

Media Release

FOR IMMEDIATE RELEASE

Your city/town, Ontario

October day 2012 (Ensure this is sent after October 1st)

NAME OF YOUR COMMUNITY TAKING PART IN CAMPAIGN TO PROMOTE EARLY BRAIN DEVELOPMENT

When it comes to brain development, parents of young children sometimes have questions. How can I help my three-year old cope with emotions? How can I help my baby’s brain to develop well? Should my baby watch the so-called “brain development” videos?

Name of organization in what city/town is part of a provincial campaign to help parents support their young child’s brain development.

The central element of the campaign is a new website: [www.HealthyBabyHealthyBrain.ca](http://www.HealthyBabyHealthyBrain.ca). The website gives future parents and parents of children aged zero to three answers to their questions on brain development. It offers inexpensive, practical suggestions through short videos on topics such as nutrition, sleep, play, physical activity, attachment, self-regulation, discipline and stress. The videos show real-life situations that were filmed with families from Ontario. Experts offer simple advice for parents, based on proven practices. The website also contains links to useful resources.

The videos’ key messages remind parents that all of the little things they do every day with their baby impacts their development. Helping a baby develop a secure attachment is one of the most important things a parent can do. When babies feel secure, they are more able to learn from their environment.

Name of organization in what city/town is offering a local initiative to promote the campaign. Add in information on what your event will be and programming you offer to this target audience. Be sure to include why this event is relevant to your community.

To find out more about our community event please contact fill in contact information. To find out about early brain development, visit: [www.HealthyBabyHealthyBrain.ca](http://www.HealthyBabyHealthyBrain.ca).

-30-

For further information on the provincial campaign contact:

Louise Choquette

Bilingual Health Promotion Consultant

Best Start Resource Centre Health Nexus Santé

1-800-397-9567, ext. 2276

l.choquette@healthnexus.ca