

3 Strategies To Start The School Year Off Right.



Does your child need to pay more attention in school? Use the following tips to help keep your little ones on their toes in class:

1. More Whole Grain + Fiber = Less Distraction

To help keep your children focused on their schoolwork and not their grumbling bellies, incorporate more whole grain and fiber into their diets. Both have been shown to slow down the digestion process and may contribute to a feeling of being full.

2. Start the Day with Breakfast

Kids need an energy boost after a long night's sleep. A recent clinical study showed that a whole grain and fiber-filled breakfast of Frosted Mini-Wheats® cereal helps improve children's attentiveness by nearly 20%.*

3. Make Sleep a Priority

Lack of sleep may impact a child's performance both in school and at home. To help your kids do their best every day, be sure they get at least eight hours of sleep each night.



Keeps 'em full. Keeps 'em focused.

*Based upon independent clinical research, kids who ate Kellogg's® Frosted Mini-Wheats® cereal for breakfast had up to 18% better attentiveness three hours after breakfast than kids who ate no breakfast. For more information, visit www.frostedminiwheats.com

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Tracking Your Teen

With all the tools available to keep tabs on kids, how can parents draw the line between monitoring—and spying?

BY JULIE EVANS

On any given day, Barb Schmitz, a mother of two from Avon, Ohio, may scroll through her 14-year-old son's text messages, check her 12-year-old daughter's homework online, and check Web sites they've visited.

"I have friends who think it's awful what I do. But let's face it: Teens make bad decisions," says Barb. "Our role as parents is to make sure that bad decisions don't lead to tragedy."

Thanks to an avalanche of tracking tools in the marketplace, parents can monitor what kids buy for lunch at school, how they present themselves on personal Web pages, even where they drive and how fast they go.

But many parents and parenting experts say these tools blur the line between being watchful and being downright intrusive. "You can use the technology, but you have to establish trust between parent and child, and that begins early on," says Jan Faull, M.Ed., a child development specialist in Seattle. "Safety is important, but don't overuse technology."

BUILDING TRUST

It's vital to draw a distinction between monitoring your kids and

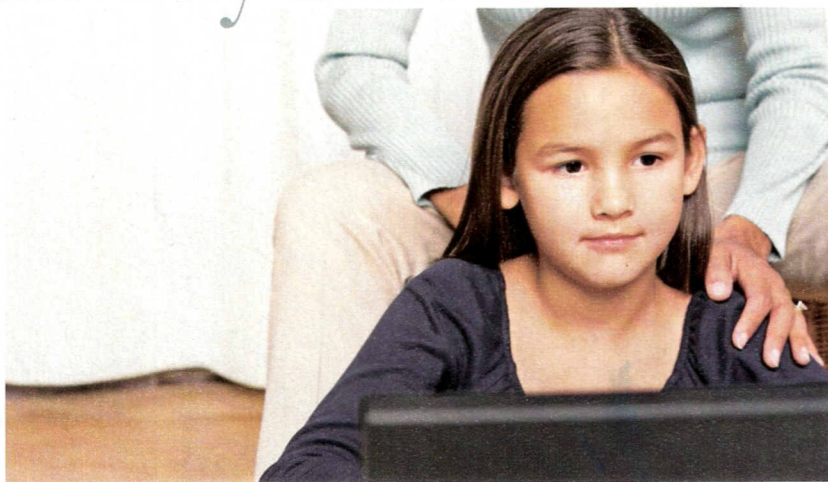
spying on them. Spying, in which you track their movements without letting them know, sets the stage for an adversarial relationship, says Larry D. Rosen, professor of psychology at California State University and author of *Me, MySpace, and I: Parenting the Net Generation*. "Don't peek at kids' computer files when they're not home. It's their electronic diary. When you read it without permission, you're violating trust," he says.

There are exceptions to the rules, of course. If your teen is exhibiting behavior that frankly makes you fear for his safety, and you feel there's no other way to find answers, then it may be time to dig for them. "If you can use technology to support your child on the road to independence, then use it, but use it wisely," adds Faull. Some first steps:

1 Hold a family meeting. Once or twice a month, gather the clan to talk things out face-to-face. Start off by complimenting your children on something they're doing well. It could be as simple as, "I like the way you do your homework." Then talk about upcoming decisions that need to be made and let the kids have some say.

