

“THE BRAIN GAME”

The La Crosse Rotary Brain Game
PowerPoint Presentation
Rotary Club of La Crosse

Introduction to Presentation

- ✦ Science of Early Child Development
- ✦ Cinderella story of The Brain Game
- ✦ Opportunity for Rotary Clubs

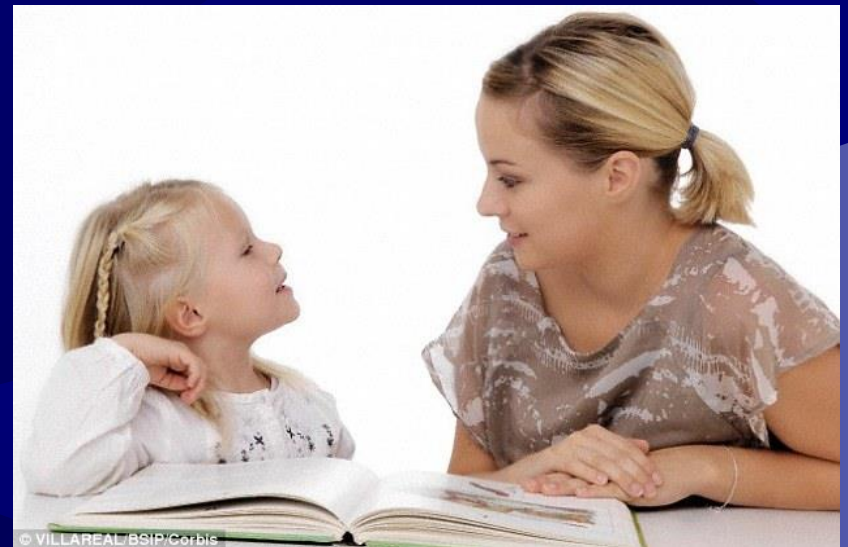


From Neurons to Neighborhoods

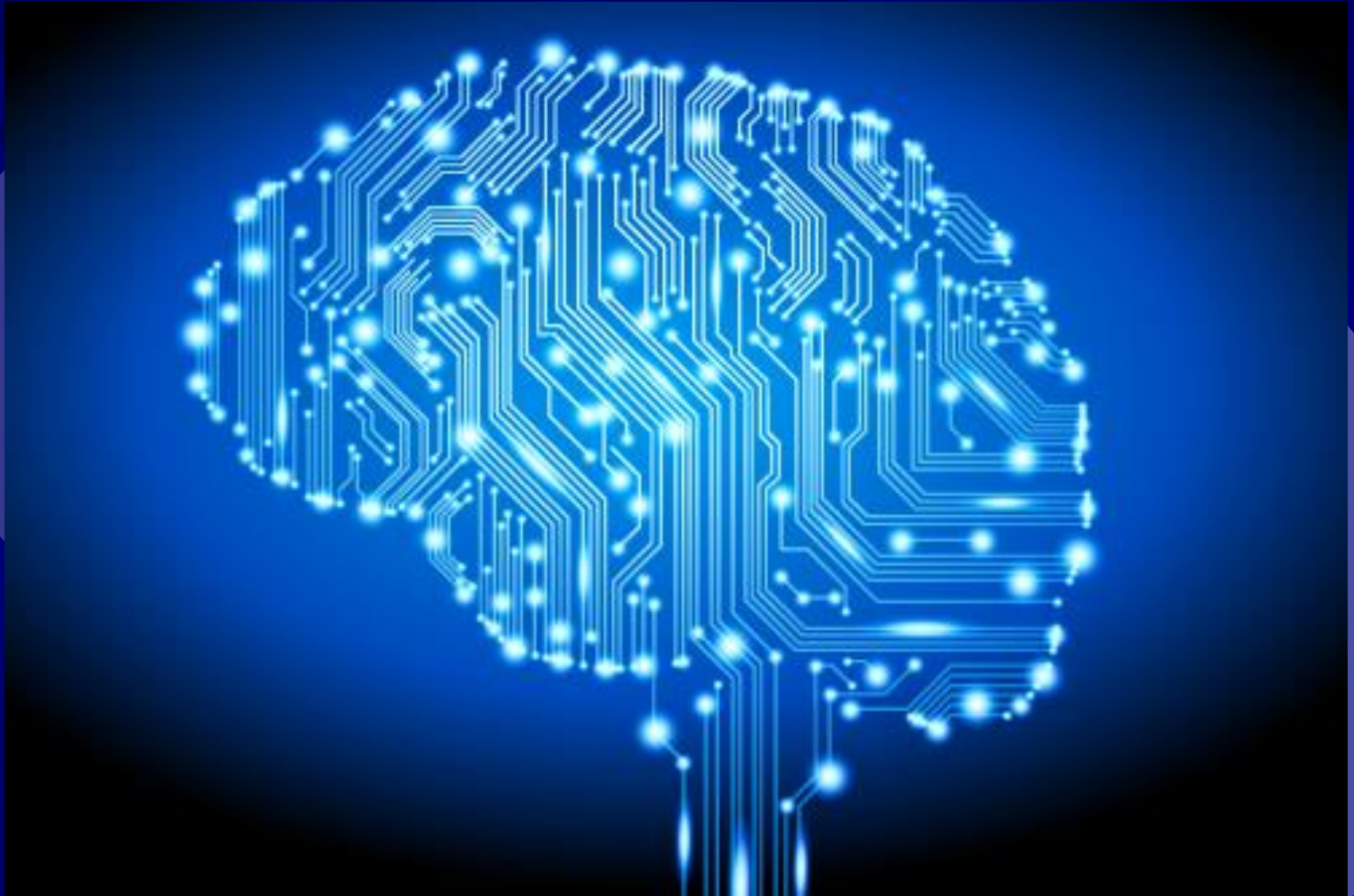


The Science of Early Childhood Development

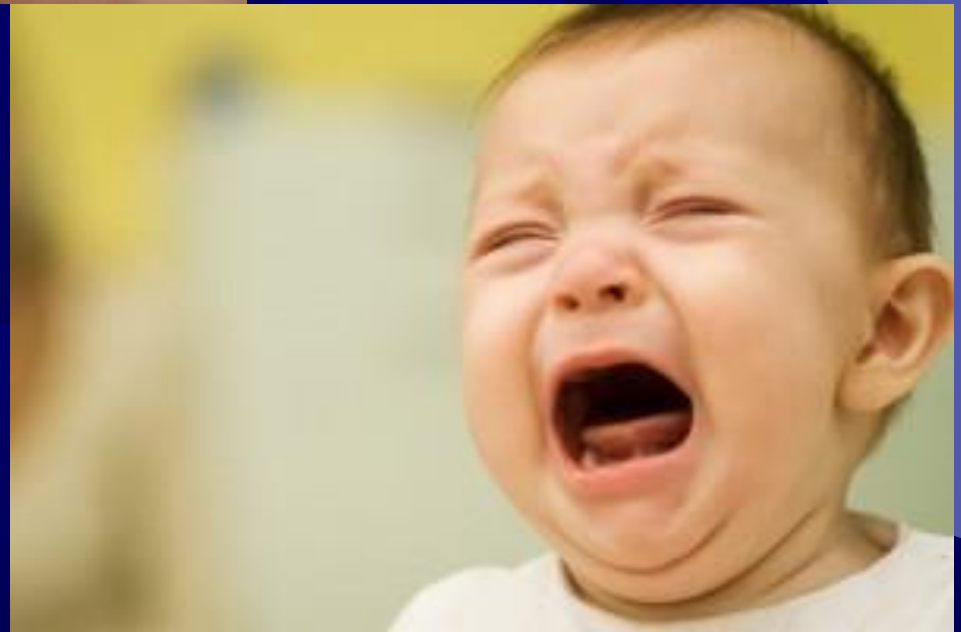
NATIONAL RESEARCH COUNCIL
INSTITUTE OF MEDICINE



Brains are built over time



Serve and Return



When Brain Science Meets Public Policy:

Designing for Outcomes through a Two-Generation Lens—Good Science & Good Common Sense

March 2015

i(cs)

INSTITUTE for CHILD SUCCESS

“From the moment of birth, young children’s brains develop within the context of reciprocal, responsive relationships with their primary caregivers.”

What if we really meant it when we talk about educational and economic success as the legacy that passes from one generation in America to the next?¹ What if we focused on policies, practice guidance, program design and systems development related to the family “as a unit” inclusive of children and parents, extended families and who care for the lives of family members?

Could this kind of common sense, science-informed “two (or more) generation approach” help us design, develop, deliver or enhance programs that improve the lives of vulnerable neighborhoods and communities? Could it promote significant improvement in young children’s school readiness at entry to kindergarten? A growing chorus of scientists, policy makers, organizational and individual leaders think so.

We present this report for several reasons. First, working with the family “as a unit” is not new in America. It has been a long-standing responsibility that we have not fully respected and understood.² Second, despite the explosion of current attention to this topic, research over the past 50 years reveals a pattern of significant complexity and challenge we must confront in the process of implementation.³

On the other hand, the incredible science of brain development coupled with ongoing research on the impact of adversity and toxic stress reveals an important opportunity to improve child and adult outcomes by attending to the needs and capacity of both of them, *together to the greatest extent possible*.⁶ Equally important, creating policies,

IN THIS BRIEF

p2. Unpacking the science of social stress and adverse experiences

p5. From Head Start to current two-gen programs: 50 years of evolution

p9. Emerging two-generation approaches

p14. Taking action: two steps for building knowledge and policy change

p17. Appendix: a resource for state charting

1 Two-Generation Approach, Ascend at the Aspen Institute. Online at — <http://ascend.aspeninstitute.org>

2 Gruendel, J. Two (or More) Generational Frameworks: A Look Within and Across, March 2014. Online at — www.nhsa.org/research_blast_may_2014#21

