

Mr. President

THE PRESIDENT HAS SEEN
10-23-97

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or doctors offices or ...

That'd be a pretty cheap investment. It could be designed (the unabridged version) for teaching providers, but shortened for all parents.

Dave Barra

10-23-97

12:10

The more I think about it, the more I like this. I'll bet we could get a broad consensus about being a good parent. If we had a video that Dan Coats and Ted Kennedy supported, it might be a vehicle to drag our sloppy national debate through its gear tissue to let us all embrace a sensible vision.

I am more and more convinced that a bigger and better idea is the only thing that will pull us away from our rancorous, evidence-free conversations.

Once you signed a Welfare Bill, we stopped the old discussion and started talking about how to use what we know to do the right thing.

Mr. President

10:30

Great idea about parents getting the kind of training ~~she~~^{he} said child care providers get (the 36 hours.) Even a subset of it would be a big factor.

Imagine a Rob Reiner or Ken Burns producing a "Civil War" or "Baseball" - like video series and giving them out at child care centers or doctors offices or ...

That'd be a pretty cheap investment. It could be designed (the unabridged version) for teaching providers, but shortened for all parents.

Dave Barra

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I am more and more convinced that a bigger and better idea is the only thing that ~~will~~^{will} pull us away from our rancorous, evidence-free conversations.

Once you signed a Welfare Bill, we stopped the old discussion and started talking about how to use what we know to do the right thing.

Everyone working for a brighter future for our young children needs to read and use
this essential publication.

Bob Miller

Governor of Nevada and Chairman, National Governors' Association

Community Mobilization:

Strategies to Support Young Children and Their Families

by

Amy Laura Dombro

Nina Sazer O'Donnell

Ellen Galinsky

Sarah Gilkeson Melcher

Abby Farber

Families and Work Institute

Chapter 3

Mobilizing the Voice of Parents

Parents are the best advocates for their own children and families and have the potential of being good advocates for all children. Parents know their children best. They know their families' strengths and they know in what areas their families need support.

We also need to focus on families because as the experience of Head Start has shown, when communities create systems that are responsive to "customers", those systems are more likely to be durable. It is hard for legislators to take away early childhood services when families—voters—advocate strongly for their continued existence.

And yet, families' voices often go unheard. Parents' potential as agents of change too often goes unrealized. This is not because they don't have anything of value to say. Rather it is due to the fact that parents often lack the advocacy skills and opportunities to share their experiences, lessons learned, and concerns. Largely unorganized—with the exception of parents of special needs children—parents are diverse and represent every ethnic, economic, professional and geographic category. They do not see themselves as and are not a single constituency.

The reality is parents and families—more than anyone else—have the motivation and commitment needed to improve the lives of their children. What they often do not have is the knowledge about how they can play an active role in improving their children's and our nation's programs and early care and education system. Indeed many parents are not even aware that they have a right to be part of the process

while others may simply need support to realize their potential as advocates.

To make communities as strong as they can be, parents need to be empowered to speak out and to be included as respected, legitimate partners in planning and implementing strategies for change. Professionals need to speak with parents instead of for them. In the words of Karen Chester, Executive Director, North Carolina Interagency Coordinating Council, "When parents value professionals' opinions, and professionals value the input of parents, they come together at eye level, and wonderful things can happen."

Families' experiences and dreams should drive your vision. For example, do you know what programs and services the parents of young children in your community use? Is it the same array that they would select if they could create a system that accommodated their needs? What would their system be like?

(Editor's Note: Throughout the rest of this chapter, we are going to use the words "parents" and "families" interchangeably. Please know we are aware that there are many other primary caregivers of young children besides parents and they are included when we use the words "parents" and "families.")

Approaches to Mobilizing the Voice of Parents

Learning what other communities are doing can give you ideas for what you want to do in your own com-

munity. In this section, we are going to take an in-depth look at four approaches to mobilizing the voice of parents and share examples of initiatives illustrating each.

- ❶ Select and train parents with leadership potential. The Parent Leadership Training Institute (PLTI) in Hartford, Connecticut is an example of an initiative that has implemented this approach.
- ❷ Train parents within specific organizations to become leaders. The Right Question Project (RQP) in Boston, Massachusetts exemplifies this approach.
- ❸ Create an advocacy parent organization devoted to child care as Parents United For Child Care (PUCC) in Boston, Massachusetts has done.
- ❹ Use community organizing techniques to mobilize parents' voices, as Texas Interfaith Education Fund and the Texas Industrial Areas Foundation based in Austin, Texas have done in working primarily with families of school-age children.

We also will highlight Early Childhood PTAs and The Continuity for Success Partnership Program, two initiatives of the National PTA; the North Carolina Interagency Coordinating Council for Children Ages Birth to Five with Disabilities and their Families (NC-ICCF); and Parent Voices in California. Each of these initiatives are working to mobilize the voice of parents.

As you read about these initiatives and think about how you can apply lessons learned to your work, consider that there are typically two ways of involving parents. In the first, parents are mobilized around a set agenda. In the second, parents are trained and empowered to advocate for and set their own agenda.

APPROACH 1

Training Individual Parents Within Communities

The Parent Leadership Training Institute

Hartford, Connecticut

Developed in 1993 by Connecticut's Commission on Children in partnership with the American Leadership Foundation and the Leadership of Greater Hartford, the Parent Leadership Training Institute (PLTI) is a nine month training course specifically designed for individuals who show signs of leadership potential. The program is a significant component of the Commission's School Readiness Initiative. It is offered yearly to 25 parents in diverse Connecticut towns. To date, Hartford, New London, Groton and Norwich have PLTI programs. Programs in Windham and Stamford will start up shortly. The course meets weekly from 6:00 p.m. to 9:00 p.m.

The PLTI course has two parts: the first focusing on parent leadership and the second on the development of political skills in which parents design a children's agenda and family agenda for the state. Parents also participate in a practicum giving them the opportunity to practice what they have learned in their communities.

PLTI teachers work with parents to develop their skills in the following areas: defining personal and community needs, working effectively with and celebrating racial and cultural diversity, defining problems and strategizing toward solutions, public speaking, using the media, understanding child and family data, evaluating programs, and understanding

their own personal history and its impact on their self-image and empowerment.

Teaching staff are hired based on a rigorous interview that among other inquiries, explores their level of commitment to teaching a curriculum based on what parents say they need as opposed to what professionals or policymakers believe parents need. The teachers then became responsible for designing all the details of the curriculum guidelines and goals. Some PLTI graduates have been hired as program coordinators and trainers.

