

# WORDS CAN WORK®

*Knowing the issues, talking with kids.*

## Why people work with us

"*Words Can Work* offers young people and parents from diverse backgrounds a simple road map for effective communication. These resources are unlike any other materials in the field because they combine Blake's ability to tell a poignant story with cutting edge research from leading experts in family communication and child development."

**Chad Martin, MS, Youth Behavior Specialist**  
**U.S. Centers for Disease Control and Prevention**

"Blake Works' reputation for producing the highest quality multimedia materials is not a random event. Jeanne Blake displays focus, passion and a special dedication to excellence in her efforts to advance the public health through media. She creates materials that include clear messages that help parents talk effectively with their children about important public health issues."

**Howard J. Shaffer, Ph.D., C.A.S., Director, Division on Addictions**  
**Harvard Medical School**

"The guiding principles of *Words Can Work* are based on the clinical experience, review of scientific literature and standards of practice of a panel of seasoned advisors and contributors. Presented in a manner immediately available to youth and parents alike, *Words Can Work* can significantly improve communication among young people and in families which helps to prevent risky behavior in our kids."

**Eugene Beresin, M.D., Director of Child and Adolescent Psychiatry Residency Training**  
**Co-Director, Massachusetts General Hospital Center for Mental Health and Media**  
**Professor of Psychiatry, Harvard Medical School**

"Your valuable *Words Can Work* materials are enthusiastically received by students, parents and educators alike. As one counselor said, "If all educational materials captured kids the way *Words Can Work* DVDs do, and were so easy to use, my job would be 100% easier!"

**Deborah Meininger Wells, SDFS Program**  
**Minnesota Department of Children, Families, and Learning**

"Jeanne Blake is a passionate expert and does an outstanding job on the issues that she deals with. She understands the sensitivity of these issues to people and workplaces. We are so lucky to deliver the programming that she does; it's quite different than any other health and wellness program in the marketplace."

**Peter Mongeau, Vice President, U.S. Human Resources Shared Services**  
**John Hancock Financial Services**

"Our goal is to give parents tools and resources to help them raise healthy families. We've used *Words Can Work* materials with great success. Parents say they give them basic skills they can use to communicate with their children on important issues."

**Carol Ley, M.D., Director, Occupational Medicine**  
**3M**

"Parents of teens and adolescents are dealing with a variety of difficult issues and are looking for information and help to keep their kids safe. Our goal is to help educate parents so they can manage these demands and understand the issues their children are facing. *Words Can Work* is unique and provides parents with tools to help connect with their kids in ways that work!"

**Leslie P. Strachan, LICSW, LADC, EAP Consultant**  
**Partners HealthCare/ Massachusetts General Hospital and Brigham & Women's Hospital**