

NEXT GENERATION OF MEDIA TO HELP PARENTS HELP THEMSELVES AND THEIR CHILDREN

Bary Zuckerman, MD
 Professor of Pediatrics and Public Health
 Boston University School of Medicine/Boston University School of Public Health

▶ " A major shift is needed in social policy to promote early intervention programs particularly for disadvantaged populations.....The proper measure of social disadvantage is not necessarily family poverty or parental education. The available evidence suggests that the quality of parenting is the important scarce resource"

▶James Heckman 2013

ADVICE BASED ON BRAIN SCIENCE OF EARLY EXPERIENCE

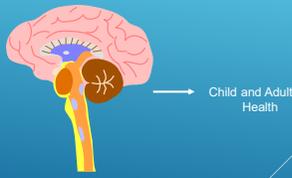
Early Experiences

Positive

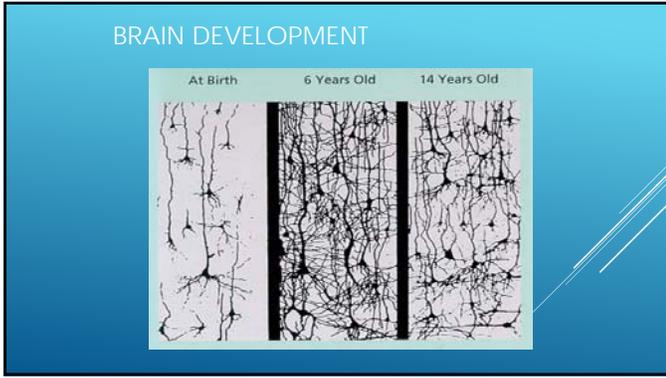
- ▶ Nurturing and stimulation

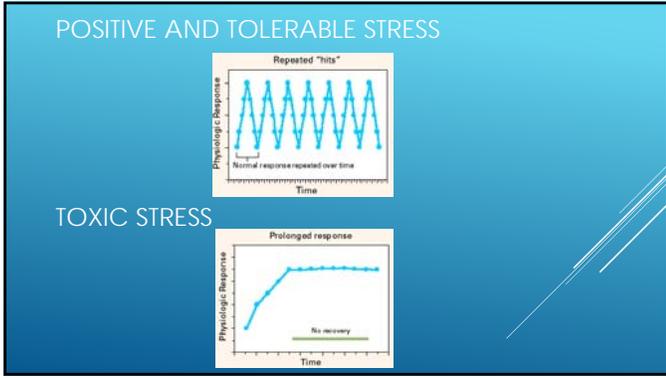
Adverse

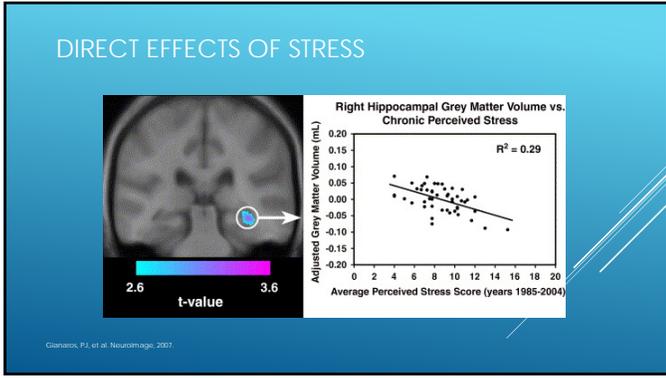
- ▶ Stress/violence
- ▶ Neurotoxic exposure
- ▶ Inadequate nutrition

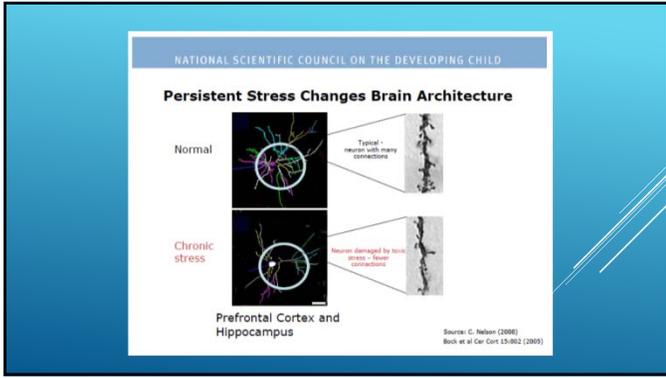


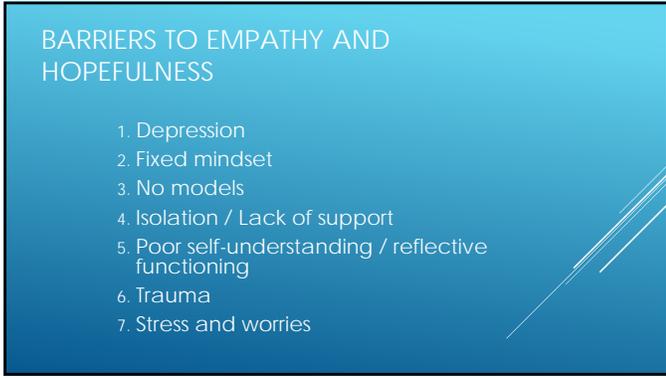
Child and Adult Health

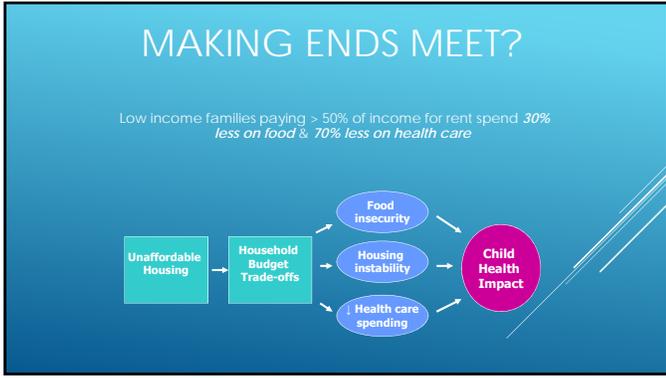












COMPETING PRIORITIES DRAIN PARENT'S WORRY BUDGETS

1. Child
2. Child's father
3. Relatives
4. Job
5. Home
6. Meals

ATTRIBUTES OF MEDIA (SMALL MOMENTS, BIG IMPACT)

1. Sent from doctor at intervals
2. Voices and faces of low income parents
3. Emotionally engaging/non-didactic
4. Brief
5. Same video sent at least twice
6. Shared and discussed
7. Send in videos

CONTENT – FIRST TIER

1. Empathy and hopefulness
 - ▶ Think brief YouTube video
 - ▶ Reflective questions
 - ▶ Growth mindset
 - ▶ Activities
2. Depressed mood – awareness and management
3. Coping with stress strategies
4. Financial stress – EITC, free tax prep
5. Reduce responsibility – Prevent unplanned pregnancy
6. Other (?links) – child health, nutrition, infant care (sleep), developmental milestones, etc.
