MEDIA RELEASE – TODDLER TOOLKIT LAUNCH

**FROM MEALTIMES TO GETTING DRESSED, NEW RESEARCH ESTIMATES XYZ TODDLER TANTRUMS TAKING PLACE IN AUSTRALIAN HOMES EVERY DAY**

Australia, 10th November 2022: Parenting a toddler is hard work and now research proves it. A new survey\* puts data behind the memes and experiences of Aussie parents, who are experiencing on average two to three toddler tantrums a day, with mealtimes taking the cake as the ultimate battleground for parental power struggles.

The survey found that seven in ten parents of toddlers experience at least one daily power struggle, and two in ten are experiencing more than five every day. While they are taking place more frequently in the home, they’re at minimum a weekly occurrence for 73 percent of parents, leaving them feeling frustrated (49%), embarrassed (43%), guilty (24%) and even depressed (16%).

Parents cited mealtimes, bedtime and getting their toddler dressed as the most challenging, with 54 percent admitting these events will always or often result in a power struggle. 53 percent revealed that leaving the playground always or often results in a tantrum, while 44 percent often or always experience a battle getting in or out of the car. As end of year exhaustion sets in and emotions run high for parents and toddlers alike, Paediatrician Daniel Golshevsky (Dr Golly) and Paediatric Psychologist Amanda Abel say their number one top for managing toddler tantrums has nothing to do with your toddler.

“When you’re listening to safety instructions before a flight, you’re told to apply your own oxygen mask first, before the children. The same applies when managing challenging toddler behaviour. One of the most challenging moments for a parent can be when their child is expressing big feelings, but when our own emotions impact our response to the feelings of our child, our attempts at managing tantrums are not effective,” Amanda Abel said.

The paediatric experts add that the research demonstrates parents are not alone in their battles and that it is in fact normal for toddlers to demonstrate these behaviours. “It’s important to recognise that toddlers are supposed to be testing boundaries and seeking independence – it’s an intrinsic part of their development. Normalising developmentally appropriate behaviour is an important part of reassuring parents and reducing the concern that parents of toddlers often have around their child’s behaviour,” Dr Golly added.

To help parents navigate the toddler years, Dr Golly and Amanda Abel have come together to create the Toddler Toolkit – the first parenting program globally designed and written by a Paediatrician and Paediatric Psychologist. The Toolkit aims to normalise developmentally appropriate challenging behaviours and empower parents with the tools to navigate them, starting first by understanding their parenting style and the role their emotions play.

The comprehensive online, self-paced toolkit covers 35 scenarios that could result in challenging toddler behaviour and provides practical tips that parents can implement to de-escalate situations. The first module is focused on parental emotions and reactions, with others including screen time, toilet training and body awareness. The ‘nitty gritty’ module covers everything from surviving the ‘but why’ stage to gift giving and treats. The Toddler Toolkit is available from today at [www.drgolly.com](http://www.drgolly.com)

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For tips from Dr Golly and Amanda Abel on parenting toddlers or more information on the research or Toddler Toolkit, please get in touch.

For all media enquiries, please email Romina Favero at [**media@drgolly.com**](mailto:media@drgolly.com)

**ABOUT DR GOLLY**

Dr Daniel Golshevsky (Dr Golly) is a Melbourne-based paediatrician and father of three. As a general paediatrician, he cares for babies, children and teenagers of all ages, managing physical, mental and behavioural development as well as illness and emergency. Over the last decade Dr Golly has become the go-to paediatrician when it comes to unsettled babies and poor sleep. His philosophy and passion for empowering parents, protecting mothers and the heavy involvement of dads and non-breastfeeding partners has earned him a loyal following. He has since become a trusted media commentator on everything to do with babies and toddlers, and his online sleep and settling programs have become the essential guide for thousands of families across the globe. For more information visit [drgolly.com](http://drgolly.com)

**ABOUT AMANDA ABEL**

Amanda Abel is a paediatric psychologist, mum, and founder of the Northern Centre for Child Development – a multidisciplinary paediatric practice based in Melbourne. Working directly and indirectly with hundreds of clients each year, Amanda’s mission is for every child to achieve their best outcomes by equipping parents and professionals who work with children with the tools they need to help kids thrive. Amanda has a special interest in Autism and ADHD diagnosis and management, and is a trusted media commentator, facilitator and consultant to child-centric brands and the digital media industry. For more information visit [centreforchilddevelopment.com](https://centreforchilddevelopment.com/)