

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

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▶ “ 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

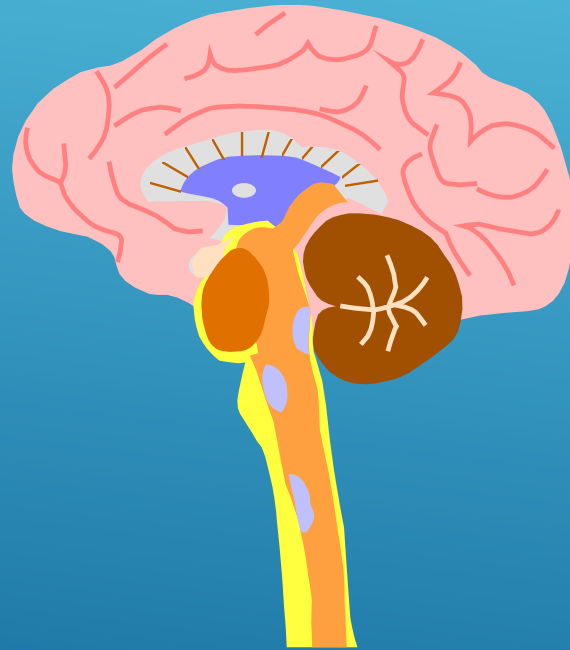
## Early Experiences

### Positive

- ▶ Nurturing and stimulation