Mission

The mission of the PLTI is to enable parents to become leading advocates for children. The PLTI teaches them how to become agents for change for the next generation. The PLTI also works with outside programs and initiatives to facilitate attitudinal change toward parents and to help design system reform for significant parent involvement.

Funding

The Surdna Foundation and the Hasbro Foundation are financing a statewide expansion to help towns replicate the model. The United Way of the Capitol Region offers funds for parents to practice their civics skills after graduation. The Hunter Grubb foundation supports individual parents. Corporate partners include the Perkin Elmer Corporation, Aetna, Travellers, ITT Hartford and Hartford Steam Boiler. The state of Connecticut offers in-kind support. The St. Francis Hospital provides in-kind services such as space in the hospital, on-site child care, meals and parking. The PLTI raises \$10,000 for each nine-month class to cover expenses.

History

As a part of the Commission on Children's state planning for a school readiness campaign, staff from the Commission conducted focus groups throughout the state to discover if parents were interested in chang-

ing policy. The goal was to listen, not talk policy jargon. In group after group, across the lines of educational background, socio-economic class, race, and gender, parents expressed an interest in changing policy, but said they did not see themselves as a constituency. They did not feel angry or frustrated about being left out. Indeed, many of the parents had the desire and skills to be leaders, but did not see themselves as social change agents and did not have the supports for empowerment. In response to these findings, the Commission developed the concept of a leadership institute for parents.

Following a national search, the Commission found 15 programs that were actually offering parent leadership training. In order to identify the core components of parent leadership training, the Commission asked representatives from each of these programs to complete a questionnaire. The Commission also conducted another set of focus groups with parents to find out if they were interested in participating in parent leadership training. Parents responded enthusiastically.

Executive Director, Elaine Zimmerman recalls:

The focus groups revealed that parents, particularly low-income parents, often felt that traditional 'parent education' was racist and condescending. These parents did not want to be told how to be a parent. They were not looking for parent education. Instead they were seeking the opportunity for skill building, the understanding of democracy issues, respect, and the self confidence an individual needs to try to improve the lives of his/her own children and the families in his/her community.

Suggestions parents made regarding the specific skills they wanted to develop evolved into the curriculum for the Parent Leadership Institute.

Points of Accomplishment

During the past four years, a total of 145 parents have been trained in the PLTI program. Class members have reflected their communities' racial, cultural and gender diversity.

Preliminary results from a longitudinal evaluation of the program show that 85 percent of the parents who participate in the program become deeply active in children's issues at the local and state level. Aida Morales, a graduate now working to coordinate PLTI is one such parent. As she explains:

When part of a classroom roof collapsed in a local school, we were asked to evacuate and go into double sessions. Children's schedules were disrupted. No one seemed to be taking steps to get parents information about when the roof would be repaired and normal scheduling would be resumed. At PLTI, I had learned about 'city politics.' As a result I found two ordinances in the City Charter that outlined steps the community needed to take in this emergency situation. I shared these with the City Council and the situation was dealt with promptly.

Resources Available

A description of the mission, structure, values and curriculum is available. States interested in replicating the model are offered an annual three day training with a comprehensive curriculum for teachers and parents.

Contact

Elaine Zimmerman, Executive Director
Stacey Leeds, 1,2,3,4,5 Kids Count Manager
Commission on Children
18 Trinity Street
Hartford, CT 06106-1628
(860) 240-0290
(860) 240-0248 Fax



FAX COVER SHEET

To: Jennifer Klein (and Jacob) Date: 12/10/97
Fax #: (202) 456-2878

From: KERBY T. ALVY, Ph.D.
Executive Director

Number of Pages (including cover page): ~~3~~ 4

Reference: Effective Parenting Campaign

Here's the basic information on the high profile
reception for the first Effective Parenting Campaign.

Also see the re-vised description of the
Campaign. Let's talk!

Warmly, Kerby

P.S. Thanks for the Xmas card - my family will
cherish it!

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Studio City, California 91604-3147

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Cordially Invites You to a Special Reception To Initiate

The Effective Parenting Campaign

of the

Center for the Improvement of Child Caring

Featuring

Dr. Kerby T. Alvy

Founder and Director of the Center

January 29, 1998 8:30 - 10:00 AM

City Club on Bunker Hill

in North Tower of the Wells Fargo Center

333 S. Grand Ave., Suite 5450

54th Floor

Los Angeles, CA 90071

***Continental Breakfast
Parking_____***

***R.S.V.P. by
January 26, 1998***



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11331 VENTURA BOULEVARD, SUITE 103 • STUDIO CITY, CALIFORNIA 91604-3147
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Effective Parenting Campaign to be Launched

Parents in five Southern California counties, Los Angeles, Orange, Riverside, Ventura and San Bernardino, will be the first to benefit from a new Effective Parenting Campaign from the non-profit Center for the Improvement of Child Caring (CICC), one of America's leading parenting education organizations.

The overall campaign, which will be kicked off with a reception at the Bunker Hill City Club on January 29, 1998, seeks to involve all local institutions, including government, the schools and businesses, in supporting effective parenting projects. The Campaign includes television and radio messages on effective parenting and the distribution of 100,000 free copies of a new parenting guidebook, The Power of Positive Parenting. A copy of this practical guidebook can be obtained by writing CICC at P.O. Box 41259, Los Angeles, California, 90044, or through CICC's World Wide Web site, www.ciccparenting.org.

The entire campaign is based on the fact that raising children is a challenging and demanding job for which most people have never received any formal training. Meeting the many needs of children has always required self-sacrifice and the skillful guidance and nurturing of all phases of child development. Raising children today is even more challenging, as more parents have to work, schools are setting higher standards, and children have to learn to relate to others from diverse cultural backgrounds.

In addition, pressures to engage in sex at early ages, the availability of dangerous drugs, and the threat and reality of gang violence make it all the more necessary for parents to be adequately prepared to protect and guide their children from birth through adolescence.

One of the many ways that the Campaign helps parents is by providing guidelines or standards for effective parenting and by recommending child rearing practices that have proven to be successful in raising healthy and confident children. This information is contained in the new guidebook, which is written by clinical child psychologist, Dr. Kerby Alvy, a national and internationally respected authority on parenting. Dr. Alvy is also the founder and director of the 23 year old CICC, a community service, training and research organization.

