

Product Update

Emotion Coaching Kit

Parenting Counts launches a new Emotion Coaching Kit for early childhood professionals

Seattle, WA, August 5, 2009—Parenting Counts is pleased to announce one of the newest additions to its product line designed for early childhood professionals: the *Emotion Coaching Kit*.

"Learning to understand emotions is one of the most important tasks of early childhood," said Carolyn Pirak at Talaris Institute. "Children need help from the adults in their lives to understand, and communicate their emotions, and express how they feel. Research shows that when children have a way to manage their emotions they benefit both socially and cognitively. For example, when they start school, they are able to problem solve and as a result, have better relationships with their peers."

The *Emotion Coaching Kit* is intended to serve as the basis for a parenting workshop or professional training on teaching young children how to identify and express their emotions. The kit contains a number of different teaching tools, including a video, discussion questions, and other visual aids, all designed to engage and educate workshop participants about healthy emotional development.

Based on the latest research findings, the *Emotion Coaching Kit* was developed in response to demand from the field. "Customers asked us over and over again for more materials to help their young children understand and talk about emotions," said Patsy Maltby, Project Manager. "This product was created to meet that need."

The new *Emotion Coaching Kit* is available now for purchase via the Parenting Counts Store. For more information or to place an order, visit www.ParentingCounts.org/marketplace.

About Parenting Counts

Parenting Counts products are based on research and developed by Talaris Institute to support parents and caregivers in raising socially and emotionally healthy children.

For more information about Parenting Counts, please visit www.ParentingCounts.org.

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