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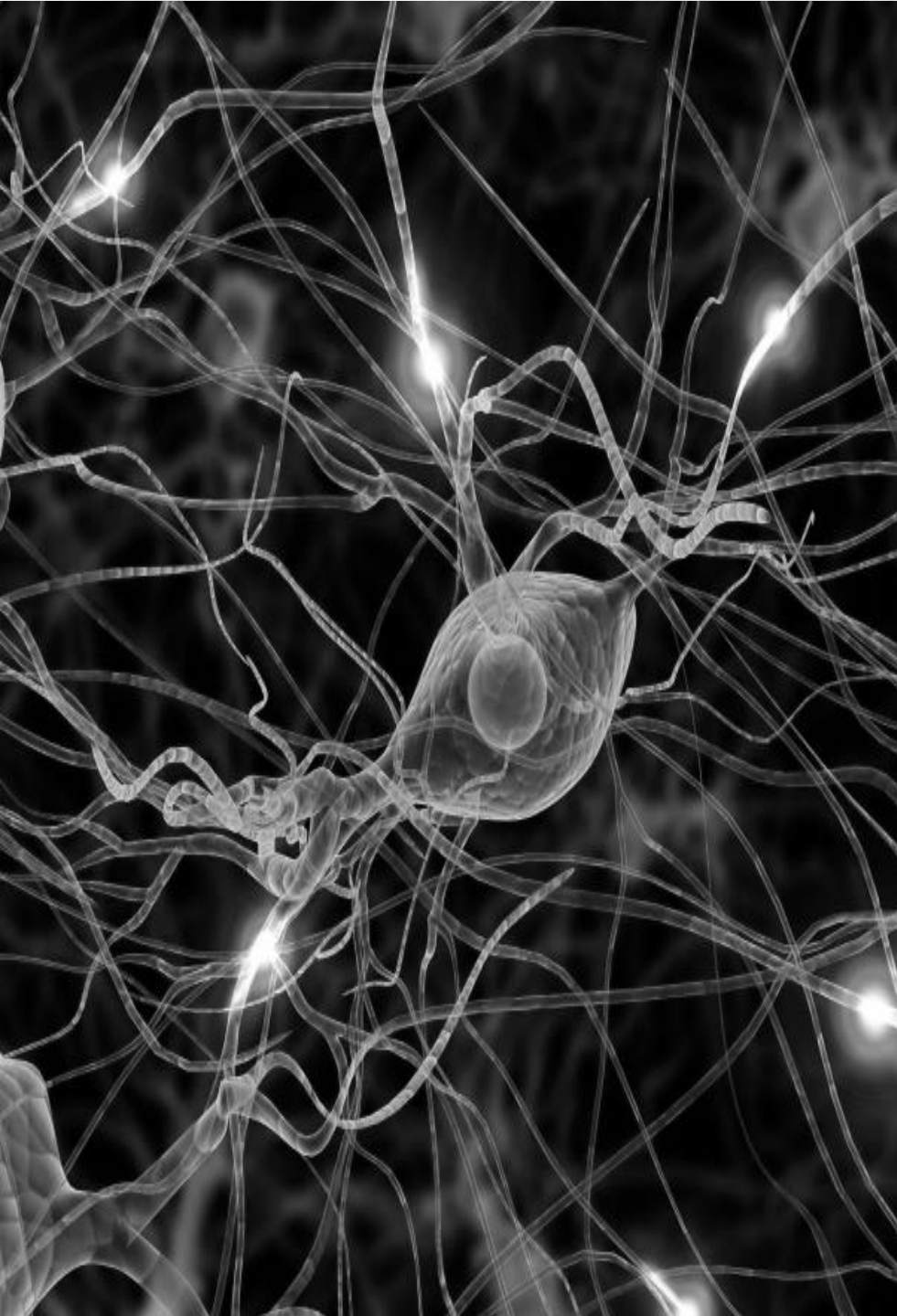


