good discussion starter with First Nation families in Triple P groups.

Cont'd on Pg. 3 The Parenting Path

**Updates/Upgrades to Website [www.triplepvi.ca](http://www.triplepvi.ca)**

- New parent testimonials
- New practitioner tips
- New practitioner button
- New “Community Calendars”
- Addition of QR code for accessing site from Smart Phones



Upgrades to site for compatibility with new technologies

**Print Materials**

**Strong Starts**

Brochures to be distributed to all Strong Starts on Vancouver Island

**School Districts**

Distribution of Triple P CD containing parenting tips, articles, and newsletters, to all SDs on Vancouver Island (via Superintendent or designate); intent is to circulate to District’s schools for inclusion in electronic newsletters, mail-outs, to families/parents.

**Other**

Brochures to other relevant community organizations as determined by Triple P community representatives/practitioner table members.

**Facebook**

<http://www.facebook.com/TriplepVIP>



Development of a Triple P Facebook page. Purpose is to:

- 1) Create awareness of Triple P with families and communities;
- 2) Provide information about access to Triple P services in communities;
- 3) Offer brief parenting information using Triple P strategies and concepts.





## Mandated Attendance at Parenting Groups

The Parenting Path Con'td

“The Parenting Path” runs 45 minutes and has easy scene selection access. It can be used to promote discussion for drop-in parent group programs and as a complement to structured programs. Each DVD comes with a brochure outlining content and suggested ways to best utilize the film. Cost per copy is \$10.00 plus shipping and handling charges. For more information and/or to order “The Parenting Path”, please email Juliana McCaig at [mccaigs@shaw.ca](mailto:mccaigs@shaw.ca)

To preview the DVD, go to: [www.triplep.ca](http://www.triplep.ca) and click on “Other Parenting Links”



“Mandated parents” is a term used to refer to parents who are subject to a directive from a court or child protection agency. Many of our Triple P providers are working with parents who have been mandated to take a parenting program as part of the plan to maintain custody of their children, or regain custody. Questions often arise about some of the unique challenges of working with mandated parents. As such the following article may provide some helpful information for those of you who do work with parents who are mandated to attend a parenting program. It is a section of an adapted article by Janice MacAulay which appeared in the Nobody’s Perfect newsletter, Summer 2002 issue.

**Non-Voluntary attendance:** Mandated parents may feel resentful, embarrassed or misunderstood. They may resist learning and be disruptive, or they may just go through the motions in order to get a certificate of participation, without really contributing to the group. Some parents, however, are eager to make the most of this opportunity to tackle parenting challenges.

**Crisis Situations:** Mandated parents are usually in a crisis situation. They may be dealing with difficult personal issues, as well as conflicts with formal systems. Family violence, addiction or mental illness may also be factors. It may be difficult for them to focus on their parenting role, especially if other parents in the group cannot relate to their experience. Instead of feeling that their situation is being normalized by contact with other parents, they may feel demonized. A relatively homogeneous group membership will make the work more effective. Because this level of intervention includes aspects of therapy, it is essential that facilitators be highly skilled; co-facilitation is often recommended.

**Custody, supervision and access:** When parents don’t have custody of their children, it may be difficult for them to fully participate in a parenting group. If they only have supervised visits, they may have few opportunities to interact naturally with their children. Because they don’t have a chance to practice new ideas between meetings, they may have little to bring to group discussions the following week. In addition, losing custody of their children may leave them with strong feelings that need to be expressed. However helpful this venting may be, other group members are often frustrated by the time and energy it consumes.



hfcc	<b>14th Helping Families Change Conference 2012</b>
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The 14<sup>th</sup> annual Helping Families Change Conference was held in Glasgow, Scotland this year. This conference aims to promote and develop the Triple P Positive Parenting program. The focus this year was on effective self-regulation by both parents and practitioners in positive parenting. Topics included in this year's conference were: Promoting Program Fidelity; Working with High Risk Families and Parents; Transitions; Social Marketing and Engagement Issues; Using Triple P in Conjunction with Other Interventions; and Different Cultures and Life Stages. The conference also hosted several plenary presentations on various Triple P related topics.

To view these presentations, go to :

<http://www.hfcc2012.co.uk/presentations>

Mandated Attendance at Parenting Groups Cont'd

**Request for assessment:** A facilitator may be asked to assess and report on the progress of a mandated participant in relation to his or her parental capacity. Making judgments is not compatible with the facilitator's role as a support and resource person, nor is it realistic since facilitators do not generally observe parent-child interactions.

Experienced facilitators have recommended several strategies for responding to mandated parents:

**Meet with the officials in your community** who are mandating parents to attend your parenting groups to explain your program, what it can and cannot achieve, and what you are willing to provide in the way of reporting. When they understand the nature of your program, inappropriate referrals should diminish.

**Spend time talking to parents who have been mandated** to attend your group before your first meeting. Find out their goals and expectations and describe how the group will work. Let them know that the focus will be on parenting and not on their issues with other agencies. Find out if they want to spend time with other parents sharing ideas and thinking about how they would like to relate with their children. Sometimes, you can shift their participation from mandated to voluntary. Discuss other programs that may be available in your community. Consider setting up a meeting with both the parent and the mandating authority to discuss expectations. Be clear that you will only report on attendance, not parental competency, and then only if the parent agrees.

**Consider the make-up of the group.** Some service providers have organized groups especially for parents who do not have custody of their children. Others have advocated in their community to provide programs that meet the particular needs of parents with long-standing serious issues that compromise their ability to parent.



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