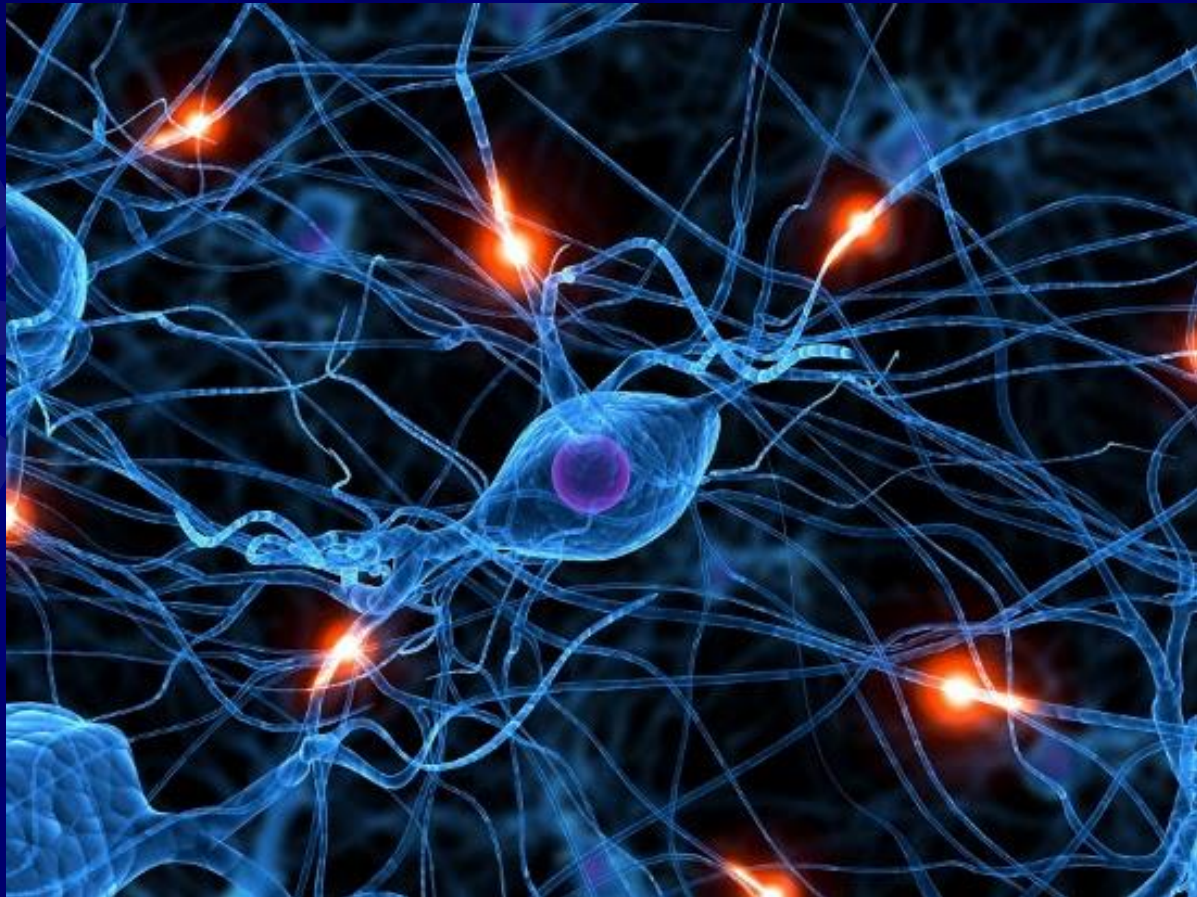
3 Scheuer, J. Origins of the Settlement House Movement, The Social Welfare History Project, 1985. Online at — www.socialwelfarehistory.com/organizations/origins-of-the-settlement-house-movement

