

Our Commitment to the Community is in Need of Your Support

It has been a year of change for the HUB Family Resource Center! We are in the process of a merger with Community Partners yet the financial need for HUB parent education, home visiting programs and support groups is at its highest level ever. We intend to continue to offer the types of programming our community has come to rely upon – but we can only do this with your help.

Our parent education and home visiting programs, which are only partially funded through private donations and small grants, have been particularly hard hit. Parent education and home visiting are as important today as they were when the HUB first began. These programs offer long term solutions; break negative cycles and give families hope.

In order for the HUB to continue to offer our community the varied and quality educational programs it has for the past 16 years, we need you. The HUB is dedicated to our community. We are asking you to choose to dedicate your annual charitable gift in 2010 to the HUB.

The financial foundation of the HUB is built from community members like you. Our goal is to be here in 2011, with a full schedule of classes and parent education programs. Please help us achieve this important goal.

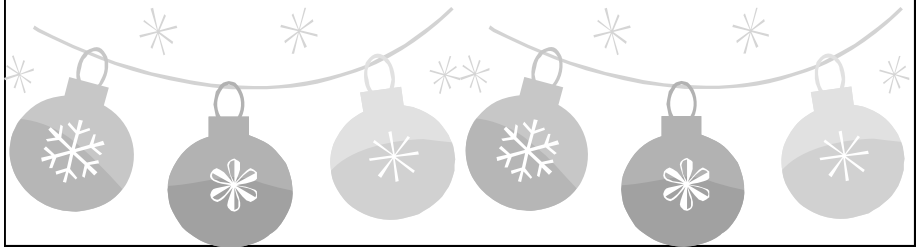
Best wishes for a wonderful holiday season and a peaceful 2011!

Matt Lahr

Matt Lahr
 President of the Board

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Giving a Gift to the HUB this Holiday Season is Easy!

Choose one of these options:

▶ Mail a check to:
 The HUB Family Resource Center
 23 Atkinson St.
 Dover, NH 03820

▶ Go online to:
www.hubfamilies.org
 Go to the “Support the HUB” page, and then click on “Donate Now” located on the left side menu. Please fill out your name, address, email and then scroll down to *Donations* to complete your gift.

We thank you for your support & we wish you peace and happiness in 2011!

**The HUB
Family Resource Center**
23 Atkinson St., Dover, NH
603-749-9755
www.hubfamilies.org

The HUB Family Resource Center is a private 501(c)(3) nonprofit organization founded in 1994. It is funded through community contributions, state and federal grants, and private foundations.

We believe that parents are their children's first and most important teachers. We provide educational programs and support services to enhance their abilities to raise healthy children in caring homes.

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Corporate Marketers Working Hard - Not Just Throughout the Holidays, but Year Round

Pokemon trading cards, Spongebob toothbrushes, Star Wars sleeping bags. These are some typical items I may find in my shopping cart when shopping at the big box stores that seem to be conveniently located only a few miles from my house. From the looks and sounds of other parents out there, it appears that the licensing agents of Spongebob, Pokemon and Darth Vader and pals are making a tidy profit this year- especially during the holiday season. Next year, they'll probably make even more!



Parent-to-Parent
By, Suzanne Weete

Recently, I was introduced to the Campaign for a Commercial-Free Childhood (www.commercialfreechildhood.org), a non-profit organization based out of Boston, MA. The mission of the CCFC is:

"To reclaim childhood from corporate marketers. A marketing-driven media culture sells children on behaviors and values driven by the need to promote profit rather than the public good."

Some staggering facts about corporate marketing and the effects on children today:

- ▶ Marketing directly to children is a factor in the childhood obesity epidemic.¹
- ▶ Marketing also encourages eating disorders, precocious sexuality, youth violence and family stress and contributes children's diminished capability to play creatively.^{2, 3}

Marketing to children is a huge business:

- ▶ Companies spend about \$17 billion annually marketing to children⁴, a staggering increase from the \$100 million spent in 1983⁵.
- ▶ Children under 12 influence \$500 billion in purchases per year⁶.

Children are bombarded with marketing every waking hour:

- ▶ Almost every major media program for children has a line of licensed merchandise including food, toys, clothing and accessories. Brand licensed toys accounted for \$22.3 billion in 2006⁷.
- ▶ In their effort to establish cradle-to-grave brand loyalty and promote nagging, marketers even target babies through licensed toys and accessories featuring media characters⁸.