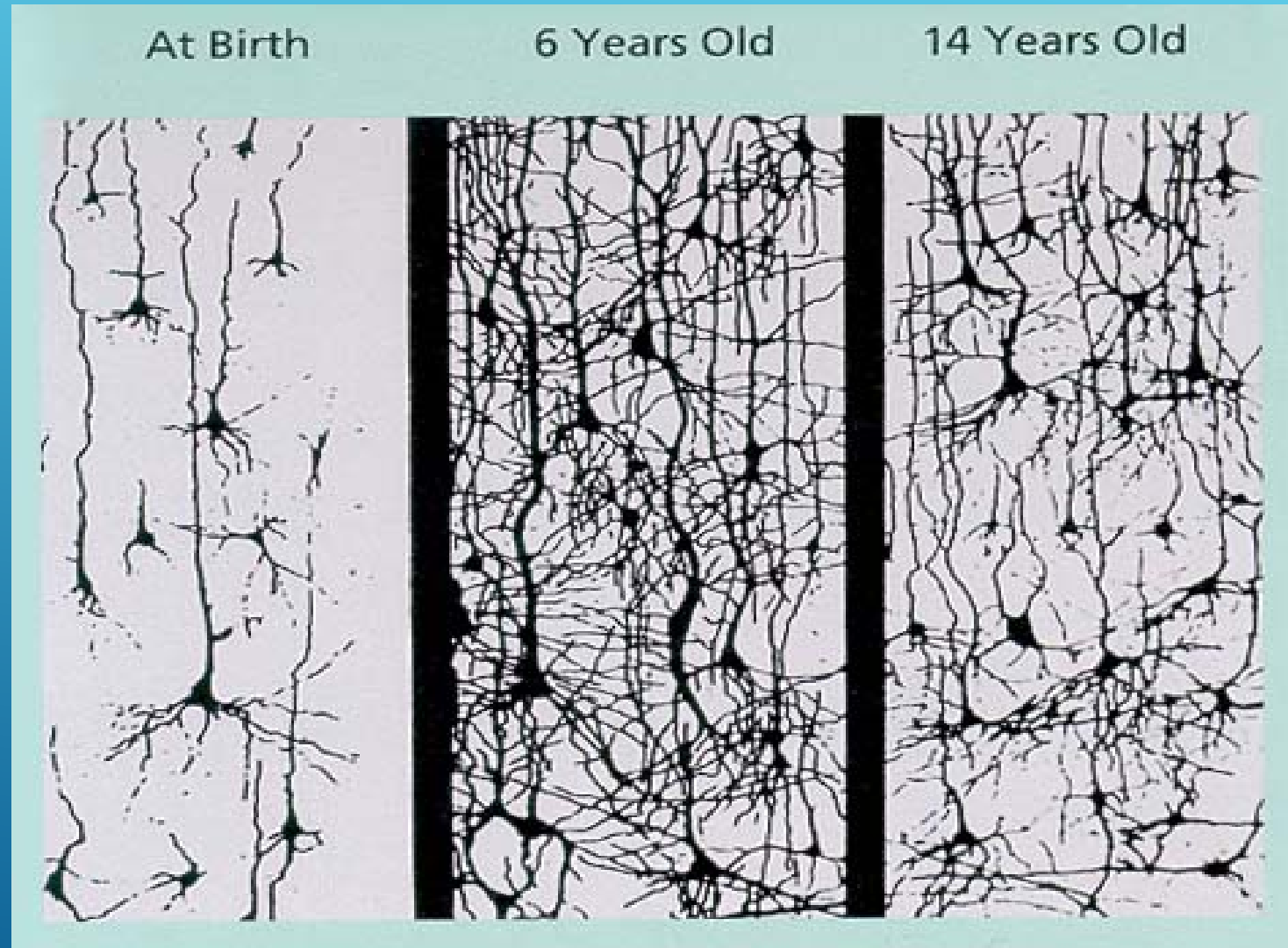
### Adverse

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

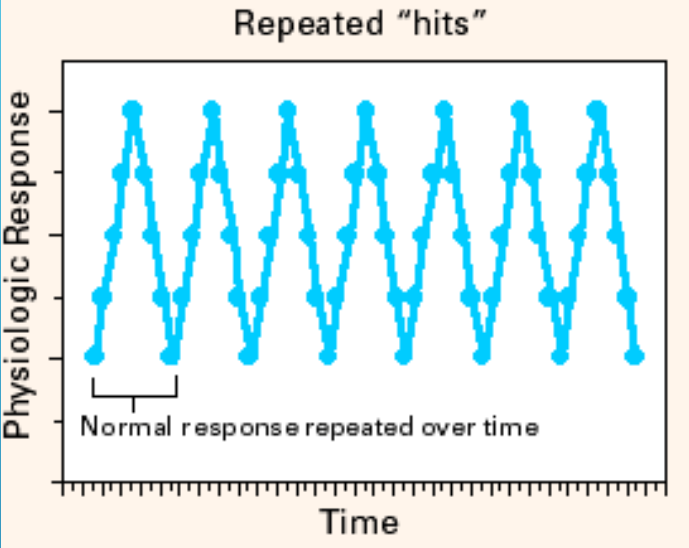


Child and Adult  
Health

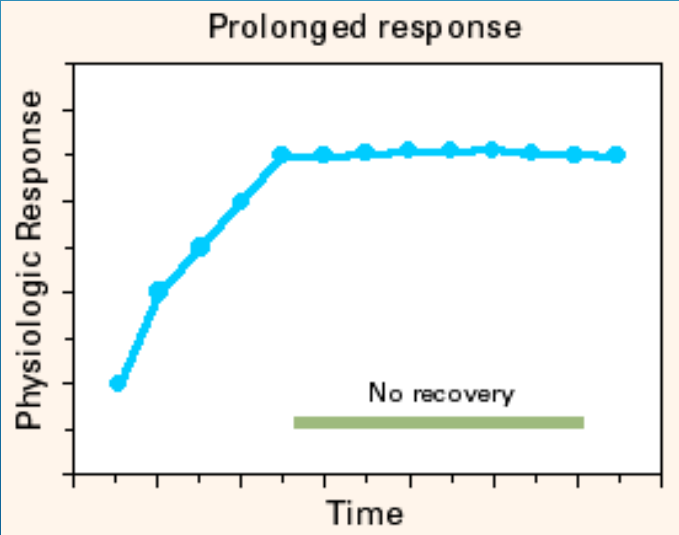
# BRAIN DEVELOPMENT



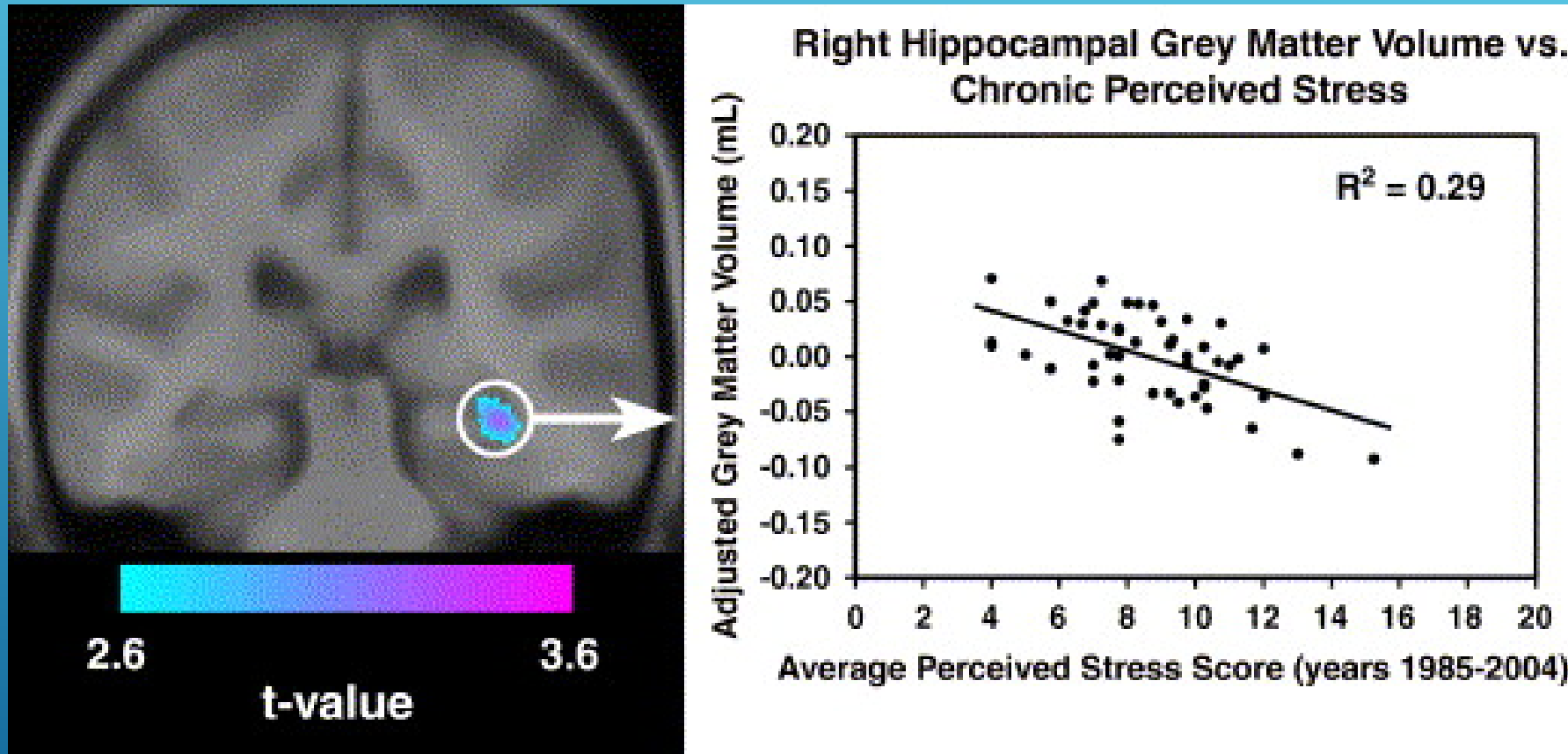
