



PARENTING

A PEACEFUL WORLD

THE WAY WE TREAT THE CHILD, THE CHILD TREATS THE WORLD

A 2 x 1- Hour Television Documentary Series

Inspired by the book, 'Parenting for a Peaceful World' by Robin Grille

DIRECTOR Michael Balson **PRODUCER** Naomi Radunski

EXECUTIVE PRODUCER Jenny Lalor **DIRECTOR OF PHOTOGRAPHY** Michael Dillon AM



A 2 x 1- Hour Television Documentary Series

inspired by the book, 'Parenting for a Peaceful World' by Robin Grille

Synopsis

What if a key to a better world was as simple as better parenting? This Series sets up the bold proposition that by changing the way we parent, we lay the foundation for a very different future, raising emotionally intelligent and empathic generations, more concerned with conflict resolution, than armed conflict.

'Parenting a Peaceful World' is the story of parenting from as far back as two thousand years ago, to how we parent in the present ... and what this bodes for our future.

It is a story for everyone who has ever cared for a child - and recalls how it was to be one.

Robin Grille is our guide in this two hour, two-part television documentary series. He is the author of the books that inspired our team and a practising psychotherapist. Robin's personal journey to discover loving yet respectful connection between adults and children underscores the narrative thread.

Through the new science of psychohistory, Robin and U.S. psychohistorian Lloyd deMause piece together the story of parenting in Western Society. How did people feel when poverty, disease, ignorance and the absence of civil rights were a daily threat to survival? How close did parents dare to get with their child when life was so tenuous? The answers are shocking - and society has been living with their consequences for centuries.

Heading into the present, good news emerges. Travelling the world, Robin meets scientists bridging the gap between brain and mind; grass-roots initiatives introducing parents to new, empathic modes of Parenting; innovative policy- and law-makers intent upon reducing the giant costs of family disintegration.

The documentary suggests what we might need for a sustainable future: not just changes in industrial and economic laws, not only better decisions about the environment and managing resources ... but a seismic shift toward more respectful and co-operative relationships with our children. Laying the foundation for a very different future.



SUMMARY

Parenting is not just kids' stuff. It is at once life's most underrated challenge and our greatest responsibility. It is the very making of society.

'Parenting a Peaceful World' is the story of child-rearing from as far back as the Old Testament, to how we parent in the present ... and what this bodes for our future.

It is a story for everyone who has ever cared for a child – and who recalls how it was to be one.

The saga is fraught with contradiction between parents' instinct to ensure a child's survival ... and their ability to do so.

Robin Grille is our guide through this two-part television documentary series. He is the author of the books that inspired our team and a practising psychotherapist.

Robin's personal journey to discover loving yet respectful connection between adults and children underscores the narrative thread.

Through the new science of psychohistory, Robin has been able to piece together the story of parenting in Western Society. U.S. psychohistorian, Lloyd deMause, joins Rob as host. He describes psychohistory as the study of how people experienced their emotional life in earlier times.

How did people feel when poverty, ignorance, disease and the absence of civil rights presented a daily threat to survival? When a child and its mother were almost as likely to die as to survive childbirth? How close did a parent *dare* to get with their child when life was so tenuous?

The answers are shocking and society has been living with their consequences for centuries.

A rarely seen collection of art, artefacts and historical records reaching back 5000 years, reveals the routine ill treatment of children in Western society. Ancient religious lore that expressly permitted sexual intercourse with girls as young as three. Infants swaddled tight as mummies and literally hung on the wall to wait for attention. Drawings still exist of machines to beat children, to keep them imprisoned at their desks, or

prevent them from masturbating. Records of nine year-old convicted criminals being shipped to Australia.

As the story heads toward modern times, the ill treatment and neglect of children does not abate.

At the end of the 19th century, 5 year-olds still worked the factories of Britain's cotton industry, and even in 1950 the common view was an infant could safely be left to 'cry it out.'

Through all of this, what were parents thinking? More importantly, what were they feeling?

The truth is that parents' instinct to protect their child's life has coexisted for centuries in an uneasy imbalance between emotional distance ... and love most profound.

As Robin and Lloyd recount this story, today's leading brain scientists and child psychiatrists add their commentary and cutting-edge research.

They make no bones about the effects of the cycle of abuse on our society, and their findings lead us into Episode 2 and an exploration of amazing changes now taking place.

After more than a century of disagreement between those exploring our emotional lives, and those researching the brain as an organ, the two groups are at last finding shared ground between brain and mind.

