



Tips for Parents – Brain Development

Instructions for Use
by Service Providers

Organization of Content

The Best Start Resource Centre has developed 15 key messages on brain development for use with parents and future parents. The purpose of the key messages is to provide parents and future parents with practical suggestions to support their baby's brain development. These messages cover a variety of topics and complement the information provided on the www.HealthyBabyHealthyBrain.ca website produced by the Best Start Resource Centre.

The messages have three parts:

- ◆ A title starting with “*Did you know...*” (always under 140 characters).
- ◆ A list of suggestions for parents.
- ◆ A list of websites for more information.

The messages have been organized in the following three main categories:

- ◆ Preconception Health.
- ◆ Prenatal Health.
- ◆ Child Health. This section is broken down according to the *Nipissing District Developmental Screen*[®] (NDDS) age groups, from 0 to 3 years old.

Potential Uses

The messages can be accessed in PDF format on the Best Start Resource Centre website at: www.beststart.org/resources/healthy_child_dev/tips_brain_dev. The key messages will be updated as needed. In all cases, we encourage service providers to link directly to this URL as opposed to transferring the PDFs on their website. Over time, this will prevent use of outdated versions of the key messages.

Depending on your organization's mandate, your client group and your methods of communication with your clients, consider using the messages in the following ways:

- ◆ **In newsletters.** Use the title to draw attention and the text and web links as the main article. If needed, you may delete some of text. You can also add your local contact information and events. If you would like to add or change the content, you must request an adaptation from the Best Start Resource Centre (beststart@healthnexus.ca).
- ◆ **In handouts.** Print the PDFs and distribute them through your parent programs, at health fairs, in your waiting rooms, etc.
- ◆ **Through Twitter or e-mail.** Use the title as your tweet or subject line and direct users to the full PDF located on the Best Start website.
- ◆ **Through Facebook.** Use the title to draw attention and direct users to the full PDF located on the Best Start website.
- ◆ **On your website.** Using the main categories of messages, create links to the PDFs located on the Best Start website.

Reviewers

This Best Start Resource Centre resource was developed with input from individuals from these organizations.

- ◆ Canadian Partnership for Children's Health & Environment
- ◆ Centre for Addiction and Mental Health
- ◆ Dad Central
- ◆ Eat Right Ontario
- ◆ Hands TheFamilyHelpNetwork.ca
- ◆ Parachute Canada

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