Reaching The Tween

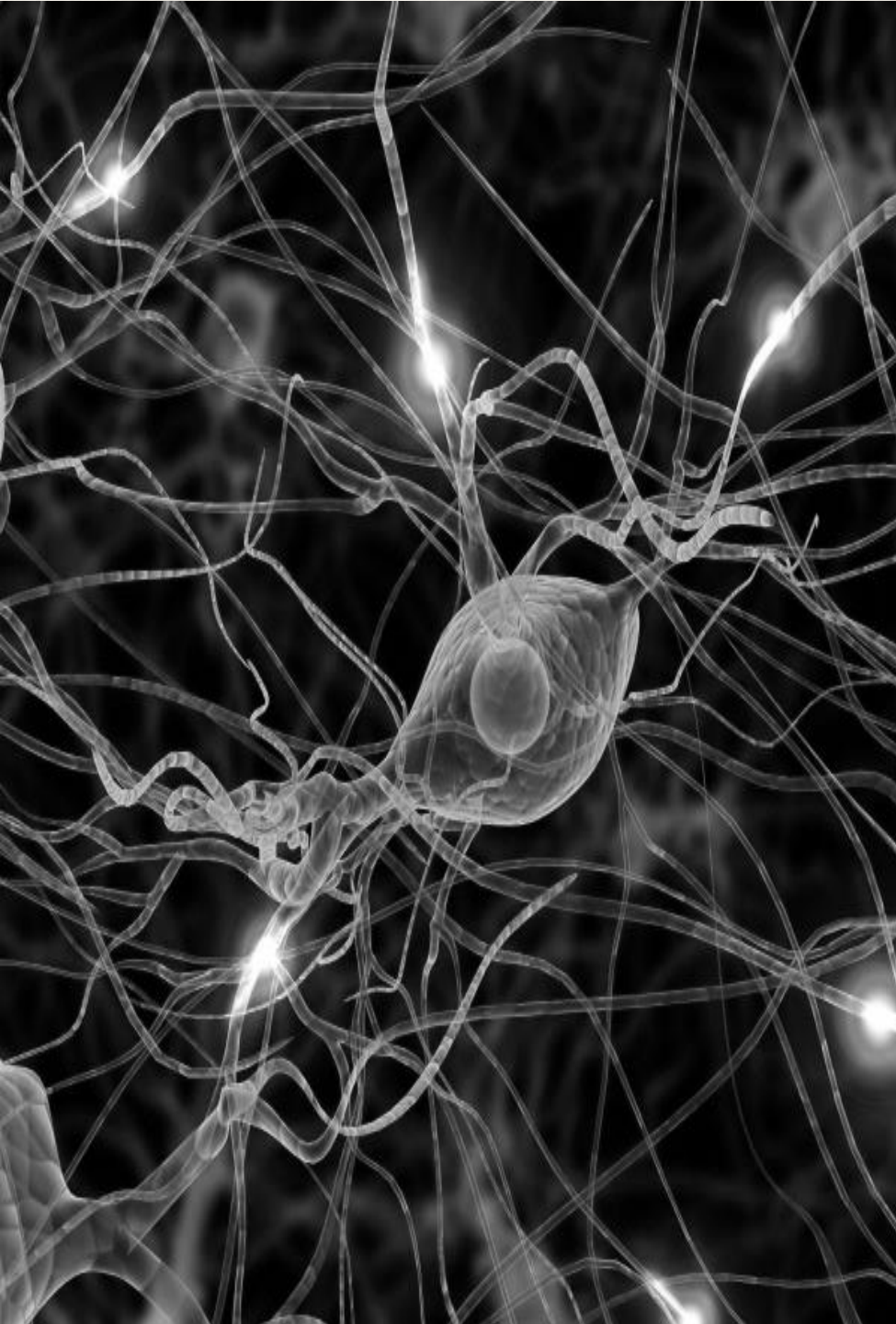
Chad Herman



Why is this age important?

