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CONTACT: Kate Kloos United Way, 541-741-6000 ext. 109

**SURVEY SHOWS “CHERISH EVERY CHILD” CAMPAIGN
CREATES AWARENESS OF AND CHANGED ATTITUDES
TOWARD RESPONSIBLE PARENTING**

A recent phone survey reveals that the first seven months of Success By 6's Cherish Every Child public education campaign has created a greater awareness of and changed attitudes toward responsible parenting.

The results show a 40 percent awareness of the Cherish Every Child Campaign just seven months after its launch. Ten percent of the respondents who were aware of the campaign said they'd changed their attitudes or their behavior as a result.

Among the open-ended survey questions was “What do you remember about Cherish Every Child?” Slightly more than 16 percent of respondents said, “Kids are important,” another 16 percent said, “Get involved with your children,” and slightly more than 10 percent said, “Parenting is important.”

Respondents who said they'd changed their attitude or done anything differently as a result of the Cherish Every Child campaign were asked what specific changes they'd made. Among the responses are the following:

- “Made me more appreciative of children”
- “Am even more involved with my kids”
- “Loving a child is not spoiling a child”
- “I make sure I spend time with children. I should love and help their parents whenever I can.”
- “Became more interested in the well-being of children.”

“The survey results are a tremendous affirmation of the importance of this effort,” says Janice Eberly. “Our message is essential to the well-being of our children and the success of our initiative. We know families are more successful in a supportive community. And now we know the Cherish Every Child message is being heard and having an impact.”

(more)

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Conducted by Mar%Stat Market Research and Analysis in July 2002, the Parenting Norms Survey 2002 reached 985 randomly chosen households in Eugene, Springfield, Cottage Grove and Bethel/Danebo. Results of the survey were compared with results of 2000 Parenting Norms Survey.

The Cherish Every Child Campaign is a component of the Success By 6, a community-wide initiative convened by United Way of Lane County and aimed at reducing child abuse. The initiative includes specific strategies to help strengthen families, including parenting education and support for all families; universal screening and home visits for all births; developing a parenting and family help phone line; and, researching and evaluating progress. The initiative developed and distributes a parenting guide called “Children Do Come With Directions.” The guide is available at local pediatricians’ offices, family resource centers, and at a variety of social service agencies in the community.

The survey included questions on a range of parenting information. Copies of the full survey are available upon request.

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