These facts and figures are just a brief glimpse into how children are targeted in our homes, our schools, through friends and in the community by corporate marketers. Our attitudes about what we purchase for our children and how we live our lives will not change overnight. Throughout this holiday season however, perhaps these facts on how corporate marketing influence our lives will help you, as a parent, protect our vulnerable children, in a way that we've never thought of before.

For more information on the Campaign for a Commercial-Free Childhood, please visit www.commercialfreechildhood.org

Thank you to Susan Dromey Heeter a 7th & 8th grade Spanish teacher at St. Mary's Academy, for introducing me to the CCFC. - S.W.

¹ *Food Marketing to Children and Youth* (2006). Institute of Medicine. Washington: The National Academies Press, p. 8.
² Linn, S. (2005). *Consuming Kids: The hostile takeover of childhood*. New York: New Press
³ Schor, J. (2004). *Born to Buy: The Commercialized Child and the New Consumer Culture*. New York: Scribner.
⁴ James McNeil quoted in Horvitz, B. (2006, November 22). Six Strategies Marketers Use to Make Kids Want Thing Bad. *USA Today*, p. 1B.
Retrieved March 2, 2008 from http://www.usatoday.com/money/advertising/2006-11-21-toy-strategies-usat_x.htm.
⁵ Schor, J. (2004). *Born to Buy: The Commercialized Child and the New Consumer Culture*. New York: Scribner, p. 21.
⁶ Campbell, K. & Davis-Packard, K. (2000, September 18). How ads get kids to say I want it! *Christian Science Monitor*.
⁷ Hayes, D. (2007, February 19). Invasion of the Techie Tots. *Variety*, p. 1.
⁸ Gregory Thomas, S. (2007). *Buy Buy Baby*. Boston: Houghton Mifflin.



family resource center

www.hubfamilies.org

WINTER

December 6 - March 25
2010/2011

For more information call
749-9755 x 10
Issue Date November 7, 2010

Our Mission

The HUB Family Resource Center provides families with educational programs and support services which enhance their ability to raise healthy children in caring homes.

MONDAYS	TUESDAYS	WEDNESDAYS	THURSDAYS
<p>Kids in Action Every Monday Morning 9:30am - 11:00am McConnell Center (MCC) 61 Locust St., Dover \$5 per week/family No program - 12/27, 1/17 & 2/21 <i>Registration is required. Please call Nicole Gagnon at 516-9356.</i></p>	<p>Crafty Kids & More Playgroup Every Tuesday Morning 9:30am - 11:00am McConnell Center (MCC) 61 Locust St., Dover \$5 per week/family No program - 12/28 & 2/22 <i>No registration required. Questions? Please call the HUB at 749-9755 X 16</i></p>	<p>Young Parents Group* Every Wednesday Morning 9:30am - 11:00am Somersworth Youth Safe Haven (SYSH) 9 Bartlett Ave. \$5 one time registration fee No program - 12/29 & 2/23 <i>No registration required. Questions? Please call 692-6811.</i></p>	<p>Crafty Kids II & More Playgroup Every Thursday Morning 9:30am - 11:00am Rochester Community Center (RCC) 150 Wakefield St. \$5 per week/family No program - 12/30 & 2/24 <i>No registration required. Questions? Please call the HUB at 749-9755 X 16</i></p>
SATURDAYS	<p>Effective Parenting* <i>A class for parents of children ages 0-6</i> Seven week class February 1 - March 22 No class - 2/22 9:30am - 11:00am McConnell Community Center (MCC) 61 Locust St., Dover \$20 registration fee/family <i>Registration is required by calling 749-9755 X 10</i></p>	<p>Positive Parenting Eight week class December 8 - February 2 No class - 12/29 9:30am - 11:00am Rochester Community Center (RCC) 150 Wakefield St. \$5 per week/family <i>Registration is required by calling 749-9755 X 10.</i></p>	<p>123 Magic* <i>A class for parents of children ages 2-12</i> January 27th <i>A two hour presentation.</i> Rochester Community Center (RCC) 150 Wakefield St. \$20 registration fee/family <i>Registration is required by calling 749-9755 X 10.</i></p>
<p>Conscious Fathering™ <i>A class offered on ONE Saturday-quarterly.</i> January 15th 9:00am - 12:00pm Rochester Community Center (RCC) 150 Wakefield St. \$30 per participant <i>Registration is required by calling 749-9755 X 10.</i></p>	<p>Just Like Me!* <i>Funded by the Women's Fund of NH</i> Six week class February 1 - March 15 No class - 2/22 5:30pm - 7:30pm McConnell Community Center (MCC) 61 Locust St. FREE! <i>Enrichment activities available for younger siblings. Registration is required by calling 749-9755 X 10.</i></p>	<p>Dad's Group* <i>Funded by Garrison Women's Health Center</i> Every Wednesday Evening 6:00pm - 7:30pm Rochester Community Center (RCC) 150 Wakefield St. \$5 per week/family No program - 12/29 & 2/23 <i>No registration required. Questions? Please call the HUB at 749-9755 X 10</i></p>	<p>Strengthening Families* Seven week class February 3 - March 24 No class - February 24 5:30pm - 8:00pm Rochester Community Center (RCC) 150 Wakefield St. \$5 per week/family <i>Enrichment activities available for younger siblings. Registration is required by calling 749-9755 X 10.</i></p>
<p>IMPORTANT INFORMATION</p> <ul style="list-style-type: none"> *Indicates that enrichment activities are available for children during parent programs. No group or classes from 12/23-1/2, 1/17 & 2/21-2/25 Programs are subject to change. For questions, fee information, or to register please call or email Lisa Paone: 749-9755 X 10 or lpayne@hubfamilies.org 	<p>If fees present a hardship for your family, please call ahead to discuss alternative arrangements.</p>	<p>Coming this Spring</p> <ul style="list-style-type: none"> Cooperative Parenting & Divorce You Make the Difference 	