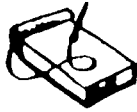
The guidebook also connects people to CICC's other helpful parenting books and videos, as well as to the parenting skill-building seminars and classes that CICC conducts in cooperation with local schools, agencies, civic, cultural and religious groups.

Effective Parenting Campaign to be Launched

(Continued)

In addition, the guidebook alerts those who work with parents to parenting instructor workshops where they can learn to deliver state-of-the-art parenting programs, which they can then offer to the families that they and their organizations serve. CICC has already trained 5,000 parenting instructors in 40 states to deliver such national model parenting programs as Confident Parenting, Effective Black Parenting and Los Niños Bien Educados.

The Effective Parenting Campaign is made possible by contributions from such forward-looking companies as KABC-TV, AT&T, Home Savings & Loan, Toyota, the Southern California Gas Company, GTE, and by local education, community service and spiritual organizations. The Campaign is also planned to be conducted in other locations including Washington, D.C. and Chicago. For information on bringing the Campaign to additional communities, call CICC's toll free number, 1-800-325-CICC, and ask to speak with Dr. Alvy.



From the desk of



KERBY T. ALVY, Ph.D.
Executive Director

5/30/97

Jennifer —

I'm very much looking forward to
hearing from after you speak with Helen
Taylor.

Here's a description of a self-
instructional program for parents of infants
and toddlers. I recommend it highly
for folks in your parenting position. It's
a high quality, real practical program.

Again, I am awaiting our next
conversation

Warmly,

Kerby T. Alvy

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Inside

THE FIVE OBJECTIVES
OF THE EFFECTIVE
PARENTING MOVEMENT

WITH LOVE & WISDOM
PARENTING PROGRAMS
AND
JOB OPPORTUNITY

MOTHERS' NETWORK:
A NEW BENEFIT
FOR MEMBERS

EXPLORING NEW
PATHS FOR THE
ASSOCIATION

PARENTING
INSTRUCTOR
REFERRAL SERVICE
SURVEY

THE Parenting Instructor

NEWSLETTER OF CICC'S
NATIONAL PARENTING
INSTRUCTORS ASSOCIATION
FALL 1995

The Effective Parenting Movement gained new thrust and clarity for 400 enthusiastic participants at the 1995 National Parenting Instructors Conference held April 19-21 at the Sheraton Universal Hotel in Los Angeles. Attendees from 36 states, the District

of Columbia, Canada and Central America heard how certain states and organizations were concentrating their efforts on advancing the Movement towards its goals.

Conferees left the meeting with a stronger sense that they were part of an important national crusade that is becoming more united every day and is now on the move.

AT THE CONFERENCE

Dr. Kerby T. Alvy, CICC's Founder and Executive Director, and the Acting President of the National Parenting Instructors Association, reviewed the overall goal and the five major objectives. Dr. Alvy, who had originally introduced these goals at the 1994 National Conference, asserted again that the purpose of the Movement is to enhance the welfare and development of America's children by improving the quality of child rearing in this nation. In this way, the Movement intends to strengthen and stabilize families, thus helping to reduce or prevent such costly and tragic problems as child abuse and neglect, school failure, drug abuse, juvenile delinquency, health and mental health problems, gang involvement, crime and violence.

Participants learned of a new Checklist for Generating an Effective Parenting Movement. Included in the conference's bound notebooks, this practical document indicates specific actions that individuals and organizations can take immediately to actualize each of the five Move-

ment objectives (see page 3). This document is designed to help assess the important roles that local jurisdictions and individuals can play in the Movement.

The State of Kansas was recognized for its Family Initiative, a prime example of how an entire state can become actively involved in the movement. Kansas Governor William Graves sent

Kristy Meeks-Johnson and Judy Donovan, two of the major shapers and supporters of the Initiative to accept the award. Fueled by concerns about drug abuse, the Kansas Family Initiative came about as a result of a public and private collaboration formed in 1991. It set about preparing a cadre of local volunteers to deliver parent training services to large numbers of parents. As of the conference date, the Kansas Family Initiative had prepared 900 instructors who had already trained a remarkable total of 10,000 parents!

The Bakersfield, California, School District, represented by School Board member Al Gutierrez, Project Director Ida Randall and parenting instructor Marion Vargas, was recognized for its Parent University Project. Founded in 1990 out of concern over poor academic performance

THE EFFECTIVE PARENTING MOVEMENT

PICKS UP STEAM

ENHANCING THE WELFARE
AND DEVELOPMENT OF
AMERICA'S CHILDREN BY
IMPROVING THE QUALITY
OF CHILD REARING
IN THIS NATION.

Continued on page 2

PAGE 10

CALL FOR 1996 CONFERENCE
WORKSHOPS AND PARENTING PROGRAMS



FAX COVER SHEET

To: Jennifer KlienDate: 5/27/97Fax #: (202) 456-2878From: KERRY T. ALVY, Ph.D.
Executive DirectorNumber of Pages (including cover page): 3

Reference: _____

I am so excited that we are in contact over the matter of effective parenting and parenting education!

Here's the list of do-able items that I prepared for Pauline Abernathy and which I shared with Helen Taylor.

The idea of a Presidential Certificate of Appreciation for parents who complete parenting classes came up after this list was created.

Also see a fairly roughed-up copy of a Newsweek public service ad that is right on target for what we are proposing.

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I look forward to hearing from you!
Warmly, D. L. Alvay



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- **Presidential Council or Commission (see February 1997 Position Papers)**
- **Presidential Summit Conference**
- **Interdepartmental Committee**
- **Training Thousands of Parenting Instructors: National Parenting Instructor Training Center**
- **Informing Parents about Parenting Education Opportunities: National Parenting Information Service via telephone, the Internet, television and radio**
- **Further Research on Effective Parenting and Parenting Education: National Research Center**
- **Parenting Education as a Necessary Welfare-to-Work Facilitation Service**

10-04-1995 0:50AM

FROM CHEVRIER/PARENT. PROJ 4072410846

America On Line
1 (800) 827-6344

P. 2

Ally Passand 006739

**"The toughest job in the world
isn't being President.**

It's being a parent."

Every day, I work hard to meet the challenges that come with being President of the United States.

It's a tough job. But there's a tougher job than being the President. It's being a parent.

With drugs, crime and other problems facing our children today, it's tougher than ever to be a good parent.

