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ALYSSA BLASK CAMPBELL

FOUNDER OF SEED & SEW

www.seedandsew.org



About Alyssa Blask Campbell

Alyssa Blask Campbell is the founder and CEO of Seed & Sew, an organization committed to giving parents, teachers and caregivers the tools to raise emotionally intelligent humans. An emotional development expert with a master's degree in early education, Alyssa co-created the Collaborative Emotion Processing (CEP) method with Lauren Stauble and researched it across the United States. She hosts the Voices of Your Village podcast and has been featured as an emotional development expert in publications including The Washington Post, Kids VT, and Family Education. Alyssa is deeply passionate about building emotional intelligence in children and creating a shame-free, judgment-free community of people interested in doing the same at Seed & Sew.

Why Seed & Sew?

- Seed & Sew supports people across the globe who are passionate about raising emotionally intelligent humans through speaking, consulting, online courses, and podcasting. Every day, parents and educators show up with their authentic, hard, messy problems for the tools and support they need to build emotional intelligence in tiny humans.
- Emotional intelligence is based on four components: self-awareness, self-regulation, social awareness, and empathy. Alyssa co-created the Collaborative Emotion Processing (CEP) method while working on her master's degree in early education. Unlike other methods, CEP focuses on building self-awareness and self-regulation prior to social awareness and empathy, from birth to age five.
- As an early childhood educator and parent, Seed & Sew provides the tools that Alyssa needed but never had: an in-person and online community where parents and educators can find the support they need to do the work for themselves and with tiny humans.
- Seed & Sew offers a one-of-a-kind certification program for childcare centers and home-based providers through the Schools Excelling in Emotional Development (S.E.E.D.) Certification. Eight workshops designed to give educators the tools to validate a child's emotions and regulate their central nervous system in the classroom, the certification also includes ongoing support from the Seed & Sew team and training for any additional teachers added to its staff.

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Suggested Interview Questions

- Tell us about what you do at Seed & Sew.
- The term “emotional intelligence” is a bit of a buzzword these days. What does that term mean?
- You co-created the Collaborative Emotion Processing (CEP) method. What need for this method did you observe?
- How is CEP different from other methods used to build emotional intelligence?
- Can you give us an example of CEP in practice?
- You offer several different courses and workshops at Seed & Sew. Tell us about your hallmark offerings.
- One of your courses is about reparenting yourself. What does that mean and look like?
- What encouragement do you have for parents who feel like it’s too late to switch parenting strategies?
- Parenting is hard. What are some of the most common challenges you see from parents who come to you for help?
- How is the village you’ve built over at Seed & Sew unique?
- You also host a podcast—Voices of Your Village. What type of content can people learn about there?

The way we speak to children matters.

Instead of...	Try...
"Stop it! That's enough shouting."	"I can hear your voice. I'm listening to Mara speak. Remember what you need to say; I'll listen to you next!"

Affirmations for Kids

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- My feelings matter.
- I am safe to be me.
- I am loved.
- I spread kindness.
- I'm a helper.
- I'm an important part of my family.

Respecting a child might look like...

- | | |
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| <ul style="list-style-type: none">• Listening to their ideas without adding any information• Giving choices• Asking their opinions• Communicating plans & intentions with them | <ul style="list-style-type: none">• Let them focus in play or exploration without interrupting• Adhering to boundaries they set for themselves (tickling, needing space, etc.)• Following their lead in pretend play |
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Instead of "don't be sad," try...

- Everybody feels sad sometimes.
- What a big feeling to have. I've felt like that, too.
- Your feelings are safe with me.
- It makes sense to feel sad.
- Sometimes the sad feeling sticks around for a while.

Suggested Interview Topics

- What early childhood educators want parents to know
- The key to raising emotionally intelligent humans
- Emotional intelligence: why it matters
- 5 reasons to bring back the village
- The case for reparenting yourself
- 4 ways to show up with your little humans every day
- Encouragement for moms of littles
- Birth to five: why these years are so important
- Collaborative Emotion Processing: what is it, and why does it matter
- How practicing the pause helped my parenting
- The meltdown you don't see: yours
- What early childhood educators want you to know
- Just say to no mom shaming
- Back to school: 3 tips for supporting early childhood educators

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