“These HUB classes seem great, but what will I learn?
Will it help me to become a better parent to my children?”

Mondays - Kids in Action Playgroup

- A language based structured playgroup opportunity for children 18 months to 3 years of age and their families.
- Including free play, circle time, creative & movement activities with an opportunity for parents to meet with a parent group facilitator. For more information and to register for Kids in Action, please call Nicole Gagnon at 516-9356.

Tuesdays - Crafty Kids Playgroup & MORE, Dover, NH AND Thursdays in Rochester, NH

An ongoing playgroup where children ages 1-5 and parents enjoy the art process together and create something new!

- Children are encouraged to explore different textures, colors and other art mediums to create a unique keepsake.
- Parents and children learn new ways to connect through arts and crafts.
- By making their own choices, children feel empowered and gain confidence in themselves while parents learn ways to continue at home!

Tuesdays - Just Like Me - A six week class

A parent education class for pre-teen girls and their parents. This class will address:

- Self-esteem issues with girls
- Confidence building during a major growth period for young girls into women.
- Peer pressure and effective ways to curtail this influence in young women.

Tuesdays - STEP Program, A seven week Systematic Training for Effective Parenting for parents with children ages 0-6.

- A program offered to parents attending Crafty Kids in Dover, NH.
- Topics to include: understanding yourself and your child, understanding beliefs and feelings, encouraging yourself and your child, listening and talking to your child, helping children learn to cooperate, discipline that makes sense, choosing your approach.

Wednesdays - Young Parents Group

An ongoing support group for new and expectant parents up to age 28. Participants will have the opportunity to:

- Meet other young parents who are facing the same challenges
- Gain valuable parenting insights from an experienced HUB parent educator
- Share in a light snack and relaxation with other young parents while your children play in the next room, engaged by experienced HUB child care providers.

Wednesdays - Dad's Group

An ongoing group open to fathers and father-figures with children of all ages. Topics are group driven and can include:

- Learning to connect with your children, even if you live in separate households.
- Communicating with your teenagers in a way that they will listen.
- Making the most of your time with your children when work and other stressors make this challenging.

Wednesdays - Positive Parenting 101- An eight week class

A parenting class for all parents focusing on discipline.

- Topics are group driven, designed to encompass all age groups of children focusing on discipline techniques and strategies that work for the entire family.
- Establishing rituals & routines to make dinner time, nap time, bed time, homework and social time go more smoothly for the entire family.

