

COVID-19 PARENTING

Public Service Announcements

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3 • Structure up

4 • Bad behaviour

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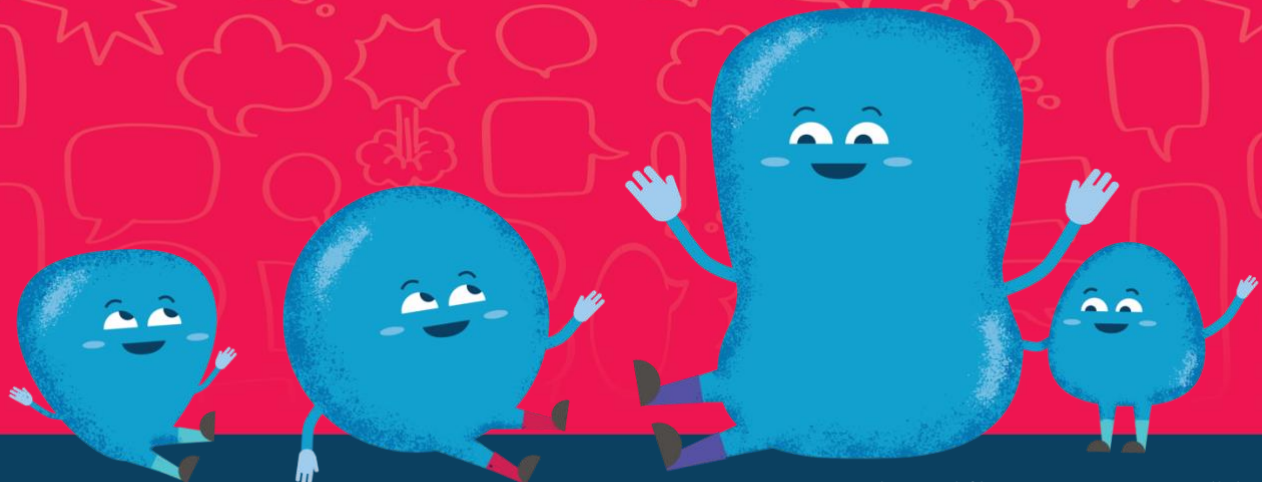
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Introduction to the Public Service Announcements

[The text below provides an introductory announcement, which can be given at the start of the announcement series.]

The coronavirus pandemic has disrupted family life around the world. Many families are struggling to keep children and teens occupied, and stress and anxiety levels are high. But we know parents still want to do the best for their children!

The 'Playful Parenting' Announcements can help. These tips have been developed by parenting experts, and cover all aspects of family life – from learning through play and managing stress to talking about COVID-19 and family budgeting.

We will be broadcasting [one]* parenting tip every day for the next [12]* days on our regular 'Playful Parenting' slot. Listen out for them at [XX]* each day. We hope they will help you cope at this difficult time – and have fun and learn with your children!

** Broadcasters can insert whatever is appropriate.*



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1 COVID-19 PARENTING One-on-One Time

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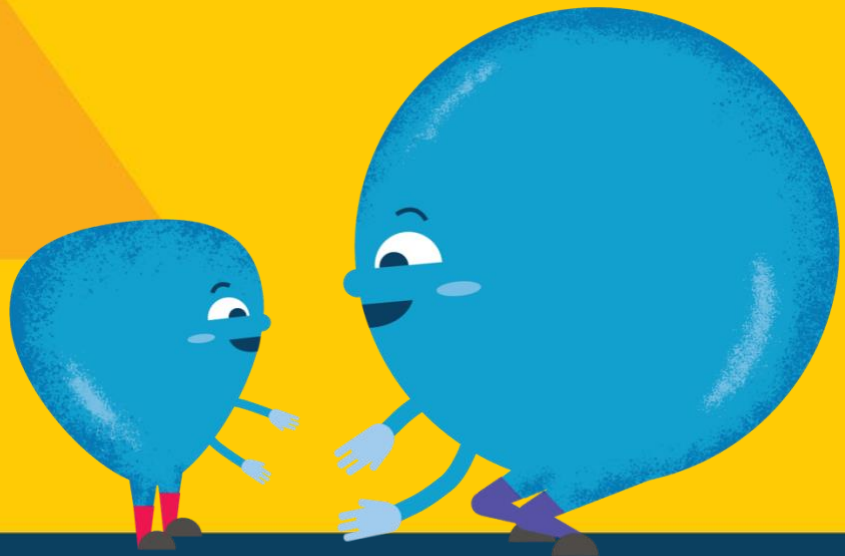
Tips of the day:

