

**FOR RELEASE ON: Friday, March 10, 2023**

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**Mothers of Joy Institute for Parenting and Family Wellness launches  
Positive Parenting Public Education Campaign**

*This Positive Parenting Campaign provides strategies to help build resilience in Genesee County youth.*

Genesee County, MI – The Mothers of Joy Institute, announces the launch of the **“I’m So Proud of You” positive parenting campaign** today. This campaign will focus on teaching parents of Genesee County strategies on how to tell a child that they are proud of them. The campaign will reach parents, community members, educators and providers who work with children and families. According to the Center for Disease Control, public education campaigns that promote positive parenting strategies have been effective in supporting children and families who experience adverse childhood experiences, or ACEs. This campaign aims to increase the number of parents using effective strategies to tell their kids “I’m so proud of you!”

In Genesee County, among children who have experienced four (4) or more ACEs, only 27% of high school children reported being told they were doing a good job by a parent (ACEs data available for Genesee County and other Michigan counties at [miacedata.org](http://miacedata.org)). When Shearese Stapleton, Executive Director of Mothers of Joy Institute for Parenting and Family Wellness read this statistic, it made her heart sad. Ms. Stapleton said, “knowing the community we live in and what we have been through, our children are the most valuable path to our future. To know that they do not hear how important they are, just made me think about how we could change that narrative.”

Partnering with local Genesee County organizations such as Metro Community Development, Genesee County Health Coalition, Voices for Children and Genesee County Prevention Coalition, just to name a few; the Mothers of Joy Institute will utilize social media posts, fridge magnets and local news broadcasts to teach parents how telling their child they are proud of them can increase a child’s self-esteem, reinforce positive behaviors, and improve their relationship with their children. Parents will also be given small, practical examples of how they can tell their children they are proud of them every day.

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 may be 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 decreasing the impact of ACEs on children who experience them, including public education campaigns like the one Stapleton has launched.

To learn more about the “I’m So Proud of You” campaign and how to use this strategy with the children in your life, please see visit [www.miace.org/genesee](http://www.miace.org/genesee). This public education campaign is a partnership between the Mothers of Joy Institute for Parenting and Family Wellness and the Michigan Public Health Institute Center for Strategic Health Partnerships. It is funded by the PACE D2A was awarded to the Michigan Public Health Institute by the Centers of Disease Control (#6NH28CE002755-01-01).

Mothers of Joy Institute for Parenting and Family Wellness, Inc. is a non-profit organization led by Shearese Stapleton. Its mission is to provide a trauma-informed approach to the parenting process and teach restorative love. The Institute offers parenting support groups, classes and the HEAL (Helping, Educating, Action, LOVE = Sustainable Healing) program.



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