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"It makes kids feel they have a trusting relationship because they have a voice in the family," says Peggy Meszaros, Ph.D., director of the Center for Information Technology Impacts on Children, Youth, and Families, at Virginia Tech in Blacksburg.

2 Build parent networks. Get to know the parents of your children's friends. When Meszaros studied young women in Virginia's tobacco-producing counties to find out why they didn't smoke, she learned that one of the strongest protective factors was parents who knew each other socially and attended activities together.

3 Stay in control. Keep the computer in a room where you can monitor its use. Ask to see their MySpace or Facebook page and talk about potential dangers if they have inappropriate items. "If you start monitoring early, it's considered normal behavior by your child. It's not like he or she wakes up one day and says, 'my parents don't trust me anymore,'" Meszaros says.

4 Take interest in tech. Ask for lessons on how to send a text message. This bolsters your relationship with your child and gives you better insight into their technological world. ☺

TRACK TECH

Parental concern has spawned a range of new technologies—and new ways to use old tech—to keep tabs on kids. Here are just a few of the programs and services in use, with resources for more information before you consider using the service.

■ **WATCH KIDS DRIVE.** The American Family Insurance Teen Safe Driver program includes an audio/video recording device that sits behind the rearview mirror.

Extreme braking, accelerating, and collisions prompt the device to save a video clip of the incident, which is reviewed and scored by the insurance company. Parents can then log in to a secure Web site to view the video. Find out more at teensafedriver.com.

■ **TRACK BY PHONE.** Global positioning satellite (GPS) technology allows Verizon's (verizon.com) Chaperone with Child Zone to help parents create a virtual vicinity with boundaries such as school, playground, or daycare. When the child enters or leaves the designated boundaries, parents are alerted with a text message.

■ **TRACK CLASSWORK.** See attendance, behavior, grades, and more with school management software such as LunchTime (lunchtimesoftware.com). Parents can also monitor what kids are eating when they're part of a prepaid lunch program.

IMPORTANT SAFETY INFORMATION:

Vyvanse is indicated for the treatment of ADHD. Efficacy based on two controlled trials in children aged 6 to 12 and one controlled trial in adults.

Tell the doctor about any heart conditions, including structural abnormalities, that you, your child, or a family member, may have. Inform the doctor *immediately* if you or your child develops symptoms that suggest heart problems, such as chest pain or fainting.

Vyvanse should not be taken if you or your child has advanced disease of the blood vessels (arteriosclerosis); symptomatic heart disease; moderate to severe high blood pressure; overactive thyroid gland (hyperthyroidism); known allergy or unusual reactions to drugs called sympathomimetic amines (for example, pseudoephedrine); seizures; glaucoma; a history of problems with alcohol or drugs; agitated states; taken a monoamine oxidase inhibitor (MAOI) within the last 14 days.

Tell the doctor *before* taking Vyvanse if you or your child is being treated for or has symptoms of depression (sadness, worthlessness, or hopelessness) or bipolar disorder; has abnormal thought or visions, hears abnormal sounds, or has been diagnosed with psychosis; has had seizures or abnormal EEGs; has or has had high blood pressure; exhibits aggressive behavior or hostility. Tell the doctor *immediately* if you or your child develops any of these conditions or symptoms while taking Vyvanse.

Abuse of amphetamines may lead to dependence. Misuse of amphetamine may cause sudden death and serious cardiovascular adverse events. These events have also been reported rarely with amphetamine use.

Vyvanse was generally well tolerated in clinical studies. The most common side effects reported in studies of Vyvanse were: *children* – decreased appetite, difficulty falling asleep, stomachache, and irritability; *adult* – decreased appetite, difficulty falling asleep, and dry mouth.

Aggression, new abnormal thoughts/behaviors, mania, growth suppression, worsening of motion or verbal tics, and Tourette's syndrome have been associated with use of drugs of this type. Tell the doctor if you or your child has blurred vision while taking Vyvanse.

Please see Brief Summary of Full Prescribing Information on the following page.

Shire...your ADHD Support Company™
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