- One-on-One time is the best gift you can give
- Remember the three steps: 'Listen Look and Laugh'

Public Service Announcement:

Lockdown is hard for all families, but there are easy, free things you can do. Try to spend 'One-on-One' time each day with your children and teenagers. This can be something they choose – like a story. Or talking about a famous person your teenager likes. Or it can be washing the dishes or cleaning together while you sing a song. It will make children feel important and loved.

Just 20 minutes a day will help them to get through this difficult time. Remember the three steps: Listen, Look and Laugh!



2 COVID-19 PARENTING

Keeping it positive

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Tips of the day:

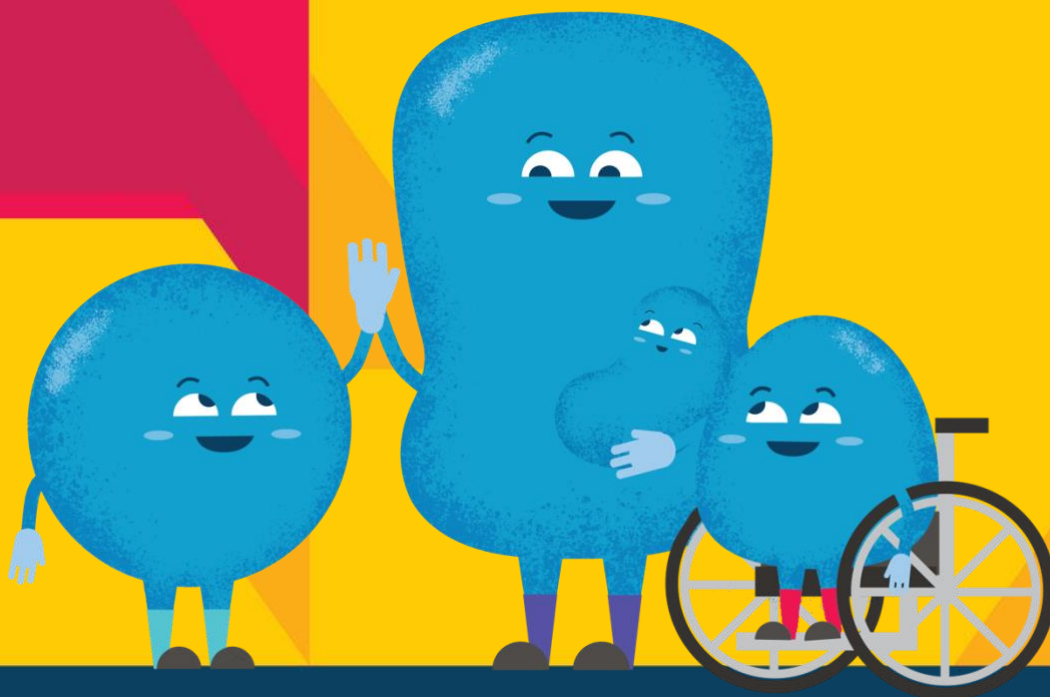
- 1 Keep it positive
- 2 Praise goes a long way
- 3 Ask yourself – did I say something good each day?
- 4 Get real – get clear – get kind

Public Service Announcement:

When children and teenagers are shut in the home, they can get frustrated and break rules. But there are things you can do!

Watch out for when they are behaving well and PRAISE them for it! This will help children and teenagers to want to do better.

Ask yourself – did I say something good each day? And praise yourself too. The whole country is proud of you.