It's a job that none of us can do alone. That's why 350 wonderful organizations have come together to form the Coalition For America's Children — to help good parents raise good kids.

The Coalition knows hundreds of ways that you can help. Whether you're a young adult who can serve as a role model for troubled teens or a retired person who can supervise an after-school program, the Coalition can get you involved.

To find out what you can do right in your own community, contact the Coalition. They'll help you find a role that fits your schedule and your interests. Whether it's a few afternoons a week or a few hours a month, any time you can give will make a difference.

Thank you.

HTTP: ~~WWW~~ // WWW!

COALITION FOR AMERICA'S CHILDREN

WE'RE FIGHTING FOR THE CHILDREN

WHOSE SIDE ARE YOU ON?

WWW.KIDSCAMPAIGNS.ORG 1-888-544-KIDS

Space for this message contributed by Newsweek Inc.

Alliance

Pay on demand service



Heather - Free guide & list of organization in Calif. - ST Finance

KALV



Call Helen
Taylor
Dr. Alvi

FAX COVER SHEET

To: Bruce ReedDate: 5/22/97Fax #: (202) 456-2878From: KERBY T. ALVY, Ph.D.
Executive DirectorNumber of Pages (including cover page): 4

Reference: _____

I corresponded with you on February 4, 1997 (see enclosed letter) regarding our work with the Office of Women's Initiatives on a Presidential Council on Effective Parenting. You apparently assigned Pauline Abernathy to work with us. Pauline and I and others from the Policy Council were suppose to meet when I was in D.C. in late March — she had me meet with Helen Taylor of Head Start instead.

Since then I found out Pauline is no longer with you — she didn't even have the courtesy of letting me know she was leaving. Now I am told we should relate to Jennifer Rlien who I called on 5/7/97 with no response.

I would prefer to speak directly with you.

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Finally, I assume you saw the article in the Post by Bill Raspberry which nicely describes what we are trying to do. A.D. Cinn



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February 4, 1997

Bruce Reed
Domestic Policy Council
The White House
Washington, D.C. 20500

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Mothers' Network
New York, New York

Dear Mr. Reed:

We are contacting you and the Domestic Policy Council at the request of Betsy Myers, Sondra Seba and the White House Office of Women's Initiatives, who we have been working with for nearly a year on the matter of effective parenting and making parenting education a nationwide priority.

The "we" is myself, the 23 year old non-profit parenting education organization that I founded, and an array of other non-profit, proprietary and religious organizations in the field with whom we have longstanding relationships.

Our organization was honored by the President and Mrs. Clinton during the first National Parents' Day celebration in the Oval Office in July of 1995 (see photo). At that historic gathering, I had a chance to engage the President and Mrs. Clinton about becoming champions of the growing Effective Parenting Movement to improve the overall quality of child rearing in our country. In early 1996, we began working with Betsy and her staff to arrive at vehicles that the President might use to champion this cause.

Our combined efforts have included a series of position papers on the possible creation of a Presidential Council on Effective Parenting, ideas about bringing together the presidential appointees from relevant federal agencies to discuss a Presidential Council, and asking the President and Mrs. Clinton to make statements about the importance of parenting education in such forums as our summer 1996 National Parenting Instructors Association conference (the Association is part of our organization).

The President and Mrs. Clinton made stunning statements (see the Parenting Instructor newsletter and the tape of the Mrs. Clinton's comments for the conference), but the process of exploring the creation of a Presidential Council never got beyond Betsy's office. We did, however, mention it informally to the First Lady's staff and to numerous relevant federal departments and agencies. Everyone was extraordinarily interested and saw what we are proposing as being totally

consistent and supportive of the Administration's goal of providing parents with the tools they need to solve problems on their own.

In discussing how to proceed with these ideas right now, Betsy and her staff agreed that the most appropriate step was to make you and the Council aware of all the work that has been already done, and to urge you to work with us to take these important ideas forward. Hence, this letter and related phone calls.

To bring everything up-to-date, we have updated and enclosed the Position Papers that spell out the need for a Presidential Council on Effective Parenting and what such a Council might look like and accomplish (the Parenting Instructor publication mentioned above is affixed to the Position Papers).

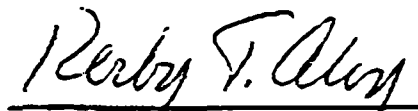
The tape of Mrs. Clinton's message also includes a segment from a recent Today Show where I discussed the Effective Parenting Movement and special parenting programs for African Americans that our organization has created. Additional information about our work, including our Parent Training and Family Life Catalog, a variety of related news stories, and a list of the groups nationwide whose staffs we have trained to deliver parenting programs, should help you appreciate our role in the national movement. Also enclosed is one of my books, Parent Training Today: A Social Necessity, which was also shared with the President and Mrs. Clinton.

Finally, you will also find a brochure on an upcoming national conference in Washington, Strengthening America's Families. This March 23-25 conference will feature the major parenting programs in our country. These are the programs that make up the heart of the Effective Parenting Movement, as they provide parents with the skills and information they need. I strongly urge you and/or your staff to attend so you can become more knowledgeable.

I will be speaking at that conference and will be in Washington from March 22 to March 27. I hope that a visit to your offices can be arranged during that week, so I can share in person the importance of this initiative. Hopefully, we will have begun a personal discussion over the phone before then – and even some discussion on how this conference can be utilized to have the President and/or Mrs. Clinton issue further helpful statements.

I am looking forward to speaking with you soon.

With warmest regards,


Kerby T. Alvy, Ph.D.
Executive Director

enclosures

cc: Betsy Myers

The Washington Post

MONDAY, MARCH 31, 1997

William Raspberry

Music to My Ears

Have I become a Johnny One-Note on parenting education? A computer check of several years' worth of columns suggests maybe so. On columns dealing with everything from youthful crime and school failure to drug abuse, intergenerational poverty and welfare, I have sung my one-note song.

If only parents could be taught what the lucky ones learn by familial osmosis—the importance of making children feel loved and valued, the power of modeling values we want our children to embrace, the use of children's natural curiosity as a base for academic success—almost all the social problems that occupy us would be a lot easier to deal with.

The responses to those columns, however, lead me to believe that there are a lot of one-noters out there: people who either are involved in parenting education, or who know someone who is or who wish someone in their hometown would get such a program going.

What brings all this up now is that I've just been talking to Kerby Alvy, a California psychologist who tells me he's making serious headway in turning his effective parenting movement into a virtual one-note choir.

