

For Immediate Release

Review copies, high resolution photography and interviews available upon request. The tips provided in this news release may be offered in whole or part with a reference link to the Parenting by Strength web site please. Interviews, special feature story and column inquiries are welcome. Local authors/experts available in Chapel Hill, NC, Chicago,IL, Montpelier, VT, Seattle, WA, Minneapolis, MN, and Boston, MA.

Contact: Toni Schutta, toni.schutta@visi.com, 612-810-8687 or hit reply to this email.

The Most Challenging Child Safety Problems Facing Parents This Fall

I'm Safe at School and at Home

Talking to Your Kids about Swine Flu, Money, Misuse of TV and Cell Phones, Sexy Halloween Costumes and More

Kids have headed back to school and parents everywhere are about to be confronted with a wild new set of fears and mind-boggling situations that they may not feel properly equipped to handle.

What is the best thing to say to your children about the swine flu? Unemployed parents? Money problems? Cell phones? What about rampant sexuality on TV and elsewhere?

A new book by seven top family parenting experts, ***Parenting By Strengths***, helps parents cope with the most challenging situations. Here are some of the ideas they offer to guide the conversations with your children on the topics of the day:

Swine Flu :

With the ever present real time media coverage and aggressive prevention at school, children will be coming home worried and confused about the risk of illness. Talk with them and let them open up and express their concerns. Ask them about what they are worried about specifically. Then teach them about the different types of flu and tell them specifically what precautions the school and your family are taking to be safe. Make a game of washing hands, keeping things cleaner than ever, keeping healthy and working as a team. Make sure they are equipped with a hand sanitizer and that they use it frequently. Tell them not to share foods and drinks, especially with friends who are sick. Without nagging and with a bit of humor, review the importance of staying healthy with good eating, hygiene and sleeping habits!

Job Loss and Money Problems

Tell the truth. Tell your kids that there won't be as many presents this holiday season. Tell them that your family budget is really strained right now. (Delete this next sentence: fewer

presents said 3 times in this paragraph.) Yes. It's reasonable to tell your children that you have less money this year, so there will be fewer presents. The key is to reassure them that you love them, that your family is safe and that their basic needs will be met. There will be fewer presents, however, and everyone can chip in to cut down on costs.

When framed in a positive way this is an opportunity to teach your children how to save money and spend wisely. Have your child make gifts, teach your children how to shop clearance aisles first, go to second-hand or dollar stores, do product comparisons, shop from a list to avoid impulse buys and use coupon sites.

Limit TV and Cell Phones for School Success

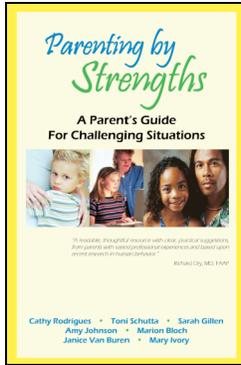
Get with it! Today's technology is ever-changing and will never be as innate to us parents as it is to our children. Nonetheless, it is crucial for parents to be aware and stay informed about what your children are watching on TV, the music they listen to, and how they use the Internet and cell phones. Create a set of rules that identify proper use and the consequences of improper use. Go over the rules and get the child to sign on the dotted line.

Take control! Look over your TV channels and your computers and use your power to block unwanted channels and Internet sites from your children's use. There are many tools available to help. It's perfectly reasonable to set limits around cell phone and TV use. Have a basket in the kitchen where the cell phone is "checked in." During homework time, meal time, family activities and bedtime, the cell phone is checked in to avoid distractions. You should also model this behavior unless your work requires that you are reachable 24/7. If his/her grades are bad enough, you can also keep the cell phone Mon-Fri until the child's grades improve.

Be savvy! Don't assume other parents have the same rules you do—share your limits before your child plays at another child's home.

Sexy Halloween Costumes

Children need reliable, accurate information from trusted adults to handle the messages about sexuality they receive on a daily basis from media sources and peers. For parents with young girls, especially, Halloween can mean going through racks of costumes with short skirts, bare midriffs, and laced up heels. Use these teachable moments to discuss your values and limits around costumes. For older children, have a talk about how companies use sex to sell products. It's important to talk with kids about all aspects of sexuality—the positives, the marketing, and how to avoid abuse. Keep the conversation and lines of communication open. Teach your values, and give your children reliable, accurate information about the many ways sexuality messages enter their lives.



