

Tammy Rogers portfolio

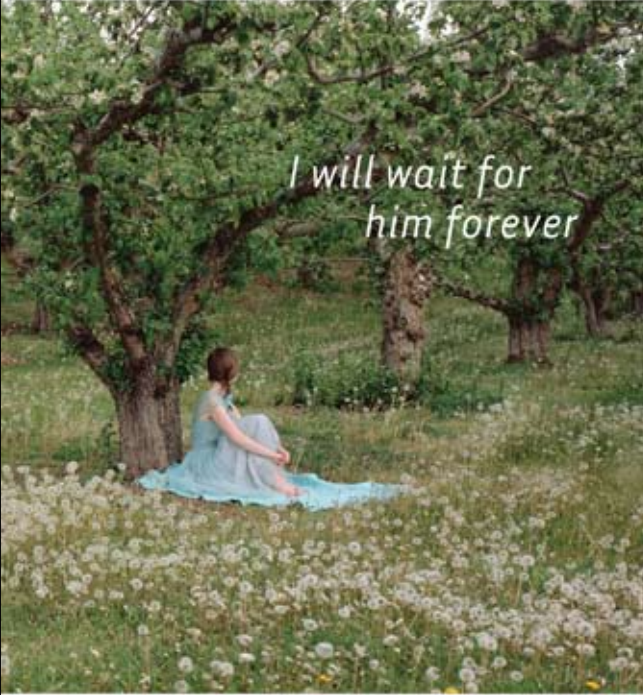
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Photo: Chris Evans

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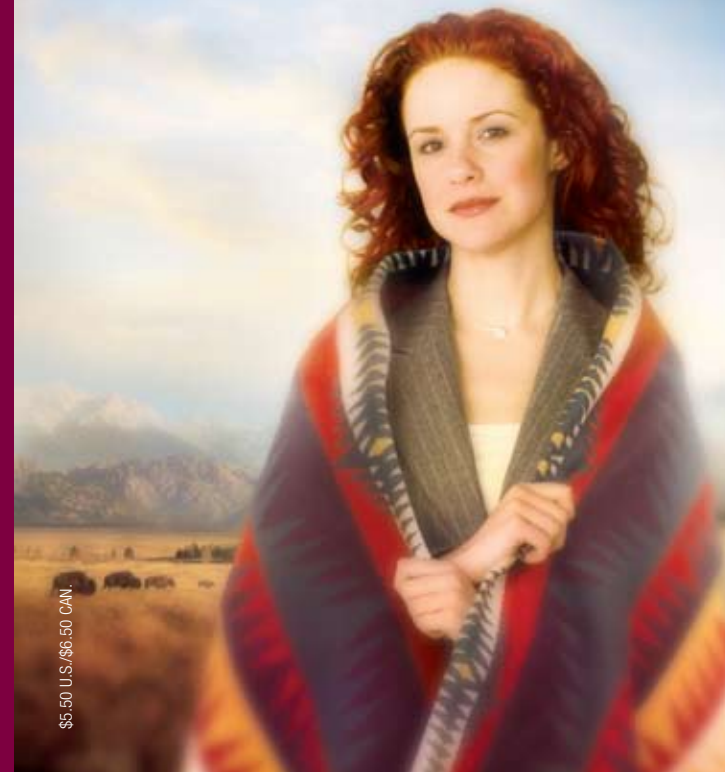
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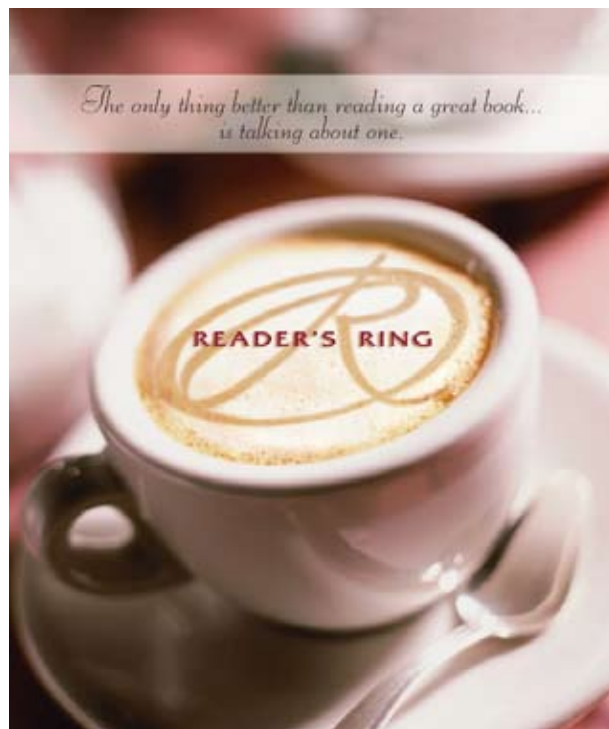
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Harlequin SuperRomance book template



