

EMERGENCY GUIDE FOR SUPERMARKET

Tips to make family shopping a better time

Stop
Enfance
sans violences **VEO**



Why is shopping with children often complicated?

1 Supermarkets are “over-stimulating” places (too much visual + auditory + olfactory stimulations).

2 Children’s brains are immature: they don’t know how to deal with emotions, stress and over-stimulation until they are 5-6 years old!

3 An over-stimulated brain is “like a computer bug”, that is why tantrums during or after shopping can be misinterpreted.



A child is unable to manage his emotions, this requires neural connections that begin to be put in place around the age of 5-6 years old. Therefore, the younger a child is, the more difficult, if not impossible, it is for him to verbalise his needs or emotions on his own. He cannot say “I am very tired, I want to go home”. If he gets tired, he may get upset, run around, cry, say “I want sweets”, and be in demand for your attention. This is not to annoy you: it’s just a physical reaction to a physical condition.

What is an OEV?

OEV (Ordinary Educational Violence - VEO in French) is physical, psychological and/or verbal violence described as « educational » because it is used to educate and make the child obey and “ordinary” because it is often daily and considered normal.

In France, according to the law of July 19th 2019:

“Parental authority shall be exercised without physical or psychological violences.”

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For more information: www.stopveo.org

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Tips and tricks

Prevention: to avoid a crisis, think about “needs”

Needs Answers		
- Eat - Drink - Sleep	Anticipate fatigue, hunger, the need to move	Have a game, a book, a snack/drink. To be given as soon as the child starts to get agitated
- Move - Play - Learn	Invent a game to distract children’s attention and concentration while having fun (find as many products of a particular colour as possible)	Give the child specific objectives appropriate to his age, involve him in finding/choosing products
- Attention - Affection - Attachment	Give regular “affectious contact” (cuddling, stroking hair, tender gaze) to release a soothing hormone in the brain (ocytocine)	Decode the “I want that!” into “I need attention” and understand that the child mostly needs his desire to be heard and not specifically satisfied. Describe the object and suggest to add it to a list (Christmas, birthday)
Security	Prepare him: “we are going shopping to buy food. You have to.... (e.g. walk by the trolley)”	Avoid going to the supermarket with children as much as possible (Drive)



When you hit/punish/humiliate/threaten a child, you teach him that might is right, that the child is the weakest, that he is not in a position to express himself when threatened. It is more constructive to listen to his needs, to respond to them and not to leave the child feeling unheard.

What to do when facing a tantrum?

Stay calm

stress is contagious,
calm is soothing

Leave the shop

if necessary. Changing location
helps to change emotions:
Outdoors, there is less
“over-stimulation”

Offer a hug

a cuddle is a reassuring contact

Avoid the word “no”

Focus on positive words while
standing firm on your refusal

Use a diversion

focus on something specific
(e.g. fix a goal in the form of a game)

Take a step back

on the emotions and the situation,
helps to calm down.

Create a bubble

with your child, ignoring
the gaze of others

Describe

verbalise the situation,
put words to his
feelings

