

Kenneth R Ginsburg, MD, MS Ed

BOOKS TO INCLUDE AT YOUR PROGRAM

Thank you for being a community committed to raising resilient children and adolescents. There are a variety of books and multimedia toolkits that can magnify and solidify the messages that Dr. Ginsburg will bring to your community. This information is designed to help you know which materials will serve your community best, and to guide you how to order them in bulk.

Your community or program can buy books at discounted bulk rates and choose whether to sell them at discounted rates or use the profit from sales as a fundraiser to support programming. Dr. Ginsburg does not ask for any profit from your book sales.

In general, experience suggests that between 30 and 50% of an audience will buy books at the event. It is suggested that you estimate the number of people likely to attend your event (couples count as one person) and order accordingly. In general, about half of the people who buy books will choose two or more.

The following pages offer brief descriptions so you can choose which book(s)/toolkits to order. More information on the materials can be found on fosteringresilience.com.

ORDERING INFORMATION – American Academy of Pediatrics

American Academy of Pediatrics

- Building Resilience
- Raising Kids to Thrive
- Guiding Adolescents to Use Healthy Strategies to Manage Stress (A booklet/film toolkit)

To order books from the AAP send an email to: aapsales@aap.org

- Let them know that you are hosting a program with Dr. Ginsburg.

BOOK INFORMATION – American Academy of Pediatrics

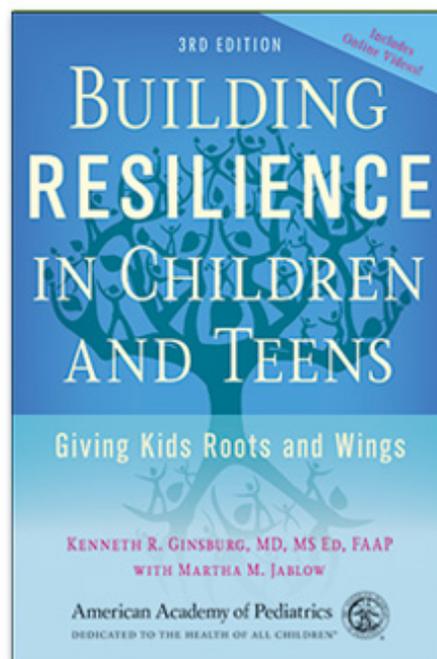
Building Resilience in Children & Teens – Giving Kids Roots and Wings – 3rd Edition

Published in Fall 2014

Building Resilience in Children and Teens offers strategies to build the seven critical Cs— competence, confidence, connection, character, contribution, coping, and control — so that parents can raise authentically successful children. This guide also offers coping strategies for facing life’s inevitable stresses. Kids who have healthy strategies in place may be less likely to turn to dangerous fixes to relieve stress. This book is about building strong, enduring relationships, preventing worrisome behaviors, and raising children who are poised to thrive and lead us into the future.

This book is useful to all youth-serving professionals, community members, and parents alike. It has won multiple awards.

Also included are 15 cloud-based parent videos with the option to purchase over 100 more. This leading-edge multimedia format will allow you to better share resilience-building strategies with your spouse, teens, or community/school organizations.



Raising Kids to Thrive – Balancing Love with Expectations and Protection with Trust (The Lighthouse Parenting Strategy)

Published in February 2015

Two fundamental principles are at the root of resilience. First, a parent's unconditional love is the most important force in a child's life. Unconditional love, however, has to be coupled with high expectations for effort, character and morality. Second, a child will never learn life's lessons if he is protected from experiencing them. But children need protection from challenges that can bring irreparable harm.

These fundamental principles are anything but simple. The challenge of parenting is how to apply these core principles in a complicated world. It doesn't matter what we know to be right, what we wrestle with is how to do it.