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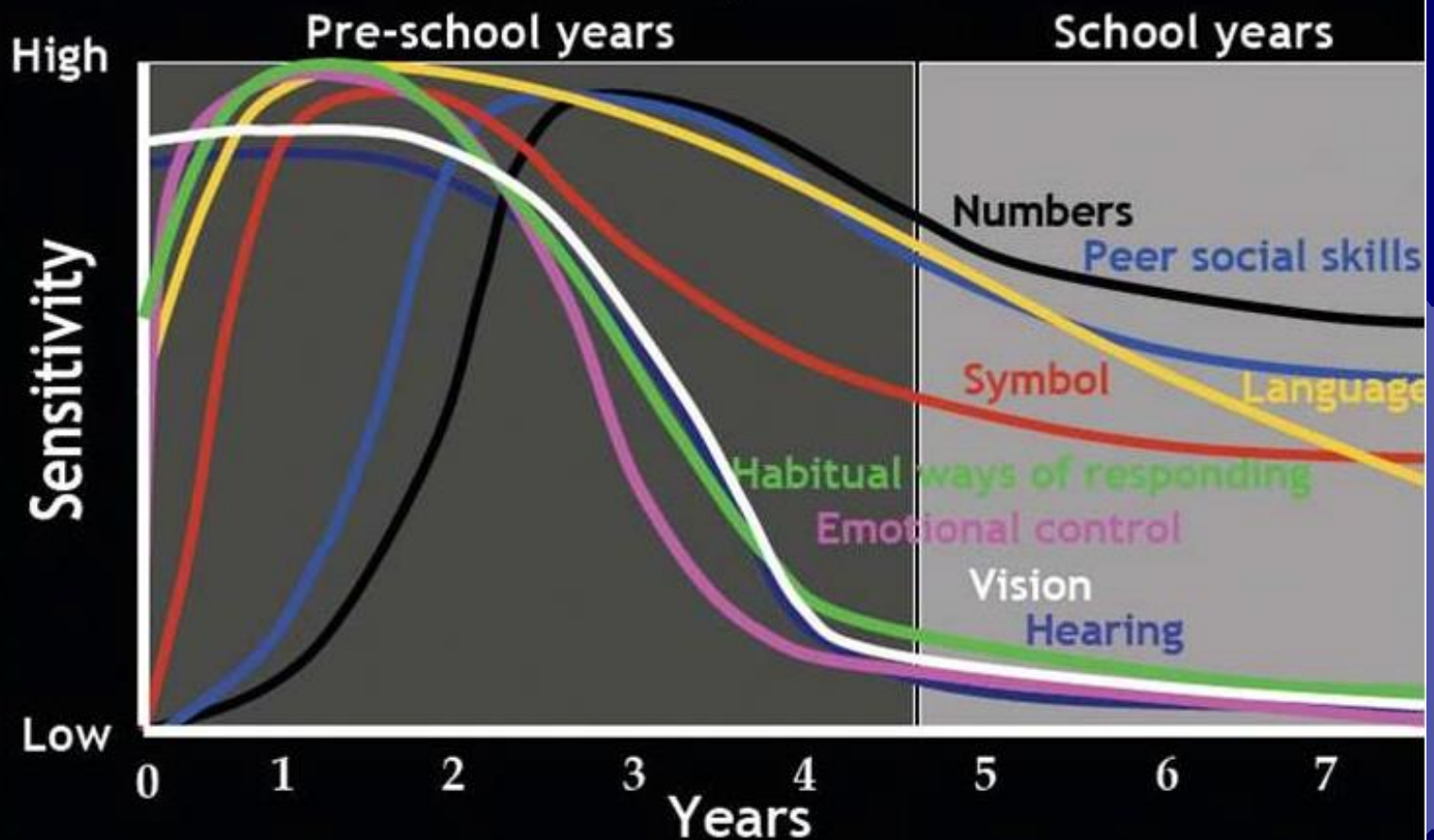
Janice M. Gruendel, Ph.D.



From the Bottom Up



Sensitive Periods in Early Brain Development



Graph developed by Council for Early Child Development (ref: Nash, 1997; *Early Years Study*, 1999; Shonkoff, 2000.)

Investment Advice





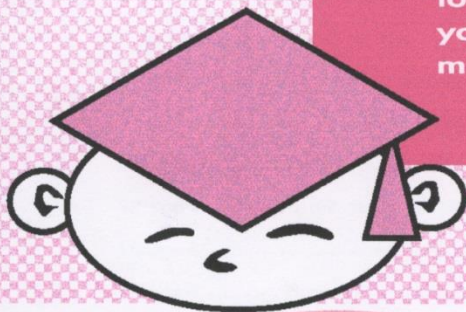


This book
is dedicated
to parents.



the brain game

fun ways
to help
your baby's
mind grow



A Collaborative effort of:

Rotary Club of La Crosse, Wisconsin Council
On Children And Families, Inc., Franciscan
Skemp Healthcare, Gunderson Lutheran,
University of Wisconsin - La Crosse, School
District of La Crosse, and Hale, Skemp,
Hanson, Skemp & Sleik.

What your baby does the first month:

- Pays special attention to faces and follows bright, moving objects that are eight to 12 inches away.
- Enjoys listening to human voices.
- Is comforted by being held.
- Moves arms and legs.
- Cries a lot to tell you what he or she needs.

Your baby's second & third month:

- Coos and vocalizes.
- Holds on to your fingers.
- Smiles when you speak to him or her.
- Holds the head a little more steady.
- May sleep five to six hours at night and take three naps a day.
- Is interested in seeing different things and hearing different things.

Bonding with your baby:

Just as your new baby has a powerful drive to attach with you and to be nurtured, you have a powerful drive to attach with your newborn and to nurture your child.

What can you do? Begin by just looking into your baby's eyes and talking. The sound of your voice will comfort your baby. After all, the infant heard every word Mom spoke when inside the womb and many words that Dad spoke.

How do you begin? Just say something as simple as, "Hello _____ (fill in baby's name). Welcome to the world." Tell your baby how happy you are to have him or her and then just talk about what you see, feel and hear. Your newborn may not understand all your words, but will understand the soft, tender tones and the loving attention.

It won't take you long to get the hang of talking to your baby in "parentese." That's the alternating high/low sounds and repeating speech we use when talking to babies. Even young children quickly learn to speak parentese. When the baby begins to explore cooing (making vowel-like sounds such as "ah" or "oh") and later babbling (consonants such as "d" or "m" and vowel sounds), echo the baby's sounds back at the same pitch level and rhythmic level. Comment on how you like baby's sound-making.

Why a Book??

