

VIDEOS

To watch or download the videos:
naitreetgrandir.com/toolkit

Available only in French.



AD #1

YOU'RE THE STAR.

This message emphasizes the importance of a parent's role. This is the most fundamental thing a parent needs to know, before any parenting suggestions are offered. Parents know their children. They are the most important people in their children's lives and have the greatest influence on their development.



AD #2

START EARLY.

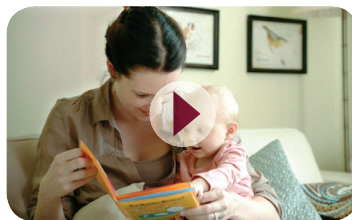
The purpose of this clip is to make parents aware of the importance of starting early. Birth to age two is a key period in the development of children's learning abilities. At this age, a child's brain is twice as active as an adult's.



AD #3

AND... ACTION!

Here, emphasis is put on simple gestures that can stimulate babies and very young children, such as playing "Peek-a-boo" or "Gittyup" (knee-bouncing game).



ADS #4 AND #5

BOOKS ARE THE BEST TOYS.

These two ads show two equally valid approaches for reading with your child: a more intimate approach, as shown by mom, and a more active approach, shown by dad.



ADS #6 AND #7

5 MINUTES A DAY.

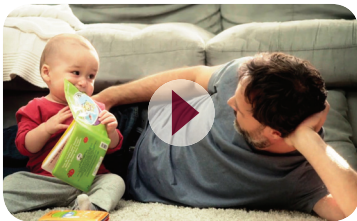
These two clips address the main challenge to parents: the lack of time. The ads make a subtle reference to moms' "sense of organization" and dads' "wanting to play". Whether or not these notions apply, "just 5 minutes a day" makes all the difference.

Continued >

VIDEOS

To watch or download the videos:
naitreetgrandir.com/toolkit

Available only in French.



AD #8 ON THE MOVE!

This message is specifically designed to reassure parents that, even if a child is moving, chews the book or throws it around, this is normal and he is still gaining a great deal from the activity.



AD #9 POINT AND NAME.

This ad shows parents some simple and easy things they can do to get the most out of reading: pointing at pictures, naming objects, making sounds, etc.

IDEAS ON HOW TO USE THEM
FACILITATE A “FREEZE FRAME” CHAT GROUP AS PART OF WORKSHOPS.
BROADCAST ON CLOSED-CIRCUIT TELEVISIONS IN WAITING ROOMS.*



ANIMATED VIDEOS #1 AND #2 (NO SOUND) THE SIMPLEST GESTURES.

Short, fun, silent animations, ideal for airing on closed-circuit TV screens in waiting rooms. The first video shows five gestures that stimulate very young children. The second video offers five initiatives to encourage a very young child's interest in books.

* Note: The copyrights on these TV ads are valid for limited use in training and for closed-circuit broadcast until October 24, 2017 only. Broadcasting the ads or animations to the general public and using them for commercial purposes is prohibited.