



A Pinch of Prevention for Parents

A program to empower parents to take action for good family health

Fall 2009

Dear Community Partner,

Families are running short on time - school, work, after-school activities, household chores – and the list goes on. They are so busy that making time for health and prevention almost seems like a luxury. Unless someone is sick, taking care of one's health *before* an illness happens is often last on the list. The Consortium for Infant and Child Health (CINCH) wants to move health and well-being up on everyone's priority list.

CINCH has developed a new program to help organizations reach out to parents with action oriented health messages for children and families. *A Pinch of Prevention* is a series of modules that each includes:

- a pre-scripted 5-10 minute presentation on a specific health topic - to be presented during a parent meeting
- a newsletter article that can be used as a handout or included into your organization's newsletter
- supporting materials
- resource lists for the presenter and for parents

Each module is simple and easy-to-use. It is designed not only to educate but also to encourage health actions. For example, the **FAMIS** module provides information on Virginia's health insurance program for children and pregnant women and where qualified families can go to get enrollment information.

Thank you for using *A Pinch of Prevention's* **FAMIS** module in your organization. Please share your thoughts with us on its ease of use and effectiveness by completing the evaluation form when you have completed your presentation. We want this health module to encourage preventative actions for the health of children, families and the community as a whole.

Please contact me at 757.668.6458 or paulsoac@evms.edu.

Sincerely,

Amy Paulson
Director, CINCH