- Manageable Amount of Information
- Easy to read
- Credible Information
- We can ensure every new parent gets a free copy



★ Evaluation Research Findings:

- ★ Survey of parents receiving “The Brain Game” books was conducted in Winter of 2002.

- 731 surveys mailed to parents, 254 returned (36%)

★ Key Findings:

- 84% of parents felt the Brain Game provided them new information.
- 90% stated they referred to the Brain Game Book.

• Key Findings Continued:

- 48% stated the Brain Game encouraged them to ask questions of their healthcare provider.
- 90% said the book encouraged them to do more activities with their baby.
- About half said they would consider buying the Brain Game book, and nearly all said they would recommend to others.
- New parents valued the book more than experienced.
- Parents with less education rated the book higher than those with more education.

Proven, fun ways to help your
baby's mind **grow**

the brain game

the
**brain
game**

Developed and recommended by physicians



Your baby will learn faster in these next months than ever again—
that's why now is the time for the brain game!

Development

What your baby can do right away...

- Within hours of birth, your baby can pick out mom or dad's voice from others
- He/she already shows a special liking for the human face
- Within days, your baby can imitate the expressions on your face
- He/she can tell apart sounds of different languages

What your baby does the first month

- Pays special attention to faces and follows bright, moving objects that are eight to 12 inches away
- Makes brief eye contact
- Enjoys listening to human voices
- Feels comforted when held
- Moves arms and legs
- Cries a lot to tell you what he/she needs
- Feeds and gains weight well
- Startles to movement, light or noise

Your baby's second & third months

- Coos and vocalizes (oohs and aahs)
- Holds on to your fingers
- Smiles and laughs when you speak to him/her
- Follows you with his/her eyes
- Holds head a little steadier
- May sleep five to six hours at night and take three naps a day
- Enjoys seeing and hearing different things
- May start to roll over
- Wiggles arms and legs

Babies develop at their own pace, some faster and others slower. If you have any concerns about your infant's development, please contact your health care provider.

"Children learn to smile from their parents."

—Shinichi Suzuki, inventor of the international Suzuki method of music education

Touch is so important

When your baby was inside the womb, everything was on automatic—breathing, eating and so on. Now on the outside, your baby has to adjust to a whole new world:

- Taking food in through the mouth in the form of breast milk or formula
- Breathing air into the lungs
- Keeping body temperature comfortable
- Getting day and night straight

It's a tough job, but every baby has to do it. You can help your baby learn how to be more ready to take on the world. Think of it this way: human connections make brain connections.

It all begins with touch. Right after birth, your new baby is placed on your bare chest or abdomen to make that first connection between mother and infant.

Touch is the earliest system that develops in the newborn. It builds connections between you and your baby and within your newborn's brain. Connections are very important. Skin to skin contact helps stabilize your baby's skin temperatures, heart rate and blood pressure. Your baby is less likely to cry and it actually makes it easier to breast feed.

What can you do? Whether you are the mother or father, you can put your baby's chest to your bare chest.

NURSERY RHYMES to GET YOU STARTED

"Pat-a-Cake"

Pat-a-cake, pat-a-cake,
Baker's man.
Bake me a cake as fast
As you can.

Roll it and pat it and
Mark it with a "B"
And put it in the oven for
Baby and me!

"This Little Piggy"

This little piggy went to market
(wiggle big toe back and forth)

This little piggy stayed home
(wiggle next toe back and forth)

This little piggy had roast beef
(wiggle next toe back and forth)

This little piggy had none
(wiggle next toe back and forth)

This little piggy cried "wee, wee, wee"
All the way home.

(wiggle pinkie toe back and forth)



"Mary Had a Little Lamb"

Mary had a little lamb,
Little lamb, little lamb,
Mary had a little lamb,
Its fleece was white as snow

And everywhere that Mary went,
Mary went, Mary went,
Everywhere that Mary went
The lamb was sure to go

It followed her to school one day
School one day, school one day
It followed her to school one day
Which was against the rules.