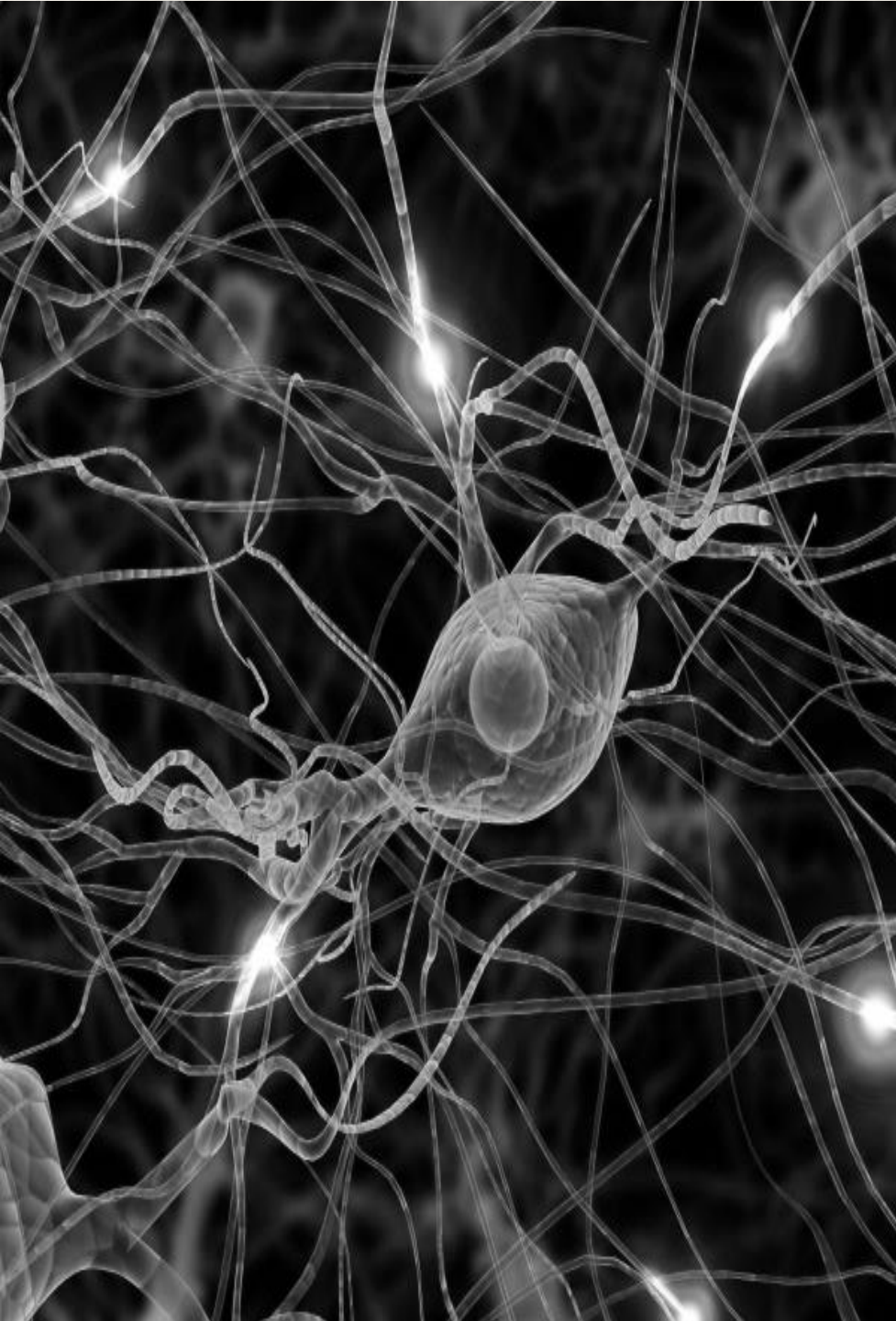


The tween years
are pivotal for
neurological
development.

