

**MEDIA AVAILABILITY:**  
**Judge Dodson and Randy Nicklaus**  
**will be available to speak with the media**  
**on Wednesday, July 27, 2011**  
**from 11:00 a.m. to 12:00 p.m.**



## NEWS RELEASE

FOR IMMEDIATE RELEASE  
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### **2-1-1 Big Bend and Judge Charles Dodson Launch “Parents, Grow *with* Them” Campaign**

~Campaign Urges Parents to Take Charge of Their Children’s Health and Safety~

TALLAHASSEE, Fla. – [2-1-1 Big Bend](#) and [Leon County Circuit Judge Charles Dodson](#) have launched the “Parents, Grow *with* Them” campaign, highlighting the benefits of the parenting helpline program. The [three public service announcements](#) (PSAs) focus on afterschool activities, nutrition and the pressures of being a parent. The goal of this campaign is to encourage parents to take a greater role in their children’s daily lives and foster healthy relationships. The tagline of each PSA is, “Children grow better when their parents grow with them.”

“It is my hope that these PSAs will encourage parents to take back control of their children’s activities and make sure their kids are healthy, safe and involved at all times,” said Judge Dodson, who also previously served as a Leon County Juvenile Court judge. “The most important element to a child’s success is parental involvement at all levels.”

Judge Dodson stresses the importance of keeping children busy in afterschool activities in the PSA titled, “Staying Involved.” According to the 2009 [America After 3PM survey](#) referenced by the [Florida Afterschool Network](#), nearly one out of every four K-12

children in Florida must care for themselves after school, spending an average of 15 hours per week unsupervised. Judge Dodson adds that the rate for juvenile crime goes up significantly between 2:00 p.m. and 6:00 p.m. This same period is also the time when children are most likely to become victims of crime. Additionally, a 2008 [Florida Tax Watch study](#) of the [Boys and Girls Clubs](#) of Florida found that overall achievement levels (learning, gains in reading and math) for children involved in the clubs was greater than that of their peer reference group and Florida's student population.

In the PSA titled, "Growing with Them," the message acknowledges the pressures of being a parent and offers Helpline 2-1-1 and the Florida Parent Helpline as resources.

"Parenting can be one of the most rewarding and, at times, challenging jobs," said Randy Nicklaus, president of 2-1-1 Big Bend. "It is important for parents to know that they have a place to turn to for information and support, and I'm proud that 2-1-1 Big Bend is that resource."

Judge Dodson also highlights the importance of nutrition, stating that nearly one out of every three children is considered overweight or obese due to unhealthy nutritional choices. He warns that the types of food children eat can affect their ability to learn and offers 2-1-1 Big Bend as a source for information.

Judge Dodson and Nicklaus commend the campaign's partners, [WCTV](#), [WTLX](#), [Comcast](#) and [WTLH](#) for their gracious, unwavering commitment to the community. The PSAs are slated to run in the entire Big Bend region through the fall.

*Founded in 1970, **2-1-1 Big Bend** is an independent, nonprofit organization that is widely respected and recognized as the Big Bend's leading resource for confidential hotline support services. It provides a 24-hour free community hotline service called Helpline 2-1-1 offering a community helpline providing free access to information, referrals and anonymous telephone counseling services. 2-1-1 Big Bend also provides the Florida Parent Helpline, a statewide, free telephone hotline that offers immediate assistance to parents and other primary caregivers in Florida who are overwhelmed, stressed or who have specific questions about their children. The Parent Helpline is funded by the Florida Department of Children and Families. For more information, visit [www.211bigbend.org](http://www.211bigbend.org).*

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