Thursdays - 123 Magic, A two hour presentation for parents with children ages 2-12.

- A program offered to parents attending Crafty Kids II in Rochester, NH.
- STOP the whining, arguing and temper tantrums and START the chores, responsibility and good behavior!

Thursdays - Strengthening Families - A seven week class, Rochester, NH

- A family program designed for children ages 10-14 and parents to explore new and positive ways to create peace and harmony at home.
- Separate curriculums are offered for children and parents to talk freely about communication patterns, discipline, routines & family rituals.
- Children & parents rejoin one another after each session for a communication debrief and brainstorming on outcomes and goals.

Saturdays - Conscious Fathering Class

This class introduces the baby basics for fathers and their partners, focusing on the first three months of a babies life. Participants will learn:

- The five basics needs of a baby: how to comfort a baby when crying, how to diaper a baby, how to feed a baby, how to burp your baby, and how to recognize and be comfortable with a resting baby.
- Fathers will learn what “defining their fatherhood” means & how this will positively affect a fathers relationship with their child, for life!
- How to provide support to their partner by learning how to nurture not only the new baby in their life, but simple ways to make their partners day and night go more smoothly.

INTRODUCING A NEW HUB FOUR WEEK CLASS

Nurturing TOUCH Infant Massage Class

Research shows that babies who are massaged:

- may sleep deeper and longer
- spend more time active and alert for learning
- increase bonding & attachments to their parents
- improve elimination

Parents who learn how to massage their babies:

- feel more comfortable & competent in caring for their baby
- learn to understand and respond to their baby's cues
- learn techniques to comfort, calm and soothe their babies

When: THURSDAYS 3/3, 3/10, 3/17, & 3/24

Time: 9:00am to 10:15am

Where: McConnell Community Center, Dover

Registration is required by calling Gail Beckwith-Myrick at 516-9324

Fee: \$120/series for parents with infants 3 weeks to 5

months old. A \$25 non-refundable deposit is required to reserve your spot.

A Visit from Santa and his Elves, to Benefit the HUB!

On Monday, December 6th, for the second year in a row, the HUB at the McConnell Community Center was visited by Santa and his elves. Families were treated to an evening full of gifts, treats to eat, holiday crafts and even story telling by Santa himself. Dozens of families turned out to meet Santa, with each child given a book and an evening with these special guests. Families paid \$15 and received a picture with Santa and were mesmerized by story telling, holiday ornament making and holiday cheer. Board members and staff provided delicious holiday treats, and even snuck in healthy snacks as well. Hot cocoa was graciously provided by Starbucks Coffee, and the fresh fruit platters were given by Fiddlehead Farms Marketplace, both located in Dover. The evening was a success, and Santa winked that he'd be back again next year!



In this picture standing at top left: Laurie Parker, Santa Claus, Suzanne Weete, Denise Lepine, Kiersten Shontz Bottom left: Alica Stewart, Lisa Paone, Mary Jane Stenslie, Tara Bianchi.

Reds Race Run (Or Walk!) for a Better Community! 2011



Winter has just barely begun, but race planning is well underway.

Make your New Year's resolution to train for Reds Race - 2011, scheduled for Sunday, April 10th at 10am!

The HUB is currently recruiting HUB Captains to raise up to \$200 each to directly benefit the HUB. For more information contact Ernst Ketel at:
ernstintern@hubfamilies.org

The Reds Race planning committee is currently accepting race sponsors at the \$250, \$500, \$750 and \$1,000 levels. Sponsors receive marketing opportunities and recognition throughout the marketing campaign leading up to race day, and race day itself. For more information contact Suzanne Weete at:
sweete@hubfamilies.org

The HUB would like to thank Centrix Bank & Dr. Richard Scherf, DMD as early race sponsors for 2011!



A Loyal Supporter of the HUB Liberty Mutual

Through the generous donations of Liberty Mutual employees, struggling families throughout Strafford County received bountiful baskets of food for Thanksgiving this year. Dozens of canned good, turkeys, stuffing, fruits, vegetables and other traditional Thanksgiving food was collected and thoughtfully arranged in beautiful baskets at Liberty Mutual and donated to the HUB to distribute to families in need on November 23rd and November 24th this past month. Families were elated and grateful for this outpouring of support from Liberty Mutual and the HUB's ability to channel these donations to families in need.