A common thread in their discoveries is this: The brain is an interactive organ; part of its job is to help us function in our group, and support the survival of our species.

Empathy and "emotional intelligence" have not evolved by chance - they are part of the brain's inherent skill-set – and like all aspects of our being, they grow and thrive with exercise.

These are not just hypotheses.

Science is also exploring the amazing plasticity of the brain. Its ability to heal and recover from structural *and* emotional damage is rich with promise for humanity's future.



The Documentary Series The Books The Parenting Programs

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Child psychiatrists, like Bruce Perry in the US, have applied their understanding of the brain and our emotions to children in recovery from ghastly life circumstances.

Bruce was first to support the child survivors of the Waco Texas massacre and offers a startling first-hand picture of how empathy and appropriate recognition and support makes the difference to trauma recovery.

Louis Cozolino, one of the fathers of infant attachment theory, shares the extraordinary effects of brain chemistry on our emotional behaviour. Assisted by state-of-the-art CGI graphics, he offers a lucid explanation of how the brain produces chemicals like cortisol in response to stressful situations.

In a tragic example, Louis shows brain scans of infants where floods of cortisol, caused by long-term emotional deprivation, have literally burned black holes in their neural pathways.

The work of medical scientists like Bruce and Louis reflects the ambitions and accomplishments of new giants in the fields of developmental neuroscience, social learning theory and mother-infant attachment.

What will their revolutionary approaches to child-rearing mean for the future of societies?

The door opens on parenting styles that have achieved fame or notoriety in the last 60 years. From the controversial views of Sir Truby King in the '50s (babies should only receive 10 minutes of cuddling a day), to current trends like 'connection parenting,' supported by Robin himself ("the brain and heart met primarily with empathy in the critical early years cannot and will not grow to choose a violent or selfish life.")

Australian comedians help get the point across, with hilarious interpretations of parenting styles and of being parents themselves. Film clips from familiar sitcoms like 'Father Knows Best' make us squirm while laughing at what they reflect of our values.

These stories provide a gateway to a stream of micro-interviews and our own film footage, illustrating that ours is a time of phenomenal social change. Insights from Swedish social change agents who fought for the most advanced child protection laws in the world. The moment in 2006, when New Zealand parliament wrote in laws against corporal punishment - and comments by some who opposed the change. Israeli

and Palestinian parents whose children study together in democratic schools while beyond their classrooms the war rages on. Powerful spokespeople, like British Dr Margot Sunderland, persistently publicising the power of love, the importance of breast feeding and of infant attachment. Meanwhile, grassroots parenting initiatives are springing up everywhere; ordinary people discovering tools for changing their behaviour in support of a more peaceful world.

Through this lens emerges a new perspective on what we might need for a sustainable future.

Not just changes in industrial and economic laws, not only better decisions about how we manage resources, but a seismic shift toward more respectful and cooperative attitudes towards our children.

We close with an honour roll of all who contributed to the production through their hands-on help and also through their ideas, research and influence on society. The audience will be able to track all our contributors through our website peacefulworld.com

Our documentary series supports *Connecting Parents*, a new parent-the-parent outreach program, based on Robin Grille's books. It is funded by the Thyne Reid Foundation and the pilot will be launched in Byron Shire in 2008.

Our multimedia platform goes online when production begins. It will include full-length interviews with our contributors; parents' and professionals' blogs, and links to an international directory of like-minded organizations.

Our projected budget is \$600,000.00 and we seek production money and pre-sales to broadcasters in Australia and abroad.

Our production team includes award-winning director Michael Balson; Michael Dillon AM as Director of Photography; Jenny Lalor, entertainment lawyer and Executive Producer, and the mentorship of Social Ventures Australia, the social entrepreneurs' laboratory.

Our intention goes forward on the strength of the words of Lloyd deMause:

"We are moving from survival of the fittest - children of the most ruthless parents, towards survival of the most innovative and co-operative - children of the most loving parents."

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STORY STRANDS

Six strands of storytelling keep this Series on its trajectory.

Robin's Grille's 'Aha Moments'

Author and family therapist, Robin Grille, takes us on his personal journey, revealing those epiphany moments that consolidated his understandings of parenting and social change. Supported by some of the world's most famous research and social scientists, Robin delves into the history of childrearing and cutting edge research into the brain, social organization and human behaviour.

