



„Strong by education“ is the motto of the Campaign Education of the Nuremberg Alliance for Family. „Strong by education“, that’s what we wish for all young and old persons in Nuremberg. We address ourselves to parents, grand-parents, educator, teacher and all other persons who live with children.

As the characters of people and situations, in which they live, can be very different, the aims, everybody wants to achieve by education are also very different. The superior aim is to strengthen children by education – making them strong in many ways:

- * Strong, for carrying one's life in one's hands
- * Strong, for meeting challenges
- * Strong for relationships
- * Strong, for coping with backlashes
- * Strong, for accepting other opinions

Our „8 issues which strengthen education“ is the leitmotif in the whole campaign.

http://www.jugendamt.nuernberg.de/downloads/ke_broschuere_acht_sachen_englisch_299kb.pdf

Parents, who ask for professional support or visit a course for parents needn’t be ashamed. The ability to educate children isn’t inherent. It must be learned and developed in connection with the adolescence. Not less parents, who join courses for parents, state that problems with their children aren’t the reason why they participate. They do that, because they want to be good parents and support their children’s growth optimally.

With the implementation of the concept “Strong by education” the youth welfare office has stricken a new path and has developed the supporting approaches of the education in the family together with families, departments and family educational institutions. Until now this field of action wasn’t standing in the focus of the youth welfare offices. So in Nuremberg it has been exemplarily, conceptually built up, altered and reduced to practice.

There’s also an important interlacing in respect of content with other preventive tasks of the youth welfare service. Hence this new approach works through all fields of action of the youth welfare service in terms of a cross-divisional function. It contains elements from the youth and adult education, the educational and youth guidance, the youth work and the work with children as well as elements from the family

teamwork, the family self-help, the neighbourhood- and commonwealth-work and the modern information and marketing methods for the transfer of education messages.

In the Internet you can find the Campaign Education on this website:

<http://www.kampagne-erziehung.de/>

After some german communes had asked whether they are allowed to use parts of the campaign, the graphically very attractive stuff like logo, posters, postcards and leaflets among other things, the opportunity to acquire the license has been provided. They way, other communes modify the stuff for themselves can be seen when you use the example of Osnabrück:

http://www.osnabrueck.de/images_design/erziehung.pdf

http://www.osnabrueck.de/22913.asp?action=show_form

Already on 22nd March 2005 the Nuremberg campaign has been presented to the Swiss Confederation in Bern on the occasion of a symposium and membership meeting. Just in the following year the Swiss Confederation acquired the license for adopting parts of it for a national campaign in Suisse.

Many parts of the campaign in Nuremberg were transferred to Suisse. For example the first family education day in Baden, with a programme based on the one of the Nuremberg family education day, accidentally took place on the 24th March 2007, the same day this event took place in Nuremberg. Classic advertising mediums impart the eight issues in Suisse too: posters and leaflets in 15 languages, postcards and PR-texts. The current poster promotion will be repeated in autumn and in a year. The main target audience are the parents themselves, but also grandparents, carers, teachers and everyone else who deals with children in her or his everyday life.

You can find more about the implementation in Suisse under

<http://www.elternbildung.ch/> or <http://www.stark-durch-erziehung-aargau.ch/>

There you can also find translations into Italian and French.

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