The HUB would like to recognize and thank Liberty Mutual employee Rebecca McGuire for her organization of this Thanksgiving donation and support for families.

Audrey Lanzillo, along with colleagues Amanda Hooper, Nicole Kukesh, Christine Ransom, Nancy Reid and Jason Shattuck also organized a separate donation of needed supplies of toiletries, cleaning supplies, canned goods and other food items, diapers, baby wipes and baby equipment to be distributed through the HUB to families throughout Strafford County.

It is through community members like Rebecca and Audrey, and a company such as Liberty Mutual, which encourages good citizenship, that can make a difference for our neighbors and our community.

You too, can make a difference. Support the HUB, and you will strengthen the community in which we all live!

Infant Massage Class Coming this Spring to the HUB!

The HUB is pleased to offer a wonderful new infant massage series this Spring. Gail Beckwith-Myrick, a physical therapist for Community Partners, will teach parents the proper techniques to achieve the positive benefits that infant massage can accomplish.

Gail has a BS in Physical Therapy from Ithaca College and an MS in Special Education from Acadia University. She holds certificates in neuro-developmental treatment and advanced training in myo-fascial and crano-sacral therapies. She has over 30 years experience working with children from birth to adolescence in early intervention, public and private schools, residential facilities and hospitals. Recently, she was asked a number of questions about Infant massage:

How long have you done infant massage? *"I have been incorporating some form of infant massage for over 30 years, but only recently became certified in this particular format developed by the International Association of Infant Massage, based on the work of Vimala McClure."*

What are the benefits of infant massage? Is it a proper response to a baby's fussiness? *"The touch sensation is the first to be fully developed. Infant massage can stimulate or calm an infant, provide relief of discomfort and can enhance the interaction between infant and parent. Studies have shown that infants experience increased daily weight gain, improved ability to be soothed, self-calming skills, better sleep patterns, and fewer stress behaviors."*

Can babies be massaged from their first day on, and can a child be hurt with improper technique? *"Infant massage is provided at a pace dependent on your child's responsiveness and acceptance. It can start as soon as he/she is medically stabilized."*

How are the benefits of infant massage different from and additional to regular holding and cuddling alone? *"Holding and cuddling are ways for your baby to experience the new touch sensations after birth and are valuable by themselves to strengthen the bond between you and your baby. Sometimes cuddling and being swaddled is the baby's first massage, which then progresses to strokes as they build on their acceptance of the touch sensation. The massage strokes are designed to help your baby's neural system mature and are the next steps in the process of enhancing the infant's development through touch."*

Tell me about the parents' satisfaction, or yours, when performing infant massage. *"Studies show that substances like cortisol, a stress hormone, decrease due to massage in both the recipient and the giver of the massage. Parents often report that their babies slept better immediately after a massage and that they, too, felt more relaxed. One parent commented that 'when I feel overwhelmed, massaging him relaxes me and I feel more connected'. I love watching the interaction that develops between baby and parent."*

How is proper training to perform massage on your baby important? *"The most important 'skill' is becoming aware of your baby's signals and behavioral state so that the massage promotes relaxation, not stress, in your baby. The interaction between your baby and you is the most important 'benefit' of learning how to properly massage your baby. Massage is a tool that is used most effectively with a little training!"*

You can learn more about this widely acclaimed therapy by visiting <http://www.babymassage.net/behind.html?id=1> and <http://www.liddlekidz.com/vimala-mcclure.html>

The dates of this four week program are: Thursdays 3/3, 3/10, 3/17 and 3/24 from 9:00am to 10:15am at the McConnell Center in Dover and the cost is \$120 per family.

Garrison Women's Health Center

Supporting Women with Excellence & Compassion

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Julie Bosnak, CNM
Molly Steele, CNM
Lucy White, CNM

INFERTILITY COORDINATOR

Jane Parsons, RN, BSN

770 CENTRAL AVENUE, DOVER, NH 03820

Please call HUB Program Manager Lisa Paone at 749-9755 x 10, or email her at lpayne@hubfamilies.org to register or for questions about this class.

You can also register online at www.hubfamilies.org.

To read the full interview with Gail, please go to www.hubfamilies.org.

603-742-0101 • 1-800-238-7507 • www.GarrisonWomensHealth.com