

# LIFE TALK NEWS 25



Empowering youth to make life-enriching choices; equipping parents for proactive parenting; inspiring families to thrive...

## SCHOOL-FIGHTS FOR CASH? REALITY OR INSANITY?!

When will the insanity abate in today's society? When Angelique Serrao (the Star newspaper) phoned me last night it was hard to comprehend that someone would actually offer cash for violent school-fight videos – but it's true. We already have so much violence at schools and in society, and now school fights are being glamorised! What next? Many social media sites have sprung up in recent years, promoting fights at schools, but [www.schoolfights.co.za](http://www.schoolfights.co.za) is even more questionable. These sites could soon spark a Neknomination drinking-game type of craze that incites viewers worldwide to indulge in ever-wilder behaviour in exchange for acknowledgement, and in this case, money. (Today's wording on the site says that they won't pay cash to minors – but why then call the site 'school fights'?) With what's happening in today's school environment we sure don't need to fuel children's fights – especially in our already violent society!

If you'd like to share your thoughts please do so on our Facebook pages, we'd love to hear from you.

## ARE WE RAISING DYSFUNCTIONAL YOUNG ADULTS?

What?! Impossible, not us! We love our children more than words can describe, we give them every opportunity we can, we send them to the best schools and tertiary institutions we can afford, we shower them with praise, we help them wherever possible... Could this be part of the problem? According to feedback flooding in, an increasing number of our children really struggle when they reach their twenties and step out into the adult world. Psychologists report seeing an ever-increasing number of depressed young adults, and our Life Talk facilitators hear from many disillusioned, overwhelmed and worried young people... people who often don't really see themselves as adults until they're almost thirty.

So what lies behind this wave of feeling unable to cope? From what we're seeing, and backed up by experts too, a number of factors seem to be contributing to the situation. When questioned, many of these youngsters have either had 'helicopter' parents who might have done too much for them and didn't demand enough self-reliance and responsibility, or they come from a family that has broken apart. The reasons are plentiful and we'll cover them in more depth in a future newsletter, but for now, whether you're a parent of young children or teenagers, there's still time to make some changes that could positively affect the way your children experience their young adult years. See our next newsletter for some tips from our Forum panel.

## HELP OUR EDUCATORS TO HELP OUR CHILDREN

The challenges facing our youth need to be tackled on a wide scale. We need to lay strong and lifetime-lasting foundations. Watch [https://www.youtube.com/watch?v=ZK3\\_Plh6EX4](https://www.youtube.com/watch?v=ZK3_Plh6EX4) to see our educator-training feedback or look on our homepage on [www.tugoflife.com](http://www.tugoflife.com) and send it onto anyone you think might be interested. We're getting amazing results and feedback! Tell your school about it too!

## HOW'S YOUR CSI LOOKING?

Life Talk can help you with your BBEE scorecard! Read on...

### "BORN FREE OR FREE FALL?" – TUG-OF-LIFE'S ROLE

Dion Chang's recent research report entitled '*On my radar: Born free or free fall?*' highlights the plight of our youth and asks the question 'What kind of adults will today's youngsters be in 2030?'. It stresses many of the challenges that the Tug-of-Life tackles, adding that the root cause is 'the broken-family syndrome'. These challenges include HIV/AIDS, teen pregnancies, child-headed households, rape and abuse, gangsterism, alcohol & drug abuse, lack of education and disturbingly high rates of youth unemployment.

All this makes Life Talk's work even more urgent. Dion Chang reports 'in a country with a divided economy, it is easy to live in a bubble and assume our problems are "someone else's problems". But whether you are a concerned citizen or working in a corporation or in government, today's social problems affecting our youth not only determine the healthy evolution of our society, but the bottom line of business – in terms of consumers as well as the workforce.' He goes on to stress 'The time for blame games or politicking has passed. The time to intervene is now.' Life Talk and its Tug-of-Life initiative play a vital and unique role here.

### LIFE TALK® FORUM – A GREAT DONATION & BBEE OPTION !

Life Talk's mission is to empower millions of young people to make life-enriching choices; to equip parents for proactive parenting; and to inspire families to thrive. We are a registered PBO so your contributions get you an 18a tax certificate, we're BEE rated and we're now certified for the new BBEE socio economic development (SED) codes. So by supporting us you're helping to expand our reach and you'll make a unique, lifelong difference to SA's society and future. Remember: 1% of your after-tax profits must go to SED, and 3% of payroll needs to go to Skills Development, so why not invest those funds into projects that impact your own community and organisation?

