



Positive Parenting Campaign

Shearese Stapleton, Executive Director of Mothers of Joy Institute for Parenting and Family Wellness, Inc. was contracted to develop a public education campaign for Adverse Childhood Experiences (ACE) prevention in Genesee County.

This data driven campaign highlights the need for parents to understand the importance of telling a child that they are proud of them.

According to the Michigan Profile for Healthy Youth (MiPHY) survey, less than 50% of high school students in Genesee County reported being told they were doing a good job by a parent.

This struck a chord with Ms. Stapleton! She understands that parents often parent the way they were parented and wants to encourage Genesee County parents to learn new ways to talk and listen to their kids.

The “I’m So Proud of You” campaign utilizes social media posts and local news broadcasts to help promote the importance of verbal affirmations in parenting. Free magnets with the I’m So Proud of You message will be available to support this positive parenting message and purpose. The campaign shares tips on different ways parents can practice affirmations with their loved ones and lets parents know the positive impacts of their words in action.

Why is It Important?

Telling a Child that you are proud of them:

- Helps to nurture your child’s self-esteem and confidence.
- Shows your child that you care by telling them.
- Helps encourage your child to work towards and accomplish their goals.

Ways to Say, I’m So Proud

- You are growing into such an amazing person. It makes me so proud.
- Never forget that you are enough just as you are.
- I want you to know you’re doing great work.
- Wow, what you did just now, was so awesome!
- I’ll never define you by your mistakes, you are growing. We will learn from this together.
- I accept and love you just as you are.
- Don’t give up on this, you got this! You are more than capable



Talking Points and Data

In February 2023, the Michigan Public Health Institute in partnership with the Mother's of Joy Institute for Parenting and Family Wellness will launch the "I'm So Proud of You" public education campaign. This campaign will focus on teaching parents of Flint and Genesee county strategies on how to tell a child that they are proud of them. The campaign will also target other adult community members, educators and providers who work with children and families. The "I'm So Proud of You" Positive Parenting campaign is based off the idea that positive parenting techniques, such as effectively telling a child you are proud of them, can help prevent and mitigate the impact of ACEs on children. This campaign aims to increase the number of parents using effective strategies to tell their kids "I'm so proud of you!"

Adverse childhood experiences or ACEs are potentially traumatic or stressful events experienced before age 18. ACEs may include incidents of child maltreatment, parental divorce or living with an adult with serious mental health or substance use problems. Experiencing ACEs is often linked to poor physical and behavioral health outcomes for children and adults. However, research shows that there are many evidenced based methods for preventing ACEs as well as mitigating the impact of ACEs on children who do experience them. According to the Center for Disease Control, public education campaigns that promote positive parenting strategies have been effective in supporting children and families who experiences ACEs.

Among children who have experienced 4 or more ACEs, only 27% of high school children reported being told they were doing a good job by a parent (for more data on the experiences of high school students in Genesee county as well as other areas of Michigan, please see miacedata.org).

"Focusing on positive action or effort shows parents, educators, and the community how to not focus on negative behavior. Through positive parenting strategies, the child hearing someone they respect and care about tell them that they have done a good job." Stapleton hopes that through providing this information and resources to parents, she can help support parents in Genesee County to increase their awareness of why its important to say "I'm so proud of you" in addition to all the other great things they do on a day to day basis as parents. "When you decide to speak the words "I'm so proud of you," your voice becomes the voice your child wants to hear."

Want to Learn More?

Check out these resources

[What are ACES? Centers for Disease Control & Prevention](#)

[YouTube: We Can Prevent ACE's](#)

[Michigan ACE Data Dashboard](#)

[Michigan ACE Initiative](#)



Make Time to Say, I'm So Proud of You - Everyday!