

■ **HEALTHY BABIES:** Need healthy brains

Working on that grey matter

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ing sure the child is secure in their environment."

The workshop was aimed at service providers in the area, who would then be equipped to transmit their knowledge to parents they contact through the health unit, Family and Child Services or the Early Years Centre.

The centrepiece of the campaign is a new parenting resource website, www.healthybabyhealthybrain.ca, which features more than a dozen instructional and informational videos along five different key points: "start early," "love builds brains," "playing builds brains," "health builds brains," and "baby's world matters."

Choquette hopes the website will fill some information gaps revealed by the survey.

"There were pieces that we felt were missing," she says. "Technology was one of them, and also the feeling they needed expensive toys, and the attachment piece. If a baby's crying it's because they need something, so you go pick them up. Why is that important for brain development? Because then the baby is secure. Then the baby will be ready to go explore, knowing that if he gets in trouble he can go right back to the parent."

For more information on the campaign, visit www.healthybabyhealthybrain.ca or contact the Renfrew County and District Health Unit at 613-735-8666.

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Louise Choquette, health promotion consultant with the Best Start Resource Centre, leads a workshop as part of Best Start's Healthy Baby Healthy Brain Campaign. For more community photos please visit our website photo gallery at www.thedailyobserver.ca.