

TIME FOR EACH OTHER

“Our life seems so hectic; even our weekends are spent rushing around, trying to get things done. And the kids – well, they’re just being kids, but sometimes their everyday demands and squabbles are so irritating!

“But last Saturday, we all went down to the lake together. I admit, I had to be talked into it – but you know, it was really fun! Suddenly, I was reconnected to my kids and everything I loved about them. And I realized with a shock how long it had been since I’d had a chance to just enjoy being with my family.

“We’ve agreed to try to do something fun together every week. It won’t be easy to manage, but I know it will be worth it.”

*Put family time
on your to-do list—
and have some fun with
the people you love!*

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LABELS STICK

Bad boy! That's what my parents said to me when I misbehaved, and it's what I said to my son. That, and sometimes other names – like 'hopeless,' 'stupid,' and 'lazy.'

"Until one day, I saw his face – that bright, open, trusting face I love – shut down. I suddenly realized just how badly names *can* hurt. Especially when they come from the people who mean everything to you – your parents. Especially when you believe them."

*Our kids need
many things from us.
But more than anything,
they need to know that
we still love them and
believe in them – even
when they make
mistakes.*

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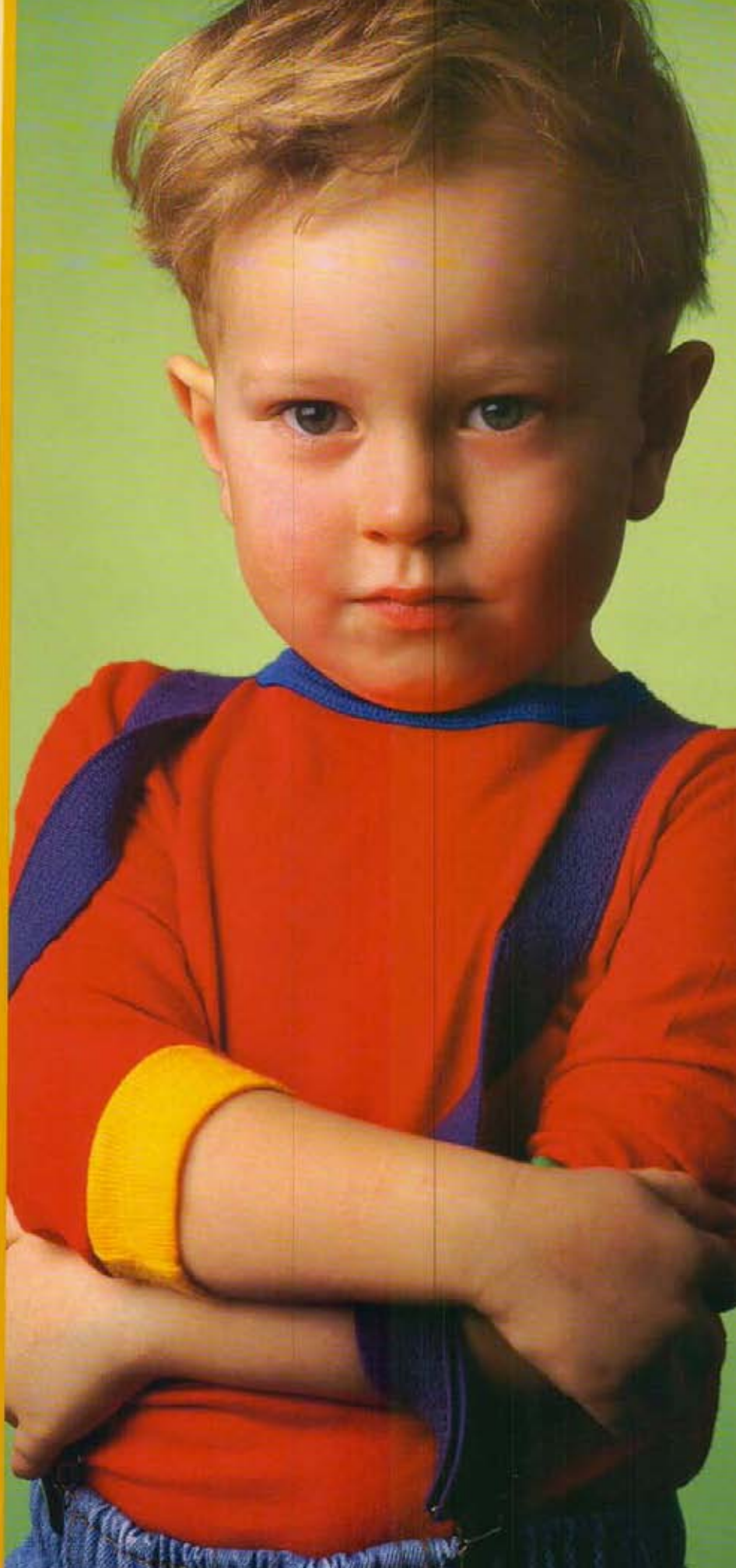
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PLAY DAYS

“My son, Eli, is not so little anymore, but he loves to play.

“Yes, he goes to hockey practice and Scouts. But the times he and his friends are just having fun together, exploring their own ideas or inventing their own games – that’s what he likes best.

“It may not always look like it, but I know he’s learning a lot through play: how to get along with others, how to problem-solve, even how to think creatively. And let’s face it, growing up can be hard work. I’m glad Eli still has plenty of time to just be a kid and play. To be himself. Or anyone else he wants to be.”

*When children play,
they’re learning about
themselves, relationships and
the outside world.*

Kids need time to play.