# POSITIVE AND TOLERABLE STRESS



# TOXIC STRESS

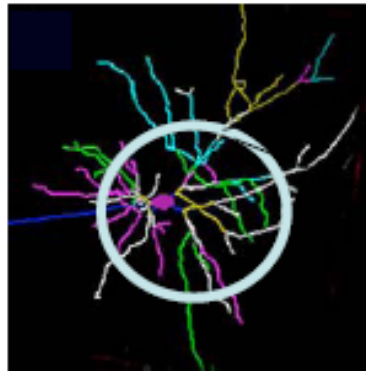


# DIRECT EFFECTS OF STRESS



## Persistent Stress Changes Brain Architecture

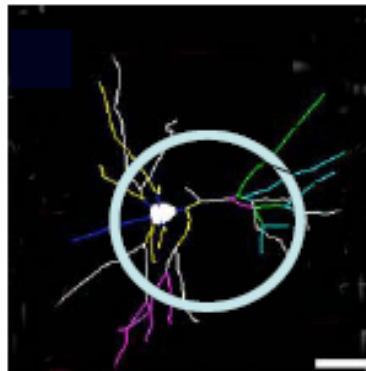
Normal



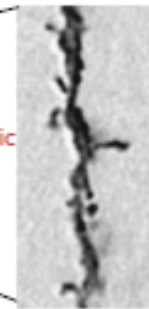
Typical -  
neuron with many  
connections