Psychohistory

The Series is contemporary in style, so although the psychohistory section is graphically illustrated with Lloyd deMause's impressive archival material, it is also inter-cut with relevant 3-D animation and interviews with leading psychotherapists and brain scientist.

Parenting the Parents

We will film workshops where parents explore the new modes of Connection Parenting. Sofi Thomson's parenting workshops bring a dynamic 'human face' to the Series. Sofi's work isn't just about teaching adults how to parent their children; it's about parents understanding the consequences of how they were parented.

Worldwide reforms and building Social Capital

The Series visits institutions in Holland, Sweden, Norway, Israel, New Zealand and the USA to discuss world's best practice with leaders of the Parenting Revolution in advanced societies where corporal punishment is outlawed, investment in better crèche and childcare support is seen as crucial, and where there is wide support for breastfeeding and democratic modes of education.

Extrapolating on the Politics of Parenting

How might society look if these new parenting modes become more widely adopted?

What are the full social implications of these ideas? How might commercial and political institutions respond to such an evolution in parenting? Some of these issues will be raised in interviews with an international array of legal and social change agents.

Humour

A wonderful vehicle for a powerful idea. Stand-up comedians, Mandy Nolan and S Sorenson see their comedic art as therapy and dip into their childhood memories and foibles as parents, adding an insightful and humorous dimension to the Series.



Images, Animation and Sound Design

This Series will be innovative, info-taining Television, illustrated with a rich tapestry of beautifully shot sequences, and including confronting and emotional 'living camera' moments, filmed on location by award winning cinematographers.

The Series will be further enriched with a selection of cross-cultural archival sequences sourced through researching worldwide film and television archives. Custom designed, top-end 3D animation will be used to illustrate title sequences, aspects of neuroscience, social extrapolations, statistics, etc, and the Series will be fully 'sound designed' with an integrated music and sound fx mix.



DIRECTOR'S STORY TREATMENT by Michael Balson

PARENTING A PEACEFUL WORLD

What if a key to a better world was as simple as better parenting? This Series sets up the bold proposition that by changing the way we parent, we lay the foundation for a very different future, raising emotionally intelligent and empathic generations, more concerned with conflict resolution, than armed conflict.

This two-part Television Series takes us on a very persuasive journey, drawing evidence from our harrowing history, supported by modern psychotherapy and neuroscience. It also explores the latest frontiers of child rights, democratic education, attachment parenting and social reforms.

As the title suggests, this is not a series about kids - it's about parents. If parents get it right - the kids turn out fine. So parenting the parents is a strong and recurring theme. In tandem with the book, this Television Series will help to inspire positive social change, and play a pivotal role in making a more just and peaceful world.

EPISODE ONE - THE PAST ISN'T WHAT IT USED TO BE

(This episode will be a satisfying 'stand-alone' documentary, but will also work as a teaser for the second episode. Constrained to just two hours, the Series will restrict its references to European and European colonial cultures.)

The first episode begins with a whimsical notion: If two arch sociopaths, Hitler and Stalin, had not been routinely beaten by their abusive fathers, how different might our recent history have been? An animation sequence reminds us that during early childhood most of our emerging personality is defined - and while the past is a fait accompli, the future is an empty canvas.



Author and family psychotherapist, Robin Grille, had a number of realisations which prompted him to write the book that inspired this television series. Robin outlines his proposition that better parenting is the key to a more peaceful world, and takes us along the road he travelled to support his understanding. We meet the neuroscientists, paediatricians, child psychiatrists and fellow psychotherapists who helped his understanding - all are world authorities at the peak in their various disciplines, and good communicators who spend much of their professional life sharing their knowledge.

Robin sets about finding evidence to support his premise. This introduces the relatively new field of psychohistory, and the world's most celebrated psychohistorian, Lloyd deMause. As well as sharing a wealth of harrowing anecdotes from Humankind's unkind ancestral tale, Lloyd gives us access to his vast and largely unseen archive of photos, etchings and illustrations, spanning much of recorded history.

Supported by volumes of extraordinary stories, Lloyd and Robin introduce half a dozen distinct parenting 'modes' which characterised our ancestral journey - beginning with infanticide (which for centuries was a routine method of 'birth control'). Abandonment of infants was rife, child enslavement was widespread, sexual abuse and child prostitution were commonplace and physical punishment was expected. Out of all this emerges the surprising understanding that for much of our history the notion of childhood barely existed.