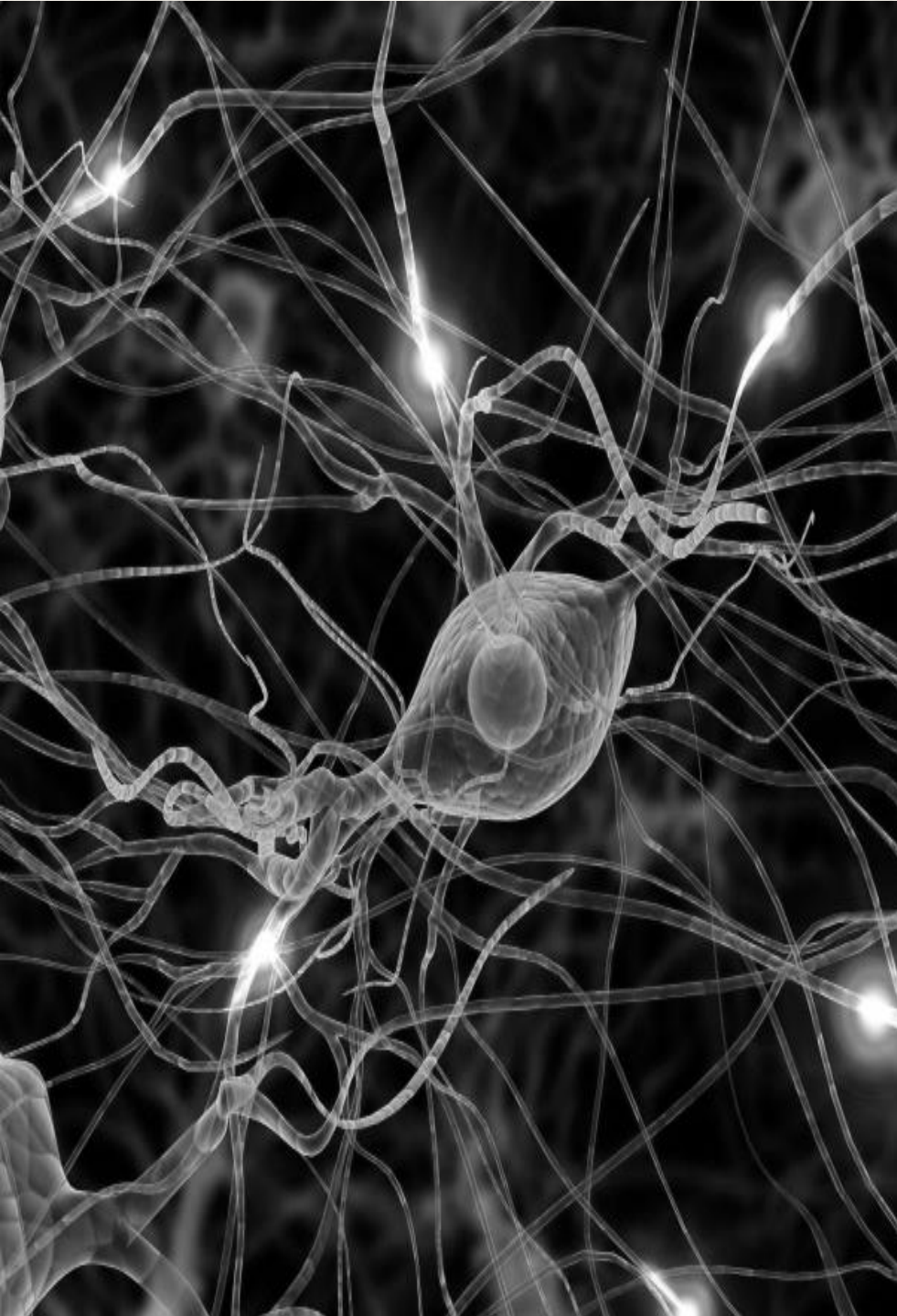


By age 3 a child
has formed about
1,000 trillion
connections.

