**CONTENT FOR YOUR COMMUNICATIONS:**

***NOUS, PARENTS*: FOR A FULFILLING FAMILY LIFE**  
Family life is full of everyday joys, both big and small. For today’s parents, though, it’s also filled with many challenges: feeling pressure, lacking time, juggling multiple roles, managing discipline and screen time, and so on. On top of everything, there is an overwhelming amount of information of varying quality on the web and social media—stories about the “burned-out” parent, the perfect parent, and magic solutions—it’s no wonder that parents sometimes feel lost, doubtful and completely overwhelmed!

Taking a compassionate yet firm approach, *Nous, parents* is a new initiative to support parents so they feel more understood, confident, valued, and equipped in their role, while acknowledging their reality.

To this end, the *Nous, parents* website offers parents reliable information, helpful advise, and a directory of existing resources and services. The website nousparents.ca/en also highlights parenting attitudes and practices that contribute to children’s healthy development and well-being, such as being fully engaged, staying informed, setting clear boundaries, and being a positive role model. Above all, *Nous, parents* emphasizes that parenting is about balance and that it is not a competition!

Explore the site: [nousParents.ca](https://nousparents.ca/en/)/en/

**TAKING CARE OF YOURSELF**  
*Nous, parents* focuses on supporting parents’ well-being, an often overlooked but essential aspect of satisfying parenthood. Indeed, how a parent feels has a significant impact on 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.

**PARENTING IS A LEARNING PROCESS**  
When it comes to parenting, we are always learning. Rather than aiming for perfection, we learn from what worked and what didn’t, focus on what truly matters and try to trust ourselves a little more. To get there, we can ask for help and use reliable resources whenever necessary, without putting any more pressure on ourselves. It takes a village to raise a child, but it also takes a village to support a parent!

**SOCIAL MEDIA MESSAGES (FACEBOOK AND INSTAGRAM):**

**FACEBOOK**

1. As a parent, you lean as you go. Even if parenting is rewarding, it’s normal to find it challenging. At *Nous, parents*, we encourage you to trust yourself more, and to get the information and the tools you need, without pressure. For a family life focused on what truly matters, visit 👉nousParents.ca/en/
2. Parenthood isn’t a competition: it’s an adventure! It’s all about focusing on what truly matters for everyone’s well-being and aiming for balance —whatever that looks like in your life. After all, every child is unique, and every family has its own story. Nous, parents is here to help you better live yours. 👉nousParents.ca/en/

**INSTAGRAM**

1. Being a parent means experiencing a range of emotions: definitely pride and joy, but also doubts and stress at times. When you feel overwhelmed, remember that these feelings are normal, and that parenting isn’t a competition! # *Nous, parents* encourages you to aim for balance rather than perfection. 👨‍👧‍👦 💜 For more info 👉nousParents.ca/en/
2. Responding to your children’s needs while also taking care of yourself increases the chances of having a fulfilling family life for everyone.💜 👨‍👧‍👦 # *Nous, parents* invites you to discover resources that can support you as a parent. Getting the information and the tools you need builds confidence – no need to wait until things get tough! Visit 👉nousParents.ca/en/