



let'sbond

# Discover the Lasting Benefits of Arts and Crafts

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Elmer's has teamed up with accomplished researcher Richard Rende, Ph.D., to further explore the benefits arts and crafts can offer children in the early years of growth and development. His research reveals that creative interaction between parents and young children engaging in activities like arts and crafts not only provides immediate and lasting cognitive benefits, but also creates a unique bonding experience, which creates lifelong memories. The following is a summary of the key findings gathered from 50 experts in the fields of child development and pediatrics and more than 300 moms from across the country.

## Key Findings

- Arts and crafts engage multiple brain areas simultaneously and improve bilateral coordination between the left and right sides of the brain, leading to immediate and future cognitive development.
- Activities like arts and crafts accelerate the development of muscles in the hands and fingers, improving fine motor skills that are essential for school success in the earliest formal years.
- Face-to-face interaction in the early years is critical for optimal social development.
- Arts and crafts promote rich social interactions that help develop language skills and social cognitive abilities like understanding emotions.
- Creative activities are a great way to bond with children and create lasting memories.

## Find The Time

Research indicated time is one of the main barriers to incorporating more arts and crafts into children's lives. From balancing demanding work schedules to coordinating after-school activities, parents and kids are both crunched for time.

- Nearly 90 percent of moms surveyed would like to spend more time doing arts and crafts with their kids, and wish they had more time to engage in this activity.
- Experts realize that extracurricular or structured activities outside the home affect how much time parents spend engaging in unstructured creative time, but also encourage parents to find a balance.
- To eliminate the stress and time pressure that many experience, there is a need for quick and easy engaging project ideas for parents.

The Contributor



**Richard Rende, Ph.D.**, is a developmental psychologist, researcher, educator and author. His research portfolio includes scientific projects that focus on the link between parenting practices, family interaction, and emotional and behavioral development. Rende has authored more than 100 academic publications and presentations, serves on the editorial board of four academic journals and also writes his own blog *Red-Hot Parenting*, which is hosted on Parents.com.



## 3 ways to find creative time with your kids

- 1 Occasionally brew your coffee at home instead of driving to a local coffee shop and waiting in line for a latte.
- 2 Take a timeout from technology. Skip out on your social media status updates and scanning one day a week.
- 3 Designate a television or tablet-free night. Record those can't-miss shows for you and the kids.

Time savings per week: 2-4 hours

## ★ Feel The Bond

*The kitchen table is more than just a place to serve dinner – it's a place where memories are created and conversations take place as a family. Experts in various fields of pediatrics including child development, child psychiatry and cognitive science all agree that activities like arts and crafts are a great way to bond with children and create lasting memories. Because years from now, it won't matter what you created, what matters is that you spent this time together.*

- Arts and crafts promote face-to-face interaction between children and their parents, which encourages reciprocal talk and the sharing of positive emotions.
- ★ Nearly 95 percent of moms agreed, it doesn't matter how good the end product is, what matters most is being creative together.



## See the Benefits

*The benefits of arts and crafts are vast; however, nearly 78 percent of parents feel they have not heard enough about the academic perks. Parents are instead reminded of the importance of educational technology, but it's important to recognize the cognitive and motor development benefits of arts and crafts too.*

- There are immediate benefits that promote the development of fine motor skills, which are visible in the earliest formal school years. Children are at a disadvantage if fine motor skills are not properly developed before entering school.

For example, a child with heightened fine motor skills can focus entirely on drawing letters and numbers instead of mastering the skill of holding the pencil.

- Arts and crafts engage multiple brain areas simultaneously. This process improves and accelerates bilateral coordination between the left and right sides of the brain leading to immediate and future cognitive development like understanding emotions and developing language skills.

## 5 project ideas in 20 minutes or less!

- 1 Mosaic animal - learn about wildlife
- 2 Hatching penguin - teach them about endangered species
- 3 Butterfly puppet - put on a puppet show
- 4 Stained glass kite - learn about the wind
- 5 Leafy creations - use pieces of nature



We hope you will join us and **take the pledge** to spend quality time together. **CREATING. LAUGHING. LEARNING. GLUING. BONDING.**  
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