Parenting By Strengths
A Parent's Guide for Challenging Situations
By Cathy Rodriguez, Toni Schutta, Sarah Gillen,
Amy Johnson, Marion Bloch, Janice Van Buren and Mary Ivory

List \$12.95
Paperback: 92 pages
Publisher: Distinction Press (May 15, 2009)
ISBN-10: 0980217520 ISBN-13: 978-0980217520

Parenting By Strengths is available at bookstores online. For more information visit <http://www.parentingbystrengths.com>

Parenting By Strengths was created by seven of the nation's top family counseling experts to help parents answer the most difficult and challenging questions they face raising competent, caring, and self-confident children in modern times.

Do you have questions about how to deal with: Discipline...Stress...Respect? Answers to these questions and more are on the pages of Parenting by Strengths. Tips and coping strategies and practical ideas are at your fingertips using the principles of Positive Psychology and the latest research. You will learn how to identify your own personal strengths and how to work as a team to make parenting easier and your family happier.

Review copies, high resolution photography and interviews available upon request. The tips provided in this news release may be offered in whole or part with a reference link to the Parenting by Strength web site please. Interviews, special feature story and column inquiries are welcome.

Contact: Toni Schutta toni.schutta@visi.com 612-810-8687

Author Bios:

Cathy Rodrigues, LCSW, ACSW, CMC, CMSW, with University of North Carolina Hospitals, has thirty years of clinical experience to parents of children with special needs. Cathy also serves as a co-investigator researching maternal support at the Center for Maternal and Infant Health, UNC School of Medicine. **Chapel Hill North Carolina**, 847-707-9331, Cathy@CathyRodrigues.com

Toni Schutta is a Licensed Psychologist and Parent Coach with a Master's Degree in Psychology. Schutta has 15 years experience helping parents find solutions that work and hosts the radio show, "Real Parents. Real Solutions." on www.voiceamerica.com. **Minneapolis, MN**, 612-810-8687, toni@getparentinghelpnow.com

Sarah Gillen, MA, LMFT, PCC, is a Licensed Marriage and Family Therapist with 30 years experience and is a credentialed Parent Coach. She originated the concept of peri-adolescence, a new child developmental phase. **Montpelier, VT**, 802- 229-4815, Sarah@sarahgillen.com.

Amy Johnson, MSW, has been helping families for over 25 years. Her experience includes working as a School Social Worker, Parent Educator, Youth Director, and Personal Life and Parent Coach. **Federal Way, WA**, 253-874-2084, Amy@diligentjoy.com.

Marion C. Bloch, PsyD is a school psychologist with over 25 years experience in schools and other settings. **Belmont (Boston), MA**, 617-484-7986, maya.cb@verizon.net

Janice Van Buren specializes in working with parents of multiracial children helping their children develop a healthy racial identity. She earned both Masters and Doctor of Philosophy degrees in counseling and practiced as a licensed psychologist for over 25 years working with children and families. **Princeton, NJ**, 609-924-7535, janice.vanburen5@gmail.com

Mary Ivory, MA LCPC, CPC has been counseling families in dealing with crisis for over 25 years. She has studied social work and psychology and has helped families with issues of blending, substance abuse history and how to help define set goals for family happiness. **Chicago, IL**, 312-859-6654, Maryivory@aol.com.

What People Are Saying:

"The strengths approach this book takes is exactly what parents need to know if they are going to be successful in raising their children. I love the positive focus on discipline, family relations and personal growth."

- Kathy Duffek, Parent, Social Worker and Parents Place Program Manager

"The discipline plan in the 'Create a Discipline Plan that Works' chapter is quite detailed and extensive but at the same time very easy to understand and practice in your family setting."

- Kathie Karreck, CAW, Parent Educator and Parent Helpline Manager

“This is an extremely useful collection of childrearing articles chock-full of information you can apply to real-life situations.”

- Lynne Berrett, Clinical Social Worker

Review copies, high resolution photography and interviews available upon request. The tips provided in this news release may be offered in whole or part with a reference link to the Parenting by Strength web site please. Interviews, special feature story and column inquiries are welcome. Local authors/experts available in Chapel Hill, NC, Chicago,IL, Montpelier, VT, Seattle, WA, Minneapolis, MN, and Boston, MA.

Contact: Toni Schutta, toni.schutta@visi.com, 612-810-8687 or hit reply to this email.