

# Pointers for Parents

## Childhood Is Calling

(NAPSA)—In an effort to help their kids get ahead in life, parents are filling their child's day with cello lessons, soccer practice and playdates. But is this really helping them? Or are they missing the joys of childhood while rushing from one activity to another?

To help parents celebrate their kids' childhood, Kellogg's Rice Krispies cereal has released the *Childhood Is Calling: Celebrating Kids Just Being Kids* report, offering expert advice and real-mom insight on the importance of letting kids just be kids and advice for families to find those simple moments of joy and connection.

Parenting experts say that moms and dads can help their kids enjoy the magic of childhood with a few simple pointers:

- **Find time for fun.** Making playtime part of your routine builds relationships with kids and helps them learn important skills, such as the ability to be compassionate and the capacity to solve problems. "Activities can be great, but don't let them keep your kids from having time for free, unscheduled play," says Susan Oliver, play expert.

- **Share what you love.** Sharing passions builds parent-child connections and creates lasting memories. "Let kids join you when you do the things you love to do," says Dr. Lawrence Cohen, author of *Playful Parenting*. "They will catch the contagious enthusiasm you feel about it."

- **Dad's little helper.** "Offer kids 'employment opportunities,'" says Donna Erickson, author of



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*Fabulous Funstuff for Families* and host of PBS's *Donna's Day*, a TV series designed to help parents and kids rediscover the simple joys of spending time together. "Kids can help dad dig up dandelions in the lawn, pick up pinecones, fill the bird feeder and crush aluminum cans. Have fun working together as your relationship grows."

- **Memories in the making.** Grandparents may have more time and energy for certain activities and crafts than parents do. "They can work on a project together that spans days, weeks or months, like making a family quilt, painting a room, painting a picture or sewing something," says Bonnie Ulman, co-author of *Trillion Dollar Mom\$*.

The *Childhood Is Calling* report was developed through Rice Krispies' Operation Spark, an educational initiative from Rice Krispies cereal devoted to providing parents with simple ways to meaningfully connect with their kids. To access this report and additional simple tips for savoring the magic of childhood, visit [www.ChildhoodIsCalling.com](http://www.ChildhoodIsCalling.com).