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Holiday Newsletter

December 2010



The First Decade of the 21st Century:

As the first decade of the 21st century comes to a close, Tool Kits for Kids® would like to wish you and your family a Happy Holiday Season. This decade has brought many advances as well as many challenges, all of which impact on how to raise healthy children in a world dominated by technology and the Internet. This is the focus of our Holiday 2010 Newsletter.



Computers, Technology and Media: The internet, Facebook, YouTube, instant messaging, and other forms of electronic communication have changed the social, intellectual, and emotional functioning of children and teens today. Studies show that kids spend 7 hours 38 minutes a day using electronic media. Even young children at the start of elementary school are adept at technology. The good news is that information is at their fingertips in our 24/7 world. Children can do quality research at rapid-fire speed and the world is theirs. They can interact with parents, grandparents, and friends in a matter of nano-seconds by texting, using video chat, or Skype.

The not so good news is that negative information literally streams into the minds of developing children. The veil of protection has been lifted and children are repeatedly exposed to the scariest parts of human society such as extreme bullying, suicide, murder, serial killers, terrorism, and sexual abuse. As in other decades, today's kids have lots of questions about the world. The kinds of questions they are asking today are more constant, intense, and emotionally-charged.

Can Children Still Be Protected? Parents are becoming more creative about how to protect children from information that is beyond their maturity level. Some parents limit the amount of time on the computer in non-academically related tasks. Other parents have computers in a central family location, with blocks on inappropriate sites. With the advent of smart phones, it is becoming harder for parents to control all of their youngster's communications. More than ever, parents need to have frequent discussions with their children about the power and responsibility of today's technology.

Do Today's Kids Have More Stress? It's no longer only juniors in High School who seem to be experiencing intense stress. Kids in grades K-12 acknowledge all kinds of stress these days including social pressure, academic pressure, pressure to be attractive, pressure from sports, pressure from parents, and pressure from themselves. As a result, children and teens often report a drop in self-confidence and an increase in anxiety.

First-Aid for Feelings: Due to repeated exposure of terrifying information as well as increased stress, it is increasingly important for children, teens, and adults to know the best ways to take care of kids' emotional health. Children and teens need tools to handle criticism, self-doubt, mistakes, and imperfection. They need tools to handle worried and anxious thoughts that are often exacerbated during times of crisis in the world, their school, and in their own home. They need tools to deal with traumatic events such as loss, accidents, natural disasters, violence, and divorce.

Learning Emotional Life Skills Can Help:

Now you can have powerful and innovative skill-building Tool Kits with strategies to boost self-confidence, manage worry, and build resilience. The **Outsmart Your Worry Tool Kit** for Kids® was developed to help young people think in strong and accurate ways, so worries and anxieties stop interfering with school, friends, sports, and other meaningful activities. **Charge Up Your Confidence**® teaches the best ways to boost self-esteem by helping kids focus on their strengths, face disappointments, value their own opinions, and recognize the importance of effort. And the **Build Up Your Resilience** Tool Kit for Kids™ helps children and teens in times of crisis and includes tools to help with sadness, loss, guilt, and anger, short-circuit bad dreams and frightening images, and strategies to remain positive about their future.



All have been recognized with prestigious parenting awards and are available in two editions, one for Elementary School children ages 5-11, and one for High School and Middle School teens ages 11-18. The Tool Kits help young people with issues they may face now and prepare them for the issues they may face tomorrow.

Tool Kits for Kids News: Tool Kits for Kids® showcased its products at the recent NY State School Counselors Conference. We are pleased that all of our Tool Kits, which provide emotional first aid solutions for resilience, confidence, and anxiety in children will be used in school settings across New York. Our company will be featured in an upcoming article about anxiety in children. In addition, the Resilience Tool Kit will be used in bereavement groups to help children and teens deal with grief and significant loss. For more information about our products, as well as timely topics of interest to parents and others who help children, please visit our website at www.toolkitsforkids.com.

Happy Holidays 2011

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