

TALK TO ME, PLAY WITH ME, CARRY ME

#mywellbeingstartswithyou



"Technology entered our lives so quickly, we didn't have a chance to fully prepare for how we were going to balance our time on screens and our time with children"

THE ISSUE

Developmental delays and mental health concerns resulting from parental overuse of technology and baby equipment.



THE SOLUTION

A multi-component campaign, *Talk to Me, Play with Me, Carry Me - #mywellbeingstartswithyou*, was developed to increase parent and caregiver awareness around the importance and impact of simple everyday interactions (talking, playing and carrying your baby) on a baby's well-being, while highlighting the effect of parental overuse of technology and baby equipment.



1



Campaign poster distributed throughout the community, health units, libraries, community centres, playgroups and family resource centers.

2



90 second video highlighting 3 families interacting with their infants. Narrated by a child from a child's perspective. Images in black and white for non-preferred way and colour for the preferred way.

3



Since 2018 this bandana has been provided at no cost to every new baby born in Langley; distributed through the maternity ward and local agencies.



4



Talking points card is provided to community professionals to share consistent wording with families

5



Annual community event: Langley Baby Day. Designed to reach families and provide them with information and resources related to the "Talk to Me, Play with Me, Carry Me" campaign. This year's Langley Child Day event will focus on birth to 6 years, and launch the new campaign, "Talk with Me, Play with Me, Comfort Me - #mywellbeinggrowswithyou".

6

Talk with Me, Play with Me, Comfort Me - #mywellbeinggrowswithyou



The new campaign focuses on parents and caregivers of preschool aged children. Through the use of a short video, this campaign highlights the importance of talking with, playing with and comforting children, and how these interactions impact their child's overall well-being. Families will be given a knapsack with a ball, imprinted with the message, to encourage interactive play.