Alvy, speaking at a conference here called Strengthening America's Families, ticked off dozens of parenting education programs gathering steam across the country—in churches, in schools and recreation centers, in Head Start programs—many led by people who have been

trained at Alvy's Center for the Improvement of Child Caring, either at its Studio City headquarters or at one of its regional satellites.

"The goal," he says, "is to increase the numbers of children who are effectively and humanely raised."

It's a deceptively powerful goal. Just imagine an America in which most children were effectively and humanely raised. It's hard to think of an area of our lives that wouldn't be vastly improved. Effective parents get their children ready for school learning, for civic engagement, for personal and social responsibility, for hopeful futures. And children who are both competent and hopeful are overwhelmingly likely to avoid such things as adolescent pregnancy, drug abuse, violent crime, suicidal behavior—and even sexism and racism, to the extent that these two maladies spring from feelings of inadequacy.

Speaking of racism, Alvy's center has a special program for black parents (and a special handbook, "Effective Black Parenting"). The rationale, says Alvy, who is white, is that minorities face parenting issues that are special. For example:

"How do you teach your children to respond to racial slights or racist treatment? What do you tell them about when to stand and fight and when to try to resolve conflicts by talking? How do you help them to avoid the trap of thinking that academic success or careful speech is 'white'? We even have a section on institutional racism and

another on how to help kids avoid the kind of racial put-down black kids often do to one another."

Most of the training, though, fits parents of all colors and sizes.

I am frank to say I have no basis for judging (nor any reason to doubt) the quality of Alvy's training. But he has enough confidence in what he (and others in the field) are accomplishing with their here-and-there efforts that he wants the White House to take it national.

The point, he explained over coffee, is that, as with all great movements, there needs to be a catalyst. Long before civil rights or women's rights became full-fledged movements, individuals and small groups were out there doing the work. Then something happened to galvanize these individual activities into movements. He hopes that a Clinton decision to launch a presidential commission on parenting, or to call a parenting summit led by effective parenting advocates, might be the catalyst that transforms this fledgling effort into a nation-transforming movement.

Maybe he can make it happen. Maybe a push from the White House would help to avoid the notion that parenting education is only for "bad" parents or poor parents. Maybe Alvy really is close to transforming a series of local programs into a national initiative.

I don't know. I only know he's singing my note.

The Advertising Council inc

September 18, 1997

Jennifer Klein
Special Assistant to the President for Domestic Policy
Second Floor, West Wing
The White House
Washington, DC 20500

Dear Ms. Klein:

As the nation's preeminent creator of public service communications, The Advertising Council has conveyed thousands of inspirational messages to the American people in order to create positive social change. The result is more lives saved because "Friends don't let friends drive drunk," more young people in college because "A mind is a terrible thing to waste," less car injuries and fatalities because "You can learn a lot from a dummy - buckle your safety belt," and, of course, Smokey Bear reminds us that "Only you can prevent forest fires."

Today, through its 10-year initiative *Commitment 2000: Raising a Better Tomorrow*, the Ad Council is applying its expertise to help improve the lives and circumstances of our nation's children. We were thrilled that President Clinton and First Lady Hillary Rodham Clinton joined this effort in recent Ad Council PSAs, where they referred to parenting as "the toughest job in the world." These ads were overwhelmingly popular and generated millions of dollars worth of donated media time in 1997.

The purpose of this letter is to share critical communications insights with the First Lady in preparation for the October '97 White House Conference on Child Care. Recent research by the Ad Council suggests that the best way for the First Lady to frame the importance of quality child care programs is **in the context of the public's need to support parents**. The First Lady would set a strong tone for the entire conference and national dialogue if she reinforces society's need to help make the job of parenting a little easier. This message is certain to resonate with the American people.

The Ad Council research "Kids These Days: What Americans Really Think About The Next Generation" (summarized in the following pages) reports America's belief that parents are fundamentally responsible for the disappointing state of our children. At the same time, 81% of the public admit that "it's tougher to be a parent today than ever before," and the public supports solutions and programs that facilitate parenting.

At the conference, we expect that the First Lady will assert that quality child care programs top the list of effective solutions to the problems facing American families. Economic realities and recent government reforms have created a

mushrooming demand for child care. Unfortunately, the child care system that many parents must rely on is, at best, primitive: services are fragmented; regulations are minimal; care givers are poorly trained and underpaid. Under these circumstances, even the most fortunate parents are frustrated by their attempt to find quality child care, and our children's needs are woefully neglected.



Only vest.

The Ad Council research also unveils the public's disbelief that government can play any role in ameliorating the crises our children face. A critical first step to reversing this perception is the First Lady's proposal at the conference that the Federal Government's support of quality child care programs is one of the best ways to help parents raise good kids. This unprecedented role of government represents a more holistic, effective approach to improving the plight of our children.



*Take A Bullet Out
Of Crime.*

We submit these communications insights to the First Lady, a long-time supporter of the Ad Council's commitment to children, with the best intentions. Our hope is that the White House Conference on Child Care not be a missed opportunity, but rather a defining moment in the national debate on how to correct the problems facing our children. The First Lady's credibility in this area makes her perfectly poised to use the child care conference to galvanize public support around an issue that has profound implications for millions of Americans.

In addition, the Ad Council is currently working in partnership with the Rob Reiner Foundation to develop a national public service campaign focusing on quality child care and the needs of parents. The campaign is based on our research and strategy that assert that the most effective way to improve the plight of our nation's children is through programs that support parenting. The First Lady's amplification of this same strategy at the October child care conference would ensure that a national public service campaign is well received by the American people.



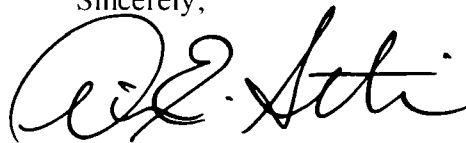
*A mind is a
terrible thing
to waste.*

The Ad Council would be honored to lend its communications expertise and research to help make this conference a huge success -- not just for the White House, but for working parents, for children, and for all of us. Please call me at 212/984-1969 if you are interested in discussing these insights in further detail. I look forward to hearing from you.



*Friends Don't
Let Friends
Drive Drunk.*

Sincerely,



Diana E. Sciocchetti

Project Manager, Commitment 2000

cc: Nicole Rabner; Bobbie Greene; Lissa Muscatine; Rahm Emanuel; Christa Robinson



*Buckle your
safety belt.*



Only you.

