



# Anxiety

**Why Reassurance Isn't  
helping (and what to  
do about it)**



[www.thethinkingpod.com](http://www.thethinkingpod.com)



If your child is anxious, reassurance often feels like the most loving thing to do.

- You'll be fine
- It's Okay
- Nothing bad is going to happen

Most parents I work with reassure because they care deeply - not because they're doing anything wrong.

And yet - what they notice is:  
“the more I reassure, the more anxious your child becomes”.

Does this sound familiar?

If so, know that you are absolutely NOT failing your child. You are though, caught in a very familiar anxiety pattern, which keeps us stuck.



## This short guide will help you understand:

- Why reassurance can accidentally keep anxiety going
- What anxiety is really asking for
- How to respond in ways that help anxiety settle over time.





# Reassurance is a natural response

When we can see our child struggling it is completely natural to want to take it away - and so we respond in a way that attempts to do that.

When our child is anxious, their distress is real and often intense. As their parent your nervous system responds immediately.

We want to:

- Make the fear stop
- Reduce the distress
- Protect our child





But anxiety doesn't respond to logic in the way we expect. When anxiety is high, the part of the brain responsible for reason goes offline.

This means reassurance rarely lands - even when it's accurate.





Instead, anxiety hears  
reassurance as:

**“This must be dangerous if my  
parent needs to keep telling  
me I’m safe.”**





# How reassurance can feed anxiety

Over time, repeated reassurances can create a loop:

1. Your child feels anxious
2. You reassure to reduce stress
3. Anxiety settles briefly
4. Anxiety returns, even stronger
5. Your child seeks further reassurance

Anxiety learns:

**I need reassurance to cope**



This isn't because of  
poor parenting.

It's because anxiety is  
a relational experience

- It shapes and is  
shaped by responses  
around it





# What anxiety is really asking

Anxiety isn't asking to be argued with or fixed.

It's asking:

- Can you stay calm when I'm not?
- Can you handle this feeling without panicking?
- Am I safe, even when I feel scared?



# What anxiety is really asking

Children learn emotional regulation by borrowing it from the grown up's around them.

**What helps most Isn't reassurance - It's steadiness.**





# What helps instead of reassurance?

Instead of trying to make anxiety disappear, try responses that:

- acknowledge the feeling
- communicate confidence
- reduce urgency



## Helpful phrases might sound like:

- I can see this feels really hard
- I'm here with you
- We can take this one step at a time

### These responses

- don't argue with anxiety
- don't promise certainty
- show your child you can manage the feeling



## **A final note.**

**You don't need to stop  
reassuring overnight.  
You don't need to be calm all  
the time.**

**What helps anxiety change is a  
gradual shift, from fixing and  
reassuring to understanding  
and holding steady.**



## **A final note.**

This is at the heart of the Parent Insight Method, which supports parents to change patterns around anxiety, rather than battling anxiety itself.

If this guide has made you curious to learn more, come along and find me on social media, where I share lots of tips and ideas daily.



## A final note.

If you'd like to know more about the Parent Insight Method you can do so in the Insight Membership or through applying to the Supporting a Child with Anxiety group programme.  
Or just drop me a message.

<https://www.thethinkingpod.com>

Speak soon

Charlotte



Come join me



[charlotte@thethinkingpod.com](mailto:charlotte@thethinkingpod.com)