All this dysfunctional parenting was superimposed on a background of gruelling poverty, mass illiteracy, malnutrition, poor hygiene, epidemic disease, unwanted pregnancy and high infant mortality. Parents simply could not afford to build strong emotional bonds with their children. This cycle of dysfunction perpetuated itself for generations.

[The Documentary Series](#)

[The Books](#)

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Building a strong case for his work, Lloyd cites the broad social trends that were the consequence of these parenting modes, and gives examples of a number of well-known and documented historical personalities. Such dysfunctional societies weren't simply fertile ground for tyrants to emerge, but also yielded legions of compliant and guileless cannon-fodder who filled the ranks of endless wars. The poor were wretched and the rich were swaddled and wet-nursed; little wonder our history is such a litany of suffering and strife.

Lloyd's historical anecdotes will be interpreted by contemporary psychotherapists and neuroscientists, who extrapolate how parenting modes shape not only the human psyche, but also the very structure of the brain itself - and how both influence the passing of traits through generations.

As recently as just a couple of generations ago we were a very different mindset.

WW1 revealed a generation of men who gave their lives willingly for 'God, Queen and Country'. Our grandfathers were rigid men, convinced of their values, who followed orders and did what was expected of them. They were typically raised with far more punitive parenting than recent generations endured. By comparison, it would be impossible to recruit a volunteer army from our own pampered generation, willing to fight trench warfare and 'go over the top' on command.

In the region of the former Yugoslavia, severe parenting modes are still practiced - and it's here we find Europe's most recent savage internecine warfare, mass-murder, and 'ethnic cleansing'. Robin

drew on well-documented research from this region, supported by film and photographic material, to build his understanding.

It is really only in the past two centuries, by virtue of improved health, education and standards of living, that things begin changing.



Starting in the 19th Century in the United States and extending into the late 20th, the 'Authoritarian' mode of parenting emerged. This is the parenting mode that gradually became most favoured across Europe and its colonies. Characterised by smacking, shaming, and 'carrot and stick' manipulation, the Authoritarian mode also includes a fair amount of parental love and healthy bonding. Most of us were raised this way.

The comparatively humane 'Authoritarian' parenting style gave society some respite from the horrors of the past, and growing numbers of relatively healthy, enquiring and empathic people began emerging.

This body of work and a great deal of similar altruism that flowered in the later half of the 20th century, is a product of this parenting mode - but there's still a way to go, as expressed well by Lloyd deMause: "We are moving from survival of the fittest - children of the most ruthless parents, towards survival of the most innovative and co-operative - children of the most loving parents."

This compelling body of historical evidence, supported by the latest neuroscience, goes a long way to 'proving' Robin's thesis, leaving the next episode to focus on what is being done to make a difference.

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THE DOCUMENTARY TEAM

Michael Balson, Director

Michael is one of Australia's most experienced and highly awarded documentary makers, with dozens of international documentaries to his credit.

He has directed, edited, shot and written Natural History, Adventure, Cultural and Environmental documentaries for all Australian and International Broadcasters, including many for The Discovery Channel and National Geographic. Michael has won AFI, Logi, and US ACE awards for Directing, Editing and Soundtrack.

Today he is 'horizontally-integrated', multi-tasking as Producer/Director/Camera/

Sound/Writer and Editor ... completing production on Final Cut Pro. Since moving to Byron Shire 12 years ago, Michael has completed over 30 hours of documentaries, for Television Broadcasters all over the World and *still* feels his best work is ahead of him!

Naomi Radunski, Producer

Naomi is a marketer and entrepreneur with a career history spanning all areas of media. She is a Clio Award-winning copywriter, professional writer and editor. With a keen interest in business, she has owned and developed successful enterprises, and assisted in developing others. She has always had a strong social justice bent.

In 2006, Naomi was introduced to Robin Grille's new book, *Parenting for a Peaceful World*. Moved and inspired, she immediately contacted Robin, to thank him and suggest ways in which his thesis could find a wider audience. She felt film would be the best avenue and Robin said, "Go for it!"

Within a short time, she had gathered around the project a formidable group of individuals, willing to contribute their skills, knowledge, film and business experience toward bringing it to fruition.

www.corehappiness.com



FROM TOP:
Michael Balson,
Naomi Radunski,
Jenny Lalor,
Mike Dillon

Jenny Lalor, Executive Producer

Jenny has been working in legal and business affairs in film and television for over fifteen years. In private practice in Melbourne until 1990, she then worked in London between 1990 and 2000. While in the UK she worked across all genres for the BBC, Carlton Television and Tiger Aspect Productions.

