

BabyFirst Parent's Guide

Encouraging a Productive
Co-Viewing Experience with Your Baby



BabyFirst[™]

Foreword

Dear Parent:

Welcome to the BabyFirst family! You and your child are about to embark on an exciting journey filled with learning and bonding. Whether you're a first-time parent or if you're already raising a family, BabyFirst can serve as a trusted resource to help guide you in creating a positive, holistic learning environment for your child.

The early years are a very significant time in your baby's life. Studies find that 85 percent of the brain is developed by the age of 3. During this important time, you should utilize as many resources as possible to help with your baby's growth. BabyFirst is one of the countless tools at your disposal to aid you in this journey.





Our rich, innovative and evolving educational content is created by top experts in child development, education and psychology, and is specially tailored to address the unique needs of children aged 6 months to 3 years. We've established a safe, positive learning environment for your baby free of commercials and over-sensory stimulants, and because our educational content is regularly refreshed, you will always find new options to ensure ongoing growth. Most importantly, we've added helpful tools to guide you on how to interact with your baby during the programs, enabling you to play an active role in your baby's viewing experience.

Congratulations on taking this important step toward helping your baby grow. You've got a very exciting adventure in store, so be sure to enjoy every moment and relish in the delightful bonding experience along the way. Best wishes to you and your family.

Sincerely,

Dr. Edward McCabe, M.D., Ph.D.
Professor and Executive Chair, UCLA Dept. of Pediatrics
Physician-in-Chief, Mattel Children's Hospital at UCLA

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Introducing Your Baby to Television

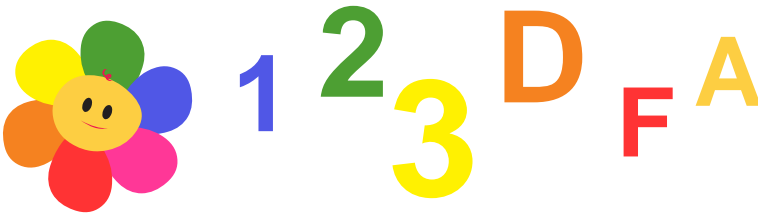
As a parent, you probably feel that nothing is more important than the health, well-being and development of your child. More often than not, you spend extraordinary amounts of time researching products and services before you bring them into the home. The educational programming that you decide for your baby or toddler to view is no exception.

There is no question that we live in a digital age with an increased popularity of “screen media” – that is, computers and televisions – in the home. According to recent studies, more than two-thirds (68 percent) of children under the age of two watch screen media everyday and one-third of children under two have a television in the bedroom.

Understanding this, it’s very important to foster a healthy relationship between your child and the television, which means appropriately balancing her TV-viewing time with other educational activities.

The television can offer positive benefits for your child’s development when used responsibly. For example, age-appropriate educational television programming has been linked to notable improvements in a toddler’s spoken vocabulary. Television also can enlighten your baby’s experience by opening up a world of imagination and images that she ordinarily wouldn’t see in everyday life.

The following pages detail helpful tips to guide you in responsibly introducing your baby to television. Remember, TV can be a positive experience for your baby if you choose smart programming, set limits and most of all, share in the viewing experience with your child.





10 Tips for a Healthy TV Viewing Experience for Parent and Baby

Tip #1 – Make Smart Choices

Allow your children to view programs that are age-appropriate and tailored specifically to their needs. Programming for babies and toddlers should be educational and designed to foster their growth and development.



Tip #2 – Set Limits

Firmly limit the amount of time you allow your child to watch television. This will ensure that you and your baby don't spend a disproportionate amount of time in front of the TV when you can be enjoying other activities such as reading or playing outside.



