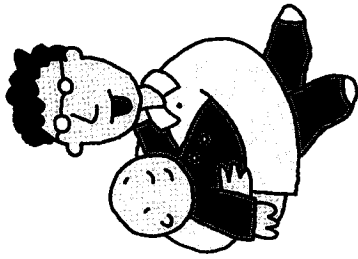
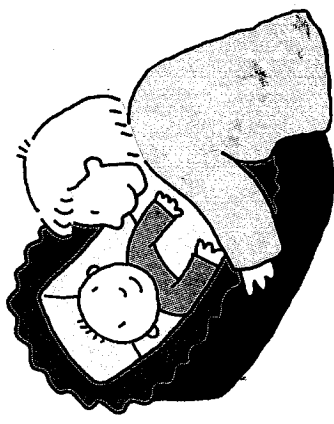


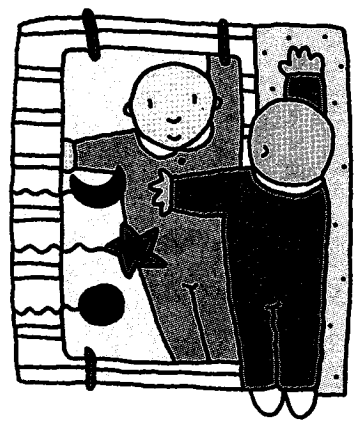
TEN WAYS TO



HELP YOUR INFANT'S



BRAIN DEVELOP

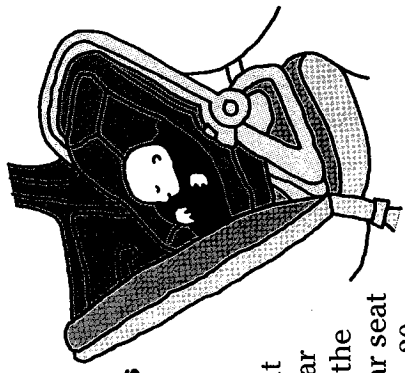


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Key tips

When you are driving, always use your seat belt. If you are a parent of a child born in a car seat, make sure the car seat is properly installed. The car seat must face the back of your car seat for babies up to 20 months and one year old.



Always lay your baby down on his back side to help avoid SIDS, (Sudden Infant Death Syndrome). Support his back with a rolled up towel if necessary.



- Always support your baby's head and neck when you pick him up or hold him.
- Never shake your baby.
- Keep your baby's world gentle, safe and quiet.

Never ever leave your baby alone:

in the kitchen
in the bath
near the fireplace
on the side
in the car
with a stranger
with pets or young children

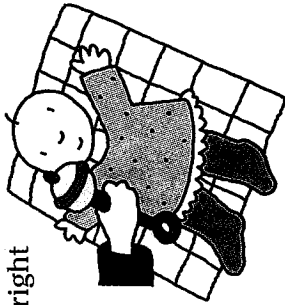
Keep these numbers handy:

Emergency Control Center _____
Department _____

Teach your infant to trust you by responding to him when he cries. Crying means he's* trying to tell you something. Never ignore your crying infant. Pick him up and try figure out what he needs. By trusting YOU, he learns to trust the world around him.



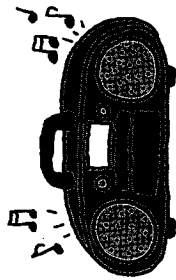
Give your baby bright colorful objects to look at. Move objects slowly in front of your baby so he can follow with his eyes.



Babies love simple black and white designs. You can buy soft, patterned cards to put in the baby's crib. Or, make your own patterns on 3 x 5" index cards and hold them for your baby to see.



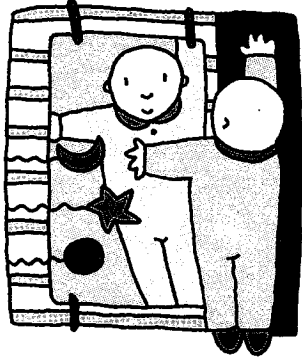
Provide gentle sounds for your baby. Turn on your classical music station for a variety of music. The music should be soft and soothing. In fact, any loud noises may upset him.



