**Healthy Baby Healthy Brain**

**Generic Articles for Parents**

*(Long version - 498 words)*

**How to Build a Healthy Brain?**

All parents want to have a child who is smart and can deal with everyday challenges. As a parent, you know that the early years are important for the development of your child’s brain. In some cases, you may not be sure of how to best help with your child’s development.

The new website [www.HealthyBabyHealthyBrain.ca](http://www.HealthyBabyHealthyBrain.ca)offers many suggestions to help you support your baby’s brain development. This website has 15 short videos on topics such as nutrition, sleep, play, literacy, physical activity, attachment, self-regulation, discipline, stress, etc. The website is for future parents and for parents of children aged zero to three.

The videos show real-life situations that were filmed with families from Ontario. In some of the videos, experts comment on the parent-child interactions. They offer practical suggestions for parents, based on proven practices. The website also contains links to other useful resources. All the videos can be shared with your online social networks.

The website [www.HealthyBabyHealthyBrain.ca](http://www.HealthyBabyHealthyBrain.ca) is organized using the following key messages:

* *“Start early.”* Outlines the importance of prenatal health and early interaction with babies.
* *“Love builds brains.”* Focuses on attachment, baby’s needs and developing self-regulation in young children.
* *“Playing builds brains.”* Provides suggestions of ways to boost baby’s brain with everyday fun and games.
* “*Health builds brains*.” Offers health and wellness tips related to nutrition, physical activity and sleep.
* *“Baby’s world matters.”* Emphasizes the importance of creating good environments through routines, childproofing and reducing stress for young children.

The website is based on the results from a survey of 512 parents in Ontario. The survey confirmed that parents are aware of the importance of the early years. They know that babies have many skills to help them adapt to the world. At the same time, parents are not sure which toys and foods they should give their baby to help with brain development. They want to know what activities they should do with their young child. They also want to know about research recommendations, because they are bombarded with ads for children’s products.

Parents of young children indicated that they like to learn about parenting using interactive websites. [www.HealthyBabyHealthyBrain.ca](http://www.HealthyBabyHealthyBrain.ca) has been designed with the needs of busy parents in mind. The website is easy to navigate and the videos are fun to watch. Many parents have tested the website and said they found it very useful.

Experts were consulted in the development of the website to make sure that the information is based on research. The recommendations are simple. The website encourages parents to interact often with their babies, in a positive way.

All of the little things you do every day with your baby impact your baby’s development. It is important to play and talk with your baby, provide a healthy environment and follow routines. All this helps babies feel secure and helps them learn from their environment.

This website was developed by the Best Start Resource Centre of Health Nexus, a not-for-profit organization based in Ontario.

*(Short version – 252 words)*

**How to Build a Healthy Brain?**

How can you help your three-year old cope with emotions? What foods can help to build a healthy brain? What is play-based learning? How do you build attachment? What does attachment have to do with brain development?

The new website [www.HealthyBabyHealthyBrain.ca](http://www.HealthyBabyHealthyBrain.ca) gives you answers to these questions. It is designed for future parents and for parents of children aged zero to three. It offers inexpensive, practical suggestions to support your child’s brain development.

The website has 15 short videos on nutrition, sleep, play, literacy, physical activity, attachment, self-regulation, discipline, stress, etc.

The videos show real-life situations that were filmed with families from Ontario. Some videos contain expert commentary on the parent-child interactions. The experts offer practical advice for parents, based on proven practices. The website also contains links to useful resources. All the videos can be shared with your online social networks.

The website is built around the following key messages:

* *Start early.*
* *Love builds brains.*
* *Playing builds brains.*
* *Health builds brains.*
* *Baby’s world matters.*

[www.HealthyBabyHealthyBrain.ca](http://www.HealthyBabyHealthyBrain.ca) is designed for busy parents. The website is easy to navigate and the videos are fun to watch.

All of the little things you do every day with your baby impact your baby’s development. When babies feel secure, they are more able to learn from their environment. Spend time interacting with your baby by talking, singing and responding to their needs.

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