

The Atkinson Centre team, regularly has the opportunity to engage in numerous conversations with educators, academics, researchers, policy makers and administrators from coast to coast. All would argue that they are united by a common purpose; to support children, families and communities. That said, it is not surprising to anyone that there continues to exist an array of perspectives about where to focus our energy, and our resources to propel the sector forward, to achieve the best outcomes for children and families.

How do we authentically engage parents in these conversations as well? After all, it is their future as much as it is ours that we are concerned with.

Social media has been instrumental in provoking discussion, fueling debate and building alliances as parents engage one another in many meaningful discussions related to the daily trials and tribulations of parenting. Blogs/commentaries, tweets, instagrams all delivering tips, nuggets of advice, humorous anecdotes and even pertinent information all aimed to get one through the challenges that ensue with each stage of development.

With these parent commentaries mushrooming up across the nation what a great platform to dialogue with parents. Visit <http://www.huffingtonpost.com/news/best-mom-blogs/> for a list of what they rate as the best parent blogs of 2014. Parents are very savvy and influential consumers. Moreover, parents appear to possess a deep interest in educating and supporting one another. Where the best services are located, what programs produce the best child development outcomes, where to purchase affordable quality items. How to gain access to the highly coveted educational institutions and similar topics all appear to be top of mind.

Each month we hope to inspire, educate, and contribute to the discussion.

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