



Ensuring all infants have a good start in life is one of the best investments society can make!

You can help... KidCareCanada Society is a Registered Charity incorporated in the province of British Columbia that relies on financial support from individuals and organizations. All donations greater than \$20 are eligible for a **CRA charitable tax receipt**.

You may donate... **By cheque payable to the:**
KidCareCanada Society,
5361 Parker Avenue, Victoria, BC
V8Y 2N1

Online through CanadaHelps at:
<http://www.kidcarecanada.org/donations>

KidCareCanada Society can also accept donations of securities. Donors receive a tax receipt for the market value of the stock and will be exempt from Capital Gains tax.

All videos have Public Performance Rights and may be used in educational contexts at no cost. Individuals and organizations may obtain copies of DVDs by contacting estelle.paget@kidcarecanada.org

Our goal is to create a positive cycle where parents pass on healthy and safe parenting practices to the next generation



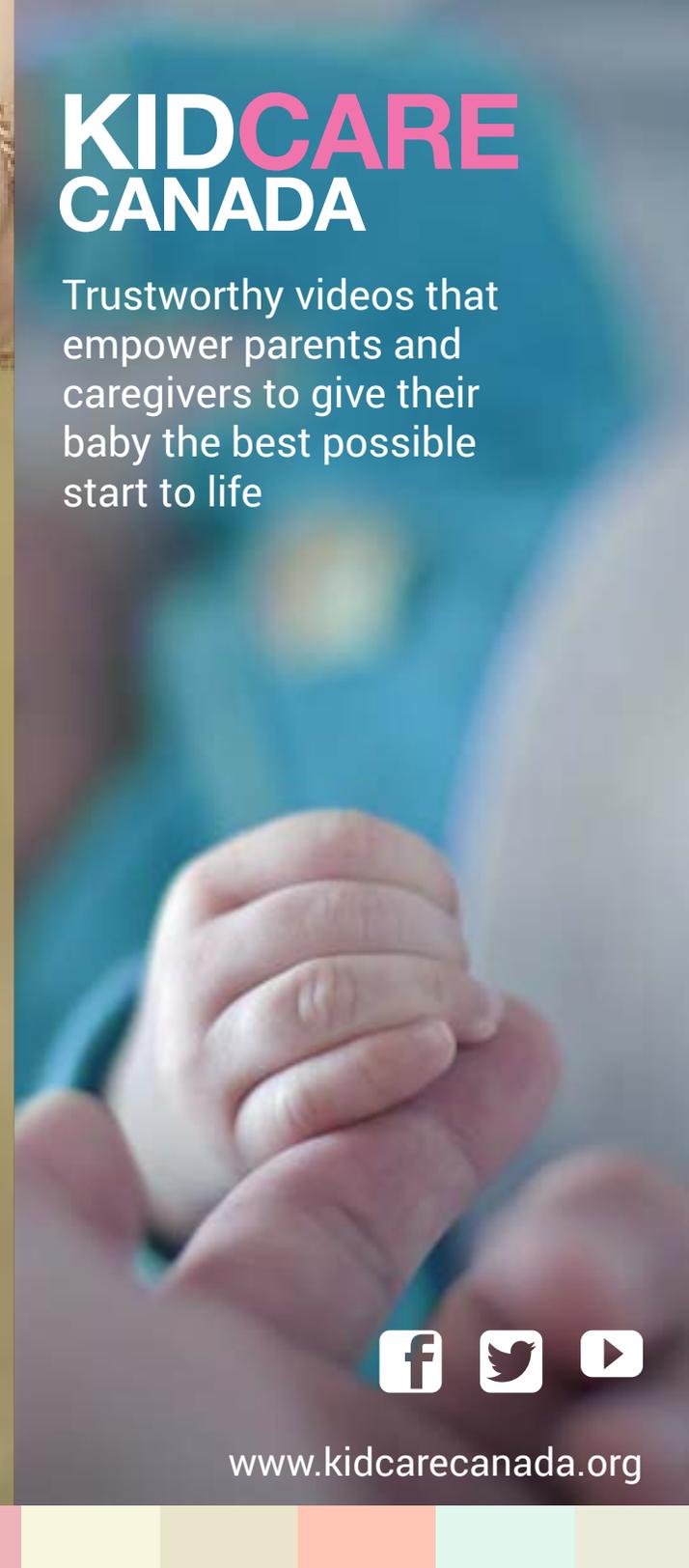
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KidCareCanada Society
incorporated in the province of British

KIDCARE CANADA

Trustworthy videos that empower parents and caregivers to give their baby the best possible start to life



Did you know ...

- Babies' first relationships affect their future relationships
- Feeling overwhelmed as a parent is natural, and there is no shame in asking for help
- Parents can learn to nurture their child



www.kidcarecanada.org

"Early nurturing has lifelong benefits for babies, families and society"

~ Dr. Tom Boyce

Early months are crucial because...

Early relationships and early experiences form the architecture of the child's brain and establish the patterns for emotional processing used in later life.



HUGS FOR A BRIGHTER FUTURE
Educational Series...

Videos...

- Parents model how to build the loving bond with baby
- Visually explain the science of infant development for parents and caregivers
- Demonstrate parenting skills traditionally handed down from previous generations
- Provide an educational tool for professionals who support families
- Reduce the isolation many new parents experience
- Teach parents the importance of seeking support
- Encourage family, friends and communities to support new parents

Who benefits...

- New and expecting parents, grandparents, babysitters and especially: visual learners, teen parents, other at-risk parents, new Canadians, new parents in remote communities, and those who struggle with literacy
- Health providers, organizations and others who support families
- The public, because well-nurtured children grow up to be contributing members of society.

Well nurtured babies are prepared to be adults who...

- Build and maintain healthy relationships
- Explore new opportunities
- Develop their potential
- Learn well – pay attention, process and retain information, recognize patterns
- Enjoy physical and mental well-being
- Are economically self-sufficient
- Cope with change

Babies who do not benefit from early nurturing are at risk for...

- Mental and physical health problems
- Poor learning and challenges with literacy
- Family violence and aggressive/anti-social behaviour
- Becoming perpetrators and/or victims of crime
- Economic dependency
- Substance abuse
- Obesity and its associations



How emotional health and stress impact nurturing...

You can learn...

- About the importance of emotional health
- How babies mirror parents' emotions
- That experiences change a child's biology
- That parents don't need to be perfect

Key topics...

Leading experts share the science of early childhood in accessible language

- Postpartum Depression
- Social and Emotional Development
- Language Development
- Building Resilience
- Managing Stress
- Role of Dads
- The Importance of Community

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