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Health Unit Taking Part in a Provincial 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?

The Leeds, Grenville and Lanark District Health Unit endorses' this 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. 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.

To find out more about early brain development, visit: www.HealthyBabyHealthyBrain.ca. You can also get more information by visiting <http://www.healthunit.org/children/> or calling the Health ACTION Line at 1-800-660-5853.

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