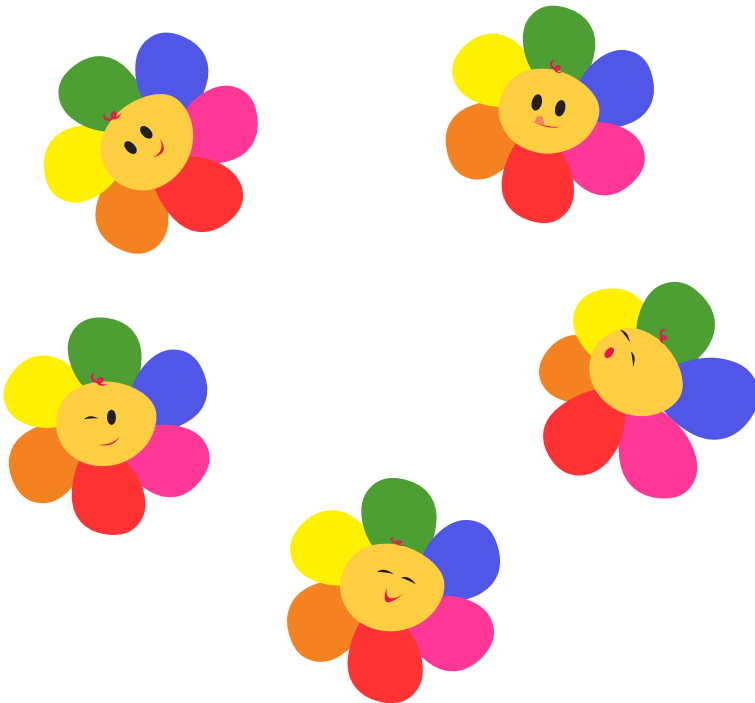
Tip #3 – Join Your Child

Take the opportunity to bond even further and share in your child's TV viewing experience. It not only makes for great cuddle time, but it also allows you to actively participate in your child's development.



Tip #4 – Share Emotions

Television viewing is an emotional experience for your baby or toddler, so acknowledge when he expresses emotions such as delight or puzzlement. With a limited ability to verbally communicate, it's important to share in his feelings as they occur.



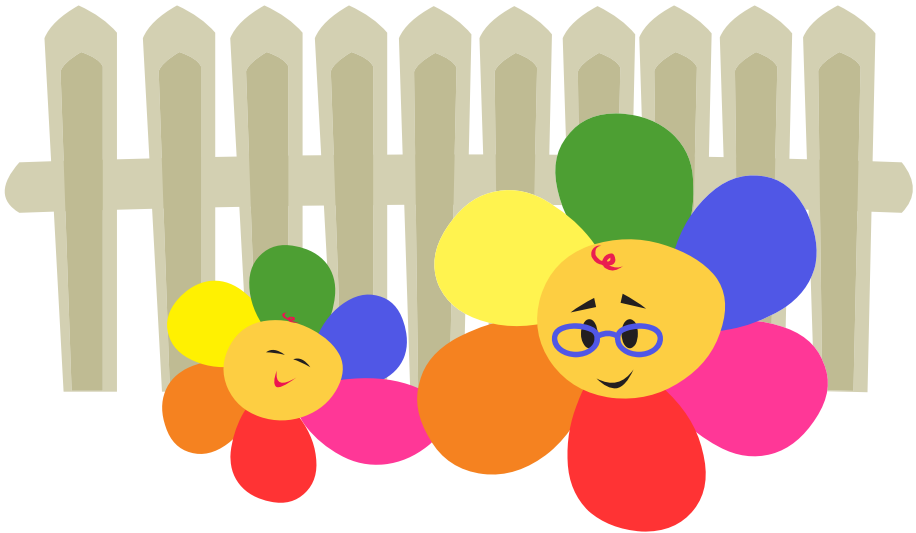
Tip #5 – Keep Programming Fresh and New

Babies are naturally inclined to repeat something they've enjoyed. Be sure to continually refresh the programs you select so your baby is exposed to new and exciting things. This supports the ongoing learning process.



Tip #6 – Maintain Control

Don't leave to chance what your toddler watches on TV. As the parent, you are the gatekeeper for what your child views, so keep a constant lookout to make sure she doesn't inadvertently discover the "on" button.