In the course of her career, Jenny has been involved in deals with a number of international distributors and broadcasters including, Discovery and National Geographic.

Since returning to Melbourne in 2000, she has worked on a variety of film and television projects as a producer and executive producer, as well running her own practice specializing in entertainment law.

She lives in Melbourne and has two children.

Email: hollyjam@optusnet.com.au

Tel: 03 9444 1837

Mike Dillon, AM, Director of Photography

Mike Dillon has won more awards in the field of Expedition Documentary direction and cinematography than any other individual worldwide.

His OA was awarded not only for pioneering efforts in documentary-making, but also for international humanitarian work.

He won Australia's top award for Documentary Cinematography, the ACS Golden Tripod Award two years in succession, for films about the Bicentennial camel race and an expedition with Sir Edmund Hillary in India.

Mike is a founding Director of the Australian Himalayan Foundation, dedicated to giving something back to the people of the Himalayas through education, health and other developmental projects.

He is a Fellow of the Royal Geographic Society and was awarded the inaugural Australian Geographic Silver Medallion for Excellence in 1986. He was the first Australian to win the Duke of Edinburgh's Gold Award.

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THE ADVISORY GROUP

Robin Grille

Robin is a practicing family therapist, psychologist and psychotherapist with extensive experience working with individuals, couples and families, and teaching or facilitating groups. His work on child development, parenting issues and family relationships has been widely published in Australia, the United States, Canada, South Africa and Israel.

Parenting for a Peaceful World, was published in 2005 and has been gathering momentum ever since. The British edition is due for publication in 2008.

Robin has been commissioned by ABC Consumer Publishing division to write the sequel to *Parenting for a Peaceful World*, due out in 2008.

interact@worldpacific.com.au
 www.our-emotional-health.com

George Reid BE (civil) (syd), MAICD

CURRENT

George Reid is a Trustee of the Thyne Reid Foundation, a private investor and Director of the Round House Unit Trust, in hotels property management. He is also a Director of the Narrangullen Pastoral Partnership, agricultural property management.

He is married to Georgina Reid and has a daughter and two sons.

CAREER:

Managing Director, Narrangullen Pastoral Partnership, property management agriculture. 1,000,000 acres located Eromanga, Queensland. 16,000 acres located Yass, NSW 1990-2003.

Director, Australian Beef Industry Foundation, fund raising for youth development programs, 2000-04



FROM TOP:
 Robin Grille,
 George Reid,
 Lisa Siganto,
 Jan Owen

World travel, 1988-1990

Assistant to the chairman, Family interests, Sydney, 1987-88

Assistant project manager, Carringbush Property Developments, city high-rise office towers, Sydney, 1986-1987

Lisa Siganto

Lisa Siganto has a degree in Engineering, an MBA from Harvard and has trained at the Institute of Executive Coaching Australia. She spent 15 years in top management consulting firms around the world analysing organizations and working with many different people to improve business performance. Today, as well as being an Executive Coach, she is a company director and does not-for-profit work. She has worked for SVA as a mentor and account manager for Qld. Being a mother of four children, Lisa is passionate about parenting in the world. Lisa is good at strategy, chairing and pulling together groups to deliver large projects.

Jan Owen

Executive Director, Social Ventures Australia (SVA)

Jan has more than 20 years of experience in the non-profit sector in Australia and has established, operated and advised numerous foundations and community organisations. Prior to joining SVA in 2002, Jan was founder and inaugural Chief Executive of the CREATE Foundation.

In 1999, she was the first non-US-based recipient of a 12-month fellowship at the Peter F. Drucker Foundation for leadership and innovation. Jan currently serves on the boards of the Inspire Foundation, Social Firms Australia and the Medical Knowledge Institute Advisory Group.

MARKETING & SALES STRATEGY

Production Funding Requirements

This documentary Series is inspired by the ideas expressed in the books of Robin Grille. It illuminates the tide of changing ideas around Parenting styles and the advances in brain research and behavioural sciences that underpin these developments.

The Series also supports the development of 'Connecting Parents,' a community parenting program based on Robin's research and publications.

The documentary and the parenting program both resonate for a groundswell of parents and educators seeking alternative, peaceful solutions, to some of our most pressing social challenges.

The Series will be funded from Government and private grants and Television Broadcasters.

The Director and Producer will make presentations in person, as required, to the primary funding bodies.

