

Former Area Resident's DVD Wins Parent's Choice Award

"TimeOut Tot: The Behavior Coach" (www.timeouttot.com), an innovative interactive DVD and behavior program aimed at nurturing character development in young children, has won the coveted 2004 Parents' Choice Approved Award.

Produced by Pausitive Programs LLC of San Marino, "TimeOut Tot" is one of 10 DVDs this year to receive the award, among a total of 24 Parents Choice' Award recipients. Pausitive Programs, a new entrant on the scene — founded by Ann R. Brazil, a San Marino mother of three — joins a winners' circle that also includes such marquee names as Buena Vista Home Entertainment ("Finding Nemo," "Holes" and "The Lion King: Special Edition"), Warner Home Video, MGM Home Entertainment, Dreamworks Home Entertainment and WQED ("Mr. Rogers"). The complete list of winners is listed at www.parents-choice.org.

Brazil grew up in the La Cañada Flintridge area and attended St. Bede Elementary School. "I believe it's time to step in and remind society of the importance of raising well-behaved children with good character, giving them a better chance of becoming respectable citizens," she said of her philosophy in creating "TimeOut Tot." "I also believe behavior is learned just as academics, and exposing children to a balance between the two would be in their best interest and that of society."

The Parents' Choice Approved Awards are given on the basis of the production, entertainment and human values they exemplify. The award indicates a wholesome product that helps children enjoy developing physical, emotional, social or academic skills. Fewer than 15 percent of products submitted to the Parents' Choice Awards program receive a commendation in one of the six award levels: Classic, Gold, Silver, Recommended, Approved and Fun Stuff. The Parents' Choice Awards committees look for products that entertain and teach with



flair, stimulate imagination and inspire creativity. Products must be free of racial or gender bias, and must not exhibit violence.

"This is a terrific honor for what remains a unique DVD in its category," said Brazil, principal of Pausitive Programs. She developed "TimeOut Tot: The Behavior Coach" as the culmination of an 18-year study of early childhood development. The DVD project was inspired by her experiences rearing her special needs son.

"Having a child whose toddlerhood lasted a few years longer than the norm kept me in the 'learning and teaching zone' for an extended time," Brazil said. "The experience had its share of tiring and frustrating moments. Many times, it would have really helped if I had someone who could step in and take over for a few minutes. And that's when the idea of a 'time out' DVD was born."

Tot is an adorable neighborhood squirrel (puppet) who visits young children in "time out" and coaches them on what is right and wrong using honest words, simple songs and gentle correction. The character was fashioned by a Jim Henson puppet-maker. Complementing the Parents' Choice Award, "TimeOut Tot" was recently recognized with a Dove Foundation Seal of Approval.

"Unlike anything on the market today, TimeOut Tot teaches good behavior," Brazil said. "While the market contains a raft of products that nurture the young child's intellect, surprisingly few nurture the young child's character. At the same time, parents are spending a great deal of time and money on math and reading tutors, but tend to overlook emotional and social development. Our DVD is the answer to every frustrated parent's disciplining dilemma. We've taken an innovative approach to the time-honored 'time out' that, on occasion, every child needs."

When the need arises, parents simply select a "Teaching TimeOut" from among six of the most common childhood misbehaviors — whining, tantrums, grabbing, biting, cutting in line and pushing. Tot's "Teaching TimeOuts" are patent-pending lessons that help young children draw a clear line between what is acceptable and unacceptable behavior. Fun and easy-to-sing tunes reinforce Tot's meaningful messages. The DVD also features useful tips for parents on how to "unemotionally" manage misbehavior.

The Parents' Choice Awards Committees, comprised of mothers, fathers, teachers, performing artists, librarians and children themselves, search out and recommend products

that help kids grow — imaginatively, physically, morally and mentally. Established in 1978, Parents' Choice Foundation is the nation's oldest not-for-profit evaluator of children's books, videos, toys, audios, computer software, television and magazines. The foundation's mission is to provide parents with information to participate wisely in their children's learning. Parents' Choice Foundation has no commercial ties, maintaining its 25-year tradition as an independent voice.