

INNOVATIVE COUNSELING PROGRAM EXTENDS SERVICES TO SOUTH ORANGE COUNTY FAMILIES

Evidence-Based ‘Parent-Child Interaction Therapy’ Now Offered at State-of-the-Art Mission Viejo Facility

MISSION VIEJO, Calif. (May 15, 2009) – Parent-Child Interaction Therapy (PCIT), an unique interactive counseling program proven to enhance family relationships by coaching parents through a wireless earpiece, is now available in South Orange County. The evidence-based program is highly effective in helping parents increase their child’s ability to manage frustration, independence, self-control, listening and social skills. Child Guidance Center (CGC), a leading non-profit provider of psychological services and education solutions in Orange County, will now offer the forward-thinking counseling model through its new facility in Mission Viejo, Calif., located at 27451 Los Altos, Suite 240.

“We believe the program will be a welcome addition to South Orange County, where so many parents are raising young children,” said Lori Pack, executive director of Child Guidance Center. “Our services provide parents with the tools necessary to achieve balance and harmony in the home. In many instances, a few slight adjustments can greatly impact common behavioral concerns and issues.”

Guiding Parents to In-the-Moment Success

Parent-Child Interaction Therapy is a progressive coaching approach to family counseling that is clinically proven to build healthy relationships between a parent (or other caregiver) and child age 2-8. Observing from behind a one-way mirror, a therapist coaches a parent through a wireless earphone in the parent’s ear, providing specific instructions for relating to or managing the child’s behavior as it occurs. The user-friendly sessions allow for immediate and effective responses to the child’s behavior issues at the very moment they take place.

“The ‘invisible earpiece’ model has the power to transform family relationships by tackling behavior issues without a third party present,” said Nicole Gerth, a PCIT therapist at Child Guidance Center. “It really puts the parent in the role of ‘counselor.’ The child bonds to the parent—rather than to the clinician—as progress is made, allowing for a true preview of what happens between the parent and the child without a counselor in the room.”

Effective Program Improves Parenting Skills, Eliminates Negative Behaviors

Working with the child and parent simultaneously, the interactive program works to eliminate negative behaviors in children, decrease parental stress and improve parenting skills. Studies support its many benefits across genders and ethnic groups, and research shows that parents hold onto the skills acquired in Parent-Child Interaction Therapy for up to six years after treatment. In addition, the skills generalize to other relationships in the home and neighborhood, ultimately contributing to a healthier, more-balanced community.

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Child Guidance Center plans to expand the pioneering program into pre-schools, nurseries, child care facilities and other locations that would benefit from the program.

Parents Invited to Preview the Program's Benefits

Through the end of May, Parent-Child Interaction Therapy will be hosting a series of exclusive parenting seminars at the new Mission Viejo facility, focusing on fundamental parenting topics including the "Power of Praise," "Temper Tantrums 101" and "How to Connect Through Play."

To make an appointment for PCIT services or for more information regarding the parenting seminars, please contact the Mission Viejo facility at 949-582-3958, or visit www.cgcoc.org.

About Child Guidance Center

Founded in 1967, Child Guidance Center (CGC) is a non-profit organization dedicated to helping children and parents achieve their potential as loving, responsible families. Working in conjunction with numerous organizations including the Orange County Health Care Agency, Mental Health, Social Services Agency and various outside funders, CGC provides psychological testing, psychiatric consultation, in-depth counseling programs, educational enrichment solutions and medication support. Each week, CGC's multi-disciplinary staff of 50 clinicians serves more than 1,050 children and families. CGC provides its services through three main facilities located in Buena Park, Fullerton and Santa Ana, two satellite offices in Santa Ana (Corbin Family Resource Center and the Minnie Street Family Resource Center), one satellite office in Tustin (The Tustin Family Resource Center) and at the Orange County Rescue Mission in Tustin. Therapists also travel to several different school sites throughout Orange County to provide services. For more information, please call 714-953-4455 or visit www.cgcoc.org.

About Parent-Child Interaction Therapy

Parent-Child Interaction Therapy is an innovative counseling program offered by Child Guidance Center (CGC) to build healthy relationships between parents and their children ages 2-10. Observing from behind a one way mirror, a therapist coaches a parent through a wireless earphone in the parent's ear, providing specific instructions for relating to or managing the child's behavior. The brief-term program is clinically proven to eliminate negative behaviors in children, decrease parental stress and improve parenting skills. The unique model allows the therapist to provide immediate and effective responses to a child's behavior as it occurs. While CGC's PCIT program has previously been dedicated to at-risk families, the Mission Viejo, Calif., facility now offers the program at an hourly rate to all families who live in South Orange County. Traditional counseling services will also be offered through this location. Proceeds from the Mission Viejo PCIT program will help provide counseling services for at-risk families. For more information, please call 949-582-3958 or visit www.cgcoc.org/pcit.php.

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