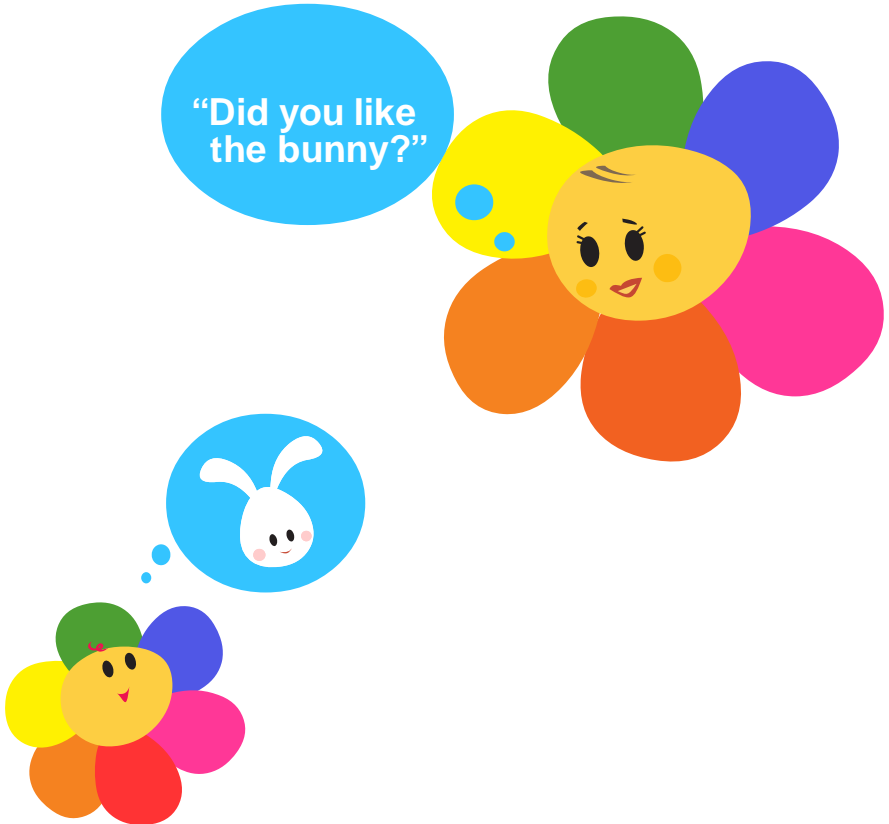
Tip #7 – Diversify Educational Content

Introduce a broad range of programs to your baby or toddler featuring many different subjects. Not only will this help develop his thinking skills, but it also diversifies the learning process that occurs while he's watching.



Tip #8 – Talk About It

Even though your toddler may have a limited vocabulary, he is still actively listening and learning. Talk about what you just viewed to keep him engaged while building upon the learning experience.



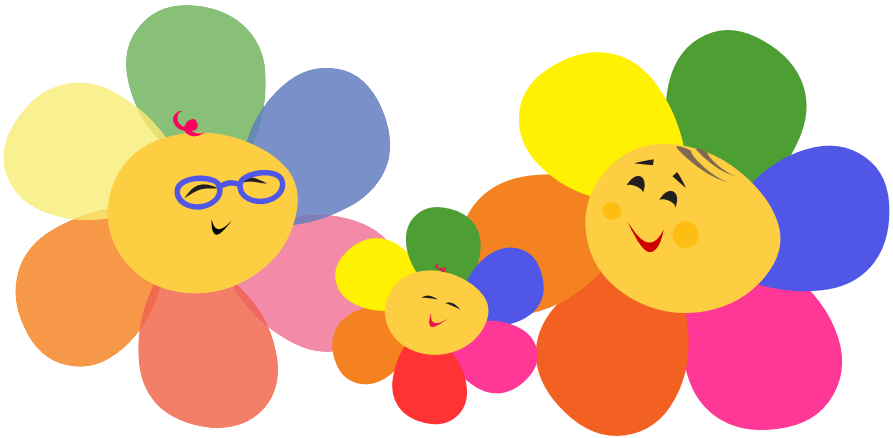
Tip #9 – Encourage Memory Recall

Optimize your toddler's television viewing by exercising her memory skills once the program is completed. Ask her questions about the program such as the name of her favorite character, the noise the animal made, the song she liked best, the colors she saw, the story that was told, etc.



Tip #10 – Have Fun

Spending quality time with your child is the most rewarding part of being a parent, so make learning fun! Most importantly, you and your child should have fun no matter what activity you engage in.





Frequently Asked Questions

Q. Should I always share in the TV viewing experience with my baby?

- A. The more you share the viewing experience with your baby, the more she is encouraged to exercise her learning skills. It's always recommended for parents to actively participate in their baby's viewing experience. It's helpful to talk about what your toddler is watching, and how it relates to her everyday life.



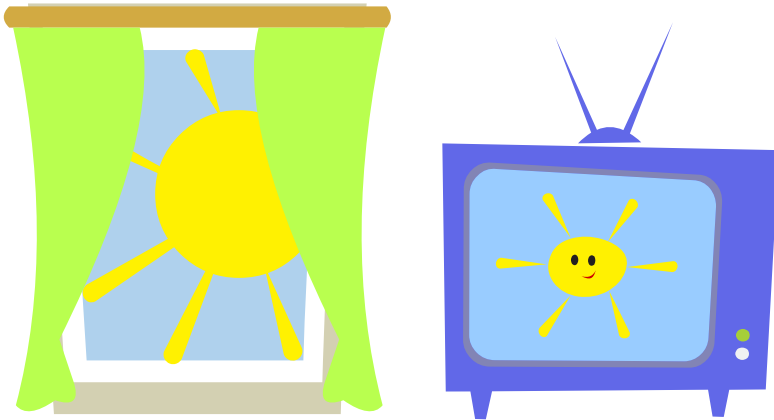
Q. Should I always ensure my baby watches age-appropriate TV?

- A. It is definitely recommended that babies and toddlers watch programs that are age-appropriate and tailored to their needs. Educational television is specifically designed to enhance developmental skills in areas such as creative thinking, math, sensory skills, language, social skills and creative play. Most importantly, always be aware of what's on the TV when your child is present.



