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EXECUTIVE SUMMARY

The Punjabi Parent 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, 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 Gurdwara, Sri Guru Nanak Sikh Centre of Brampton, which is the Gurdwara (Sikh Temple) for the Punjabi community. One parenting session was organized at Dixie Bloor Neighbourhood Centre in Mississauga. An information booth displaying parenting resources was set up on International Women's Day, which was organized by the Can Sikh Cultural Centre in Brampton.

Displays containing 11 brochures were set up at doctors offices, pharmacies, libraries and religious institutions. The co-ordinators provided additional brochures and volunteers are responsible for stocking the displays when the brochures run out.

The sustaining of the project is guaranteed because the parenting sessions will be continued by the South Asian Seniors Women's Association of Peel and South Asian Women Reaching Women. In addition, the Punjabi Community Health Centre of Peel will assist in the sustainability of this project. These are organizations that primarily address the needs of Punjabi women.

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 Multicultural Parent Resource Development Project. The activities of the Punjabi Parent Development Project (PPDP) centred around utilization and distribution of resources developed by the previous project.

The PPDP project was designed:

- to distribute brochures;
- to organize parenting sessions;
- to develop volunteers to assist in organizing parenting sessions;
- to distribute the video;
- to set up displays at doctors offices, libraries, pharmacies, community-based agencies and religious places;
- to keep track of resources used by the community-based agencies and professionals;
- to use Punjabi media for outreach and promotion purposes;
- to provide training to volunteers so that they can maintain the sustainability of the project.

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

PURPOSE OF THE PROJECT

The Multicultural Parent Resource Development Project developed parenting resources in the form of pamphlets and a video based upon the issues identified by the Punjabi community. These resources are to be used by Punjabi families and by professionals providing services to the Punjabi speaking families. The basic purpose of this project was to distribute the existing parenting resources among the community members.

Punjabi Parenting Project attempted to build the trust level of Punjabi families. It has ensured that women and families through encouragement, including the diffusion of knowledge and learning skills, can make the right choices for the health and well-being of their family and children.

GOALS AND OBJECTIVES

The project proposal contained the following goals and objectives:

Goals:

Key areas of concern that arose from the initial project, which needed to be addressed within the Punjabi community, included:

- family dissension and abuse and the effects on children
- role of father/husband and discipline
- safety, car seat safety, crib safety, bicycle helmets
- diet, particularly attention to healthy snacks

Professional counselling to Punjabi families on these issues was provided from different venues. All efforts were made to ensure that these services were sensitive, caring and comfortable. In addition, support groups were encouraged and developed.

Another major goal was to develop a clearinghouse for parenting resources to those interested service providers who primarily work with non-English speaking families. Proper dissemination and distribution of the resources was vital to ensure effective and efficient ongoing use of the resources thus ensuring the diffusion of information to the consumers.

In partnership with the Punjabi Community Health Centre of Peel, we have been able to develop a clearinghouse which will distribute the developed resources both to the consumers as well as to the service providers.

Objectives:

Following were the major objectives of the Punjab Parent Development Project:

- To provide parenting education through culturally validated popular media and informal and formal community professionals.
- To distribute parenting resources (brochures and video) in Punjabi to community gatekeepers including support groups, schools, prenatal clinics, doctors offices, hospitals, libraries, stores, pharmacies, religious organizations, parent to parent networking programs as well as other service providers.
- To enable support groups to provide sustainable programming.
- To address issues that arose in the initial project (safety, family issues, abuse, diet) and provide education and counselling to meet these needs.
- To provide support groups with childminding for senior Punjabi citizens who are responsible for childcare.
- To organize the Dixie Bloor Neighbourhood Centre as a national clearinghouse for parenting information in Punjabi.

WORKPLAN

1. Formation of the Steering Committee

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

2. Terms of Reference for the Steering Committee

- All decisions to be made by the SC through consensus;
- The SC hired two co-ordinators who worked together to make this project successful;
- The project work was to be supervised by the representative from Region of Peel - Health and the Punjabi Community Health Centre of Peel;
- The SC to negotiate the responsibilities and time commitments from each of the respective representatives.

