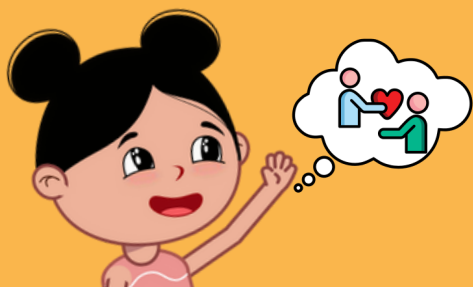


WHEN “MONKEY SEE, MONKEY WANT” HITS

How to handle toy meltdowns without
stress, shame, or giving in





Why This Meltdown Happens (And Why It's Normal)

One minute you're at the park or a playdate.
The next minute, your child spots another child's
toy...

and suddenly it's a national emergency 😓

This isn't greed or bad behaviour.

Young children:

- struggle with impulse control
- don't yet understand ownership fully
- find waiting incredibly hard
- feel big emotions very quickly



When they see a toy they want, their brain says:
"I need this now."

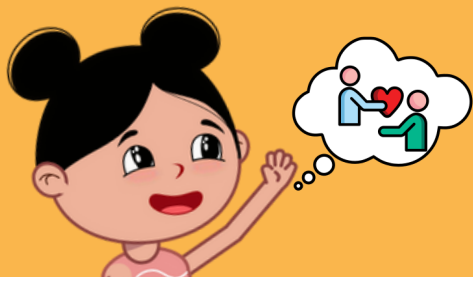
And when they can't have it, the feelings explode.

**This is developmentally normal — especially between
ages 2–6.**



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What NOT to do

IN THE MOMENT, IT'S TEMPTING TO:

- ✗ Say "Stop crying"
 - ✗ Compare ("That child isn't crying")
 - ✗ Force sharing
 - ✗ Buy the toy immediately
 - ✗ Leave in anger
2. Practice Short Separations:

THESE RESPONSES OFTEN:

- increase frustration
- Teach kids that big emotions are wrong
- make future meltdowns bigger

The goal isn't to stop the feeling.
It's to guide them through it.



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What ACTUALLY Helps (In the Moment)

1

Name the feeling

Say calmly:

“You really want that toy.”

“It’s hard when we can’t have something we like.”
Feeling seen helps kids calm faster.

2

Set the boundary clearly

Boundaries should be short and steady:

“That toy belongs to someone else.”

“We’re not buying toys today.”

No long explanations – those come later.

3

Offer a choice or alternative

Redirect the energy:

“Do you want to play on the slide or the swing?”

“Should we find a different toy to explore?”

Choice restores a sense of control.

4

Stay nearby, stay calm

You don’t need to fix it immediately.

Your calm presence tells their nervous system:

“I’m safe. This feeling will pass.”

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What to Do AFTER the Meltdown

Once your child is calm (not during!):

Talk it through gently:

💬 "That was really hard."

💬 "What did you feel when you saw the toy?"

Teach ownership & patience:

💬 "We can admire toys without owning them."

💬 "Sometimes we wait. Sometimes we don't get it – and that's okay."

PARENT REMINDER

Your child isn't spoiled.

They're learning how desire, disappointment, and patience work.

Each time you:

- hold a boundary
- stay calm
- help them name feelings

you're teaching emotional regulation – even if it doesn't look like it in the moment 😊

This phase passes. The skills you're building last much longer 🌱

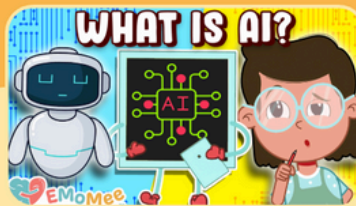
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About Emomee:

EMoMee™ on YouTube



Emomee blends cartoons to turn everyday moments into meaningful learning for young children. Through bite-sized animated episodes our characters- E, Mo & Mee - guide kids through big questions like “Who invented toothbrushes?” and “What if we never wash our hair?”, while also helping them build everyday habits like brushing teeth, sharing, and tidying up. With storytelling that’s both fun and emotionally rich, Emomee makes growing up feel like an adventure.



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