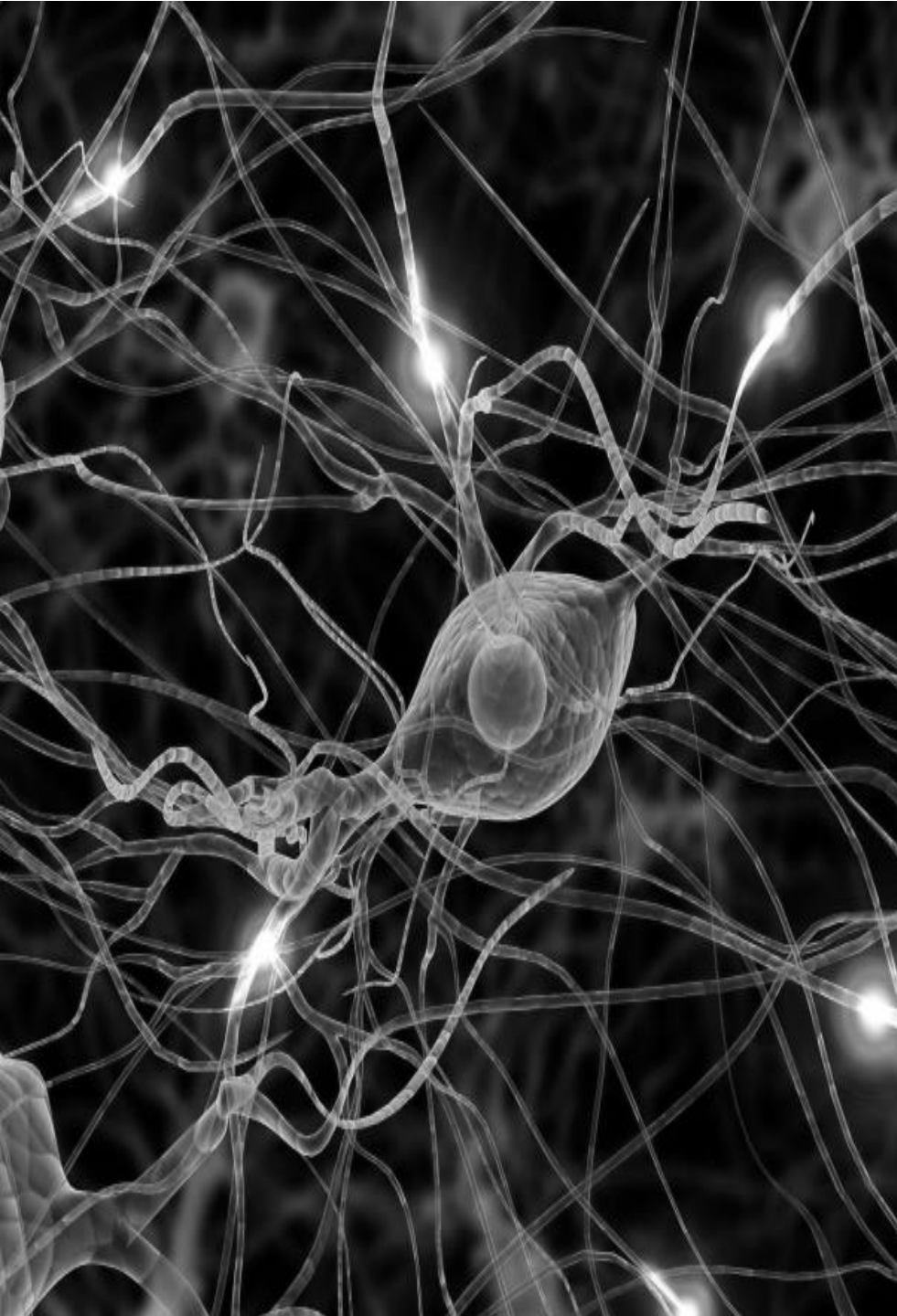
In comparison,
this is about twice
as many as
adults.



