



FAMILY CHATTERS: PARENTS NEED HELP, TOO, NOW & THEN

There are all kinds of family structures today. But no matter how the family is made up, one thing rings true...studies show that parents now spend more time with their kids than parents in previous generations. But during that time, how much are they really present? According to Pew Research, in more than 70% of families today both parents work. As if that distraction isn't enough, add technology into the mix and we see parents' attention fractured even further.

Between parents' schedules and kids' schedules, it's amazing that families get time together. According to a ConAgra Foods study, 40% of American families eat dinner together only three or fewer times a week, with 10% never eating dinner together at all.

The value of talking with kids

Parents who spent time talking to their children find that their kids not only learn the art of conversation but they also expand their vocabulary, views and learn how to connect with others in a world that's increasingly disconnected. By talking with them, kids learn how to express themselves, ask questions and listen. Learning these skills reduces their anxiety. Studies also show that when parents spend time talking with their children, kids feel like they have a voice in the family, which is a huge confidence booster that transcends the conversations and makes kids feel more secure in life. And when they're more confident, they have better self-esteem, better values and are more comfortable branching out and trying new things. All of which opens up all kinds of opportunities for kids throughout their lives.

Families and phones

The Daily Mail did a survey of communications between families and found that on average, parents send 5,800 texts and 260 emails to their partner and children each year – but they spend less than an hour face-to-face together each day. Six in ten parents admit that they send texts or call their kids on the phone even when their kids are in the next room, within shouting range. (In turn, kids spend in excess of 4 hours in front of their screens at home each day.) With today's 24/7 demands, it's hard for parents to put down their devices, have a face-to-face conversations and be present in conversations without feeling stressed.

Time and focus for productive conversation

Our Family Chatters program helps parents get comfortable disconnecting from their devices and getting their kids to do the same for face-to-face conversations. This course helps them decompress, stay in the moment and teaches parents how to guide creative conversations that will help their kids learn and get comfortable communicating with anyone in any situation.



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Say hello to better conversations.