

Pointers For Parents

Everyday Routines Foster Healthy Development

(NAPSA)—For babies and toddlers, simple experiences such as grocery shopping, feeding and bathing can be a source of discovery, wonder and joy. Everyday routines can have a powerful impact on a child's intellectual, social and emotional development and at the same time strengthen parent-child bond.

ZERO TO THREE and the Johnson & Johnson Pediatric Institute, L.L.C., have developed an awareness campaign to help parents make the most of the time they share with their children. A series of booklets, called *The Magic of Everyday Moments*[™], delivers clear and concise information for different ages and stages.

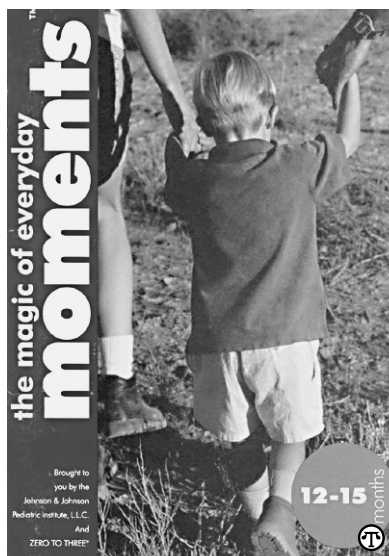
"Who you are with your child in the simple, everyday moments of their lives is more important than anything you buy them," says Dr. Alicia Lieberman, professor of child psychology, University of California San Francisco. "It is the relationship with you that is the basis for everything they become."

Dr. Lieberman offers these "magic moment" tips, focusing on children from birth to 15 months:

• **0 to 4 months—Feeding:** Talk in a soothing voice while you feed your baby. This helps the child feel safe and secure.

• **4 to 6 months—Playing:** Play back-and-forth games. Learning how to give and take develops communication skills and teaches the concept of sharing.

• **6 to 9 months—Bathing:** Provide safe bath toys. Even simple objects, such as plastic containers, can offer important ways to learn and explore.



A new series of booklets was created to help parents appreciate the everyday moments they spend with their children.

• **9 to 12 months—Grocery shopping:** Let your toddler be your helper. At the grocery store, let your child pick up a soft or unbreakable item and place it in the cart.

• **12 to 15 months—Reading:** Read and read some more. Sharing good books builds language skills and establishes strong, close relationships.

The series of five booklets, available in English and Spanish, is endorsed by the American Academy of Pediatrics and has been tested with mothers, fathers, pediatricians and pediatric nurses.

The booklet series, *The Magic of Everyday Moments*[™], is available through pediatricians' offices and on the Web at www.jjpi.com and www.zerotothree.org.