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## Introducing

# Parental Wisdom®

Parental Wisdom provides parents with multiple and trusted expert responses to their questions about raising children.

This is **different** from existing websites and books that offer a single expert opinion. If we truly believe children are unique, then how can 'one-size fit all'?

However, the many resources that exist do add value; especially at the time someone has a question. That is why Parental Wisdom advisors, along with their answers, supply relevant book titles, links to articles and websites that may provide additional information that further respond to the parent's question. In this way, Parental Wisdom is **complementary** to existing website and resources.

Parental Wisdom believes parents are the real experts and know their own children best. By providing multiple responses in a single source, parents will have the opportunity to recognize and choose the right answers for issues and questions that affect their children.

What the Parental Wisdom model offers:

- Multiple opinions presented for each question
- Targeted answers from highly qualified advisors
- Additional resources that further respond to a parent's question
- Search approach within the database
- Rapid turnaround of questions new to the database
- Park Bench® because it really does take a village to raise a child

Like your children, Parental Wisdom is unique;  
2 U.S. Patents\* protect it.

\* U.S. Patents 6,193,518 and 6,482,012

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Advisors for Parental Wisdom® have expertise that provides helpful information to our members, which include parents, caregivers, grandparents, educators and social intermediaries.

In turn, advisors have the opportunity to deliver a highly targeted, specific message. Examples of our respondent experience includes:

- ☐ Authors
- ☐ Child Care Providers
- ☐ Child Psychiatrists
- ☐ Child Psychologists
- ☐ Dentists
- ☐ Dieticians
- ☐ Family Counselors
- ☐ Guidance Counselors
- ☐ Nurses
- ☐ OB/Gyn
- ☐ Pediatricians
- ☐ Play Specialists
- ☐ School Administrators
- ☐ Social Workers
- ☐ Teachers
- ☐ Youth Sports Coaches



*www.parentalwisdom.com*

*"We don't receive wisdom; we must acquire it for ourselves during the course of a journey that no one else can take for us."*

-Tina Nocera  
Founder, Parental Wisdom

Is Parental Wisdom right for you? If so, please contact [tina@parentalwisdom.com](mailto:tina@parentalwisdom.com)



*Parental Wisdom®*  
because kids don't come with manuals®

*www.parentalwisdom.com*

# Have you noticed that?

- Kids don’t come with manuals
- They never have
- But how do you write a manual on a work in progress?
- More importantly, who is the ‘expert’ writing the book?

There certainly are enough books out there – a Barnes & Noble search on parenting discloses over 30 thousand titles.

A Google search on parenting reveals over 18 million-web pages!

Each month, thousands of articles on parenting appear in countless magazines.

Clearly, the lack of information isn’t a problem; information overload is.

It’s like trying to take a drink of water from a fire hose. You can drown and still be left thirsty.

Real parents have real questions



Past generations relied on extended family support systems; virtually non-existent today.

With more single parent households, blended families, cultural differences, social ills and marketing influences, the problems are more complex.

We need something that recognizes this.

*We need something better...*

## Sample Question & Responses



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**My baby thinks playtime is nighttime and we are exhausted. Any way to get her on track?**

You can try to reverse the pattern by extending your baby's active times and decreasing daytime rest periods. Observe your baby's activity and make note of when, where and for how long he naps, plays etc. to help formulate a plan to change the pattern. Try extending awake periods by 5-10 min; try keeping the baby in areas which offer more stimulation and opportunity to interact with the environment, for example, sitting the baby in the kitchen. Naps should be kept to 1 1/2 to 2 hours, less in the late afternoon. Gently wake the child with soft music or soft touch. Reverse this at bedtime keeping the stimulation low. You might consider changing bath time to early evening or even AM since a bath can often be stimulating.

[Bernie Pepchinski, RN and mother of three](#)

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Begin the bedtime routine right after dinner. Make the time after dinner into an enjoyable part of the day. Use this time to wind down from the day's activities. Enhance the atmosphere with soft music, and engage in activities like talking, singing, reading, playing with toys, and giving your baby a warm bath. Stay with your baby for the normal 15 minutes it takes to fall asleep and then check on him frequently until he is sound asleep. You can also talk about this special part of the day earlier in the day. In addition, you can describe the benefits of sleep—how it is nature's time to take care of his body, rest it, and prepare it for a wonderful new day.

[Sally Goldberg, Ph.D.](#)

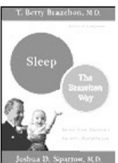
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Babies, like adults, need to develop a normal daily routine that signals the most appropriate time to sleep, and when to be active. Although babies are only born with a collection of basic reflexes, they soon learn to control more body parts and desire greater physical challenges and additional playtime. This is good, since physical play experiences enhance your child's brain and physical development. Play baby games such as peek-a-boo and pat a cake, and carry your baby from room to room and rock him to stimulate his level of physical activity.

[Rhonda Clements, Ed.D.](#)

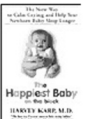
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**Books**




**Sleep: The Brazelton Way, Advice from America's Favorite Pediatrician**

By: **T. Berry Brazelton, Joshua Sparrow**



**The Happiest Baby on the Block: The New Way to Calm Crying and Help Your Newborn Baby Sleep Longer**

By: **Harvey Karp M.D.**



**The No-Cry Sleep Solution: Gentle Ways to Help Your Baby Sleep Through the Night**

By: **Elizabeth Pantley**

**Helpful Links**

<http://www.babycenter.com/baby/babysleep/index/>  
<http://www.rexanne.com/baby-sleep.html>  
<http://www.askdrsears.com/html/7/T070100.asp>  
<http://amazing-baby-sleep-secrets.com/>

## Sample Respondent Bio



**Rhonda Clements, Ed.D.**

Professor in the School of Education and Allied Human Services, Hofstra University, Long Island, New York. Dr. Clements received her Doctorate of Education from Teachers College, Columbia University from the Department of Movement Sciences and Education. She is the author of eight books in the areas of movement, play, and games. She is also the President of the American Association of the Child's Right to Play – a United Nations recognized association composed of experts in childhood development, play theories, and leisure activities in 49 countries, whose primary purpose is to protect, preserve and promote play and physical activities throughout the world. She has written more than 20 research articles concerning the need for physical activity for preschool and elementary school age children, and has presented at more than 30 international or national conferences, and over 60 state or local conferences. Dr. Clements has also been interviewed by more than 200 journalists in the last three years on issues reflecting physical activity and movement, and was one of eight national experts to write NASPE's 2002 Active Start: A Statement of Guidelines for Children From Birth to Five Years. Dr. Clement's research interests focus on early childhood and elementary physical education, and sociocultural and historical issues in play, games and sport.

# The Parental Wisdom Quality Assurance Process

1 A **parent** enters a question on the website. They can search the data base to see if a similar question has already been answered, or they can enter a new question.



2 An **editor** reviews the question for completeness and forwards the question to several advisors with relevant experience.



3 **Advisors** receive an email, linking them back to a question page. They provide a response of no more than 2 paragraphs, which may include additional references such as books, websites and related articles that further respond to the question. Advisors have the opportunity to deliver a targeted, specific message and be heard above the noise.



4 The **editor** reviews the answers from advisors for accuracy and completeness; applying minor edits if necessary. Any questionable responses are reviewed with a Pediatric Advisor. When at least 2 responses are received, the editor will post them to the database, although more responses may be added later on.



5 The **parent** returns to the Parental Wisdom website and is brought to their question history page after login. Parents view the responses and resources that have been added, where they have the option of rating the responses, and providing feedback of their own. Parents retain complete anonymity; at no point is their identity known.