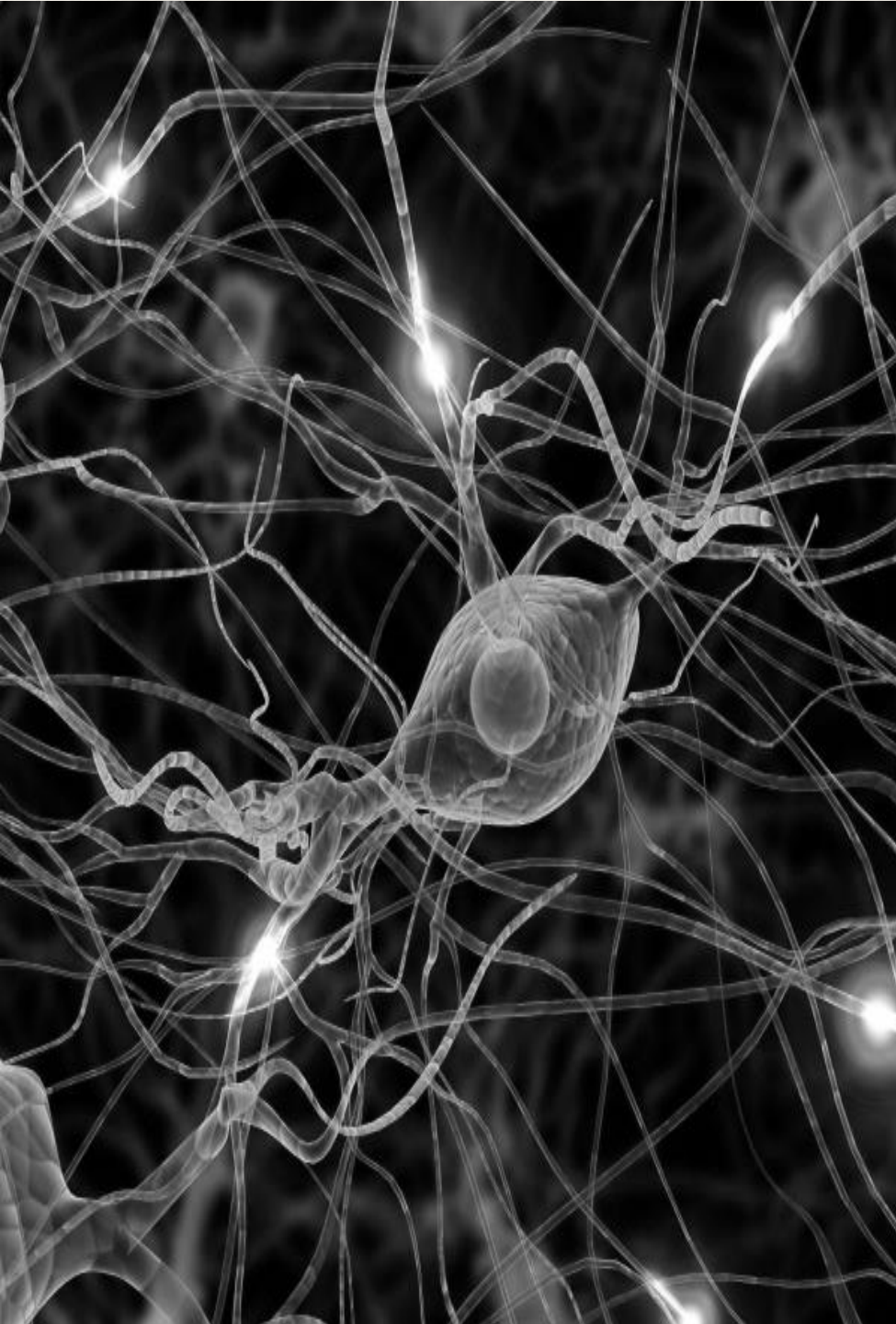
The brain will remain this dense until around the age of **10** when it begins to eliminate and prune its connections.



