

It's all about Attitude, Boomerangs and Choices

In 2010, A for Attitude Productions is launching an initiative aimed at teaching children about how:

- **A**ttitudes affect outcomes;
- Thoughts, words and deeds are **B**oomerangs and
- **C**hoices have consequences.

To gain maximum effectiveness, the Campaign requires participation and support from parents, classroom teachers, corporate sponsors and Government Health and Education departments in each country. That's the BIG picture... Here's our plan:

Outline

The *A for Attitude Campaign* proposes that the success principles which have stood the test of time, be presented to children and the broader community via a three-pronged initiative:

1. The 'Fabulous First 5 minutes'
2. The *A for Attitude* books project, and
3. A television and radio campaign

Various **sponsorship opportunities** exist here for individuals, companies and organisations who understand that the most productive way forward for the planet, is to educate its young people about the universal principles embodied by every successful person.

The '**Fabulous First 5 Minutes**' is an activity we encourage all primary schools to observe each morning. This sets the scene for the entire day for both students and teachers. The website www.fabfirst5.org explains the simple and effective process and has plenty of complimentary tips and resources for all to download and get started.

The **A for Attitude books project** is inspired by the USA's 'Dictionary Project' – an initiative that aims to provide each Yr 3 student with a copy of the dictionary.

With the support of community and corporate sponsors on-board, we propose to model that concept with the difference here being that all Yr 3 children receive a copy of the *A for Attitude* book each year.

For Prep to Yr 2 students, *A for Attitude* will be converted into smaller booklets which would also be used as take-home readers to involve parents and carers in the whole 'attitude' education strategy. This introduces important life strategies to children as they improve their reading skills – hence doubling the benefit.

A **television and radio campaign** in the vein of 'Life Be In It' and 'Slip Slop Slap', will present 'Attitudes', 'Boomerang energy', 'Choices' and much more, in affirmative ways to appeal to people of all ages.

Fun, simple visuals linked to a catchy jingle, promoted repeatedly, can instill memorable messages that last a lifetime.

At **A for Attitude Productions**, we believe it is important to encourage positive attitudes early on in people's lives, rather than using 'band-aid' techniques later on in an attempt to change ingrained habits.



"What we put into our minds is what will come out of them."

Whoever you are and **wherever** you live in the world, you can become involved in this campaign in any of the following ways:

- practice the FF5M yourself;
- teach your children how to do it;
- ask your child's teacher to practice in their class every morning;
- **sponsor** the site to help us fund the radio and TV campaign;
- introduce the technique to your:
 - sporting club
 - work-mates
 - employees
 - family
 - friends
 - colleagues
 - neighbours and others ...
- ask your local politicians to support it so that it will eventually become a part of your national culture.
- become a Fab First 5 Fan on **Facebook** and tell the world about your success with the process.
- support the *A for Attitude* books project by donating books to all Yr 3 students in your local community ...

[Contact us here](#) or phone 03 5982 0086 with any questions today – Julie Davey



What is **small change** to us – has the potential to create **MASSIVE CHANGE** for children everywhere!



Your partnering in the '**A for Attitude Books Project**' will help your local community plus support the development of this important initiative for all Australians.