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3 COVID-19 PARENTING Structure Up

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Tips of the day:

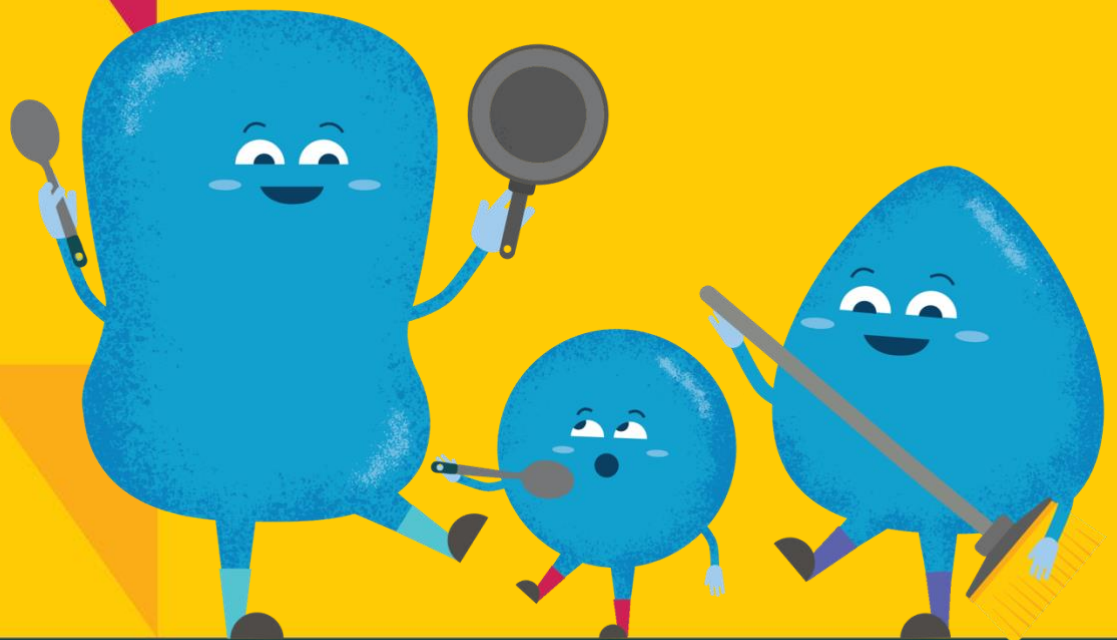
- Dance and freeze to get some exercise
- Structure the day into work and play
- A bite size slice makes the day very nice

Public Service Announcement:

It's hard for children, teenagers and for you when school is closed and we can't go out. Having a structure to your day can help you all stay positive.

Plan your day to include time for household chores, schoolwork, play and free time. Children can help make the day's plan.

If you can, exercise every day. This can be playing dance and freeze in your home. Get some of that energy out!



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4 COVID-19 PARENTING Bad Behaviour

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Tips of the day:

- Bad behaviour is just around the corner to good behaviour. Help kids turn
- Prevent, protect and praise
- Children express their feelings through their behaviour

Public Service Announcement:

All children and teenagers misbehave. Being stuck inside makes it much harder to behave well. You can help reduce bad behaviour.

PRAISE what they do well. This is important for everyone – from babies to teenagers.

If they are behaving badly, give them a warning so they have a chance to behave better. Use consequences if they don't behave (such as taking away a toy or game for a short while). And afterwards, give them a chance to do something good – and PRAISE them for it. Prevent, protect and praise.



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5 COVID-19 PARENTING

Keep Calm and Manage Stress

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Tips of the day:

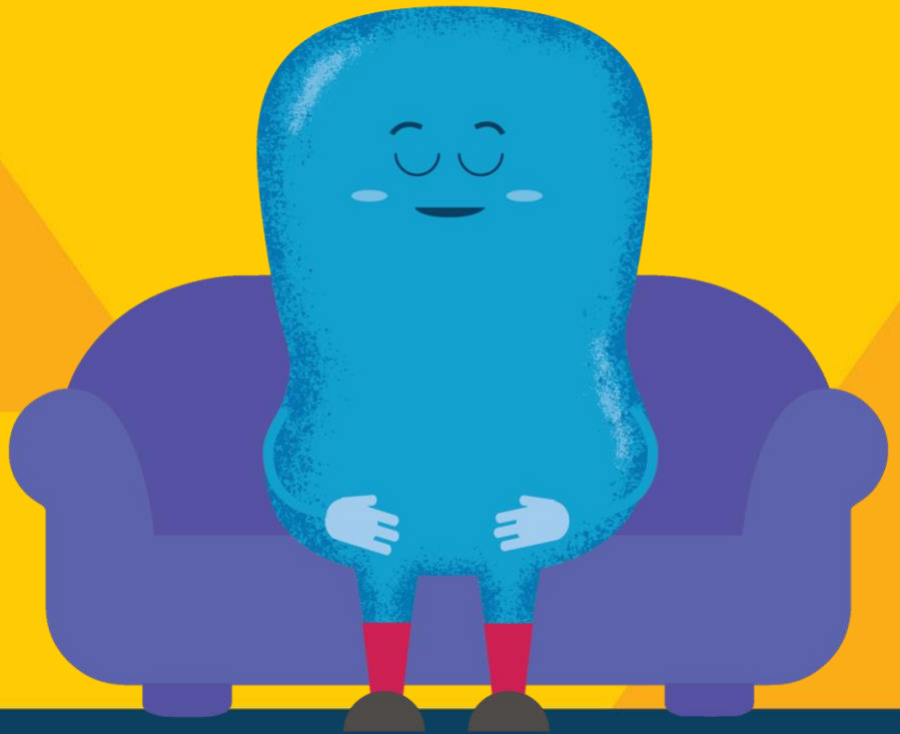
- This is a stressful time. Take care of yourself, so you can support your children
- You may be isolated but you are not alone
- Try a quick relaxation moment
- Do something nice for yourself
- Listen to your kids

Public Service Announcement:

Everyone who is looking after children or teenagers at home – you deserve praise! We know this is stressful, so make some time for yourself. If you feel lonely, talk to someone. When the children are asleep, take a break.

Try this simple pause. Sit down, close your eyes. Listen to your breath as it goes in and out. Notice how you feel. When you are ready, open your eyes again.

Take care of yourself, so you can support your children!



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6 COVID-19 PARENTING

Talking about COVID-19

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Tips of the day:

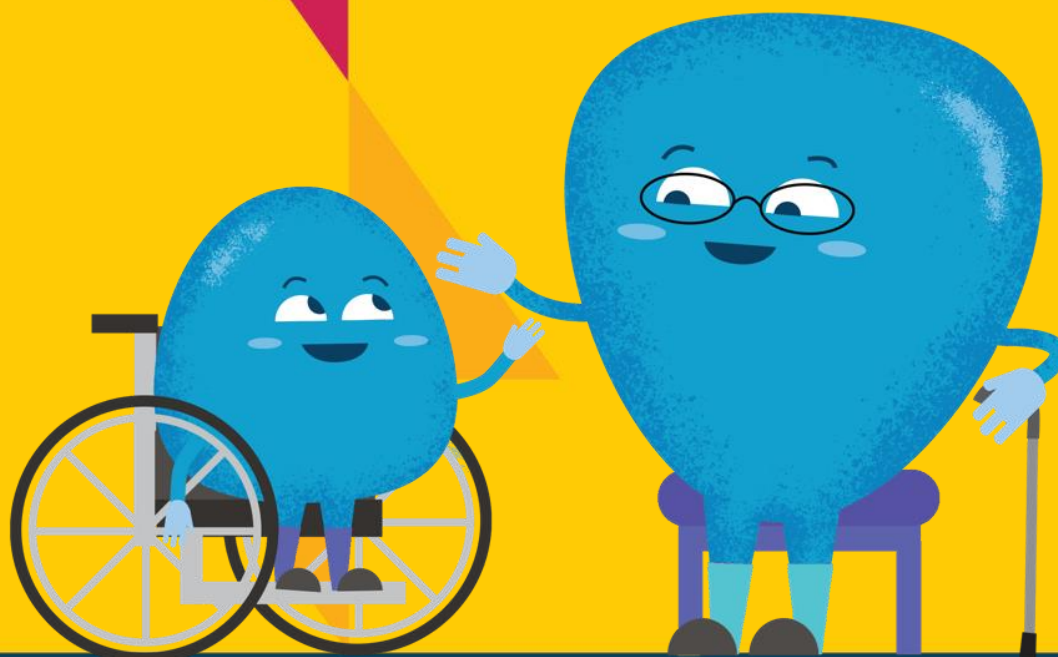
- COVID-19 – the new word on the block
- Knowledge is power – talk openly and honestly

Public Service Announcement:

Worried about how to talk with your children or teenagers about Coronavirus? Be honest with them.

