

Good Housekeeping

goodfamily

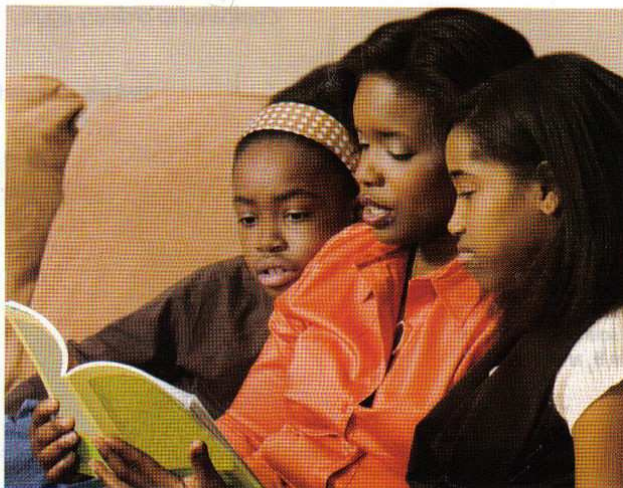
FROM KIDS TO MONEY, WHAT TO KNOW NOW



Manage TV Munchies

Junk-food commercials work—perhaps too well. In a recent Yale University study, kids who saw snack-food ads scarfed 45 percent more munchies in front of the tube than those who didn't see them. Keep your child from chowing down with these tips from lead researcher Jennifer Harris, Ph.D.

- **Set a rule—and follow it**
Establish that there will be no noshing in front of the television—period. (And that includes you, too!) But if you decide occasional snacks are OK, then...
- **Keep containers in the kitchen**
Instead of bringing out the entire package of pretzels, serve premeasured portions in bowls or plastic bags
- **Explain the issue**
Let kids know how ads can trigger mindless munching—and that TiVo doesn't solve the problem. Research reveals that even a brief glimpse of a commercial can have an impact
- **Encourage ad-free entertainment**
Most food ads targeting kids are on Nickelodeon, Cartoon Network, and Saturday-morning cartoons. Parents (especially of young kids) should suggest PBS and DVDs over commercial TV —L.H.



Raise a Bookworm

To foster a love of reading, keep reading—together. Even if your kid can breeze through the Percy Jackson series solo, reading aloud can expand her vocabulary, and your conversations can help her understand and enjoy more. “This is how you can raise a confident, lifelong reader,” says Diane W. Frankenstein, author of *Reading Together: Everything You Need to Know to Raise a Child Who Loves to Read*. Yet the number of kids who are read to every day drops significantly at age 9, reports a recent Scholastic study. So, regardless of your child's age or comprehension level, continue the read-together ritual. Maximize your time with these three strategies:

Pick on-par books Shelve books that seem way over his head. It's tempting to push his literary limits, but the goal is understanding and enjoyment.

Listen to audiobooks It's not cheating, really; it's a terrific way to engage kids in a good yarn. Press “Play” during car rides or after dinner.

Revisit favorites A second read is a great chance to discuss subtleties and encourage him to move beyond just the plot. —Laura Hahn

STOP THE WALK-AND-TALK Talking or texting on a mobile while driving is a big no-no—and the same holds true for walking, say University of Alabama at Birmingham researchers. Kids gabbing on cell phones were 43 percent more likely to be hit by vehicles, or have close calls, in a virtual environment than kids who were phone-free. The concern? Cell-connected kids can forget to look both ways, or misjudge the speed and distance of traffic. So when you discuss rules of the road, include the sidewalk—and model safe behavior, too. —L.H.

