

Parent Power

Do you find parenthood a struggle? Are you powerless to control your child? Do you read lots of parenting articles and yet still feel you don't know enough? If you answered yes, then you are not alone. The rise in popularity of TV programmes such as "Supernanny" and "The House of Tiny Tearaways" reflects our need for more education and advice.

There has been a massive sociological change in the identity of the family unit over the past 50 years. When our parents were children they were surrounded by a huge extended family. Their parents had a network of advice available from relatives, neighbours and friends. Parenting education services did not exist and were rarely needed. The role of the parent was clearly defined.

In 2005 things are very different; the identity of the parent is just one of many identities that we have. We often have busy professional lives that demand a lot of our time. Society pressures us to be successful and we are crying out for security emotionally, financially and physically. Experts tell us that we need 'quality time' with our children, but they do not tell us how we can get this and how the time should be spent. Our children are constantly exposed to unrealistic role models and expect us as parents to be Jamie Oliver at meal-time, Einstein at homework-time and JK Rowling at bed-time. They want us to spend as much money as Posh and Becks and have a knowledge of youth culture that extends way beyond just accepting the existence of Eminem!

Is it any wonder then that we sometimes feel out of our depth?

Rachel Saint is a mother of Gabriel, 6 and Oliver, 3. She struggled in the corporate world for a number of years before starting her own business in 2004. Rachel is now the Director of a thriving company, Busymummy and her mission is to give parents back their identity and power, so that they can improve communication within their families.

For more information on Busymummy call Rachel on 01843 841582 or e-mail rhscoaching@busymummy.co.uk