Allow them to ask questions. Answer truthfully. If you don't know the answer, it's OK to say so. There are many things that we are still trying to find out.

Explain that COVID-19 is not to do with how people look or where they are from. We can support those who are sick. Teach them to be heroes not bullies.



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7 COVID-19 PARENTING Learning Through Play

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Tips of the day:

- 1 Play is serious stuff
- 2 Play is a good way to learn
- 3 Play is fun for all ages
- 4 Even in the smallest home, you can create time and space to play

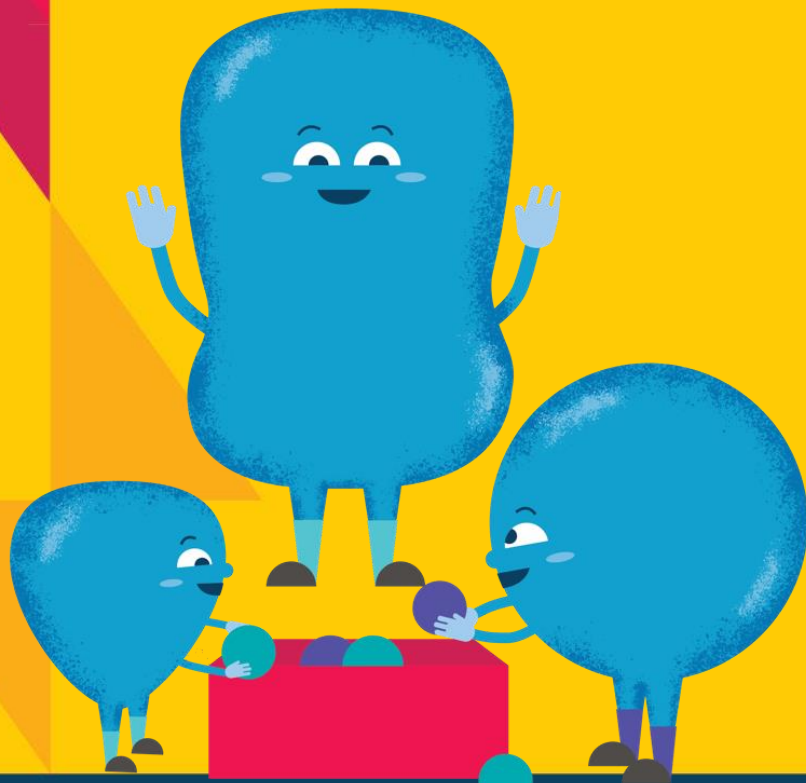
Public Service Announcement:

Stuck at home with the children or teenagers? They can learn through play.

Try a movement game. Dance and then shout 'stop!' Then call out the name of an animal and everyone acts it out.

Make up a story together – each person does a sentence.

Get your teenager to ask you quiz questions!



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8 COVID-19 PARENTING

Parenting in Crowded Homes and Communities

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Tips of the day:

- 1 It is so hard when you live in crowded conditions
- 2 Remember the rules and help children understand them
- 3 Make it fun
- 4 Exercise time is good for your body and your mind
- 5 Share the load – make a schedule and stick to it