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inside

Harlequin Reader's Ring brochure

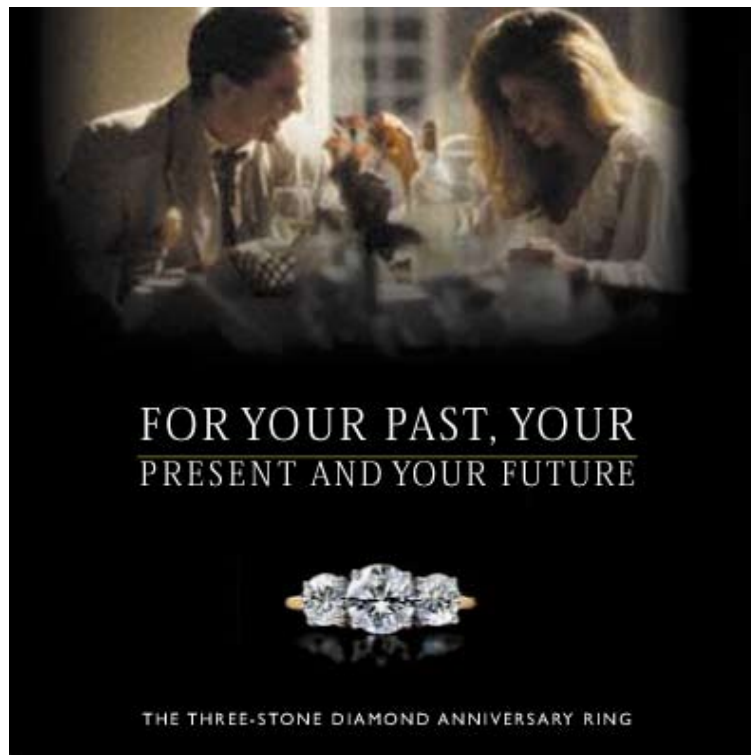


inside



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Harlequin Luna Books trade promo



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Starry Night software packaging



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INVEST IN KIDS **CBC television**

Invest in Kids fundraiser invitation



Annual Report Issue
May 1, 2002 to April 30, 2003

"I credit your messages for getting through to us, helping us understand the importance of this time in a child's life and the role we as parents, and family, play in it...I thank you for reaching out – and reaching our family. We are all the beneficiaries! Keep up the good work."

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Link...

Connecting you with Invest in Kids
March 2004 Volume 1 Number 2

Positive Parenting Levels the Playing Field for all Kids

The year ending April 30, 2003 was a very important one for Invest in Kids. Our initiatives to improve the parenting skills of Canadians continued to grow on all fronts. We reached more parents and professionals and we did so with an ever-expanding array of products and programs. Most importantly, our efforts were boosted by incontrovertible evidence that identified the state of health of Canada's children.

Canada's National Longitudinal Survey of Children and Youth, conducted by HRDC, identified that nearly 30% of children under the age of six, have a social, emotional or learning problem. Furthermore, these problems are not confined to any one socio-economic group; they affect all of our children and their problems are directly related to lack of positive parenting.

These findings are underscored by our own National Survey of Parents of Young

Children which tells us that while all parents believe parenting is the most important thing they can do, many have limited knowledge about how children grow and develop and how to influence that development. This leaves them anxious about their parenting role.

To our minds, the need could neither be clearer nor more urgent. Equally clear was that Comfort, Play & Teach: A Positive Approach to Parenting™ is a simple and practical tool to help both parents and professionals better understand how children develop and how they can influence that development. Buoyed by this research, we continue to imbue the Comfort, Play & Teach framework in all of our initiatives in parent and public education and it infuses our work in professional education. Professionals tell us that it is a friendly, gentle intervention. Parents see that it is easy to understand and

builds on their everyday activities. As we continue to develop evidence-based resources to support parents in their role, we are grateful to all those who make our work possible. The commitment of donors, sponsors, program partners, the Board of Directors, our national advisors, trustees, event volunteers, experts, and of course, staff, is evident in the extent of our efforts to help ensure the future well-being of our youngest children.



Judith Loeb Cohen
Chair



Nancy Birnbaum
President & CEO

Comfort, Play & Teach: A Positive Approach to Parenting™

Comfort, Play & Teach: A Positive Approach to Parenting was developed by the experts at Invest in Kids to help parents support the healthy development of their children. It is based on the latest research in child development and is the foundation of an increasing number of our products and materials. Comfort, Play & Teach builds on the everyday activities that are part of a parent's daily routine making it an approach that is easy and natural to do. What may seem like the simplest and most automatic activities that you do with your child every day—like putting a bandage on a "boo boo", playing hide-and-seek or cuddling with your baby—are in fact among the most important ways parents can help children reach their full potential.



Comfort is what children need from parents to feel secure, loved and valued.



Play is the work of children and you are an essential partner. When you play with your child, he learns to explore and discover the world and his role in it.

Teach is how parents help their children learn. When you teach your child, she learns how to relate to others, solve problems and communicate.



When you comfort, play with and teach a child, you open a world of possibilities.

"For parents, Comfort, Play & Teach is a common sense approach to child development. It helps parents and caregivers understand the reason why they sing to their child, why they cuddle them and why they tell them stories. This helps parents understand the direct connection between their actions and interactions and healthy child development."

Shauna Seneca, Co-Executive Director
Bent Arrow Traditional Healing Society, Alberta

Invest in Kids newsletter