**Nous, parents: How to make the most of parenthood**

*Tips, advice, and a resource directory for parents*

**Montreal, January 20, 2025.** – Quebec parents report being generally satisfied with their role, but also claim they feel significant pressure. This is one of the key findings from the *Être parent au Québec* survey.1 The new *Nous, parents* initiative aims to support parents by helping them feel more understood, confident, and valued, while acknowledging their reality. Through an advertising campaign and the website nousparents.ca/en/, parents are guided, without judgment, through an engaged and balanced parenting approach, fostering the development and well-being of their children, as well as their own well-being and that of the whole family. The site also provides a directory of reliable resources and free services for parents.

*Nous, parents* is an initiative of Capsana, with financial support from the Ministry of Health and Social Services, and in collaboration with a committee of experts and a broad network of partners.

**Stress, pressure, and doubt among Quebec parents**

Parenthood is full of joys, both big and small, that are worth appreciating every day. However, today’s parents also face many challenges: perceived pressure, lack of time, juggling multiple roles, setting boundaries, managing discipline and screen time, and more. It’s no wonder parents experience a mix of emotions and doubts and that they sometimes feel overwhelmed. Over 60%[[1]](#footnote-2) of Quebec parents wonder if they are doing enough for their children. Nearly 80%1 say they put pressure on themselves regarding how they care for their children, and 50%1 report feeling pressure from their families. The abundance of information online and on social media—from “burned-out parents” to “perfect parents” and so-called miracle methods—doesn’t make their job any easier! *Nous, parents* seeks to help parents find clarity using a compassionate yet firm approach.

**Parental well-being at the core of the initiative**

*Nous, parents* highlights the importance of self-care for parents, an often-overlooked aspect that is essential of satisfying parenthood. Indeed, a parent’s well-being, the emotions they feel, and the way they experience their daily lives are all aspects that significantly influence how they fulfill their role. Responding to children’s needs while also taking care of oneself increases the chances of having a fulfilling relationship and ultimately improving the well-being of the entire family. And since parenting is a learning journey, let’s forget about perfection and focus on what truly matters and try to trust ourselves a little more; let’s learn from our successes as well as our mistakes. Most importantly, let’s surround ourselves with support and let’s not hesitate to use reliable resources, without putting any more pressure on ourselves. It’s often said that it takes a village to raise a child, but it also takes a village to support a parent! That’s why the *Nous, parents* initiative was created!

1. LAVOIE, Amélie, and Alexis AUGER (2023). *Être parent au Québec en 2022. Un portrait à partir de l’Enquête québécoise sur la parentalité 2022* [Online], Quebec, Institut de la statistique du Québec, 336 p. [statistique.quebec.ca/fr/fichier/etre-parent-quebec-2022.pdf]. [↑](#footnote-ref-2)