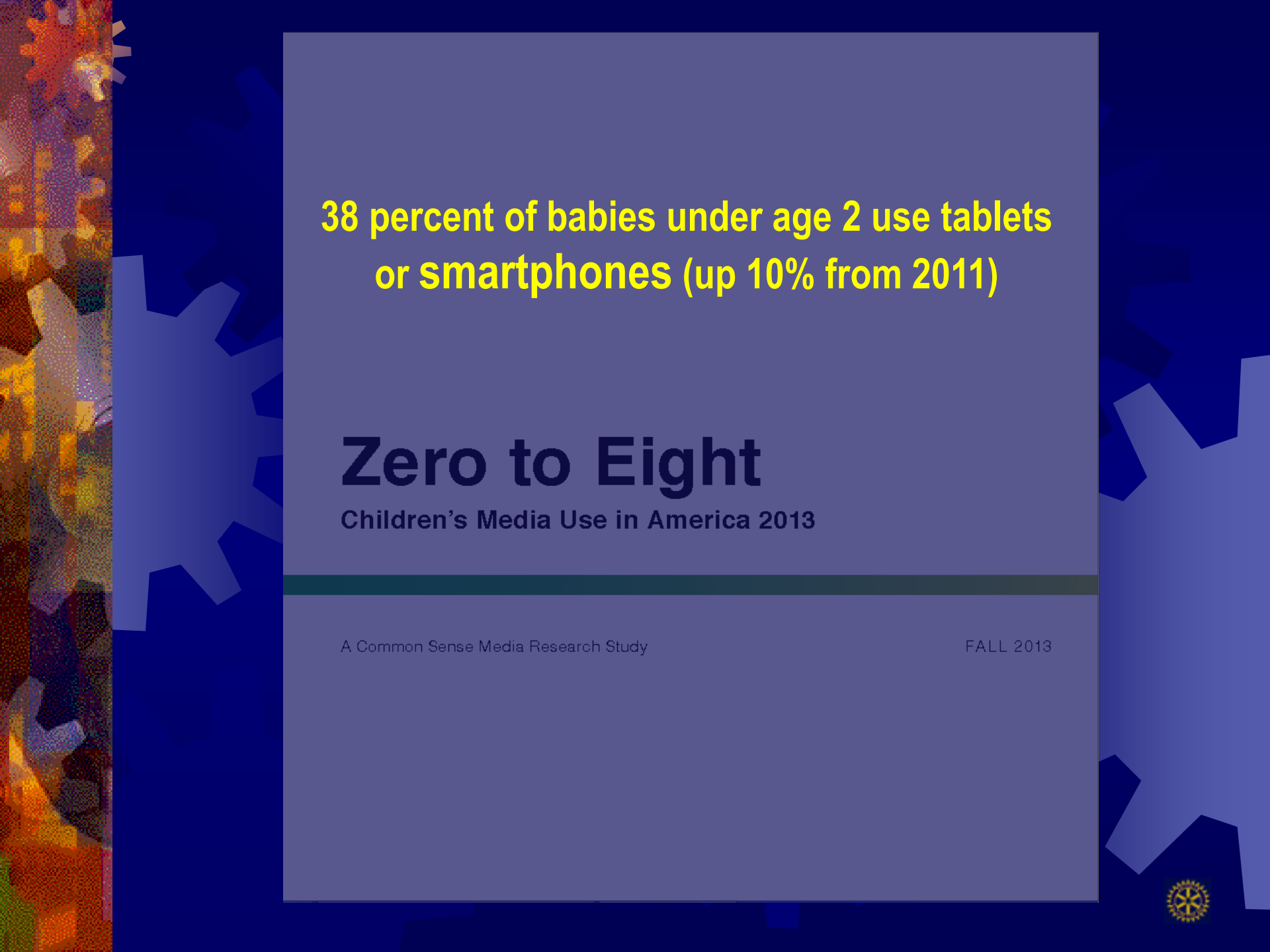
It made the children laugh and play,
Laugh and play, laugh and play,
It made the children laugh and play
To see a lamb at school

And so the teacher turned it out,
Turned it out, turned it out,
And so the teacher turned it out,
But still it lingered near

And waited patiently about,
Patiently about, patiently about,
And waited patiently about
Till Mary did appear

"Why does the lamb love Mary so?"
Love Mary so? Love Mary so?
"Why does the lamb love Mary so?"
The eager children cry

"Why, Mary loves the lamb, you know,"
Loves the lamb, you know, loves the
lamb, you know
"Why, Mary loves the lamb, you know."
The teacher did reply.



**38 percent of babies under age 2 use tablets
or smartphones (up 10% from 2011)**

Zero to Eight

Children's Media Use in America 2013

A Common Sense Media Research Study

FALL 2013



HEALTH AND SAFETY

Sweet dreams

Unfortunately, babies aren't born with a schedule, as much as you would like them to be on one so you can go about your life. Some babies come home from the hospital wanting to play at night and sleep all day.

In those early, exhausting days, weeks and months with a new baby, one of the most important skills is to help your baby learn how to fall asleep by himself/herself. It's as important for you as it is for your infant.

The American Association of Pediatrics (AAP) recommends that babies always be put on their backs ("back to sleep") at bedtime and nap time to reduce the risk of Sudden Infant Death Syndrome (SIDS).

For the first month, your baby will sleep 14 to 18 hours a day, but only in two- to four-hour periods. In the second and third months, the hours drop to 14 to 15 during the 24 hours, with periods of up to six hours at a time.

By the end of this period, your baby will have learned the difference between daytime and nighttime, although he/she may still wake up during those hours when you crave sleep. During growth spurts, you might find your baby waking more frequently to eat—often after you finally enjoy a few nights of extended sleep yourself.

Most newborns will fall asleep during the last feeding of the day and can be placed in their cribs while asleep. After six to eight weeks old, the American Academy of Pediatrics recommends starting to put a baby to bed while still awake if he/she doesn't fall asleep during the feeding.

