

**Never Shake a Baby:
What Parents
and Caregivers
need to Know:
The Parent Channel
video is in #1 spot**

University of Toronto's
Dr. Richard Volpe
Professor and Projects
Director, Life Span
Adaptation Projects
Institute of Child Study
Department of Human
Development and Applied
Psychology Reports that,
after screening several
videos designed to
educate about SBS,
The Parent Channel
production was rated #1
by students.



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Last year, 96% of all babies born in Ontario hospitals were screened.

Since its inception in 2002, the IHP has screened over 385,000 babies, identified 500 babies with permanent hearing impairment, and supported these babies in developing language

Infant Hearing Test

"Can Your Baby Hear", a new segment on The Parent Channel, was produced to raise awareness of the importance of identifying hearing impairment as early as possible so that the child has the best opportunity for normal language development and academic success.

"Can Your Baby Hear" explains the screening process and encourages new parents to take advantage of it before leaving the hospital.

The Ontario Infant Hearing Program (IHP) Ministry of Children and Youth Services is behind the video initiative,

Check in your province if similar infant hearing screening is available.

Infants and toddlers learning on the job

The Parent Channel's updated "Child's Play" segment is made possible by Kimberly-Clark Huggies Diapers - whose commitment to the role of play in baby's cognitive development resulted in a delightful and insightful new segment,

The Parent Channel crew filmed young stars (age 3 to 24 months) as they were hard at play at Mothercraft - a 73 year old institute devoted to infant and child-care, and to standards-setting care-giving through its specialized ECE courses.

The amazing staff worked around us, while all the young participants did what comes naturally, Our cameras caught a world of exploration, discovery, research and encouragement - in keeping with the goal: to help new parents feel more confident in assessing and appreciating their children's unique qualities, and individual stages of development.

The segment is made all the more insightful and instructive through Commentary by Dr. Laurie McNelles - Director at the Mothercraft Institute For Early Development. Dr. McNelles - a mother of two - put into perspective healthy development: "Give an infant loving adults, and an enriching environment (that doesn't mean expensive) and they'll reach their full potential - whatever that may be."

Special thanks to Beverly Koven, Executive Director of Mothercraft)