

HYPER PARENTS & CODDLED KIDS

- ONE-HOUR DOCUMENTARY PREMIERES THURS. FEB. 4 AT 9 P.M. ET/PT ON CBC-TV -

In North America, they are known as “helicopter parents,” parents who hover over their children and swoop down to solve all their problems. In Sweden, it’s “curling parents,” parents who frantically sweep the ice to clear obstacles for their kids. Parents have always wanted the best for their children, but in recent years, some have taken it to new extremes. Raising kids today has become more product development than child development. And as these children enter adulthood, many find themselves unprepared for the real world. Is all of this attention giving the next generation a competitive edge or creating new problems that will last a lifetime?

Premiering Thurs. Feb. 4 at 9 p.m. ET/PT on CBC-TV’s Doc Zone, *Hyper Parents & Coddled Kids* sheds light on this question while exploring the cultural pressures that make hyper parenting almost impossible to resist. “Hyper parenting is a social experiment in childrearing whose full results will not be known for years,” says Maria LeRose, co-director and producer. “But there are indications that the unprecedented amount of attention parents are giving their children may not have the outcome they had hoped for. In fact, in some cases, it may have the opposite effect.”

The one-hour documentary *Hyper Parenting & Coddled Kids* examines the intensely competitive hyper parenting phenomenon – and its effects on kids today. From exposing babies in the womb to prenatal education systems and enrolling them in gymnastics before they can walk to negotiating their grown kids’ job contracts and salaries, parents today work hard to make sure their children stay ahead of the pack. But as these kids reach adulthood, will it be to their advantage or will it backfire?

Several experts weigh in on the issue including Canadian-raised journalist Carl Honoré, author of *Under Pressure: Rescuing Childhood from the Culture of Hyper-Parenting*; clinical psychologist Madeline Levine who works with many privileged kids who suffer anxiety and depression as a result of hyper parenting; and Ron Alsup, former Wall Street Journal editor and reporter, and author of *The Trophy Kids Grow Up: How the Millennial Generation is Shaking Up the Workplace*.

- Rebroadcast: Friday February 5 at 10 pm ET/PT on CBC News Network