

Product Update

Emotion Coaching

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 research-based 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 Elizabeth Nelson, Director of Research and Communications at the Talaris Institute. "Emotions are powerful things, and children need help from the adults in their lives to express, understand, and communicate about how they feel. Children who have a way to manage emotions benefit socially and cognitively, too. When they start school, they have better relationships with teachers and peers and are better able to focus and learn."

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, a family of products created by the Talaris Institute, provides research-based products and information about how children think, feel, and learn and supports parents and caregivers in raising socially and emotionally healthy children. For more information about Parenting Counts, please visit www.ParentingCounts.org.