



# Say hello to help. : )

## It isn't easy being a parent these days...

From PS3 to OMG to Facebook, parents today are grappling with a new language—and a new set of challenges—that past generations never had to face. We're bucking a culture of More in an era of Less, and struggling to find the happy medium.

## Introducing *Say Yes to No*.

Say Yes to No (SYTN) is a community of parents who learn from and support each other. And, SYTN is a program that gives you the tools and confidence to navigate tough conversations and restore some sanity and balance in your household.

## It's the support you need now.

Are you trying to instill values, build self-esteem AND set boundaries? Would you like some practical strategies to help you raise more self-aware, self-disciplined kids? Here's what you can do:

**READ** > Look for the book: *No: Why Kids—of All Ages—Need to Hear It and Ways Parents Can Say It* by Dr. David Walsh.

**SHARE** > Tell your PTA/PTO or school about Say Yes to No. Ask them to offer SYTN parent workshops.

**LEARN** > Visit us online at [SayYestoNo.org](http://SayYestoNo.org).



**SAY YES TO NO**<sup>®</sup>  
A PARENTING PROGRAM  
TO RAISE HAPPY, SELF-RELIANT KIDS



## Inspiring ideas—from a trusted expert.

Say Yes to No was created by Dr. David Walsh, founder of the National Institute on Media and the Family, the world's leading research-based organization on the positive and harmful effects of media on kids.

Dr. Walsh understands exactly what kinds of conversations and conflicts today's parents are having. SYTN workshops offer a positive, practical path—using exercises, stories, facts and examples.

### Top 10 Tips to Raise Happy, Self Reliant Kids by Dr. David Walsh

1. Spend twice as much time and half as much money.
2. Support; don't rescue. Encourage; don't coddle.
3. Get them what they need but not everything they want.
4. Back up teachers and schools.
5. Take charge of media.
6. Set clear and high expectations.
7. Give chores.
8. Set and enforce limits and consequences.
9. Encourage volunteering.
10. Visit [SayYestoNo.org](http://SayYestoNo.org)



NATIONAL INSTITUTE ON  
MEDIA + THE FAMILY

Since 1996, the National Institute on Media and the Family has been a trusted voice for educators and families—helping them navigate the unique challenges of raising kids in the 21st century. We are endorsed and supported by a variety of leading organizations who are partnering with us to bring the SYTN program to communities across America.