Q. Can my child distinguish between fictional characters and reality?

A. Under the age of three, a toddler's boundaries between fantasy and reality can become blurred. When you watch a program with your child, you can actively point out the difference between fantasy and reality to help him understand this important distinction.



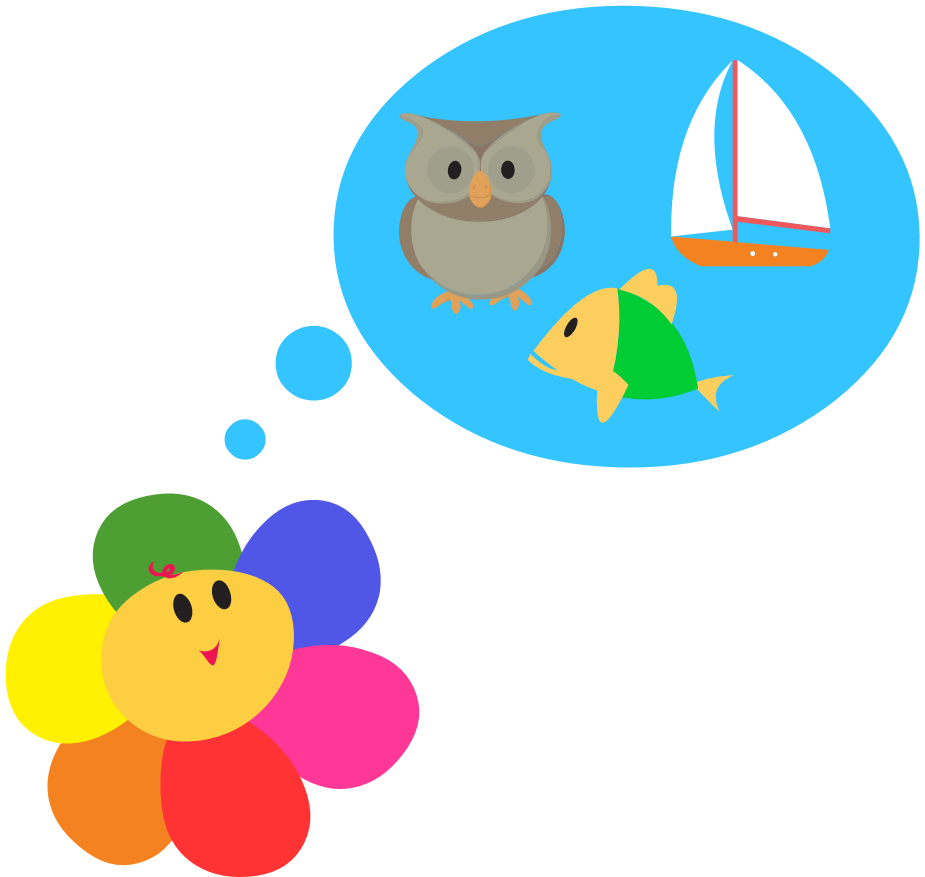
Q. Are there any tips on talking about the program with my toddler?

- A. Talk to your toddler about what he saw on television in the same way you would talk to him about what he saw in the park or at the library. For example, chat about the pretty flowers, fluffy bunnies, noisy birds, story-time, etc. Keep the conversation light and relaxed.



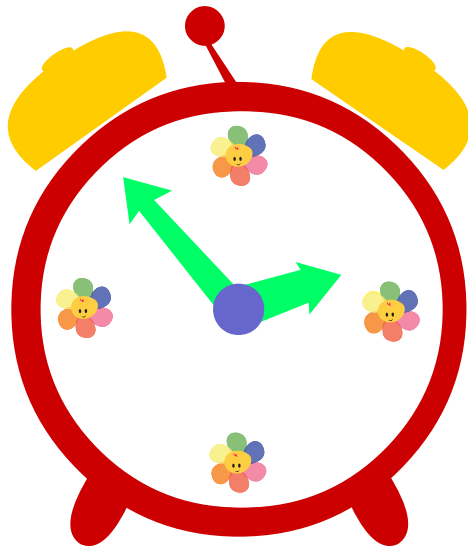
Q. Can television be harmful to my baby or toddler?

A. When used responsibly, age-appropriate, educational television programming has been associated with very positive results such as improvements in vocabulary. Television also can enlighten your baby's experience by opening up a world of imagination and images that she ordinarily wouldn't see in everyday life.



Q. How much time per day should my baby or toddler watch TV?

A. There is no exact answer to this very important question. In addition to the length of viewing time, the quality, diversity and appropriateness of the programs also play a huge part in this decision. As a general rule of thumb, no more than X percent of a child's waking hours should be spent viewing television.



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