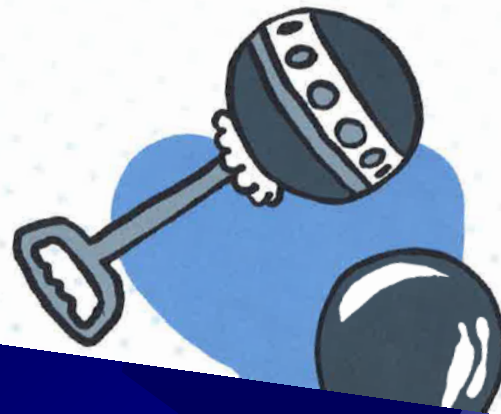


More fun stuff

You don't need any special equipment for these activities—just you and your baby.

- "Peek-a-boo." This early hide and seek game will have your baby laughing out loud when you hide behind your hands and then suddenly peek out.
- "How big is baby?" This classic never goes out of style. Lift your baby's arms a few times when you answer "So Big" and he/she will so respond with arms up when you ask the question.
- Sing songs and recite rhymes. Babies love repetition.
- Play reach-and-grasp games with your child using rattles and other hand toys. Your baby will be attracted to toys that have bright colors or interesting sounds.
- Use toys with different textures so your infant learns the difference between such concepts as rough/smooth, hard/soft, curved/angular and so on.
- "Where's your nose?" Ask the question and take your baby's hand to point to his/her nose for a while and soon your infant will be able to answer for you. Have the nose down? Try the eyes, mouth, etc.
- Sing. Sing. Sing. You'll probably remember some of the much-loved songs from your youth.

Make sure the baby has playtime on his/her tummy to develop skills toward crawling. Recognize clues that your little one doesn't want to be picked up. Dance with your baby, who will enjoy the music and the gentle swaying time with you.





Oh, that crying!

What can you talk about?

Car seat safety

Pumping breast milk

Create a child-friendly and safe home

Ear infection?

Finding child care

Mealtime behavior

Pets & baby

Discipline and creating a happy home



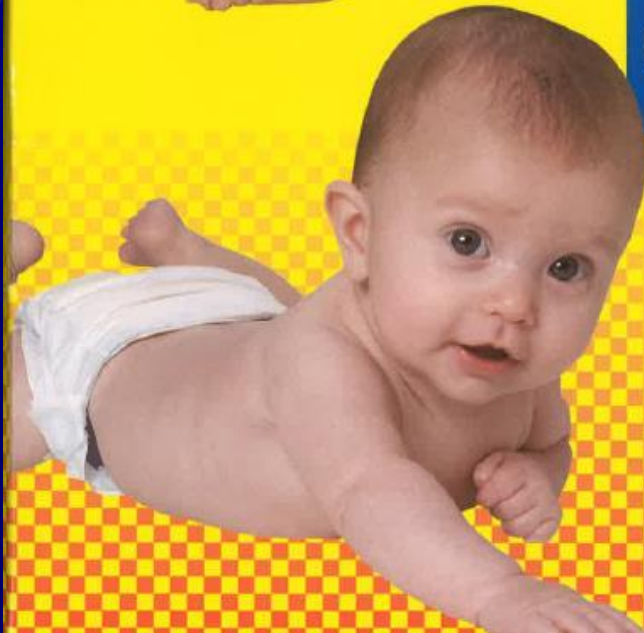
Felicidades

en el nacimiento de su nuevo bebé!



el juego del cerebro

formas divertidas de ayudar
la mente de su bebé a crecer



rimas infantiles

para ayudarle a
comenzar

Cucú, Cucú, Cantaba La Rana.
Cucú, Cucú, Debejo Del Agua.

Cucú, Cucú Pasó Un Caballero.
Cucú, Cucú, Con Capa Y Sombrero

Cucú, Cucú, Pasó Un Marinero.
Cucú, Cucú, Llevando Romero.

Cucú, Cucú, Pasó Una Muchacha.
Cucú, Cucú, Llevando Ensalada.

Cucú, Cucú, Pasó Una Señora.
Cucú, Cucú, Llevando Ovas Morras.

Cucú, Cucú, Le Pedí Un Fogallito,
Cucú, Cucú, No Me Quise Dar.
Cucú, Cucú, Me Puse a Llorar.

CALENDAR OF FIRSTS

this Book of notes & photos, doctor's comments and activity stickers belongs to _____



the
brain
game

1st tooth	drinks juice	eats cereal	eats solids
visits grandma & grandpa	1st hair cut	1st outing	1st baby-sitter
1 month old	2 months old	3 months old	4 months old
doctor visit	doctor visit	doctor visit	doctor visit
creeps	finds hands	finds feet	finds head
rolls over on tummy	drives toy car	pulls self up	1st word
1st steps	1st words	1st words	1st words

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Children's Books

Textbooks

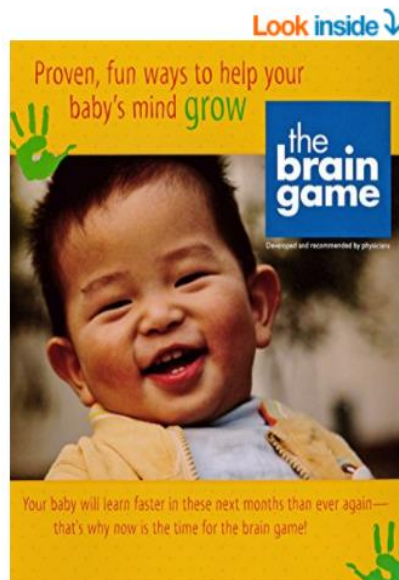
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The Brain Game: Proven, fun ways to help your baby's mind grow Kindle Edition

by Susan T. Hessel (Author)



2 customer reviews

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Research shows that parents can greatly enhance their child's brain development by engaging in specific, simple activities that include touching, talking, singing with, and reading to their babies. This book translates scientific data about brain development into a practical guide parents and caregivers can use to help children reach their full potential. The effects of these activities can be life changing.