"All across America, we have met and come to know strong families trying to raise good kids. There is no job tougher than being a parent. We know that although they are trying their best, many parents are in need of assistance."

*President Clinton and First Lady Hillary Rodham Clinton
for The Advertising Council's "Whose Side Are You On?" Campaign
February 13, 1997*



*Take A Bite Out
Of Crime*

According to a recent Washington Post-ABC News poll, most Americans said despite a booming economy, they are gravely concerned about the moral health of the nation and its families.

*"Poll Finds Wide Pessimism About Direction of Nation"
Washington Post Staff Writer Richard Morin
The Washington Post
August 29, 1997*



*A mind is a
terrible thing
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"The fastest growing segment of the electorate is the one concerned about protecting children and helping parents be good parents."

*Pollster Mark Penn
Time Magazine
August 25, 1997*



*Friends Don't
Let Friends
Drive Drunk.*

The Cartwrights are working parents in Texas who needed child care for their son, Graham. They faced the problem of scarce quality care and saw that Graham was clearly being affected by a constant change in caregivers. "He worked it out in anger, unprovoked aggression...hitting other kids and teachers," says Miriam Cartwright.

*ABC World News Tonight with Peter Jennings
Segment: "Relationship Centered Child Care"
January 23, 1997*



*Buckle your
safety belt.*

KIDS THESE DAYS: WHAT AMERICANS REALLY THINK ABOUT THE NEXT GENERATION

Conducted for The Advertising Council
and Ronald McDonald House Charities
by The Public Agenda Foundation



Only you...

SUMMARY OF FINDINGS

FINDING: A Moral Crisis



Take A Bite Out
Of Crime

Americans are convinced that today's children face a crisis -- not in their economic or physical well-being but in their values and morals.

- Many Americans think children are spoiled and out of control, not friendly, helpful, or engaging. And people apply these criticisms to children across a broad economic spectrum, to children from disadvantaged backgrounds, as well as children from the middle and affluent classes.



A mind is a
terrible thing
to waste.

FINDING: Careless Parents

Americans believe that parents are fundamentally responsible for the disappointing state of today's youth.

- Only 1 in 5 Americans say it's very common to find parents who are good role models for their kids.
- People say parents fail to teach youngsters right from wrong and pass on the values children need to learn in order to become productive members of society. Even parents themselves from all income, ethnic, and racial backgrounds agree.



Friends Don't
Let Friends
Drive Drunk

FINDING: Mitigating Circumstances

Although many Americans have strong criticisms about the job parents are doing, these criticisms are partially mitigated by substantial levels of empathy and understanding for what people see as the enormously difficult and challenging undertaking of raising a child.



Buckle your
safety belt.



Only you...

- 81% of Americans think it's much harder for parents to do their job these days, 17% say about the same, and only 2% of Americans think it's much easier for parents today.
- Americans acknowledge it is tougher to be a parent or a child in today's world. They recognize that more than ever, parents -- and especially mothers -- must work hard and sacrifice for their children. Americans also believe today's youngsters face threats from society that can undermine their parents' best efforts. People are extremely concerned about ubiquitous threats endangering all kids: drugs and crime; sex and violence in the media; and public schools that often fail to deliver education in a safe and orderly environment.



Take A Bite Out
Of Crime.

- They may not be happy with it, but the public knows that the *Leave it to Beaver* days are gone. "My father, as a single wage-earner, took care of five children," said an Ohio man. "I don't think that can be done now."
- By almost a 2 to 1 margin (63% to 32%), Americans believe that "most parents face times when they really need help raising their kids" instead of the alternate proposition that "most parents can handle the job of raising their kids without help."



A mind is a
terrible thing
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FINDING: Will Individual Americans Help?

Notwithstanding their extensive criticisms of young people, Americans refuse to give up on kids. They care deeply about their well-being and believe that tackling the issue is of paramount importance to our society.

FINDING: Solutions That Show Promise

Americans gravitate toward solutions that help develop young people's character.



Friends Don't
Let Friends
Drive Drunk



Buckle your
safety belt.

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KIDS THESE DAYS:

WHAT AMERICANS REALLY THINK ABOUT
THE NEXT GENERATION



A Report from Public Agenda



RONALD McDONALD
© 1994



From the desk of



KERBY T. ALVY, Ph.D.
Executive Director

7/9/97

Jennifer -

Hi! Did you and your husband
get a chance to look at the description of
the With Love & Wisdom parenting materials?
Hope you get them - they are really helpful.

Enclosed is a Memorandum that
addresses your concerns about "Telling
Parents How To Raise Children." I hope you
find the information compelling enough to
share with your colleagues on the Council.

I'd like to discuss these issues with
you personally, so can we find a time certain
to talk on the phone? Also, I will be in D.C.
the second week of September - can we put together
a meeting to discuss all of our proposals? Let's talk

CENTER FOR THE IMPROVEMENT OF CHILD CARING

11331 VENTURA BOULEVARD, SUITE 103 • STUDIO CITY, CALIFORNIA 91604 3147

(818) 980-0903 • FAX (818) 753 1054

P.S. Also see Raspberry article 800-325-CICC in different papers. Warmly, Kerby



CENTER FOR THE IMPROVEMENT OF CHILD CARING

11331 VENTURA BOULEVARD, SUITE 103 • STUDIO CITY, CALIFORNIA 91604-3147
(818) 980-0903 • FAX: (818) 753-1054

Memorandum

To: Jennifer Klein and the
Domestic Policy Council

From: Kerby T. Alvy, Ph.D.

Re: Concern About the Federal Government
"Telling Parents How To Raise Children"

Date: July 9, 1997

In discussions about President Clinton becoming the Champion of the nationwide Effective Parenting Movement to improve the overall quality of child rearing in our county, which has included our proposals and position papers on creating a Presidential Council on Effective Parenting, a National Parenting Instructors Training Center and Presidential Certificates for parents who complete parent education classes, you and others have raised the possibility that such actions would be negatively perceived as the federal government overstepping its role by "telling parents how to raise their children." This is clearly a central concern, and one that seems to hold up any substantial action or organized strategy on your part.

This memorandum is intended to address this concern in anticipation that you and the Council will feel more comfortable in acting upon these proposals.