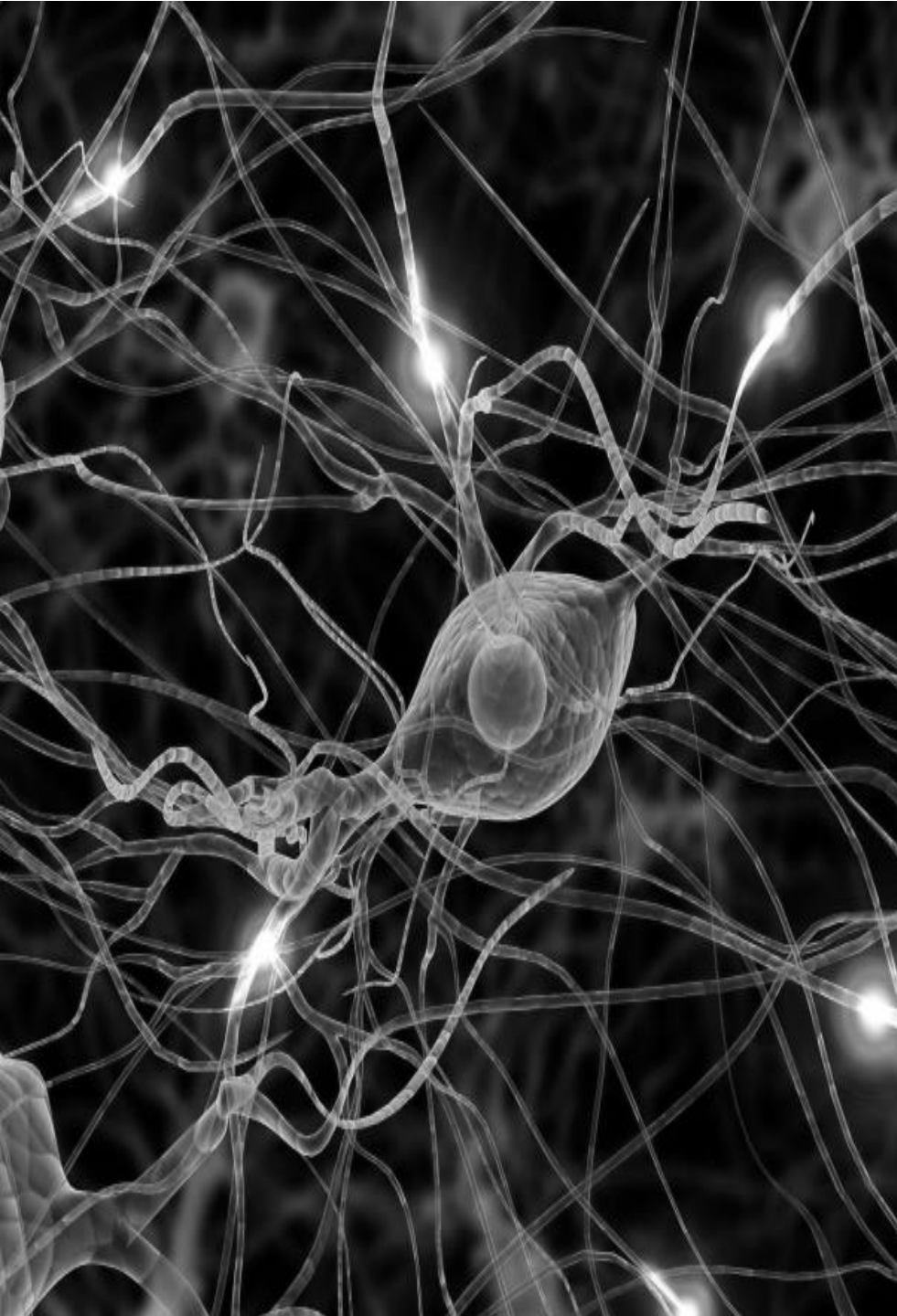
“If they don’t use
them they loose
them.”



Our morals, ethics and values are partially a product of what happened in our Tween years.



In High School we begin to see the symptoms of what has already been cemented in the Tween years.



Everyday marketing firms, large companies and media outlets are bombarding our Tweens with messages. Some good some not.



Tweens = Money



43 billion in annual spending power.



An additional \$170 billion is spent by parents and family members directly for them. EVERY YEAR!



With that much money at stake, retailers, brand marketers, food manufacturers, entertainment companies and others are in hot pursuit.



The average tween views more than **3000 ads per day** on television (TV), on the Internet, on billboards and in magazines.



Increasingly, advertisers are targeting younger and younger children in an effort to establish “brand-name preference” at as early an age as possible.

Tween media and cell phone usage has increased exponentially in the last five years.



22% of the 11 to 14-year-olds surveyed reported that their parents enforce controls on their TV-watching most of the time,

13% are 15 to 18-year-olds.

27% of 11 to 14-year-olds reported that their parents had established rules about how long they could play video games;

