

I GAIN!

WITHOUT SCREENS

I gain playtime!
I gain sleep!



AND YOU CAN, TOO!

Brought to you by GAINING
The Global Alliance for Inspiring Non-tech Infant Nurturing and Growth

SEE & "TALK" with me!



I love when you speak, read and sing with me!





When I look at you, smile or babble, please talk back and we'll have a conversation!

Please put your phone away when we are together.

I worry when you focus on your phone instead of on me.



Let me PLAY & EXPLORE!



I love to taste, smell, see, hear, and touch what's around me.





Let's go outdoors each day where I can use all my senses and my muscles, too!

Please keep the TV off around me, especially when no one is watching.

TV distracts me from my play, I don't move around as much, and it can hurt my language development.



INCLUDE ME in what you do!



I feel safe and secure when we do everyday things together.







When I am upset, please hold me gently and speak softly to me.



Please don't give me a screen to calm me down.

It may work for the moment, but makes it hard for me to learn to manage my anger and other emotions.



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Developmental gains to expect between birth and 18 months:

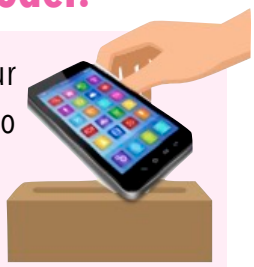


- Baby looks at your face and seems happy to see you (by 2 months)
- Baby looks at you, moves, or makes sounds to get your attention (by 4 months)
- Baby looks when you call her name and reacts when you leave (by 9 months)
- Baby pulls up to stand and may walk holding on to furniture (by 12 months)
- Baby points to show you something interesting (by 18 months)

Problems for baby that may be associated with too much screen time:

- Tantrums and changes in behavior that may resemble autism
- Not looking at you or other people; only interested in screens
- Saying fewer words; being slow to learn to speak
- Over-sensitivity to sounds, tastes or light
- Trouble getting to and staying asleep
- Difficulty grasping objects

You are your baby's role model:



- When you are together, place your phone on silent and out of sight so you see and hear each other.
- Have screen-free times and places such as during diaper changes, breast or bottle feeding, and in bedrooms.
- If you must use your phone when you are together, stay on as briefly as possible. Try not to scroll.
- If you must be preoccupied on a screen for a while, place baby in a safely enclosed area on a soft surface with some safe, non-tech playthings.
- Tell others that your baby gains the most through talking, playing, singing and reading–and by keeping screens off.

Take care of YOU!

It's normal to feel frustrated sometimes when you have a baby. Days can seem very long. Here are some ways to give yourself a break:

- If you are alone and feel very stressed, place baby in a safe space such as a crib and take some slow, deep breaths.
- Take baby outside for a walk. Being outdoors in nature can be refreshing for both of you!



- Get help. People may not know you need it unless you ask.
- If someone can give you a break, step outside to feel the breeze. If you have enough time, take a nap!
- If you can't stop feeling anxious, depressed, or overwhelmed, reach out to a healthcare professional or call an emergency help line.

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For Your Baby's Best Development

BIRTH to 2 YEARS: Babies need to spend full time interacting with parents and other caring people, using their senses to explore their world, and having lots of movement and play. Brief caregiver-attended video chats with loved ones are OK. Otherwise, avoid screens around baby. Turn off the TV when no one is watching.

2 to 5 YEARS: Children this age still need days filled with play and conversation for their mental and physical health and to build skills. Any screen viewing should total less than one hour in a day. Try to watch with your child. Media content should be slow-paced, non-violent, and not generated by AI.

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