The Federal Government Has and Is Very Much Involved in Helping Parents

First of all, the proposals are in total harmony with other administration initiatives to "provide parents with the tools they need to solve their problems on their own." Championing that parents turn to local agencies, schools, hospitals, civic, cultural and religious groups to receive education and training to be more effective, and helping those infrastructure entities in supplying the best parenting information and training, is certainly consistent with the idea of the federal government providing parents with basic tools.

Indeed, both the idea of the federal government supplying parents with effective parenting information and supporting the local infrastructures are not new ideas. Many federal agencies throughout the 20th Century have been creating educational materials

and effective parenting programs. Some have even supported the creation of national models to train parenting instructors in local communities. These activities are currently going on in several current federal agencies.

Before providing some examples of current federal programs to train parents, it is important to point out that these government efforts are not being carried out as effectively as possible. There is little if any coordination and mutual planning among the various agencies that focus on parenting, and they often create programs for the same populations of parents without knowing they are doing so. These are some of the reasons that we indicated that all of the relevant federal agencies need to have representatives on the Presidential Council on Effective Parenting.

Some of the current federal programs that actively promote the education and training of parents includes the nationwide Head Start Program in the Department of Health and Human Services. Head Start has always been distinguished by its emphasis on parent involvement and its provision of parenting materials and parenting education programs - and every administration has supported Head Start.

The Center for Substance Abuse Prevention in HHS, which began under the Reagan Administration, has also promoted parenting education as a means of decreasing the demand for drugs, as poor parenting is often a root cause of children and youth turning to drugs. CSAP initiated a "Parent Training To Prevention" initiative in the 1980s in which our organization played a major role. Currently, they continue to fund and promote parenting education within community partnership programs to prevent substance abuse.

Both the National Institute of Mental Health and the National Institute on Drug Abuse, from HHS, have a long history of providing research and demonstration grants to create new parent training programs and initiatives to build infrastructure capabilities. Our organization received such grants in the 1970s and 1980s which enabled us to create national model parenting programs for ethnic minority parents, including the program for African American parents, Effective Black Parenting, which President Clinton acknowledged and honored during the 1995 National Parents' Day Awards Ceremony in the White House. These grants also enabled us to create a national model for training personnel who work for schools and local agencies to deliver the best parenting programs for the populations they serve.

The Department of Justice, through its Office of Juvenile Justice and Delinquency Prevention, has a current Strengthening America's Families Project to disseminate information on both government-created and private sector-created parenting programs, so that they can be used by more local groups in helping to stop children from joining gangs and committing crimes.

The Department of Agriculture has been providing some form of parenting education for almost a century, through its nationwide cooperative extension program with the land

grant colleges. The Department of Defense has been training parents through the family support centers that are run by each of the armed service branches. The Department of Education is heavily supporting parental involvement with pamphlets on effective parenting and more substantial parenting programs.

Thus, the President's championing the ideas of effective parenting and parenting education is in line with actions taken by numerous administrations for decade upon decade - and which are being taken by numerous federal agencies now!

The Federal Government as a Partner

Secondly, we are proposing initiatives that include the federal government as a partner in supporting the Effective Parenting Movement and not as its sole supporter. In recommending the composition of the Presidential Council on Effective Parenting, we have noted many of the private sector groups who are very much involved in the Effective Parenting Movement, including corporations that provide work/family programs that include parenting education; religious organizations who promote and provide parenting education through their family ministries; and civic and cultural groups who see the progress of their members as being closely tied to the quality of child rearing that parents provide. Professional organizations like the American Academy of Pediatrics and the American Psychological Association are also very much involved in the Movement, as they see efforts to improved child rearing as the most basic form of help. Numerous non-profit parenting organizations like ours are waiting for substantial White House leadership and partnership.

Thus, a White House-supported initiative can be developed with the involvement of the full spectrum of private-sector groups who are already striving to improve how our children are raised. The leaders of these groups can stand beside the President when he announces an organized initiative and they can articulate it to their constituencies.

Little Additional Funding is Needed

Thirdly, an organized initiative need not require a substantial amount of additional federal spending, as much of what can be done by the federal government can be accomplished through a re-prioritization of current federal funding. For example, nearly all federal government agencies support some form of training for service providers through national or regional training and technical assistance centers. A percentage of the funding of these numerous centers could be re-prioritized to support a new National Parenting Instructor Training and Resource Center, with each federal agency providing some of the needed funding. Various federal agencies could also issue directives to place parenting education higher on their list of projects and programs, such as emphasizing funding for parenting education as part of family preservation and unification projects.

A President-led initiative would also inspire both private foundations and federated funding groups like the United Way to place a higher priority on supporting parenting education efforts. This would supplement the federal governments' re-prioritization of current funding to create a public/private nexus of financial support.

Thus, by (1) clarifying the federal government's long-standing tradition of providing parents with information and training to be more effective and humane in raising America's children and youth; (2) by demonstrating a true partnership with private sector organizations; and (3) by more wisely utilizing current federal dollars and inspiring private sector complementary funding, President Clinton can solidify the Effective Parenting Movement and set in motion a series of powerful forces that will transform for the better the overall quality of family life in our country. This would certainly be a legacy worth leaving.

We trust that these facts and ideas are helpful in your thinking about, and counteracting, the anticipated negative perceptions of the federal government playing a highly visible and substantive role in educating America's parents. We stand ready, as always, to further assist you and the Domestic Policy Council to move these proposals and the overall effective parenting initiative forward.

Commentary
April 1-1997

NEWS PLAZA • BOX 15000 • ALBANY • NEW YORK • 12212

Parenting education needs boost

WASHINGTON — Have I become a Johnny One-Note on parenting education? A computer check of several years' worth of columns suggests maybe so. On columns dealing with everything from youthful crime and school failure to drug abuse, intergenerational poverty and welfare, I have sung my one-note song.

If only parents could be taught what the lucky ones learn by familial osmosis — the importance of making children feel loved and valued, the power of modeling values we want our children to embrace, the use of children's natural curiosity as a base for academic success — virtually all the social problems that occupy us would be a lot easier to deal with.

The responses to those columns, however, lead me to believe that there are a lot of one-noters out there: people who either are involved in parenting education, or who know someone who is, or who wish someone in their hometown would get such a program going.

What brings all this up now is that I've just been talking to Kerby Alvy, a California psychologist who tells me he's making serious headway in turning his effective parenting movement into a virtual one-note choir. Alvy, speaking at a conference here called Strengthening America's Families, ticked off dozens of parenting education programs gathering steam across the country — in churches, in schools and recreation centers, in Head Start programs — many of them led by people who have been trained at Alvy's Center for the Improvement of Child Caring, either at its Studio City headquarters or at one of its regional satellites.



