

“PARENTING MATTERS”
PARENTING NEWSLETTER ARTICLES
for
PRE-PRIMARY AND PRIMARY SCHOOLS
IN SOUTH AFRICA

Have you subscribed to *Parenting Matters* yet? It's not too late to sign your school up for this really useful parent education and connection tool. See testimonials below from some excited school heads.

BACKGROUND

Creative parenting expert, speaker and author, Nikki Bush, presented her talk entitled *Future-proof Your Child* at the SAHISA conference in Bloemfontein 2008. During the workshop session afterwards, there was a general acknowledgement that this is an extremely challenging era in which to be a parent, and parents today need information, encouragement and support. They also need to be encouraged to actively partner with their children's schools and educators in order to future-proof today's children effectively.

Parents want the best for their children, however they:

- know little about child development, technology, the future, or children's real needs
- are extremely busy and strapped for time
- are challenged by constant change

Feedback from school Heads is that they believe that they are specialists in education and not parenting, and they are too pressed for time to write about parenting issues in their newsletters in addition to the educational ones. Creative parenting expert and author, Nikki Bush was asked to prepare a proposal for writing parenting copy for use in school newsletters to take the pressure off the Heads. This was done and a number of independent and government schools have subscribed. *Parenting Matters* has been distributed since April 2009 and the response from schools and parents alike has been extremely positive.



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“Through her insightful, sensible, and entertaining *Parent Matters* commentaries, Nikki Bush is providing a crucially important back-up in support of so many of the messages that educators and management in schools are sending out to their parent communities. More than ever we as educators are aware of our pastoral role and, in particular, where we should be offering advice and counsel to parents as they struggle to adjust to the many challenges and pitfalls of modern day parenting. Nikki shares common sense, practical wisdom with those who need to hear, as she focuses on the importance of family, making time for relationship building, and helping parents to delight in the innate and natural qualities of parenting that will provide opportunities to share and care into the lives of their children in ways that will help to equip as much as they help to protect.”

Richard Stanley
Highbury Prep
KZN

“I think the most wonderful aspect of ‘Parenting Matters’ for me is that Nikki is able to say what we can’t. She can preach to the parents and bluntly say what we would love to. So often, I feel as a head, that we should be educating the parents and not only the children. Nikki does that for you. Sometimes you can also glean ideas for assemblies and flesh them out for the pupils. I really believe this weekly column in our newsletter has been well received by our parent body.”

Tim Irving
HeronBridge College (Prep)
Gauteng

OBJECTIVE OF PARENTING MATTERS

The objective is to prepare copy on a regular basis for use in school newsletters that is insightful, informative and encouraging for parents while being supportive of the school environment.

The succinct one page articles (500 – 750 words each) consist of a combination of catchy soundbites, information, wisdom, hints and tips that are extremely accessible for parents.

TARGET MARKET

Pre-school and primary school parents.



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MESSAGES

Below are some of the key messages which are conveyed through the articles:

- It is essential to connect with your child
- Get to know YOUR child
- Parents need to partner with schools
- Understanding your world
- Coping with a constantly changing world
- Future-proofing your child
- You are the role model
- Understanding your child's developmental needs
- Protect your child's childhood
- Understand technology
- Allowing technology to enhance your child's world
- Protect your child from the negative side-effects of the 21st century
- Relationships are important
- It's your journey too

SUBSCRIPTION OPTIONS

The articles are distributed to schools via email, on the last Friday of each month (with the exception of December and January). Each school can decide which article to use when and in which order to use them. When schools use them will be determined by their term times and school holidays which vary from province to province.

A single payment of R1 500.00 per annum for:

- Research, copywriting and editing of 40 articles per year (four articles per month for 10 months – no articles in December and January)
- A copy of Nikki's book, *Future-proof Your Child* (including postage), for your use or for use in the staff/parent library

A subscription runs from the month of sign up to the same month the following year. Renewal reminders will be sent out timeously.

BENEFITS

In essence *Parenting Matters* strives to:

- save Heads research and writing time
- provide schools with relevant material to support and educate their parents
- educate staff and keep them updated
- build a greater understanding amongst parents of the need to partner schools and to be the guide alongside their child



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CONDITIONS OF USE

1. The author's name and descriptor, together with her website and email address are to be included at the end of each article. Please do not include her cellphone number.
2. Acknowledgement that copyright subsists in this work and it belongs to the author. A subscribing school may use and re-use the articles as many times as they wish, in as many school publications as they want, however, they may not allow a third party that does not subscribe to *Parenting Matters* to use the articles without the express permission of the author, eg. The local newspaper.

See the attached examples of previous articles from *Parenting Matters*.

IF YOU WOULD LIKE TO SUBSCRIBE

Please fill in the subscription form under separate cover and email or fax it back to me together with proof of payment (details on subscription form).

Email : info@brightideasoutfit.co.za or
Fax : 086 669 6857

Yours sincerely



NIKKI BUSH
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About Nikki Bush

Creative parenting expert, Nikki Bush, is a highly regarded speaker and author among parents and educators alike. Her work is fuelled by her passion for play and relationships. Through her talks, workshops, books and games, she inspires parents and teachers to find creative ways of connecting with today's children in a fast-changing world.

Nikki is the co-author of two bestselling books: *Future-proof Your Child*, published by Penguin in 2008, and *Easy Answers to Awkward*



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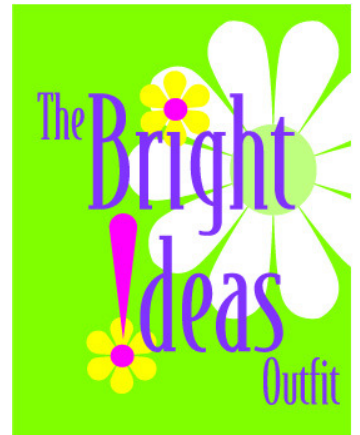
Questions a book on sexuality development for 8 – 13 year olds which was published by Metz Press in 2009 has been endorsed by Childline.

She has a passion for games which she also designs. She has a total of seven games on the market including educational board games for well-known brands such as Barney and Thomas.

Nikki is a regular guest on radio and TV and is often quoted in the media. She writes a weekly column called *Parenting Matters*© which is used in many school newsletters around the country.

Nikki is married and has two sons aged 16 and 11. They live in Johannesburg.

For more information visit: www.brightideasoutfit.com



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