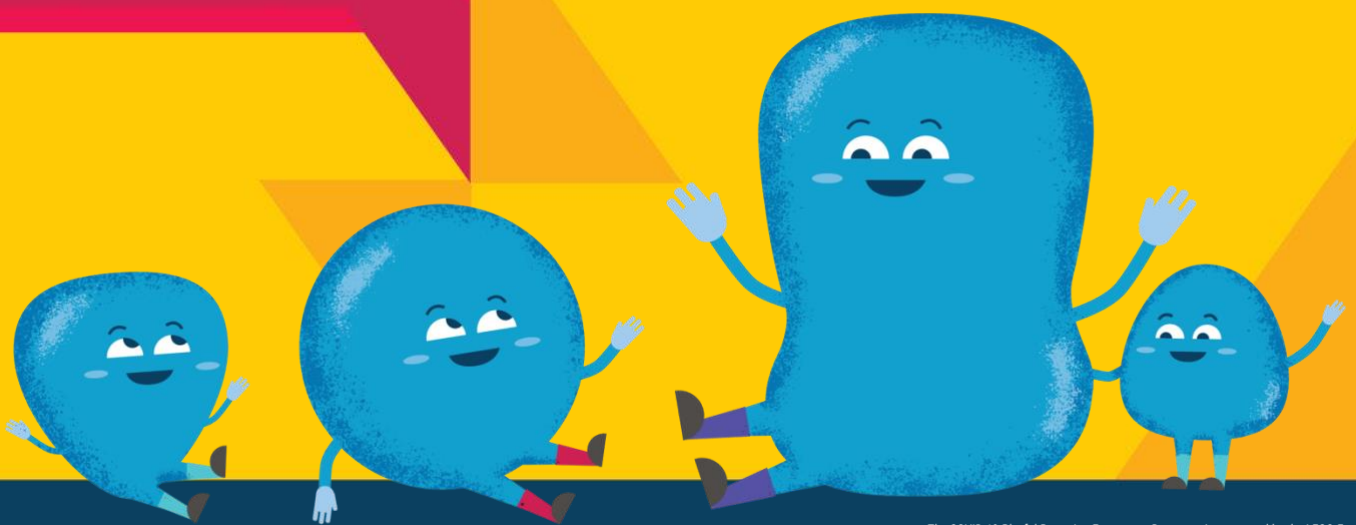
Public Service Announcement:

When we are in crowded homes or communities, lockdown is hard for children, teenagers – and for us!

When your children and teenagers manage to do distancing, handwashing and isolation, tell them how proud of them you are.

Try to have exercise with them every day – even jumping up and down at home. It helps keep us healthy and reduces stress.

When things get too much, take five deep breaths. Well done for getting this far!



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9 COVID-19 PARENTING When We Get Angry

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Tips of the day:

- 1 COVID-19 can make you angry
- 2 Move away for a few minutes until you feel calmer
- 3 For everything that makes you angry, there is something that can make you smile. Challenge yourself to find the smiles!
- 4 Take each day one at a time

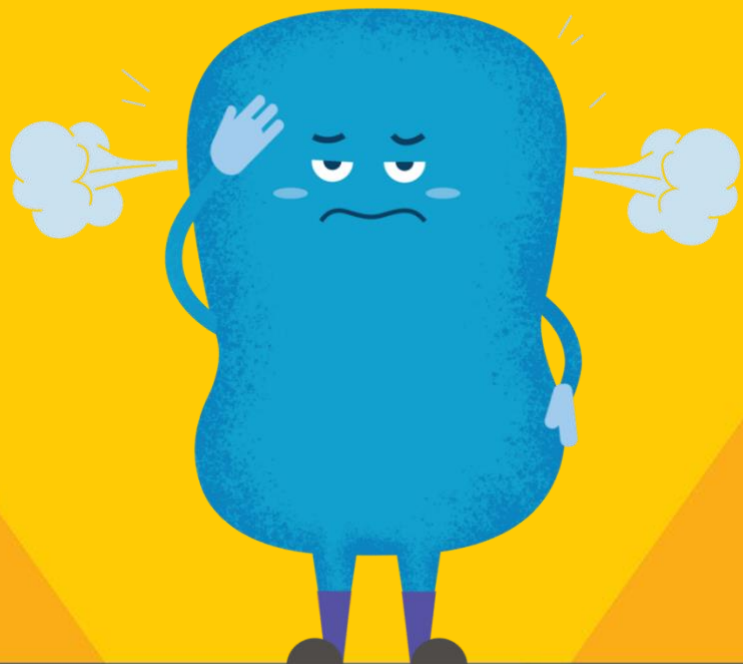
Public Service Announcement:

Lockdown and worry can make us feel angry with our children and teenagers. There are some simple things that can help.

Try to take five deep breaths in and out, to feel calmer.

Cut back on drinking or don't drink at all, especially when the kids are awake.

Science shows that every time we don't shout or hit our children or teenagers, we increase their brain development. That's real success!