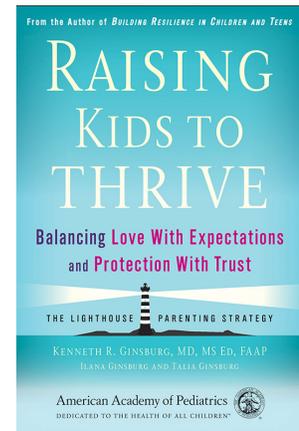
There are two questions with which we struggle as we consider how to build resilience in our children.

- 1 How do I give my child the unconditional love needed to thrive while also holding him to the high expectations needed for success?
- 2 How do I protect my child while letting her learn life's lessons?

This book helps resolve the tension these two principles of resilience pose by offering the latest in research, a wide breadth of expert opinion, AND INPUT FROM OVER 500 TEENS! You will learn to balance these complex issues and offer your child the security she can only gain from you and the confidence she can only develop from experience. She will be more than resilient – she will be poised to THRIVE.

It introduces **Lighthouse Parenting**, rooted in the well established and evidence based principles of authoritative parenting.

“I like to think of myself as a lighthouse parent, you know reliably there, totally trustworthy, making sure he doesn't crash against the rocks, but committed to letting him learn to ride the waves.”



This book is primarily for parents, but can also be useful to educators as well as youth serving professionals who serve middle class and well-resourced youth.

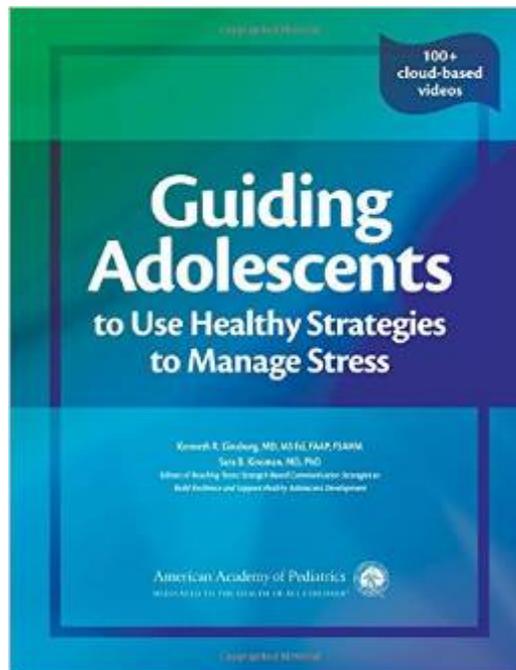
Guiding Adolescents to Use Healthy Strategies to Manage Stress

This book/video toolkit was designed for professionals but is highly useful for parents and parent organizations who want to focus on reducing stress.

Many of the behaviors we worry about in teens are rooted in their attempts to address stress in their lives. We may do our greatest good when we guide youth to adopt healthy coping strategies.

This Book/Video project includes 15 chapters and over 100 films. This work published by The American Academy of Pediatrics prepares professionals TO APPLY the principles of positive youth development and resilience to guide youth towards healthy means to address stress.

This Book/Film Project is a subset of *Reaching Teens: Strength Based Communication Strategies to Build Resilience and Support Healthy Adolescent Development*. People purchasing *Reaching Teens* should not also purchase this work. This product less expensive than *Reaching Teens* and could be useful to either professionals or parents who wish to focus on stress reduction. We recommend these are available at professional and parenting events. The toolkit retails for \$40 and will likely sell fewer copies than the traditional parenting books, but the films available make it a unique resource. Most of the points covered in Dr Ginsburg's talk will be on film here and useful for young people to watch independently, or for adults to reinforce and share the principles covered in the talks. Additional subject such as mindfulness are offered by other adolescent experts in this toolkit.