Funding is being sought from a combination of sources:

Film Finance Corporation	\$60,000.00
Pre-sales (Australian)	\$220,000.00
Philanthropic/Grantmaking Groups	\$160,000.00
Pre-sales/Acquisitions, international (minimum)	\$160,000.00
Projected total cost of production:	\$600,000.00

Production Budget

The full Production Budget is available on request.
 Email Naomi Radunski at naomi@corehappiness.com.

Philanthropic Grants

- The Producer of this Series has been integral to strategic planning and relationship-building of a new 'parent-the-parent' project, 'Connecting Parents,' based on Robin Grille's books and now being developed under the C.A.R.E. Parent Support Program. The Series will make an important contribution to the Marketing and Publicity of the new parenting program.
- A second, child-oriented philanthropic group with established interests in the documentary industry, will also be approached for funding and development support.

Pre-Sales to broadcasters: Australia

- **ABC TV.** Because Robin Grille is a commissioned author with ABC Retail, we will seek our first sale into ABC Television. A personal introduction to ABC commissioning officers is being arranged.
- **SBS** is also a natural sales option for the Series.

Pre-Sales to broadcasters: International

- **Sales agent.** An appropriately qualified Sales Agent will be representing the Series at MIPCOM, Cannes, in October 2007.
- **Preferred broadcasters.** Based upon the nationality of several contributors to the Series, we have formed a short-list of Broadcasters specially suitable for this Series, including: BBC and BBC2, BBC Ireland and Channel 4, UK; CBC; PBS USA; Israel Broadcasting Network; Swedish TV4 Fakta; Dutch NCRV.



Marketing

A multi-channel Marketing program, beginning by obtaining international broadcast coverage:

- The Series is positioned to be the primary publicity, marketing and educational tool for a Parent-the-Parent program being developed by an existing, successful project.
- A multimedia platform creating publicity and on-line community is integral to the development of the Series. It will go into design when the Series is in the pre-production phase, building links and sympathetic online relationships from the start.
- Retail DVD sales and a YouTube marketing presence are regarded as very important.
- An agency will be appointed to develop other DVD distribution opportunities, particularly via direct retail.
- A suitably positioned Public Relations agent will be appointed as soon as appropriate.

Some of the planned marketing channels:

Robin Grille

Robin is the author of the book *Parenting for a Peaceful World* (Longueville, 2005).

This Series derives from the book and incorporates not only Robin's research and thesis, but also his circle of professional associates as contributors.

Robin speaks on a broad range of public platforms, creating publicity opportunities for the Series whenever he does so.

Below are some of the marketing advantages offered to the Series by Robin's work:

- **ABC Consumer Publishing and Content Sales** commissioned Robin to write a sequel to *Parenting for a Peaceful World*. It is due for publication in early 2008.

Naturally we would like to make a tie-in between the ABC's interest in Robin's work and the Series.

- **Second Edition, *Parenting for a Peaceful World***, due in November 2007.

Robin is in favour of tying in the cover design for the new edition of his book with the graphic livery we will develop for the Series.

- **UK and German Editions, *Parenting for a Peaceful World***. These rights have been secured and the UK edition will be published in mid 2008.

- Covers for the new editions of the book; We are discussing with the British publisher whether we can tie in the cover design for the UK edition with the graphic livery for the Series.

- Publication of the overseas editions will help overseas sales agents introduce the series to UK free-to-air TV, particularly BBC2 and BBC.

- **Robin's website** will be redeveloped to tie in with the Series web-site; the two sites will be closely linked.

Brand creation

A designer has been briefed to brand the project as a whole, including title design, presentation materials and some marketing materials, such as A4 flyers, Web design, retail DVD slick and covers for the books.



Other Marketing

- **International contributors.** The Series includes research and interviews by relevant experts from the UK, USA, Sweden, Holland, Israel and New Zealand. This increases salability into those countries.
- **When the project goes into the filming phase** we will have appointed an appropriately placed PR Agent whose task it will be to create interest around the work of our contributors and drawing attention on the Series' content.
- **Website, YouTube and Blog.** A website will be developed for The Series.
 - **Fully optimized web-site increases sales and visits.** The site will be linked to all our contributors, as well as to an international list of appropriate political and parent and child support organisations, creating a dynamic social resource base.

This enhances the commercial possibilities for retail sales of the the DVD.