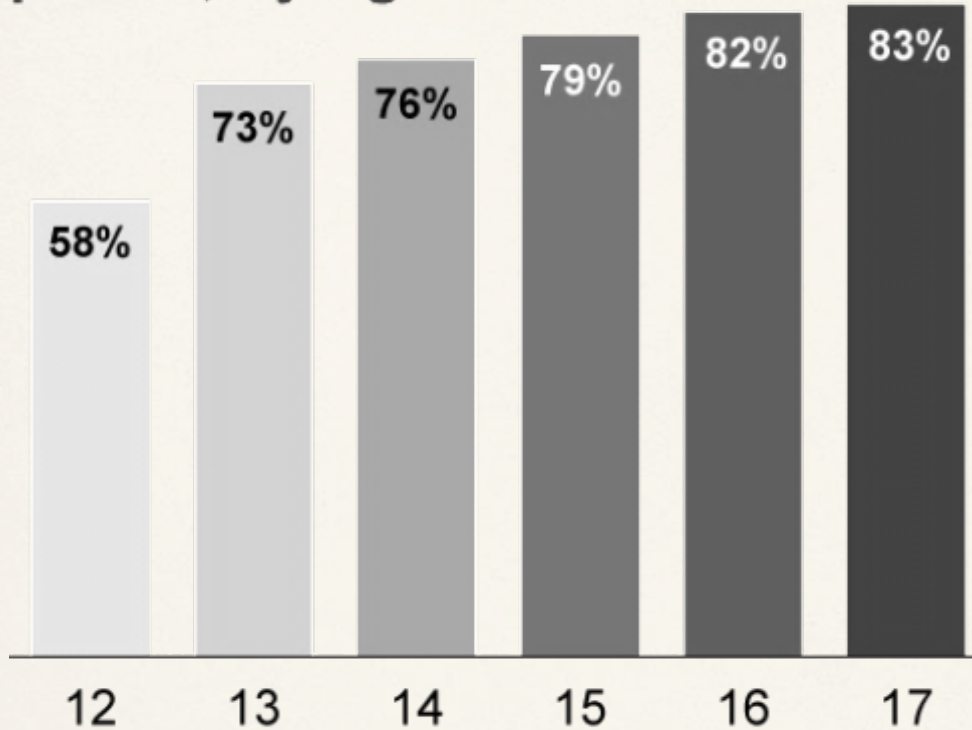
only 11% of 15 to 18-year-olds surveyed reported such controls.

www.ascd.org

68% of 11 to 14-year-olds have a TV in their bedrooms, 52% have a video game console, 31% have a computer.



% of teens who own a cell phone, by age



31% of 8 -10 year-olds have a cell phones, according to a January 2010 Kaiser Family foundation study, available at kff.org.

Tweens receive subliminal messages from advertisers and media on who they are, what they like, what is important and what is acceptable.



Because of the lack of Frontal Cortex development tweens lack the ability to completely differentiate these messages.



What are weens really learning?

Axe Body Gel

Abercrombie and Fitch Clothing line

Apple Products

Bratz Dolls and Clothing

Facebook

Grand Theft Auto Video Games

Transformers Movies

Twilight Books and Movies

Tween Halloween Costumes

Victoria's Secret



Tweens are at an important age of development and are faced with daily potentially confusing and volatile messages.



This is when the truth
of who we are in
Jesus Christ
becomes essential.



How do we reach the tween?



The Do's and Don'ts



Don't get caught by the "BE-HAVE" trap.



Don't lose them in transition.



Don't lump them in a group.

To the Jews I became like a Jew, to win the Jews. To those under the law I became like one under the law (though I myself am not under the law), so as to win those under the law. To those not having the law I became like one not having the law (though I am not free from God's law but am under Christ's law), so as to win those not having the law. To the weak I became weak, to win the weak. I have become all things to all people so that by all possible means I might save some. I do all this for the sake of the gospel, that I may share in its blessings.

1Cor 9:19-23

Physical

- Puberty Begins
 - Growth spurts
 - Awkwardness
-



Mental

- See the world as Black and white
 - Not Rigid, Change minds quickly
 - Dislike the unknown
 - Extremely Concrete thinking
-



Emotional

- See feelings as unique to them
 - Over dramatic
 - Self indulgent
 - Lovable
-



Social

- Friendships growing
 - Swing between introverted and extroverted
 - Does not want to be considered a child
-



Spiritual

- Discovering personal morals, ethics and values
 - Faith becomes applicable in daily life (Suit case handle)
 - Very inquisitive
-



Needs from Adults

- Emotional Safety
 - Help controlling actions
 - Encouragement and frequent affirmation
-





7 Developmental needs of Tweens



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1. Physical Activity



7 Developmental needs of Tweens

1. Physical Activity

2. Competance and Achievement



7 Developmental needs of Tweens

3. Self-Definition



7 Developmental needs of Tweens

3. Self-Definition

4. Creative Expression



7 Developmental needs of Tweens

3. Self-Definition

4. Creative Expression

5. Positive Social Interaction



7 Developmental needs of Tweens

6. Structure and Clear Limits



7 Developmental needs of Tweens

6. Structure and clear limits

7. Meaningful Participation



Developmental Planning Wheel



Question and Answer
