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## Institute of HeartMath® Launches Campaign to Improve Children's Learning, Education

**Boulder Creek, Calif. – March 4, 2011** – The Institute of HeartMath is giving away prizes and sharing free tips for reducing stress with parents, educators and caregivers of children during an education fundraising campaign, which starts today.

The institute's *Change a Child's Tomorrow Education Campaign* (<http://bit.ly/CCTEC>), aimed at raising awareness about HeartMath's *Heart-Based Education Sponsorship Fund*, is featuring prizes on its HeartMath My Kids! Facebook page, a unique resource for parents, educators and caregivers of children.

The Institute of HeartMath (IHM), [www.heartmath.org](http://www.heartmath.org), is widely known for its nearly two decades of research into reducing stress, emotion self-regulation and improving education for students and teachers. IHM launched this campaign with the hope of bringing HeartMath's research-based stress solutions and programs to more students and educators who might not otherwise be able to afford them.

Proceeds from the campaign will support the *Heart-Based Education Sponsorship Fund*, <http://bit.ly/HM-HBESF>, which provides HeartMath training programs, tools and technologies to help students and teachers succeed into today's classrooms.

The [HeartMath My Kids!](#) Facebook page is an excellent resource for anyone who cares about the development and success of children. It provides frequent tools and tips to help children build the resilience they need to effectively manage the challenges in their lives and learn how to self-regulate their emotions. Everyone is invited to join the HeartMath My Kids! page and win great prizes.

Among the prizes being given away during the campaign are entertaining games designed to reduce stress and increase children's self-regulation skills. Another of the prizes, which range in value from \$10 to \$50, is HeartMath's [TestEdge® Interactive Learning Program for grades 9-12+](#). This scientifically developed program is designed to help students overcome test anxiety and improve problem-solving, focusing and listening skills.

Parents and educators who have benefitted from HeartMath's programs and techniques and are supporting the campaign, offered these four tips for reducing stress and improving behavior in the classroom or home.

- **1: Appreciation Box** – Parents and teachers, whenever you want to stop children from picking on each other or misbehaving, try this exercise: First, ask the children to stop what they are doing and to sit down and remain quiet. Then have them concentrate on breathing slowly and deeply through the area of their hearts. Once they have calmed down, have each child focus on the feeling of appreciation for someone or something for a few moments, and then have all of them write whatever it is they appreciated on notes or small pieces of paper. Place this in specially designated box, and read the notes at the end of the week. Children look forward to reading these notes, and the exercise helps them build healthier mental attitudes.
- **2: Soothing Sounds** – Whenever children start to become rowdy, try playing soothing music. You could choose a gentle classical piece or perhaps sounds of nature such as the ocean or a rain forest. You can also dim the lights a little to create an atmosphere that is more conducive to quiet time.
- **3: Schedule Unwind Time** – Parents and teachers, schedule unwind time for yourselves. It is important to set aside these short personal breaks regularly to help you maintain balance amid all of the activities during your days. Practice the *Appreciation Break* exercise during your unwind time: Breathe deeply for one or two minutes through the area of the heart – 4 to 5 seconds in and 4 to 5 seconds out. As you

breathe, imagine you are holding the feeling of appreciation for someone or something in the area of your heart. This can be for a family member, friend who helped you out, or even a memorable vacation. The important thing is to hold a sincere feeling, rather than merely focusing on a mental image. A change of scenery can aid in this process. You will be surprised at how this simple exercise can help you refocus and feel more balanced and energized.

- **4: Self-regulation tools** - Teachers and parents have found that HeartMath's free emotion self-regulation techniques for children of all ages are quite beneficial. There are a variety of these techniques that can help children de-stress, improve focus and behavior in the classroom or home and strengthen communication and relationship skills. These techniques provide simple, easy-to-follow steps that children can easily learn. HeartMath techniques for various age groups are available at <http://bit.ly/kids-tools>.

Nearly 100,000 students currently use HeartMath tools in classrooms across the country and many more at underfunded schools will soon be able to join them thanks to this campaign.

"Caregivers and teachers have very important, yet very stressful and sometimes underappreciated jobs," said IHM Education Specialist and Program Developer Jeff Goelitz, a former teacher. "We really want to create better environments for learning nationwide and prepare more of today's youth for a successful future."

One of the programs campaign proceeds will help fund is the [Resilient Educator®](#), a workshop designed to help educators boost performance, improve school relationships and strengthen personal resiliency.

The Resilient Educator, like other HeartMath education programs, features research-based tools and strategies to help teachers, mentors, counselors and other educators reduce the negative effects of stress and improve classroom and learning environments. Educators have utilized HeartMath's programs, techniques and technology to help children reach their full academic potential.

Learn more about the Institute of HeartMath and its education programs and research at [www.heartmath.org/education](http://www.heartmath.org/education), and follow the institute on [Twitter](#) and [YouTube](#).

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#### **About the Institute of HeartMath:**

The Institute of HeartMath, [www.heartmath.org](http://www.heartmath.org), is a 501(c)(3) nonprofit research and education organization dedicated to teaching the principles of heart-based living around the world and promoting global coherence by inspiring people to connect with the intelligence and guidance of their hearts. IHM has been conducting scientific research on the physiology of emotions and the science of the heart for two decades. IHM, a world leader in stress reduction and emotion-management research, was founded in 1991 by Doc Childre. Through its research and education divisions, the institute has developed practical tools, education programs and services – collectively known as the HeartMath System – for the mental, emotional and physical benefit of children through seniors without regard to their social, economic or cultural status. IHM's research has been published in numerous peer-reviewed journals, including *American Journal of Cardiology*, *Stress Medicine*, *Preventive Cardiology*, *Journal of the American College of Cardiology*, *Integrative Physiological and Behavioral Science* and *Alternative Therapies in Health and Medicine*. For more information about IHM's education and professional development programs, visit [www.heartmath.org/education](http://www.heartmath.org/education). You can learn more about IHM's latest available resources by joining its social networking pages on [Facebook](#) and [Twitter](#) and its [YouTube](#) channel. IHM's [HeartMath My Kids!](#) resource page is dedicated to providing all caretakers of children with practical information.