5

Hang interesting shapes from a play frame or crib-gym. Change them often

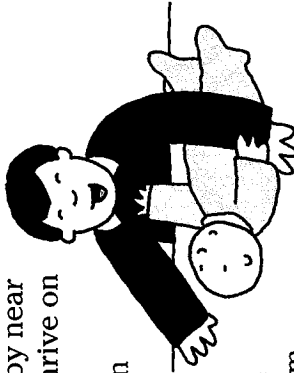
so your baby has something new to look at. Put a baby-safe mirror in your baby's bassinet or crib.



6

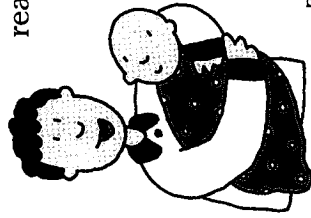
Keep your baby near you. Babies thrive on loving attention.

Encourage others in your household to stop often and talk briefly with the newborn. Smile when you talk to him.



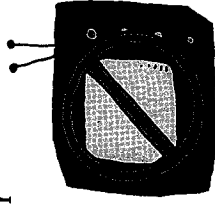
7

Talk to your baby a lot. Don't worry if he understands you or not. Tell him what you are doing, what you are thinking, read to him, etc. The more words a baby hears each day will greatly improve his intelligence, school success and social skills.†



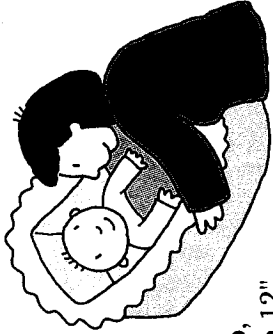
Do not substitute the radio or TV for your words.

That doesn't work. Language, along with eye contact, is what makes your baby's brain take shape.



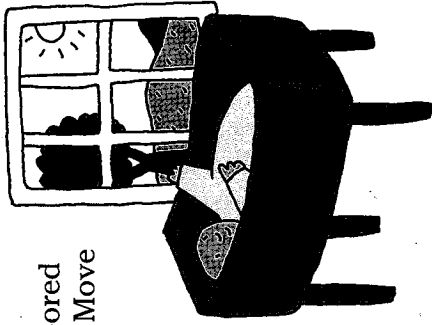
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Looking at human faces is the most interesting activity for a newborn. Mom and dad are his favorite faces. So, bend down to within 12" of your baby's face. Let him look all he wants!



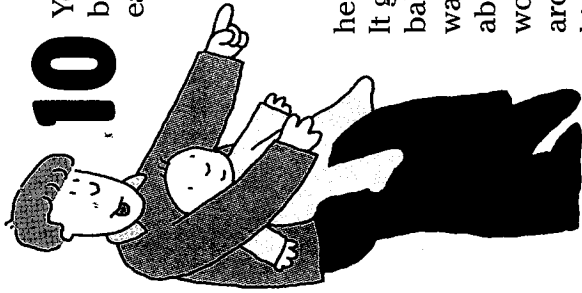
9

A baby gets bored lying around. Move the baby's crib or bassinet around and from room to room, so he can have different views of his world.

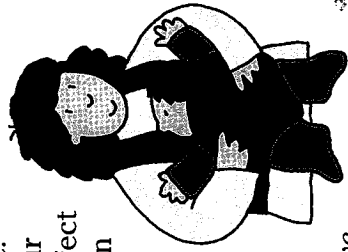


10

Your baby loves to be carried around. Find easy ways to do this. Babies like the rhythm of an adult's movement. Being carried entertains him perfectly when he is awake.



It gives your baby a perfect way to learn about the world around him.



Your newborn needs lots of love and care. You can't spoil him with love.