10 COVID-19 PARENTING Family Harmony

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Tips of the day:

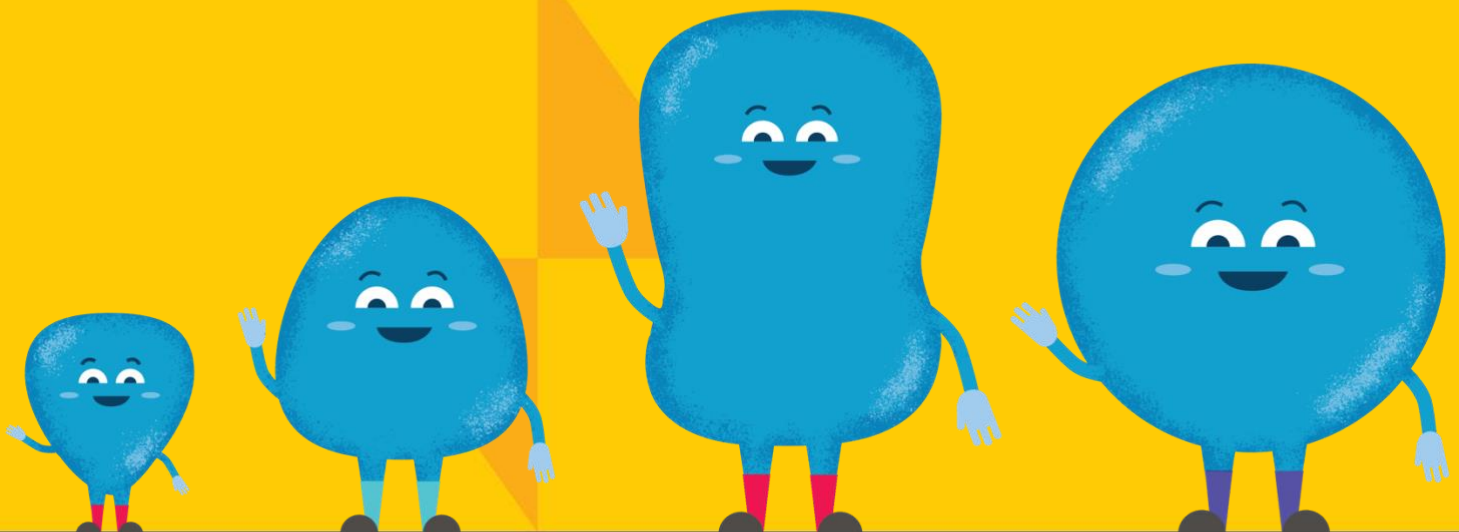
- If isolation is inevitable – lean in and enjoy
- If everyone can play a tune, the family can create great music

Public Service Announcement:

Being at home with the same people is hard for everyone. But how we behave will have a big impact on our children and teens – and affect how everyone in the family gets on.

Try to use positive language. Tell others what you DO want them to do rather than what you don't want them to do. And praise them when they do things well. Try to share the load with other adults in the family – and get children involved in tasks that are OK for their age.

Remember, it's a difficult time for everyone, but these small steps can help us get on better together at home.



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11

COVID-19 PARENTING

Keeping Children Safe Online

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Tips of the day:

- 1 Know the benefits, know the risks
- 2 Online child safety is in your hands – control, check, create good habits and use common sense
- 3 Monitor your child and be the bot – it helps a lot

Public Service Announcement:

Children and teens are now spending a lot more time online. Being connected helps them continue their lives... but also presents risks and dangers.

These may include adults targeting young people for sexual purposes, children or teens being exposed to harmful content, or sharing personal information which may harm them.

The best way to keep children safe online is to make agreements with them on HOW and HOW LONG they are on the internet. Use parental controls. Keep plenty of 'offline' time for other activities. And above all keep talking to your young people. Open communication will keep them safe!



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12 COVID-19 PARENTING Family Budgeting

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Tips of the day:

- Build a budget and wrap it around your family like a blanket
- No surprises – plan your needs and wants
- When COVID-19 knocks on your door you will have to plan your resources for sure

Public Service Announcement:

Lots of people are stressed about money at the moment because of COVID-19. But there are things you can do to help.

Look out for help from government and community organisations. Look for announcements or notices, and ask other people.

Make a family budget with your children and teenagers. Decide what you will spend money on each month. This can help with stress, and help you get through this difficult time.



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