William Raspberry

"The goal," he says, "is to increase the numbers of children who are effectively and humanely raised."

It's a deceptively powerful goal. Just imagine an America in which most children were effectively and humanely raised. It's hard to think of an area of our lives that wouldn't be vastly improved. Effective parents get their children ready for school learning, for civic engagement, for personal and social responsibility, for hopeful futures. And children who are both competent and hopeful are overwhelmingly likely to avoid such things as adolescent pregnancy, drug abuse, violent crime, suicidal behavior and even sexism and racism, to the extent that these two maladies spring from feelings of inadequacy.

Speaking of racism, Alvy's center has a special program for black parents (and a special handbook, "Effective Black Parenting"). The rationale, says Alvy, who is white, is that minorities face parenting issues that are special. For example:

"How do you teach your children to respond to racial slights or racist treatment? What do you tell them about when to stand and fight and when to try to resolve conflicts by talking? How do you help them to avoid the trap of thinking that academic success or careful speech is 'white'? We even have a section on institutional racism and another on how to help kids avoid the kind of racial put-down black kids often do to one another."

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The point, he explained over coffee, is that, as with all great movements, there needs to be a catalyst. Long before the civil rights movement or the women's movement became full-fledged movements, individuals and small groups were out there doing the work. Then something happened to galvanize these individual activities into a movement.

He hopes that a Clinton decision to launch a presidential commission on parenting, or to call a parenting summit led by effective parenting advocates, might be the catalyst that transforms this fledgling effort into a nation-transforming movement.

Maybe he can make it happen. Maybe a push from the White House would help to avoid the notion that parenting education is only for "bad" parents or poor parents. Maybe Alvy really is close to transforming a series of local programs into a national initiative. I don't know. I only know he's singing my note.

Union-Tribune.

Helping parents do a better job

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William Raspberry

THE WASHINGTON POST

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THE SUN NEWS

MYRTLE BEACH, S.C.

April 7, 1997

WILLIAM RASPBERRY / *The Washington Post*

One-note song should be hit

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THE TOPEKA CAPITAL-JOURNAL

TUESDAY

April 1, 1997

Same old song, but parents, kids still need help

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William Raspberry

**The social
condition**

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The responses to those columns, however, lead me to believe that there are a lot of one-noters out there: people who either are involved in parenting education, or who know someone who is, or who wish someone in their hometown would get such a program going.

What brings all this up now is that I've just been talking to Kerby Alvy, a California psychologist who tells me he's making serious headway in turning his effective parenting movement into a virtual one-note choir.

Alvy, speaking at a conference called Strengthening America's Families, ticked off dozens of parenting education programs gathering steam across the country — in churches, in schools and recreation centers, in Head Start programs — many of them led by people who have been trained at Alvy's Center for the Improvement of Child Caring, either at its Studio City headquarters or at one of its regional satellites.

"The goal," he says, "is to increase the numbers of children who are effectively and humanely raised."

It's a deceptively powerful goal. Just imagine an America in which most children were effectively and humanely raised. It's hard to think of an area of our lives that wouldn't be vastly improved. Effective parents get their children ready for school learning, for civic engagement, for personal and social responsibility, for hopeful futures. And children who are both competent and hopeful are overwhelmingly likely to avoid such things as adolescent pregnancy, drug abuse, violent crime, suicidal behavior — and even sexism and racism, to the extent that these two maladies spring from feelings of inadequacy.

Speaking of racism, Alvy's center has a special program for black parents (and a handbook, "Effective Black Parenting"). The rationale, says Alvy, who is white, is that minorities face parenting issues that are special. For example:

"How do you teach your children to respond to racial slights or racist treatment? What do you tell them about when to stand and fight and when to try to resolve conflicts by talking? How do you help them to avoid the trap of thinking that academic success or careful speech is 'white'? We even have a section on institutional racism and another on how to help kids avoid the kind of racial put-down black kids often do to one another."

Most of the training, though, fits parents of all colors and sizes.

I am frank to say I have no basis for judging (nor any reason to doubt) the quality of Alvy's training. But he has enough confidence in what he (and others in the field) are accomplishing with their here-and-there efforts that he wants the White House to take it national.

The point, he explained, is that, as with all great movements, there needs to be a catalyst. Long before the civil rights movement or the women's movement became full-fledged movements, individuals and small groups were out there doing the work. Then something happened to galvanize these individual activities into a movement. He hopes a Clinton decision to launch a presidential commission on parenting, or to call a parenting summit led by effective parenting advocates, might be the catalyst that transforms this fledgling effort into a nation-transforming movement.

Maybe he can make it happen. Maybe a push from the White House would help to avoid the notion that parenting education is only for "bad" parents or poor parents. Maybe Alvy really is close to transforming a series of local programs into a national initiative.

I don't know. I only know he's singing my note.

Washington Post Writers Group

The Times

SERVING OUR COMMUNITY FOR MORE THAN A CENTURY

TUESDAY
APRIL 1, 1997

Singing a single note, but a true one

WASHINGTON — Have I become a Johnny One-Note on parenting education? A computer check of several years' worth of columns suggests maybe so. On columns dealing with everything from youthful crime and school failure to drug abuse, intergenerational poverty and welfare, I have sung my one-note song.

If only parents could be taught what the lucky ones learn by familial osmosis — the importance of making children feel loved and valued, the power of modeling values we want our children to embrace, the use of children's natural curiosity as a base for academic success — virtually all the social problems that occupy us would be a lot easier to deal with.

THE RESPONSES to those columns, however, lead me to believe that there are a lot of one-noters out there: people who either are involved in parenting education, or who know someone who is, or who wish someone in their hometown would get such a program going.

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**WILLIAM
RASPBERRY**

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THE POINT, he explained over coffee, is that, as with all great movements, there needs to be a catalyst. Long before the civil rights movement or the women's movement became full-fledged movements, individuals and small groups were out there doing the work. Then something happened to galvanize these individual activities into a movement. He hopes that a Clinton decision to launch a presidential commission on parenting, or to call a parenting summit led by effective parenting advocates, might be the catalyst that transforms this fledgling effort into a nation-transforming movement.

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William Raspberry is a Washington Post columnist.