

As a parent, what do you need to  
**Know, Say, and Do**  
to keep your kids on the right track?



The Answers To Your Questions Are At

**ParentsMatterToo.org**

EXPERT  
**VIDEOS**

PARENT  
CONVERSATION  
CIRCLES

**SPEAKER**  
EVENTS

***ParentsMatterToo –  
A KidsMatter initiative to empower  
Influential Parents and Resilient Kids.***



**ParentsMatterToo** is a new initiative coordinated by KidsMatter, including representatives from schools, faith communities and businesses. This Initiative will empower a *Network of Connected Parents* who are committed to providing nonjudgmental opportunities to share struggles, provide support, and ultimately strengthen the fabric of our families - providing hope for a healthy tomorrow.

The purpose of **ParentsMatterToo** is to offer parents a safe environment to ask questions and discuss at-risk situations and be strengthened to challenge our children's choices about drugs, alcohol, anxiety, depression, bullying, cybercrime, and over-involvement.

**WHY?** **ParentsMatterToo** has been created in response to the recent heroin overdoses that resulted in the deaths of 12 Naperville young people. Research from parent focus groups reveals that parents prefer seeking help anonymously online or from other parents before reaching out to professional service. That research guided the formation of the ParentsMatterToo structure to include:

1- **"Ask an Expert" Parent Questions** - An Interactive Website provides answers from local professionals and links to the most trusted national experts. This online information empowers parents to be the informed, positive influence their children need. [www.ParentsMatterToo.org](http://www.ParentsMatterToo.org)

2- **Parent Conversation Circles** – Beginning in January 2014, guided small groups will be held all around town in coffee shops, faith communities, schools, business board rooms, and any other location where parents will feel comfortable gathering. Conversation Circles are opportunities for parents to share life experiences, discuss parenting situations, and gain knowledge and support.

Parents in these groups answer three questions:

- *What do I need to KNOW to be an effective parent?*
- *What do I need to SAY to my child?*
- *What do I need to DO to be the parent I want to be?*

3- **Parenting Speaker Events** Expert information will empower parents to become knowledgeable and gain skills they need to effectively challenge their children's choices.

**How will we make a positive difference in the lives of our youth?**

**Through Parents like YOU! Join us!**

