

Your Community Support Makes Positive Outcomes a Reality

Knowing, about, committing to, and acting on "Just 60 Days" can create the foundation for healthy development of your community's most vulnerable members!



The Need

Research now reveals the incredibly significant influence relationships – nurturing or adverse – have, especially in the first two months of life.

"The child who has only two months of really bad experiences does worse than the child with almost twelve years of bad experiences, all because of the timing of the experiences," says Bruce Perry, M.D., MPH, of 2018 research he co-authored entitled *Beyond the ACE score*. Examining relationships between timing of developmental adversity, relational health and developmental outcomes.

Your community can help raise awareness and understanding of this critically important information about newborns - especially among expectant and new parents and caregivers.

NOW is the time to create healthier, more compassionate, and positive experiences for your community's most vulnerable members!

The Solutions

"The First 60 Days" booklet, created in response to 2018 research conducted by Bruce D. Perry, M.D., Ph.D, and associates, showing the critical importance of nurturing responsiveness for the brain development of infants and support for caregivers in the first two months. This booklet dispels 22 potentially detrimental and common myths and replaces them with Neuro-Nurturing® knowledge in understandable language and in a beautiful, easy-to-read format.

Neuro-Nurturing® ringed books were created to give caregivers developmentally appropriate, easy, and fun activities to enjoy with newborns, babies, toddlers, and children through age five in everyday life. From the voice of the child, adults also gain science-backed insights giving parents confidence to create these hands-on learning experiences and healthy caregiver-child relationships.

The FREE Well Visit Planner is a family facing digital tool focused on the first days, months and years of a child's life. Families take about 10 minutes to reflect and assess their child and family's strengths, get resources to address any risks or problems and learn about parenting, and pick their priorities for discussions with their child's health care provider or other support partners. Families get a personalized guide with resources that can integrate or include a link to access Neuro-Nurturing® resources. The WVP was created in partnership with families, child health professionals, experts and local, state and federal child and family health leaders, including the American Academy of Pediatrics, Family Voices, and top Bright Futures Guidelines experts.

These resources help community members understand why the first two months are so important and what they can do to support the best outcomes.

Your Opportunity

Imagine helping every baby in your community begin life with supports for optimal brain development, the opportunity to reach their full potential, and less likelihood of adverse childhood experiences (ACEs), or undiagnosed health problems. How?

- Share "The First 60 Days" booklet with expectant and new parents, grandparents, all caregivers!
- Use concepts shared in "The First 60 Days" booklet to plan the work of your initiative.
- Sign up families to use the Well Visit Planner so they are more likely to keep well-child and other doctor visits.

Use these materials and resources to support expectant mothers, new families, and the overall health and well-being of your community – one precious child at a time!

AT A GLANCE TRUTHS

- Families need community support
- We are biologically designed for connection
- No matter the age, Neuro-Nurturing is needed,
- Innovative support is available

AVAILABLE SUPPORTS

- The Well Visit Planner
- Neuro-Nurturing® Materials

Two lifelong champions for maternal, infant, child, family, and community health and well-being are now working together so all children and communities can flourish!



CHRISTINA BETHELL, PHD, MBA, MPH

Christina Bethell is the founding director of the Child and Adolescent Health Measurement Initiative working for three decades to promote the early and lifelong health of children and families using family centered data and tools. She led the creation and validation of the Well Visit Planner to engage and educate families while driving comprehensive, quality well child care services! She is also a professor at Johns Hopkins University.



DEBORAH MCNELIS, M.ED



Deborah McNelis, M.Ed. and developmental brain educator, is the founder of Brain Insights and creator of The First 60 Days booklet and the Neuro-Nurturing® collection of ringed activity booklets. Deb speaks internationally on using nurturing relationships and positive experiences for infant, family, and community development.



"Learning about the impact of the first two months of brain development – nurtured or adverse – was as profoundly stunning and motivating to me as learning about ACEs science and the Positive Child Experiences study. It explains so much about health, behavior, the ability to learn, life outcomes, and why nurture, at any age, is vital for flourishing."

-Carey Sipp, Director of Strategic Partnerships, PACEs Connection



Supports for Nurturing a Healthy, Thriving Community

Prevention Is Key

- Begin nurturing before or at birth
- Advocate for, fund, and provide direct support to parents and caregivers
- Help ensure that well visits happen for ALL babies from birth
- Promote the mindset that as all babies and families thrive, the community thrives!

Turn Opportunity into Reality

Help create the first Neuro-Nurturing® generation of children and families supported by the Well Visit Planner!

Imagine your community buying 500+ "The First 60 Days" booklets, "Neuro-Nurturing Your Newborn" and "Love Your Baby" ringed books at 40% off!

- Brand quantities of 25+ with the name of your resiliency initiative.
- Sell gift bags filled with Neuro-Nurturing materials at a price that builds in a profit for your group to continue and expand its work!

It's a win-win-win for babies, families, your initiative, and the community!



Available at www.wellvisitplanner.org



Learn More about the support available for you at the QR Code or at: www.braininsightsonline.com/pages/support-for-resilient-communities



Un-Learning 22 Common Myths

Because Neuro-Nurturing a Newborn is THE optimal start to thriving in life.



NEURO-NURTURING®
DEBORAH MCNELIS, M.Ed.
A Brain Insights Publication

Steps to Creating a Community Where All Children Thrive

- Create a community project to order quantities of "The First 60 Days" booklet – customized with your resiliency initiative's brand – to share with all expectant or new mothers and fathers and caregivers. Include foster and kinship parents as well as grandparents caring for their grandchildren! You'll be giving them tools, confidence, and support for one of the most stressful, joyful, and influential times of life!
- Use "The First 60 Days" booklet and Neuro-Nurturing® ringed books as a fundraising opportunity by your resilience initiative! Inspire your early childhood committee or workgroup to take orders for quantities of the booklets at a quantity discount (learn more at QR code) and offer materials for sale online, at events, or in bulk to the local hospital or health center, at a price that builds in a profit for your group to continue and expand its work!
- Download (free!) and distribute Well Visit Planner posters encouraging families to enroll their newborns and children into the free Well Visit Planner application. Use posters in hospitals, clinics, OBGYN offices, schools, and workplaces to support well-child visit compliance. Well-child visits may also help pediatricians recognize developmental delays early.



Available at:
www.BrainInsightsonline.com

Brain Insights donates to PACEs Connection 5% of net profits from PACEs Connection-related sales!