Chronic  
stress

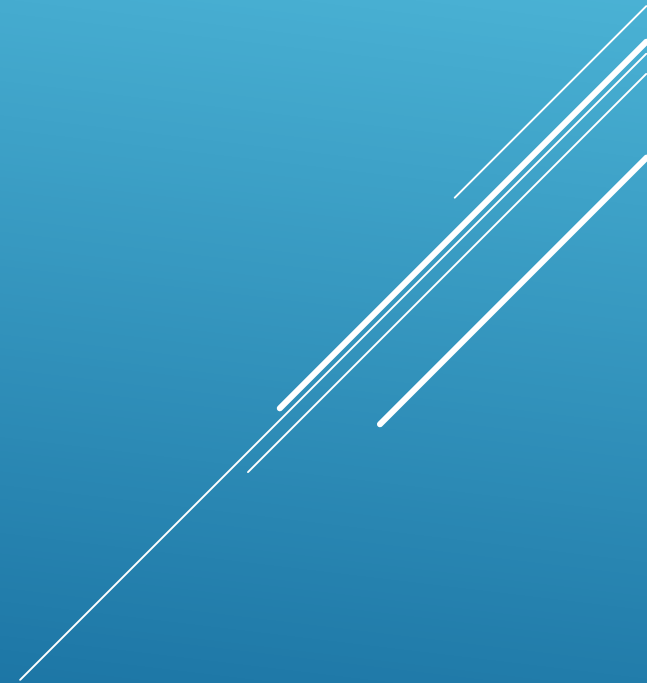


Neuron damaged by toxic  
stress - fewer  
connections




Prefrontal Cortex and  
Hippocampus

Source: C. Nelson (2008)  
Bock et al Cer Cort 15:802 (2005)



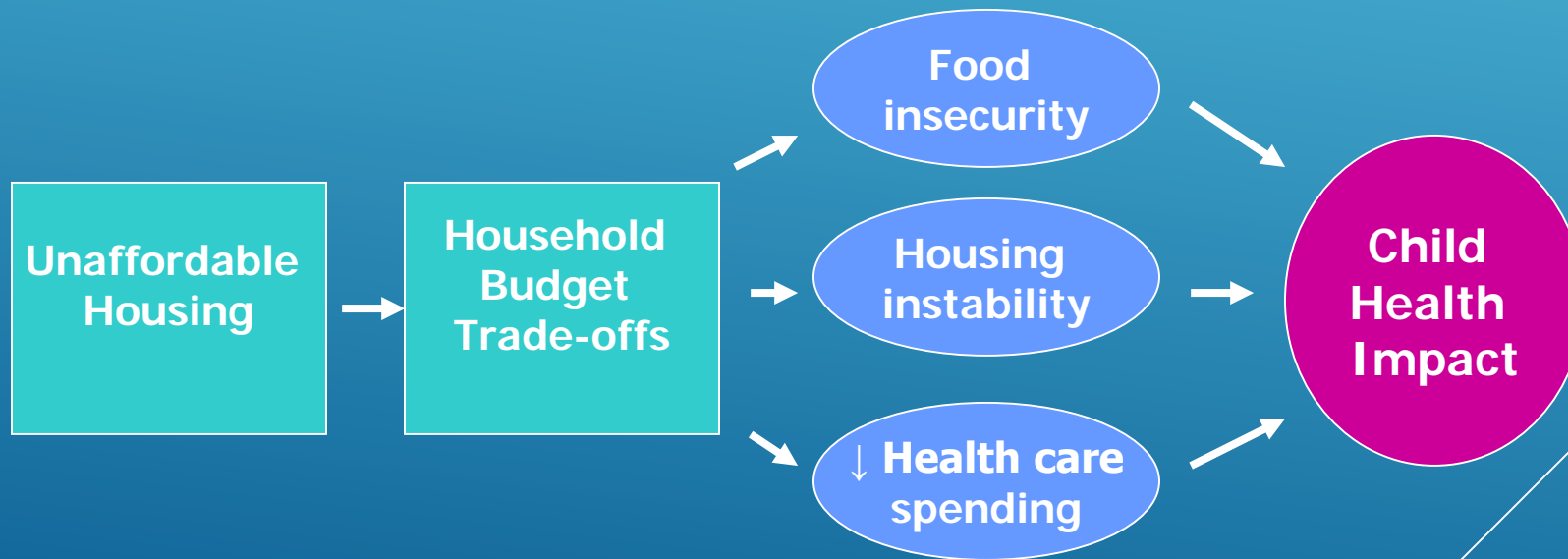


# BARRIERS TO PARENTAL EMPATHY AND HOPEFULNESS


1. Depression
  2. Fixed mindset
  3. No models
  4. Isolation / Lack of support
  5. Poor self-understanding / reflective functioning
  6. Trauma
  7. Stress and worries
- 

# MAKING ENDS MEET?


Low income families paying > 50% of income for rent spend **30% less on food** & **70% less on health care**





# COMPETING PRIORITIES DRAIN PARENT'S WORRY BUDGETS

1. Child
  2. Child's father
  3. Relatives
  4. Job
  5. Home
  6. Meals
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue gradient background.

# 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. Engagement  activation  response
  - ▶ Think brief YouTube video
  - ▶ Reflective questions
  - ▶ Growth mindset
  - ▶ Activities/Goals
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.

