

## Benefits of My World Learning Program include:

Patent Pending 4 Steps to Early Learning. Prior to learning, the **Four Steps to Early Learning** will increase cognitive function, improve memory, promote production and survival of new brain cells, increase IQ, problem solving skills, and quieting the brain, which aids in concentration, making children ready to learn – including those with **ADHD** and **Autism**. The actual steps will be revealed upon purchasing the manual.

- **Improves learning and memory –**  
Increasing the number of synapses and enhancing the action of neurotransmitters, the chemicals that make brain cell to brain cell communication possible. It also increases the production of brain-derived neurotropic factor (BDNF), a “brain juice” protein that promotes production of new brain cells and the survival of existing ones. This activity has long lasting effects compared to the same duration of exercise, done as an adult. (1) (3)
- **Allows students to think in a different way that they used to not think-** Students must concentrate on more than five actions at a time during the second step. (4)
- **An Endorphin Boost-**  
Releases a chemical called dopamine in response to pleasure. Dopamine is released from a different brain area (the dorsal striatum) about 10 to 15 seconds before the peak pleasure. (5)
- **Creating alertness, motivation and concentration-**  
More oxygen is delivered to the brain. The oxygen raises tyrosine levels in the blood and brain, causing neurons to manufacture norepinephrine and dopamine, two neurotransmitters that promote alertness and activity. The brain requires norepinephrine to form new memories and transfer them to long-term storage. (5)
- **Reduces stress depression** (8) and ADHD symptoms –  
Executive brain function and decision making. (6) (7)(8)
- **ADHD and Autistic Children learn better.** (1)(2)(6)

Footnotes:

- (1) (Dartmouth, David Bucci, Department of Psychological and Brain Sciences)
- (2) (Vermont Studies, Dartmouth, David Bucci, Department of Psychological and Brain Sciences) (Felicia Dobbs, vocal professor at Pacific Lutheran University, Former President of National Association of Teachers of Singing, Japanese Study.)
- (3) (Harvard Health Letter. Volume 37, Number 5. “Putting More Brain in the Bank”)
- (4) Robert Zatorre, professor of Neurology and Neurosurgery at Montreal Neurological Institute)
- (5) (The Franklin Institute, Resources for Science Learning.
- (6) (Weisz, McCarty, & Valeri 2006)
- (7) (Australian Study published in Clinical Psychology & Psychiatry)
- (8) (“Learning in the Classroom” U.S. Committee for Stress-Free Schools)

**Pat. Pend. *The My World Learning Program* Preparation for Class Participation:**

**What parents and educators are saying about *My World*:**

"More of these self-esteem builder activities need to be implemented in the curriculum. There are many findings to support the belief that increased self-esteem enables children to live closer to their potential. *My World* is a good book to use in the elementary school." Gerald Forester, Professor of Education, at the University of Washington, Seattle WA.

Our program is decidedly an "intervention program" – assisting the formerly gang involved. I applaud you in seeking to get to kids BEFORE they get involved." Father Gregory Boyle, Homeboy Industries Founder, Los Angeles, CA.

"I think you have created a useful tool for enhancing self-esteem. *My World has* application for parents as well as teachers. I would like to see day care providers use this resource. This would make a great ice breaker for any age appropriate group...you have come up with a winner in *My World*." Howard Seeman M Ed, Family Therapist, Seattle WA

"*My World* is an innovative teaching tool. As a child, I would have loved the opportunity to interact with Michele's book. It's good to know there are writers out there who can bring a child's world to life and leave them with a higher sense of who they are." Jeannette James, Director of Admission and Advancement, Seattle Girls' School.

"The neatest thing about *My World* as a parent, is that once it's finished it's going to be a great scrapbook keepsake...a good thing to use during down time." The late Kathi Goertzen, Mother-KOMO TV News Anchor, Seattle WA.

**Proven Research:**

The Perry Study has a similar program to "*My World*." 128 children were studied from age three to 40 years old, 63 of those children went through the program – the other 63, in the control group, did not use the program. Evidence of Effectiveness:

- At age 27 completed an average of almost one full year more of schooling (11.9 years vs. 11 years).

- Spent an average for 1.3 fewer years in special education services – e.g. for mental, emotional, speech, or learning impairment (3.9 years vs. 5.2. years).
- 44 percent higher high school graduation rate (65 percent vs. 45 percent).

**Pilot Program Offer:**

Pilot program for 150-200 children, for three to six months is suggested. They will be part of an Action Research Study consisting of Planning, Acting, Observing and Reflecting writing the details of the questionnaire. Perhaps the teachers can use this information as part of their student evaluations. Our company will train, and assist whenever we're needed for this program and the study.