- **YouTube.** A YouTube presence will be developed simultaneously with the website, serving as a Sales, Marketing and Information tool. We are planning to show full-length interviews with some of our contributors, as well as other material of interest around the development of the project. Ideally, by the time the Series launches we will have created a visual YouTube 'development history' for the project.
- **Website.** During production we will have an 'abbreviated' version of the site running, with the YouTube interface offering most of the interest. Shopping and Blog facilities will be built in to the site and opened as they are required.



"We are moving from survival of the fittest - children of the most ruthless parents, towards survival of the most innovative and co-operative - children of the most loving parents." Lloyd deMause



CONNECTING PARENTS (C.A.R.E. PARENT SUPPORT PROGRAM)

Vision Statement

World peace is not only an entirely attainable goal, it is a modest one. The conditions that would bring it about require but a small fraction of the effort and expense we devote to fighting wars and fighting crime. A continued social evolution is quite possible, but it depends entirely on our collected efforts to keep improving the emotional lives of children. Our commitment to children's emotional health will ensure our rapid evolution toward a peaceful, just, sustainable and enjoyable existence for all humanity. (Robin Grille, Parenting for a Peaceful World)

Mission Statement

C.A.R.E. (Creating Access, Respect and Equity) Parent Support Program (CPSP) practices:

- Thinking globally, acting locally, responding personally (Kate Birch)
- Being the change we want to see in this world (Mahatma Gandhi)

CPSP believes:

- How we treat the child the child will treat the world (Pam Leo)
- It takes a village to raise a child (old African proverb)

CPSP values, welcomes and receives:

- Contribution and participation from community members with a genuine desire to contribute from the heart.

The CPSP mission statement is carried through all services offered by CPSP:

- Offering P5 education programs in the evenings and day-time.
- Counseling and mediation in the home or venue of participant's choice with appointments fitting into his/her schedule. E.g. after work hours if necessary. At this stage, the coordinator takes all phone inquiries and telephone counseling.
- Assessing family dynamics giving each member individual support in building pleasurable family relationships.

- Networking with other family and children's services in order to refer appropriately as well as informing other services of this program.
- Most referrals to CPSP come from past participants. Other services referring to CPSP include; DoCS, Family Courts, Solicitors, Community and Child Health, Mental Health, General Practitioners, alternate health services, schools and child care centers.
- Offering parents and professionals the opportunity to become P5 facilitators.
- Supplies a venue and advertising for those local parents with P5 facilitation qualifications to run their own P5 Parenting Support Groups. (Sustainability)

P5 (Participatory Program Promoting Pleasurable Parenting)

is a 7-week parent education program which supports participants in parenting with pleasure and confidence. It replaces the fear-based system of power and revenge with a universal skill-based system. P5 is a community based empowerment model for parents, by parents, with support from professionals. P5 is not expert-based. Our experience and success in disseminating P5 groups has demonstrated what works and therefore we have the skills to design *Connecting Parents* with the professional support of Robin Grille.

The **Connecting Parents** program is based on a solid foundation of accepted child development theory that has its basis on a large international body of research in areas such as early childhood attachment, psycho-neuro-endocrinology and social learning theory. These are currently the dominant paradigms in childhood development theory.

Connecting Parents will inform participants of the 5 Rites of Passage of Early Childhood. The right: to Exist, to Need, have Support, to Freedom and to Love. The program will examine the negative and positive beliefs we hold around each of the 5 Rites and how these beliefs became part of us. Since our own childhood experiences have been established as the most important influences on our parenting styles, we propose to look at how our own early childhood experiences have consciously and unconsciously



affected the way we feel, act and relate to others, especially our children. We will include physical exercises and meditation to support the participant in experiencing the 5 Rites through emotions connecting Soul, Body and Mind.

Connecting Parents is about building trust in humanity, especially our children, by cancelling punishment, guilt-tripping, shaming and manipulation (rewarding for so called 'good behaviour') from our own actions. The participants will be offered skills in building authentic and connecting relationships within themselves, their families and community.

Connecting Parents will:

- Reduce social problems, as demonstrated by mega-tons of research (on attachment, non-violent parenting and attachment) such as: social violence, childhood obesity, diabetes, anxiety, depression, ADHD and poor cognitive function and concentration at school. Ultimately, massive savings in many areas of public health and community order are achievable.
- Support the mission and vision statements of C.A.R.E. Parent Support Program (CPSP)
- Provide the balance needed for CPSP to offer a holistic emotional grounding.