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Proven, fun ways to help your
baby's mind **grow**



Milestones



Songs



Games



Games



Peek-a-Boo

This early hide and seek game will have your baby laughing out loud when you hide behind your hands and then suddenly peek out

How Big is Baby?

This classic never goes out of style. Lift your baby's arms up a few times when you answer "So Big" and he will respond with arms up when you ask the question

Where's your Nose?

Ask the question and take your baby's hand to point to her nose for a while and soon your infant will be able to answer for you. Have the nose down? Try the eyes, mouth, etc.

Follow the Leader



Milestones



Your baby is constantly changing, and quickly!

Here are milestones to help prepare you for what to expect during these adorable stages.



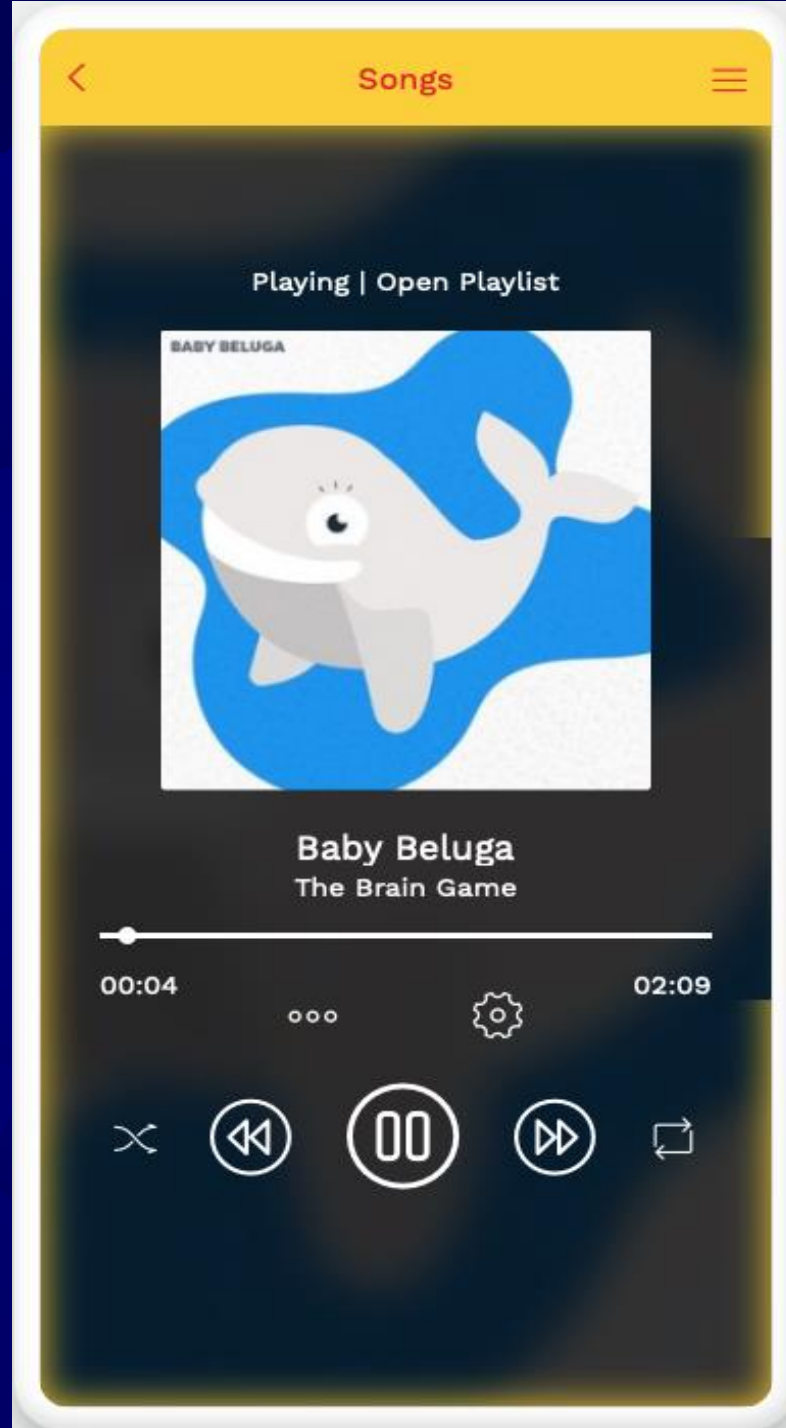
0-3 Months



3-6 Months



6-12 Months



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