Roles and Responsibilities:

Dixie Bloor Neighbourhood Centre:

- will provide office space, support and supervision for the co-ordinators
- will be responsible for the finances

Family Services of Peel:

- will provide the necessary skills for involving families and suggestion for dissemination of sources already existing

Region of Peel - Health and Punjabi Community Health Centre of Peel

- will supervise the project co-ordinators
- will assist the project co-ordinators to liaise with:
 - ⇒ religious leaders
 - ⇒ community leaders and activists
 - ⇒ radio and television hosts and producers
- will assist in organizing parenting sessions
- development of presentations
- address parents on effects of violence on parenting

The workplan consisted of the following major activities:

- designing a flyer (Appendix 1)
- distribution of this flyer at Gurdwaras libraries, doctors offices and pharmacies
- the co-ordinators and the project supervisors developed a “Logic Model” for this project (Appendix 2)
- a presentation at the radio program “Punjab Dee Goonj” in Punjabi language
- designing a letter promoting the sale of videos (Appendix 3)
- sending this letter to doctors offices, libraries and other community-based agencies
- setting up displays for parenting resources at the following places:
 - Doctors offices:
 - ⇒ Dr. Pam Gill
 - ⇒ Dr. Saeed
 - ⇒ Dr. Dhaliwal
 - ⇒ Dr. Nanar
 - ⇒ Dr. Mughal
 - Pharmacists
 - ⇒ Zellers Pharmacy
 - ⇒ Malton Pharmacy
 - Libraries
 - ⇒ Central Library, Mississauga
 - ⇒ Malton Library
 - Organizations:
 - ⇒ Region of Peel - Health
 - ⇒ Dixie Bloor Neighbourhood Centre
 - ⇒ India Rainbow
 - ⇒ Ontario Council of Sikhs
 - Religious Organizations
 - ⇒ Sri Guru Nanak Sikh Centre, Brampton
 - ⇒ Ontario Khalsa Darbar, Mississauga
 - Garage

⇒ Onkar Auto Repair

- Organized 4 parenting sessions:
 - ⇒ 3 at Sri Guru Nanak Sikh Centre, Brampton
 - ⇒ 1 at Dixie Bloor Neighbourhood Centre
- designed flyers to promote the parenting sessions (appendix 4)
- distributed these flyers at Gurdwaras and in the area of Dixie Bloor
- announcement of Parenting Sessions at the Punjabi radio program called “Radio Khalistan”
- gave time to the interested and needy parents towards the end of each parenting session for their children’s problems and provided them with a resource package
- developed a parenting kit which included the relevant tips covered in the parenting sessions

Additional Activities:

- An additional activity was undertaken - a facilitator’s guide for organizing parenting sessions. This guide will be ready towards the end of September.
- Video-taped parenting sessions will be made available to parents who were not able to attend.
- A parenting display was set up at the “International Women’s Day” celebration organized by Can-Sikh Cultural Centre at Ladi’s Banquet Hall in Brampton. The objectives of this day were:
 - ⇒ to provide information to the Punjabi parents about the Punjabi Parent Development Project;
 - ⇒ to sell the video and distribute the pamphlets. Catholic Family Services of Peel/Dufferin brought a video along with 10 sets of pamphlets for their organization;
 - ⇒ 50 sets of pamphlets were given to the Kitchener Multicultural Centre to address the parenting needs of the Punjabi families in that area.
- An Ontario Provincial Police Constable Mr. Arvinderpal Sandhu, was invited to talk regarding child safety to Punjabi parents. His presentation was very well received by the parents.

- A presentation of the project was made to a full staff meeting of the Dixie Bloor Neighbourhood Centre. The Coordinator made the staff members aware of the resources available so that they could assist their clients on parenting issues as well. Pamphlets were given to interested staff members.
- Established partnership with The Mississauga Hospital. The project supervisor and co-ordinators had three meetings with the Vice President of The Mississauga Hospital. The purpose of these meetings was to sustain the Punjabi Parent Development Project. The Mississauga Hospital was provided with videos and pamphlets. Further meetings with the hospital are planned, so that through joint efforts the consumers needs will be addressed in a co-ordinated effort. The next meeting is scheduled for August 17, 1996 at The Mississauga Hospital.
- A parenting seminar was organized by the South Asian Teachers Organization of Peel on April 11, 1996 at the H.J.A. Brown Education Centre of the Peel Board. The project co-ordinators participated in this event. The seminar was designed to engage parents to discuss issues which normally are not talked about in that culture. The students performed role plays on the following issues:
 - ⇒ culture conflict;
 - ⇒ what is effective communication;
 - ⇒ homophobia;
 - ⇒ arranged marriage;
 - ⇒ relationships; and
 - ⇒ double standards.

