

Launch 2022

Hello, I'm Dr. Jeff Sosne and I want to welcome you to the launch of our Pay Attention to Attention online program. This program represents over forty years of work with children who have attention or self-control problems. It represents my work in therapy, my classes, my groups, my school consultations, the camps we've done. It represents a wide variety of experiences.

For these forty years I have been asked over and over and over again to write a manual or a book on these activities, and I've always procrastinated. I never felt I could write it just right. I never liked the idea of putting something in writing that would be hard to collect, and certainly I never liked the idea of adding yet another book on ADD or ADHD in a world where there seems to be more of those books than there are cookbooks.

With the help of colleagues, I think we've developed a model that you'll be excited about.

Our program is modular. It presents information unit by unit so that you can click and read and listen and try activities based on the topics that are of interest to you.

It is multisensory. There's audio clips, there's activities, there's printed material, there's videos. There are many ways for people to learn.

The content can be shared. You can share it with a teacher, a pediatrician, other family members. It's a way of building a team for our children. We are beginning the launch with some of the more important modules, knowing that we have to add them over time. We're doing this because if we waited for me to create all the modules, this program would not be ready for another two to three months, and I want to launch it as soon as I can.

The content then can be modified and expanded based on your input and as we gather more information. It's a living and breathing program.

We will also provide what I call "news you can use" content. It's not going to be just another description of what attention deficit hyperactivity disorder is, not another listing of recommendations that are available in so many books. This program will offer information about how to get going for school in the morning, how to get homework done, how to handle sibling conflict, how to approach bedtime, how to be more mindful. It will be content that you can use.

The thing that I love about this program is that although it's an online program, the children will not need a computer to benefit. We will provide activities for your family that you can do offline. Again, you can pick and choose what activities fit your family. There's no way you can do them all. Consider it a buffet of information, a buffet of ideas, that you can pick and choose and decide what ones work well for you.