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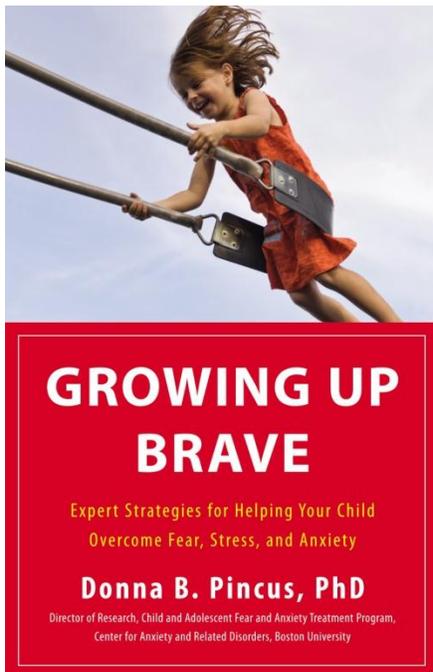


NEWS OF BOOKS AND AUTHORS

For immediate release

“This is such a timely book, as our nation’s children are more anxious than ever. It presents parents with a step-by-step guide to help their children deal with the ever-encroaching stress and fears that our disconnected world is creating. Dr. Pincus empowers parents to use simple, scientifically established techniques to guide the development of competent and confident children. *Growing Up Brave* should be on every parent’s bookshelf, especially parents whose children show signs of oversensitivity to everyday life, anxiety, and fearfulness.”

—**John J. Ratey, MD**, author of *Spark: The Revolutionary New Science of Exercise and the Brain*



GROWING UP BRAVE

by

Donna B. Pincus, PhD

According to the Anxiety Disorders Association of America, anxiety disorders affect one in eight children — a statistic both alarming and hard to ignore. Dr. Donna Pincus, PhD, one of the country’s preeminent childhood anxiety experts, founder of the Child Anxiety Network and director of the Child and Adolescent Fear and Anxiety Treatment Program at the Center for Anxiety and Related Disorders at Boston University, has dedicated her life to developing — and employing — new and proven techniques to reduce, or in some cases eliminate completely, childhood anxiety. In

her new book, **GROWING UP BRAVE** (Little, Brown and Company, August 28, 2012), Dr. Pincus illuminates unknown truths about childhood anxiety and, in a calming, warm, empowering, and positive voice, teaches children and parents the tools necessary to identify, understand, and move through even the most severe instances of childhood anxiety.

In **GROWING UP BRAVE**, Pincus provides thought-provoking, easy-to-follow steps to help children and parents understand what anxiety is; how it physically manifests; why, biologically, our bodies respond to it in various and often upsetting ways; and how to take control of it. She also delves into deeper layers that help parents identify which sorts of fears or anxieties are “normal” and which are not, how a parent’s own behaviors (anxious, controlling, critical, etc.) can inspire mirrored behaviors in their children, and daily activities and long-term strategies to help ward off anxiety and anxious behavior.

There is a lot of information online about childhood anxiety, but nothing as succinct and detailed as what Pincus offers in **GROWING UP BRAVE**. She not only strives to help parents understand their child’s particular reactions, but she lays out a step-by-step strategy (the “Bravery Ladder”) for a variety of some of the more common childhood anxiety issues, including: school anxiety, social anxiety, sleep anxiety, fear of public speaking, and more.

Dr. Pincus’s methods have helped thousands of children and teens through varying degrees of anxiety — from sweaty palms to obsessive-compulsive disorder to full-blown panic attacks — and **GROWING UP BRAVE** is designed not only to help parents understand what their children are going through, but to provide a basic road map to recovery. Dr. Pincus also provides resources for finding specialists, tips on how to communicate with therapists, when (or when not) to use medications, and much more. As Bonnie Zucker, PsyD., author of *Anxiety-Free Kids*, said, “**GROWING UP BRAVE** is an essential read for *all* parents, empowering them with proven strategies and practical advice. All children experience stress and fears in their development. This book is a manual for how to best respond in order to help children develop confidence and self-efficacy.”



Dr. Donna Pincus is the director of the Child and Adolescent Fear and Anxiety Treatment Program at Boston University. She has appeared on *Today*, *Good Morning America*, *20/20*, and other programs. She lives outside Boston.

***Growing Up Brave* by Donna B. Pincus, PhD**
Little, Brown and Company | August 28, 2012
\$25.99 | Hardcover | 288 pages | ISBN: 978-0-316-12560-4

For more information on **GROWING UP BRAVE** or to schedule an interview with Dr. Pincus, please contact Michelle Aielli at (212) 364-1223 or Michelle.Aielli@hbgsa.com.

Why GROWING UP BRAVE?

What you may not know about childhood anxiety and how Dr. Pincus can help

- **Anxiety disorders affect one in eight children**, and research shows that when anxiety goes unidentified or untreated, children are more likely to perform poorly in school, miss important social experiences, and engage in substance abuse.

GROWING UP BRAVE shows parents that they are essential in countering and even preventing childhood anxiety and offers parents and caregivers a unique opportunity to immediately and constantly encourage any child, at any age or with any level of stress or anxiety, toward confident, self-sufficient behavior.

- **There is a reciprocal relationship between sleep and anxiety. Studies have indicated that persistent sleep problems as early as age 3 or 4 are traced to anxiety in later years.**

The fields of childhood behavior sleep interventions and child anxiety treatment have traditionally been very separate, but Dr. Pincus has seen how improving a child's sleep habits can have an immediate and lasting effect on reducing the severity of his or her anxiety. She dedicates an entire chapter of GROWING UP BRAVE to the importance of good sleep habits and bedtime routines — from identifying and understanding what keeps kids up at night and creating a soothing bedtime ritual to stimulants to avoid right before bedtime and the importance of bedtime consistency.

- **The behaviors of anxious, overly involved, and overly critical parents may lead to anxious or obsessive behaviors in children.**

GROWING UP BRAVE details important one-on-one and family-centered activities to help all family members identify and curb overly anxious behaviors. In “Five-Minutes-a-Day Time,” parents are given specific “rules” for play like “don’t criticize” and “don’t give commands” and “do offer praise” and “do imitate what your child is doing” so that for at least five minutes a day the child is interacting in a totally supportive, emotionally comfortable environment.

- **90% of children between the ages of 2 and 14 have one specific fear.**

Often these fears go away without work, but sometimes a child or teen needs very specific and consistent encouragement to conquer anxieties. In GROWING UP BRAVE, Pincus introduces the “**The Bravery Ladder**” and “**Bravery-Directed Interaction**,” which help children work through their fears via step-by-step exposure therapy. With encouragement and appropriate rewards, the child learns that he or she *is* capable of overcoming a fear, and simultaneously retools his or her way of thinking about that fear.