

THE CHILDREN'S PROJECT

a non-profit organization

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NEWS RELEASE

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American City Holds First-Ever “Week of the Emotionally Healthy Child”

Los Angeles, CA – January 18, 2011 – One American city has decided to pay close attention to its children’s feelings and emotions for an entire week. Dr. Gerald Newmark, bestselling author of *How To Raise Emotionally Healthy Children* and the head of **The Children’s Project**, will lead the city of Columbia, Missouri in a first-of-its-kind observance of the “Week of the Emotionally Healthy Child” from January 24-30, 2011.

"It is every society's obligation to provide nurturing, modeling, and security to our children. This obligation is as necessary as food, clothing, and shelter. The most important asset we have is our youth," said Columbia Mayor Bob McDavid.

A coalition of 15 influential city- and state-wide human service agencies have come together to bring Dr. Newmark and Deborah Newmark to Columbia for a week of seminars for parents, training for child care providers, media events, book signings and meetings open to the general public. Organizers estimate that the week-long effort will train approximately 1,000 people in the Newmark Method.

“Central Missouri Community Action is supporting this initiative as part of its strategic commitment to engage the community to assure that all people have their basic needs met. As important as education is to an individual’s success, there are many factors outside of the education establishment that either pave the way, or block, that success,” said Darin Preis, executive director of Central Missouri Community Action.

“By engaging this community around the issue of emotional health, we hope to make success more likely for all children and, therefore, strengthen our whole community for generations. Our partners throughout the community quickly recognized this issue in their own missions and have formed an amazing coalition to make this week a success.”

Dr. Newmark’s book, *How To Raise Emotionally Healthy Children*, which has sold hundreds of thousands of copies, defines the five critical emotional needs of children – the need to feel *respected, important, accepted, included* and *secure*. The five critical needs are not only for children but for parents as well.

“This book is written for parents and teachers of children of all ages. It has special significance for early childhood education, high school and college students, and everyone involved in the

well-being of children and families, including policymakers,” said Dr. Newmark. “As a city of caring, compassionate people, Columbia, Missouri deserves recognition for understanding that most of our society’s problems begin when children’s critical needs are ignored. This neglect of emotional health is the major root cause of our society’s serious problems.”

The book is a guide to The Newmark Method, which helps parents, caregivers and educators recognize and modify their behavior. The Newmark Method breaks new ground by recommending an intentional, systematized strategy for recognizing and responding to the five critical emotional needs of children as they grow. Satisfying the five critical needs provides a foundation for developing self-confident, independent, thinking, caring, civic-minded individuals, with greater prospects for success in school, career, marriage, and life in general.

In addition to the Columbia project, other recent whole-community training programs include the Salinas Project in California and **Educational Opportunities for Children and Families, the primary grantee for Head Start in Vancouver, Washington**. These broad, city-wide initiatives have expanded The Children’s Project’s work from individuals and groups into entire communities learning to impact children’s lives for the better.

“We can take the foundational, unifying concepts created in Salinas, Vancouver and Columbia to cities and entire states across America,” said Dr. Newmark. “If we can bring people together to help every child feel *respected, important, accepted, included* and *secure* then we can change what’s not working in America today.”

Dr. Newmark has worked with schools and youth for more than 30 years, and has held senior positions with the Rand Corporation and the System Development Corporation. He has conducted extensive educational projects with the Ford Foundation and the Los Angeles Unified School District. He is the author of several books, including *This School Belongs to You and Me*, and has received a Presidential Citation for his work in education. *How to Raise Emotionally Healthy Children*, now in its second edition and 5th printing, has sold 400,000 books to date, and is often distributed free of charge to parents by many cities, educational systems, hospitals and other institutions. For more information on The Children’s Project: www.emotionallyhealthychildren.org

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