

Strengthening families Alaska style

#1 Employers

Do you own a business or manage employees? Research shows that employees who feel supported at work with their parenting challenges are more loyal and productive. When you let employees know they can attend a teacher conference, stay home with a sick child or adjust their schedule to secure quality child care – you contribute to stronger families. That’s strengthening families – Alaska-style. This message brought to you by Alaska Children’s Trust, thread, and Best Beginnings.

#2 Grocery clerk

The grocery store meltdown. We’ve all seen it. Harried mom, tired toddler in full tantrum mode. Enter a young stock clerk. He drops to his knees next to screaming child, and starts rolling cans and making funny noises. The diversion works: the toddler stops crying. Mom takes control and finishes her shopping. Families are stronger when others take an interest. That’s strengthening families – Alaska-style. This message brought to you by Alaska Children’s Trust, thread, and Best Beginnings.