

What is 1-2-3 Magic?

1-2-3 Magic: Effective Discipline for Children aged 2-12 is a behavioural management programme for parents and other carers of young children, including teachers. The book and DVD forms have already sold over one million copies. Over 10,000 copies have been sold here in the UK.

The programme was devised by clinical psychologist Thomas Phelan PhD parent of a now young adult with ADHD.

Why is the programme catching on so quickly? The reasons are quite simple:

1-2-3 Magic is easy to learn and it works. Parents can learn the programme one day and start the next. The basic logic and simplicity of the method means that it is easy to remember for both parents and kids – especially under conditions of emotional stress!

1-2-3 Magic is a parent-in-charge programme that eliminates **arguing, yelling or smacking**. Emotional turmoil and excessive talk do not make for good discipline. In fact, you might say 1-2-3 Magic is the only discipline programme we know based on the fact that parents talk too much!

According to *1-2-3 Magic*, the job of parenting consists of three tasks:

1. Controlling obnoxious behaviour (arguing, whining, fighting, tantrums);
2. Encouraging good behaviour (going to bed, homework, eating);
3. Strengthening your relationship with your child (praise, active listening, shared fun).

The instructions for each parenting task are extremely clear and straightforward.

Is *1-2-3 Magic* evidenced based? Yes. Recently the Hospital for Sick Children in Toronto conducted a large, controlled study using the *1-2-3 Magic* video to train parents of 3-4 year-old kids. At a one-year follow-up, not only were the **kids much better behaved**, but the mums and dads also experienced a **significant reduction in parental stress, hostility and depression** (J. Am Acad. Child & Adolesc. Psychiatry, 2003 42:10, 1171-1178).

Because it's gentle, but action oriented and easy-to-learn, *1-2-3- Magic* is a **dad-friendly** programme. Mums like it because it reduces marital stress and helps them feel better about themselves as parents. What do kids say about *1-2-3- Magic*? Many children say, "I like it because Mum and Dad don't yell so much."

1-2-3- Magic: Effective Discipline for Children 2-12 is available through ADDISS in book and DVD formats and we deliver via quick mail order to parents and carers all over the UK.

1-2-3 Magic and 1-2-3 Magic for Teachers is the perfect combination package to address behaviour at home and at school.

Parents comments

"The course was magic, my son took to it like a duck to water."

"The course was easy to understand and put into place."

"I have found this course extremely satisfying and I have transformed the way I relate to my children. "

"I have found the course refreshing and so many aspects really simple and straight forward - I am what makes it complicated I have learned how much impact my emotion has on my childrens behaviour."

"The no talking no emotion rule is a revelation to me."