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A SHOULDER TO CRY ON

“Soothing a crying baby isn’t always easy. In fact, when Sam was tiny and had colic, nothing we did seemed to help! But the urge to comfort him was so strong, we knew we still had to be there for him.

“Some people seem to think that if Sam’s not hurt, or hungry, I shouldn’t answer his cries. But I want my baby to know that I care about his *feelings*, not just his body. That’s not spoiling him – that’s loving him.”

*Your loving attention
is as important to your
baby’s development as
food, warmth and shelter.
It’s the most precious gift
you can give. You
can’t spoil a baby.*

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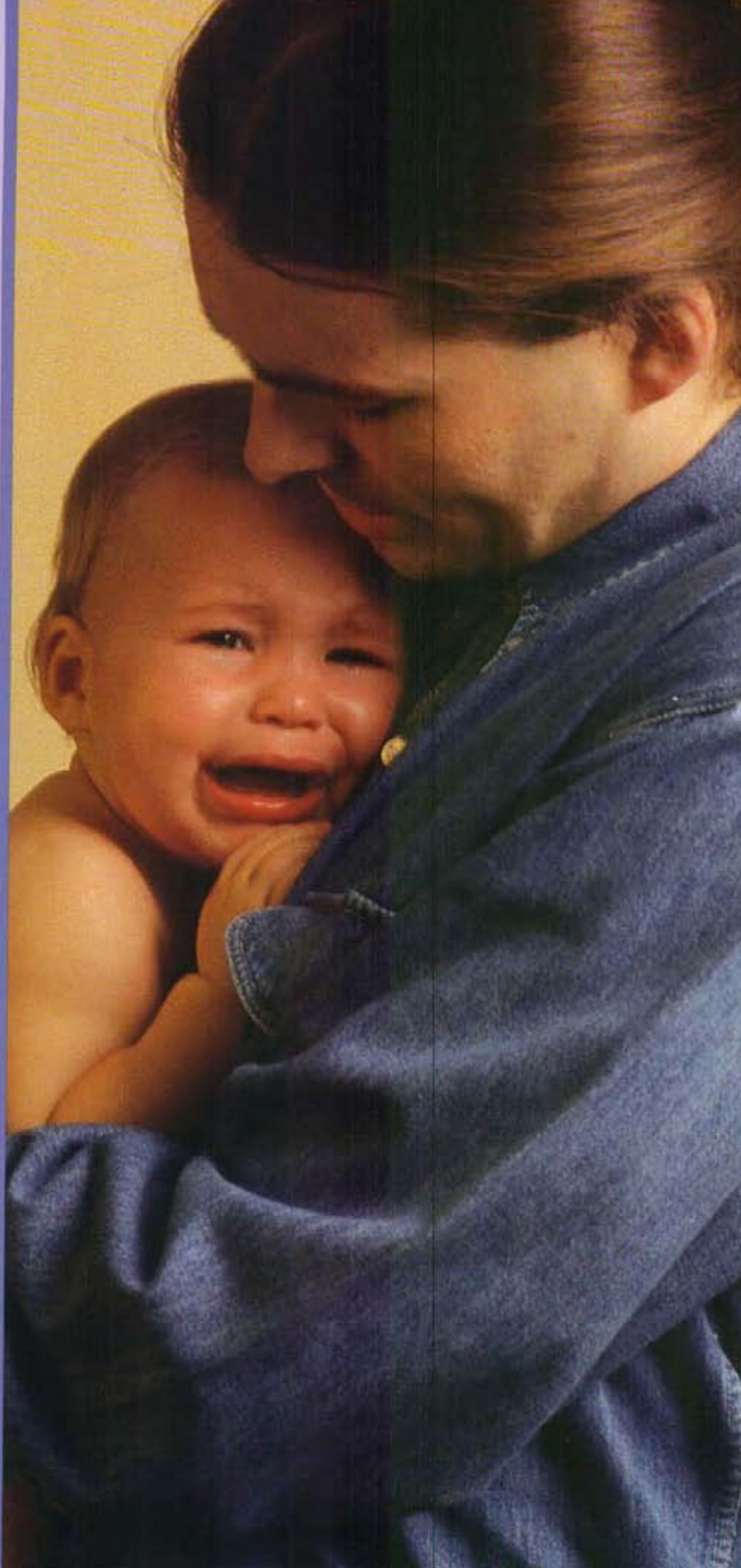
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A WORLD TO *Discover*

“**M**ucking in a puddle,
getting wet and dirty.
When I saw her, my first
impulse was to scold.

“For some reason, though, I took a second look. There were a couple of water bugs on the surface of the water, and I could hear Sara muttering, ‘Hi, Mr. Bugs, climb on my stick.’ She was so totally absorbed, she didn’t even notice me.

“Nature, science, imagination – it was all right here. What else could possibly have the richness of this puddle for her? I watched her for a long time, and then I squatted down beside her. And we both learned something that day.”

*Through exploration and play,
children grow in countless
ways. Step into your child’s
world... and discover the
power of play.*

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LOVE IN ACTION

“After Lucy was born, I didn't feel confident about looking after her. Part of me wished I could just leave her to Cynthia.

“But I want my baby to know me, to know that I love her. And when you think about it, *telling* a baby that you love her doesn't mean much. You have to *show* her. So I did, by giving her all those things a baby needs: carrying, rocking, washing, changing, playing, burping – and once she was on solids, feeding too.

“Now I could change a diaper in the dark. But more important, I'm really close to Lucy. I know when she's hungry, how she likes to be cuddled, when she's too tired to play. I'm part of her growing up. And that's a great feeling.”

Be a hands-on dad.

For your baby.

For your family.

For you.

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