The parents thoroughly enjoyed the evening and fully participated in the discussions. This event also became the precursor to sense the interest and topics for the upcoming parenting sessions. The feedback received from parents was that more such seminars should be organized.

- Volunteers have been trained and assigned the responsibility of monitoring the displays to ensure they contain all pamphlets. Should the displays run out of pamphlets the volunteers are responsible to stock them.
- Parenting pamphlets were included in the resources distribution by Peel Health's HeartMobile. Every year, the HeartMobile is taken to the sports event organized in Malton by the Can-Sikh Cultural Centre. Besides providing information on heart health issues, the nurses and the staff also distributed parenting pamphlets. Usually three to four thousand people attend the sports event.

LESSONS LEARNED

During the completion of the project the following lessons were learned:

- Parenting is difficult due to extended families. Extended families include: grandparents, in-laws, sisters, brothers, cousins, nieces, nephews, and other relatives. Each one influences the child to behave in a particular way. The child is often confused as to whom to heed.
- It was a challenge to provide information on all issues within the two hour sessions.
- It was important to organize the parenting sessions where the community already meets. Gurdwaras were found to be the best place to hold parenting sessions. More than seventy parents attended these sessions.
- It was important to mobilize the management committees of the Gurdwara. Once mobilized, they were able to provide us with a ready made audience and other resources.
- Information provided to parents in the parenting sessions was positively received.
- One of the limiting factor was the inability to use Punjabi media to effectively reach the Punjabi community due to limiting funds.
- Distribution of resources within the Region of Peel in the limited time was a challenge.
- This project is not only educating the Punjabi families but also inspiring other individuals and organizations to take up the cause of diffusing good parenting techniques. Vietnamese and Serbian/Croatian communities who just started the same project within their communities, is an excellent example of this.
- Punjabi radio and television programs are the good sources to reach the community. Almost 80% of the Punjabi community listen to the Sur Sagar Radio. Sur Sagar Radio is broadcast 24 hours and 7 days a week.

RECOMMENDATIONS

- The Punjabi community resides in very large numbers in the Region of Peel. Most of them live in extended families - grandparents, parents, brothers, sisters, cousins, in-laws, uncles, aunts and other relatives. It is not easy to raise children in such a complex environment, where each family member has different values and child rearing techniques. Often, professional help is required to overcome complex family problems.

Recommendation #1

The project was successful in addressing and meeting the needs of many parents who needed help with child rearing issues. This help was provided both on one to one and group basis.

- It was determined through feedback from the participants that parents would benefit from enhancing their knowledge and skill level in the following areas:
 - ⇒ prenatal care;
 - ⇒ nutrition;
 - ⇒ where to seek help;
 - ⇒ dealing with difficult behaviour;
 - ⇒ positive discipline techniques; and
 - ⇒ recognizing and providing physical, social and emotional needs of children.

Recommendation #2

Facilitated groups for respected community locations all recommended to further build on the work that has been initiated. Professionals from within the Punjabi community would be ideal to facilitate these groups.

- The feedback received from participants indicate that parents lack awareness of services available to them. Those who are aware about the services cannot access help because of the following barriers:
 - ⇒ transportation;
 - ⇒ language;
 - ⇒ lack of cultural sensitivity; and
 - ⇒ lack of access due to shame/stigma.

Recommendation #3

Additional work is required to build their trust and help them according to their needs. Translation of resource directories would be an asset.

- Radio and television programs are an excellent communication vehicle to the Punjabi community in Canada. Due to a lack of funding and time, we were not in a position to utilize radio and television programs. Social marketing strategies can also include print media. Newspapers and magazines are also willing to print articles about good parenting techniques.

Recommendation #4

Social marketing strategies need to be developed. Additional funds are necessary.

- The South Asian Senior Women's Association of Peel has shown great interest in our project and are willing to take responsibility for the continuation of the parenting sessions within the Punjabi community. Volunteers need training to accomplish these activities.

Recommendation #5

It is important to develop a train the trainer manual.