

Connect With Your Baby Screen-Free

Screen time is not helpful for your baby's development

- The first 2 years of life are a really important period of learning and development.
- During this period babies learn best through **real-life** interactions and experiences.
- Their brains are still developing and too immature to learn from watching screens.
- Screens don't provide the social interaction and experiences that are important for a baby's learning and emotional development.
- Short interactive video calls may provide a sense of connection with loved ones. Prioritise real life interactions whenever possible.



Phone Free Fun

Make time every day for play activities - essential for bonding and connecting with your baby, and for brain growth and development. Try some of these fun ideas:



Peek-a-boo

Sing and dance together – babies love music and dancing!

Make funny faces – babies love to imitate

Read books to your baby – it's never too young to start.

Walk in the park and talk about what you see: trees, animals, sounds etc

Babies love interesting things to do and see

Note: Babies and young children have a short concentration span so keep the activities short – watch for their cues that tell you when they have had enough or want a change of activity.

What does the science tell us about screen time for babies?

The World Health Organisation and many others recommend no screen time for children under 2 years. Why?

Scientific research has found that screen time can result in:

- Delayed language development
- Difficulties with social skills
- Disrupted sleep
- Attention and learning difficulties

What about parents using screens – why does it matter?

Parents are role models for their children, so it is important for parents to have healthy screen habits, too.

- When parents are looking at their screens, interaction with their baby is interrupted, which can affect bonding, communication, social and emotional development.
- Research has found that when using a screen parents talk a lot less to their babies so they hear fewer words which may impact their language development.

Tips to promote healthy development

- Avoid giving your baby a screen during everyday activities such as mealtimes, nappy changing and bedtime.
- When your baby is upset avoid using screens for consoling - try soothing by cuddling, talking, singing, reassuring your baby you are there.
- Limit checking your screen when with your baby as it interrupts your interaction with them.

Connect, talk and play - have fun!

See eismart.co.uk for leaflets on supporting your baby's development

See brazelton.co.uk for more information on understanding your newborn's communication

