



The Division of Public Health, in partnership with Triple P America, is implementing the **Positive Parenting Program (Triple P)** in 19 northeastern N.C. counties, including the four Transformation Zone counties (Beaufort, Bertie, Chowan and Hyde) supported by N.C.'s Race to the Top-Early Learning Challenge grant. The N.C. Division of Public Health developed a statewide Triple P Learning Collaborative that allows these 19 counties to learn from and with existing Triple P coordinators across the state.

Triple P is a universal, multilevel evidence-based family strengthening program that aims to reduce the prevalence of child emotional, behavioral and mental health problems. Triple P increases the knowledge, skills, and confidence of parents by giving them simple and practical strategies to help manage their children's behavior, and develop and build strong, healthy relationships.

The Triple P Stay Positive campaign provides support statewide for Triple P implementation. The Triple P Stay Positive media campaign in the northeastern and Transformation Zone counties has included radio PSAs, distribution of flyers and pamphlets, movie ads, yard signs, wrapped county vehicles, billboards and YouTube videos. In addition, NC Triple P TipPapers were distributed and continue to be distributed

# Positive Parenting Program

## PARTNERS



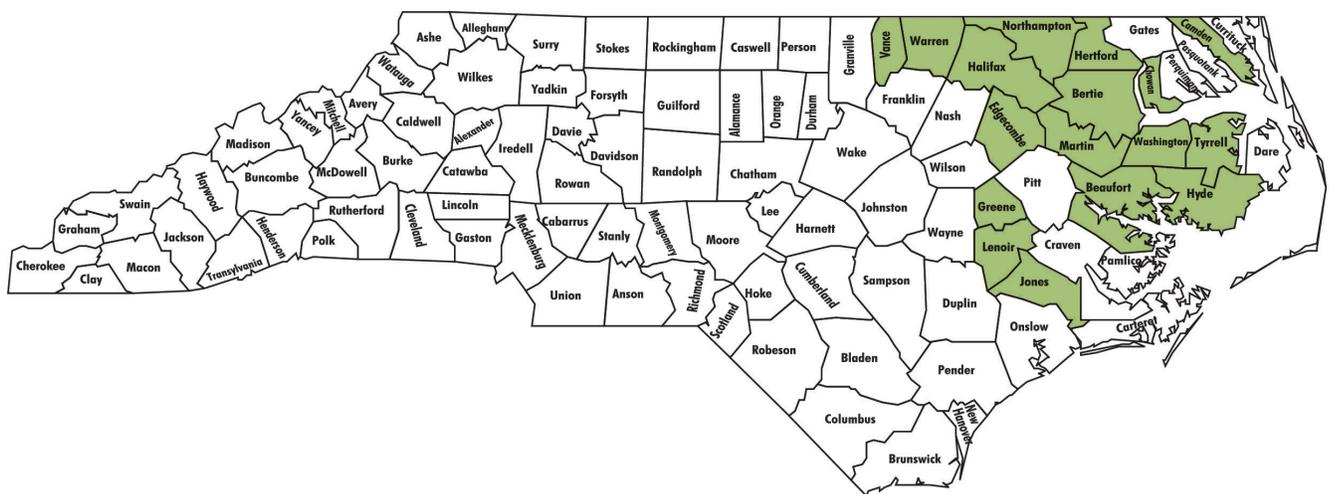
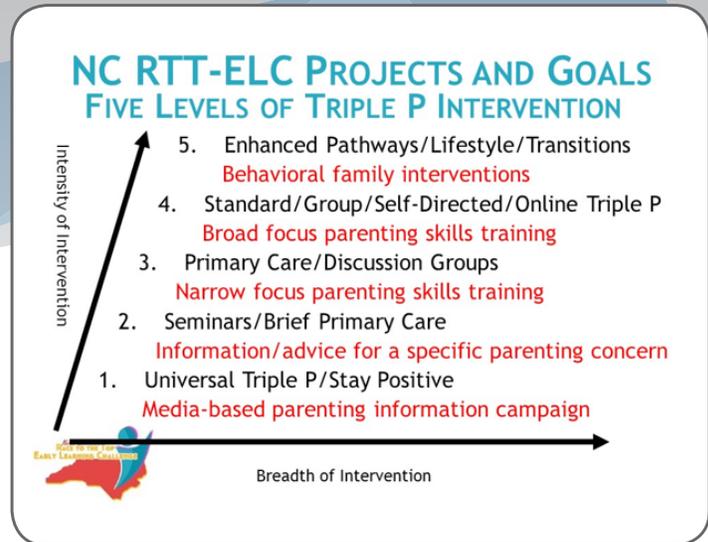
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quarterly to child serving agencies and are available to all parents and caregivers. The Stay Positive Campaign also includes NC Triple P parent and practitioner websites where parents can access parenting tips and training opportunities, and practitioners can register the services they provide to their communities.

Triple P Online is available statewide and local coordinators are providing parent support to use the online modules. Access codes are assigned to parents who request the eight-module, online course. Progress in completing the course is monitored by the NC Triple P Online Coordinator.

In addition to the Triple P implementation in sites across 19 northeastern NC counties during the Race to the Top-Early Learning Challenge grant, North Carolina's investment in Triple P is expanding statewide and will continue beyond this grant.

For more information about Triple P, go to <http://triplep-parenting.com/nc-en/triple-p> or <http://earlylearningchallenge.nc.gov/activities/positive-parenting-program-triple-p>



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<http://earlylearningchallenge.nc.gov>

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