

**Family Living
Focus**

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Discipline:

A Matter of Self-Control

When it comes to discipline, there are no magical answers for parents as to how, when, and why. Expert opinions vary on techniques of disciplining because no two families are alike.

How parents discipline range from telling a child not to do something to some type of corporal punishment. The timing of discipline may range from the moment inappropriate behavior took place to hours or even days later. The why to discipline can also vary. Some parents can't seem to find anything wrong with their child's behavior, while others parents can't seem to find anything right about it.

The point of disciplining is to help children learn what is or is not acceptable behavior. Children can learn to control their own behavior with positive disciplining and reinforcement for good behavior.

One approach, to helping a young child reach self-control by stating what you want from the child or by repeating an established family rule. Be specific! For example, you might have a rule that "all toys are picked up after playing." You know when you want it done; however, the child may not have the same time frame in mind. He or she may not be done playing until just before bed time.

This approach is simple: state

what you want, when you want it done and if necessary what will happen if it isn't done. You might say, "I want you to pick up these toys before any more are taken out of the box. If you take any more out, all the toys will be put away." Don't forget that younger children may need to be reminded. They can only recall so much information at one time. If you made the request ten minutes ago, chances are good they have already forgotten. No matter what age the child may be, follow through with any stated consequences.

If your child continues to break a specific rule, you need to ask yourself a series of questions: "Am I clear about what I want to happen? Does my child know the consequences?" and "Have I followed through on the consequences?" Chances are you need a clearer line of communication with your child. This is true whether your child is three or seventeen.

The "follow-through" needs to be immediate. You need to be calm and in control of yourself, especially if you are angry. Don't put it off until the other parent or adult comes home. Don't leave the responsibility of discipline to the other partner. Remember also that if you delay the punishment, a young child will often forget what happened and older children resent that one parent is too easy and the other too forceful.

Disciplining children is done

PITTSBURGH (Allegheny Co.) — Moo Kooler™ is making a difference in the dairy case with the help of the Pennsylvania Department of Agriculture (PDA).

According to recent data from the Nielsen Group, a marketing and research organization which is tracking the progress of Moo Kooler, sales from cash register scanned data shows that in Pittsburgh net consumption attributes the growth in flavored fluid milk consumption to the launch of Moo Kooler and its television advertising campaign.

To help achieve these results, the Moo Kooler advertising campaign air-time was increased in the Pittsburgh market during the 1996 test period with financial assistance from the PDA. Secretary of Agriculture Charles C. Brosius presented a matching grant for \$30,000 to the Pennsylvania Dairy Promotion Program (PDPP) in conjunction with the American Dairy Association & Dairy Council Mid East (ADADC Mid East) to support the introduction and test market of Moo Kooler in Pittsburgh. The grant was made available through the Pennsylvania Agricultural Product Promotion Marketing Grant Program.

"The Pennsylvania Department of Agriculture should be commended for their support of the Moo Kooler project," says Brian Ross, Pennsylvania program manager for ADADC Mid East. "The beverage category is one of the most competitive in the food industry and the introduction of a new fluid milk product is a big challenge. However, by bringing resources together we can increase every day. Children test the rules set by adults to find out just what can and can't be done. A positive discipline approach teaches a child self-control.

Additional information on positive discipline techniques can be found at your library, book store, county cooperative extension office, and parenting support groups.

the dairy industry's success in the marketplace."

Moo Kooler is a line of 2%, flavored milk packaged in 12-ounce, recyclable plastic bottles with a twist-off lid. Designed to increase milk consumption among kids ages 6-12 years old, Moo Kooler is available in four flavors: ChocoBoom™ (chocolate fudge), ChocoKool™ (chocolate mint), OrangeSlide™ (orange vanilla) and VanillaZilla™ (vanilla). Pittsburgh was one of three initial test markets for Moo Kooler. Plans are being made to begin marketing and distributing Moo Kooler in additional Pennsylvania markets in 1997.

"The Moo Kooler project is an

example of dairy farmer dollars and processor dollars working together to expand the fluid milk category and increase sales," says Karl Kroeck, PDPP Board chairman. "The Pennsylvania Department of Agriculture recognized this joint effort as a positive step in commodity marketing and supported the program with additional dollars."

Moo Kooler is a trademarked product of ADADC Mid East, the farmer-funded organization that implements advertising, marketing, promotion and nutrition education programs on behalf of dairy farmers in 33 counties in western and north central Pennsylvania.



Secretary of Agriculture Charles C. Brosius presents a check for \$30,000 to Pennsylvania Dairy Promotion Program Board chairman Karl Kroeck for the marketing of Moo Kooler in Pittsburgh.

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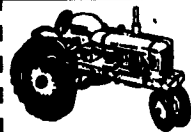
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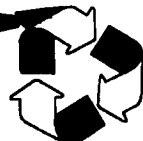
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