(*Connecting Parents* supports **Belonging** while *P5* supports **Autonomy**)

By the year 2011 CPSP will be a holistic parent education package which can be used in any community or culture throughout Australia

How will this happen?

Research has shown that there is a need for programs funded solely for the purpose of parent education. CPSP has proven success in disseminating the parent education program *P5* designed by the New Zealand based psychologist, Kate Birch.

CPSP has found that *P5* is strong in successfully building Autonomy for both parent and child. Therefore, we wish to introduce an additional parent education program *Connecting Parents* to offer the important balance of Belonging. This concept of the human need for both Autonomy and Belonging is clearly demonstrated in Louise Porter's Tree of Well Being on page 131 of her book *Student Behaviour: Theory and Practice for Teachers*

CPSP can organically be introduced and grow in other regions of Australia. With the inclusion of *Connecting Parents*, (funded by FaCSIA or Thyne Reid) CPSP will be a holistic parenting program which has developed for the community by the community. The program offers empowerment to the people, with practical and emotional support. CPSP is a model which operates from the 'inside out'. Therefore, it can be used in any culture or region throughout Australia. With continued trust and contribution from the Department of Families, Community Services and Indigenous Affairs, more Australians can and will enjoy the pleasures of parenting and relationships.

The holistic CPSP model will continue to spread organically. Kate Birch and *P5* Australia Inc. conduct training for *P5* facilitators throughout Australia (this organisation is attempting to gain DGR status to seek philanthropic funding). *Connecting Parents* may need 2 - 3 years to become established and proven locally, before Robin Grille, Sofi Thomson, Rachel van Raak and team train facilitators throughout Australia.

By seeking accreditation from government and 'show-casing' CPSP nationally, through a quality website and appropriate promotion & advertising, it will reach the broader community more quickly. (4th year 2011-12)



THE CONNECTING PARENTS' TEAM

Sofi Thomson

Sofi is Coordinator of C.A.R.E. Parent Support Program in the Byron Shire.

Her focus is on supporting parents. Sofi believes that it is the parent who has the deepest love for the child and therefore will have the greatest opportunity to connect with that child.

Together with Robin Grille, Sydney-based psychologist and author of *Parenting For A Peaceful World* Sofi is embarking on designing a parenting program, *Connecting Parents*, which will address the emotional and practical needs of parents, in the hope that parents will feel the full pleasure of contributing to their families and their community relationships.

Sofi believes the addition of *Connecting Parents* will create a more holistic parenting program to the community of Byron.

A lifetime of relating within the core of her own family and working deeply with diverse cultures, in Indonesia and with remote Aboriginal communities in the Kimberley W.A., is the back-up to her success in delivering P5 parenting programs. P5, a *Participatory Program Promoting Pleasurable Parenting* was designed by a New Zealand-based psychologist Kate Birch. Sofi believes the overwhelming success of P5 groups in the Byron Shire is attributed to meeting a parent's and child's need for autonomy i.e. the feeling of confidence and responsibility of self.

She is a mother of four and has four grandchildren. Sofi has been passionate about contributing to creating environments in which children can grow and learn, supported and loved as the individual beings that they are.

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FROM TOP:
Sofi Thomson,
Rachel van Raak,
Caroline Price

Rachel van Raak

Rachel will be involved in designing and facilitation of *Connecting Parents*. She now helps facilitate P5 in the Byron Bay area.

Rachel (pronounced *Ruckle*) immigrated to Byron Bay, Australia ten years ago from her native Holland where she studied and graduated in Mensendieck Therapy (a form of posture and movement therapy recognised in Europe) and Occupational Therapy.

In Australia she has studied Yoga and Pilates and has been involved in teaching pre and postnatal yoga for the past seven years. She is raising her own two children; a son Bindu aged eight and daughter Amna, two.

A passionate advocate of attachment and progressive parenting philosophy and practice in her own home, she has been an enthusiastic advocate of the community based P5 progressive parenting program for the past two years since attending the seven-week course in September '05.

rachelvanraak@bigpond.com

Caroline Price

For the last 2 years Caroline has worked as a P5 Parenting Group facilitator, and recently became a P5 mentor. She has also trained as a Lifeline Counsellor.

She emigrated to Australia from England in 1993, after training as a textile designer and travelling for a number of years. She is a qualified Dive Instructor and works still works in that industry.

Caroline has two daughters, Eliza aged 7 and Mia, 4, and lives with her partner, Simon. simoncaroline@aapt.net.au