

Executive Summary:

The Punjabi Parenting Development Project is a joint collaboration of Dixie Bloor Neighbourhood Centre, Family Services of Peel, Region of Peel-Health, and the Punjabi Community Health Centre of Peel. This project attempted to distribute the resources developed by the Multicultural Parent Resource Development Project. The resources consisted of 11 brochures and a video on parenting.

The philosophy guiding this project was based on community development principles. All activities were geared to enhance the positive worth and self and cultural esteem of the participants whether they were volunteers or consumers of service. The project also succeeded in enhancing and fostering a sense of responsibility on the part of religious institutions to address parenting issues. A series of three parenting sessions were organized at the Sri Guru Nanak Sikh Centre of Brampton.

The partners wish to thank Health Canada for providing funds so that the resources could be distributed to the community. An effort is underway to provide parenting information through the Punjabi Community Health Centre of Peel in partnership with the Gurdwaras (Sikh place of worship).

Introduction:

This project, in fact, was the continuation of the previous project¹. The activities of this project, Punjabi Parent Development Project (PPDP), centred around utilization and distribution of the resources developed by the previous project.

The PPDP project was designed:

- to distribute brochures;
- to develop parenting sessions;
- to develop volunteers to assist in the organizing of the parenting sessions;
- to distribute videos;
- to setup displays at doctor's offices, libraries, pharmacies
- to keep track of resources used by the community based agencies and professionals
- to use media for outreach and promotion purposes.

All activities were carried out and the Punjabi community's response was excellent.

¹ A parent Resource Development Project in the Punjabi language was completed in 1995. Highlights of this project were: Education and awareness, Intervention, and resource development. A series of 11 brochures and a video on parenting was also produced.

For detailed information, please see a copy of the Final Report: Multicultural Parent Resource Development project, A Brighter Futures Initiative, 1995, Region of Peel- Health.

Workplan:

The Steering Committee was formed in March, 1996, which consisted of a representative of Dixie Bloor Neighbourhood Centre, Family Services of Peel and one representative from both Peel Health and the Punjabi Community Health Centre of Peel.

The Steering Committee hired two co-ordinators instead of one. Both co-ordinators worked together to make this project successful.

The workplan consisted of:

- . designing a flyer (appendix 1)
- . distribution of this flyer at Gurdwaras, doctors offices, libraries and pharmacies;
- . a presentation at a radio program (appendix 2) (brief report of the presentation to be attached)
- . the co-ordinators and the project supervisor designed a "Logic Model" for this project (appendix 3)
- . designed a letter promoting the sale of video (appendix 4)
- . designing another flyer (appendix 5)
- . distribution of this flyer at Gurdwaras for promotion purposes
- . organizing parenting sessions: (two)
 - . Sri Guru Nanak Sikh Centre of Brampton, and
 - . Dixie Bloor Neighbourhood Centre

Additional activities:

An additional activity has been undertaken, which is to complete a facilitators guide for organizing parenting sessions. this guide will be ready towards the end of August.

Another activity was to video tape the presentations of the parenting sessions, which will be made available to parents who may not have been to attend.

All these activities had to be completed by July 15, 1996.

Statistical Information:

1. Number of flyers printed and distributed (appendix 2)
Names of places where flyers were distributed
2. Radio program presentation
Number of approximate listeners
3. Number of letters mailed (video sale)
number of actual sale
4. Parenting session one
number of parents attended
number of videos sold
number of flyers distributed
5. Parenting session two

number of parents attended
number of videos sold
number of flyers distributed