### HOW DOES YOUR COMPANY BENEFIT BY FUNDING LIFE TALK?

- Your current and future employees come from the communities we work with. Helping them helps you.
- Your company and brand will be enhanced by being involved with Life Talk's life-changing initiatives.
- Life Talk is BEE rated for Socio Economic Development so you accumulate the BBEE points you need.
- Life Talk also runs workshops, equipping staff with Tug-of-Life tools to enhance productivity and reduce underperformance, substance abuse, absenteeism, or parenting problems. Key life skills enhance effectiveness in all aspects of work and life. Tug-of-Parenting workshops are available, addressing many of the issues that defocus and disrupt parents' performance at work. Workshops can be run under BBEE Skills Development.
- By funding Life Talk you will be transforming lives and communities – and building a wonderful future for SA!

### WHAT IMPACT DOES LIFE TALK HAVE ON SOCIETY? (OUR REACH)

- Our material is simple, life-changing and provides a unique and proactive way of thinking that has lifelong benefits.
- 100,000+ youth and parents have been reached through 500+ workshops, talks and counseling sessions to-date.
- Thousands of emails and stories are received from (and shared by) youth and parents.
- Some 200,000 hits/month on [www.tugoflife.com](http://www.tugoflife.com). Many of these are from parents accessing free newsletters.
- Informative alerts and newsletters are sent out to thousands of subscribers.
- Tug-of-Life training sessions for over 600 educators and youth leaders were run in the last year alone.
- 100,000 Life Talk books have been sold, including translations in Afrikaans, Mandarin Chinese, Arabic and others.
- TV & radio: Life Talk's team regularly appear on youth and parenting programmes.
- Lives and behaviour change wherever we implement Tug-of-Life. Schools, teachers and parents are inspired and excited about the positive impact on youth and families.

### LIFE TALK WORKSHOPS & TALKS

We're being inundated by requests for a comprehensive list of what we have available so we'll send the 'menu of talks and workshops' in a follow-up email.

### TO SUBSCRIBE TO THE LIFE TALK FORUM:

Visit [www.lifetalk.co.za](http://www.lifetalk.co.za) and enter your details on any of the 'subscribe' pages.

Join us on Facebook Life Talk Tug-of-War and TugOfLife – follow us on Twitter @TugOfLife

**DOWNLOAD NEWSLETTERS. 1 – 24 COVER:** Dangerous computer games, alcohol and the teen brain; huffing; clubs; Facebook guide for parents; drugs; cell phones; pocket money; hubbly bubby; chewing tobacco; clubs & fake IDs; communication; discipline & boundaries; depression; Grade 8 hiccups; promiscuity; self-mutilation; eating disorders; self-esteem; bullying; abuse; ADHD; EMO; subject choices; MXit; divorce; ice-spiking with 'eye drops', head injuries; cults; chat-rooms; child-trafficking; cyberbullying, choking games; exam stress; tips for hosting parties; prescription drug-abuse, and many others.

## SPECIAL ON LIFE TALK BOOKS!

Buy 4 books for R520! ■

*Life Talk for a Daughter*, *Life Talk for a Son* and *Life Talk for Parents* include 70 chapters covering many of the latest issues being faced by teens and young adults. (The editions were updated with 15 new chapters in 2012 so even if you have the pre-2012 edition it's worth getting a new copy!)

*The Tug-of-Life* underpins the Tug-of-Life initiative. It provides a unique approach to tackling life's challenges, and identifies the very choices and challenges that we all face (children and adults alike). It empowers young people to avoid the very challenges mentioned above, and helps them to take control of (and enrich) their life.

**THE BOOKS ARE A GREAT GIFT FOR YOUR CHILDREN, FRIENDS & FAMILY!**

Price on our website is R170 each, now get the set of 4 for R520 ■ (save R160!)

Email [orders@tugoflife.com](mailto:orders@tugoflife.com) or buy online on [www.tugoflife.com](http://www.tugoflife.com)

■ Total excludes postage/courier, depending on chosen option.

More Info: [www.lifetalk.co.za](http://www.lifetalk.co.za) or [www.tugoflife.com](http://www.tugoflife.com)

### IF YOU WOULD LIKE TO FUND US

Email one of our directors: [izabella@lifetalk.co.za](mailto:izabella@lifetalk.co.za), [Sally@lifetalk.co.za](mailto:Sally@lifetalk.co.za) or [Nicoleen@lifetalk.co.za](mailto:Nicoleen@lifetalk.co.za). We'd love to hear from you!

Watch our descriptive Tug-of-Life video on [www.tugoflife.com](http://www.tugoflife.com)

**PLEASE FORWARD THIS EMAIL TO ANYONE YOU THINK MIGHT BE INTERESTED... MANY THANKS!**



\*\*\*proceeds fund the forum\*\*\*