Reaching Teens: Strength Based Communication Strategies to Build Resilience and Support Healthy Adolescent Development

Published 2014

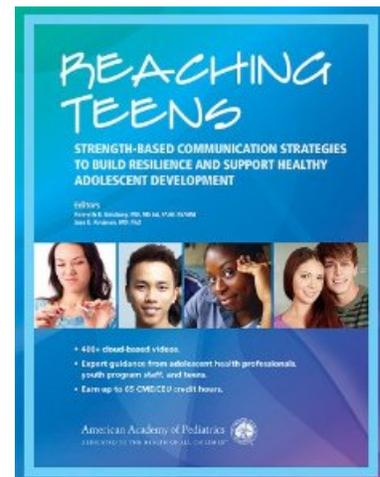
Telling young people what not to do makes them aware of problems, but does little to create change. In fact, it engenders shame and can therefore backfire. An approach that addresses risk by building on the strengths of youth promotes positive changes by building young people's confidence and helping each understand how much he or she matters. Youth who understand that others expect the best from them gain self-worth and are poised to THRIVE.

Reaching Teens is an evidence-informed comprehensive textbook/video project (69 chapters/ 450 films) published by The American Academy of Pediatrics that prepares professionals TO APPLY the principles of positive youth development, resilience, and trauma-informed care in order to guide youth towards healthy behaviors and wise decisions.

This toolkit is designed for professionals who serve youth. It has been thoughtfully priced so that it can be accessible to all youth-serving professionals and agencies. It offers *up to 65 continuing education credits from The American Academy of Pediatrics, The National Association of Social Workers, and the National Board of Certified Counselors.* *If your agency is likely to become a Reaching Teens Community, you should contact Elyce Goldstein for licensing costs and bulk discount rates. egoldstein@aap.org. If you are holding an event where staff from multiple youth-serving organizations will be present, we recommend ordering a few (one per represented agency) from Debbie Harris and then asking her to send along brochures and flyers that offer conference pricing to people who order shortly after the conference.*

Turn here for actionable advice and counsel spanning the toughest youth communication challenges:

- How to help teens recognize existing strengths
- How to empower wider decisions and healthier choices
- How to foster resilience-building
- How to ally with parents and support effective parenting
- How to develop and prioritize your interventions
- How to help with special psychosocial and environmental challenges
- How to de-escalate crisis situations
- How to establish appropriate boundaries
- How to discourage unhealthy relationships
- How to serve populations with special healthcare needs
- How to practice effective self-care that enhances your ability to serve youth
- Plus much more!



Approved for 65 Continuing Education Credits from The American Academy of Pediatrics, The National Association of Social Workers, The National Board of Certified Counselors, The National Association of Pediatric Nurse Practitioners, and The American Academy of Physician Assistants.

BOOK INFORMATION – Penguin Books

Letting Go with Love and Confidence – Penguin Books

Published in 2011

The ultimate goal of parenting is to “let go” — to raise children who are prepared to navigate the world on their own but who also recognize that having strong and healthy family relationships are important for their well being. This book offers practical strategies on guiding children toward independence in a healthy way that pays attention to their capabilities and builds their skills.

Letting Go with Love and Confidence is about *applying* the principles of resilience. It offers practical advice on the many everyday questions that challenge parents. When is my child ready to go to the mall? Handle a cell phone? Date? Parents reading this book will learn to tie the granting of new privileges to their adolescent’s growing capabilities and demonstrated responsibility. The strategies offered in this book honor teenagers’ need for more independence while keeping them safe. This book also will help parents minimize conflicts that can harm healthy family relationships.

Many of the principles in “Letting Go” are covered well in the parenting books offered by the AAP. However, this offers parents a deeper dive into how to raise a child poised for interdependence. The key principal is that children who are offered independence that matches their capabilities will look for parental guidance far into the future, whereas children who were controlled during adolescence may prefer to maintain looser, and more distant, relationships later.

We recommend that copies of “Letting Go’ are available for parenting audiences, but that “Building Resilience” and “Raising Kids to Thrive” remain the principal books offered.

Bulk Sales for “Letting go with Love and Confidence” are best arranged through a book distributor, call 1-800-CEO-READS.

