



Remember MEDIA

Message • Environment • Developmental Stage • Information • Amount

Message Matters

All media are educational—it's what they teach that varies. Therefore, choose media that teach lessons you'd like your kids to learn. Music is great for children under two, especially instrumental music and songs with simple lyrics. Gentle music can help infants calm themselves, and sing-a-long songs can help toddlers strengthen their memorization skills.

Environment Matters

Create environments that contain infant- and toddler-friendly media, such as playrooms with child-friendly MP3 players or radios, or nurseries with lots of illustrated board or soft books. Screen media (like TV) can distract babies from their play, so try limiting your own TV time to when they are asleep. Also, flickering screens can interrupt sleep, so keep screens out of babies' rooms.

Developmental Stage Matters

An infant's brain triples in volume in the first two years of life and most need human interaction, creative, problem-solving play, and opportunities to interact with their physical environments (e.g., spilling water). Support brain development by encouraging interactive activities.

Information Matters

Make informed decisions about media by using CMCH resources, talking to other parents, and researching products before using them. When possible, look at family-friendly reviews, and review media yourself before sharing.

Amount Matters

To help babies learn to love reading, spend time reading with them most days. They will love sitting in your lap, hearing your voice, turning pages and chewing on boards books. The Canadian Paediatric Society and the American Academy of Pediatrics both recommend that children not be exposed to any screen media before the age of 2, so limit screen time with babies.

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