

Mission Motherhood® Messages for Mothers of Infants Aged 1 - 3 Years (12 - 36 Months)

Section 1: SMS Messages for Months 12-23

Month	Week	SMS message	Partner notes	References
12	52	Happy birthday to your one year old. Remember how small she was as a newborn? You have taken good care of her and helped her grow well.	WHO and UNICEF recommend: Introduction of solids at six months plus continued breastfeeding for two years. Continued breastfeeding prevents child stunting and malnutrition. (WHO 2013c, 2013d; UNICEF)	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition.</p> <p>WHO (2001) Guiding principles for complementary feeding of the breastfed child.</p> <p>http://www.unicef.org/nutrition/index_24824.html</p>
	52	Children who have lots of healthy food live long, happy lives and do well at school. Make sure you give your child the food she needs		
	52	Give your baby your precious breastmilk for another year. It will build her strength to fight illness now and in the future.	<p>*NEW: If your setting has a high prevalence of HIV, mention that breastfeeding needs to stop at 12 months (not 24 months) among mothers with HIV. Mothers known to be HIV-infected (and whose infants are HIV uninfected or of unknown HIV status) should exclusively breastfeed their infants for the first 6 months of life, introducing appropriate complementary foods thereafter, and continue breastfeeding for the first 12 months of life. Breastfeeding should then only stop once a nutritionally adequate and safe diet without breast milk can be provided (WHO 2013).</p>	
*NEW	52	<i>Every day, your baby learns more from you. Encouraging physical and mental development now will help her thrive in later life.</i>	<p>Providing the right environment for healthy development from the start produces better outcomes than trying to fix problems later. Positive early experiences, support from adults, and the early development of adaptive skills can counterbalance the lifelong consequences of adversity (Center on the Developing Child, 2013).</p> <p>The strength and quality of the relationship between parents (and close family) and their children is fundamental to the development of children's brain architecture, function and capacity with long term influences on who children are, how they behave and who they become (Ministerial Council for Education,</p>	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4.</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu.</p> <p>https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p>

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			Early Childhood Development and Youth Affairs, 2010).	Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu . Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/
	53	Your baby may now say "dada," "mama," and a few other words. He may use one word for lots of things!		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. http://www.childcentre.co.uk/a1011626/11-month-old-child-games-second-week Alive & Thrive Vietnam, Health and Nutrition Booklet. Alive & Thrive Ethiopia. Ethiopian Ministry of Health. Complementary Feeding. WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf WHO (2001) Guiding principles for complementary feeding of the breastfed child.
	53	Feed your child the food you serve the rest of your family. Make sure it is mashed or soft. Give him 3-4 meals a day, with snacks too.	There are many nutrition messages in the first year of this programme. That's because the first two years of life are a critical period- rates of malnutrition usually peak at this time. During this period, children become vulnerable to growth retardation. Any damage to physical growth and brain development that occurs during this period is extensive and irreversible. Alive and Thrive Ethiopia. Snacks are a convenient way to give a young child extra food. They are also a good opportunity to introduce finger foods, which help the child develop coordination and learn how to feed themselves. WHO (2000) Complementary feeding: Family foods for breastfed children	

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	53	Each time feed him 3-4 handfuls of rich food, like thick porridge, vegetables or beans mashed with butter. Bread and fruit are good snacks.	<p>Replace foods types with foods more suitable to/available in your locality e.g. replace butter with oil</p> <p>*NEW: Is there a micronutrient powder recommended in your setting? If so, what is it. Add to messages.</p> <p>Home fortification of foods with micronutrient powders containing at least iron, vitamin A and zinc is recommended to improve iron status and reduce anaemia among infants and children 6–23 months of age (WHO 2013)</p>	
*NEW	53	When you read to your child, help her make sense of it. If you read about someone combing their hair, encourage her to pretend to do the same	This message encourages the mother to read to the child.	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
	54	Your child can tell you what she wants. When she wants to get down, she'll		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.

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		point; when she wants your attention, she'll tug your skirt.		WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. Alive&Thrive Vietnam, Health and Nutrition Booklet. WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf WHO Guideline (2011): Vitamin A supplementation for infants and children 6-59 months of age
	54	It's common for children to catch worms from the ground. Clinics offer regular deworming treatments. Get your child dewormed at the clinic.	WHO recommendation is: children need vitamin A supplementation and deworming every six months starting at 6 months and continuing until the child reaches 5 years. During that period from 6 months up to 5 years, the child needs to receive Vitamin A total of 10 times. Adapt for local recommendations	
	54	Prevent your child catching worms from the ground. Dress her in thick socks or shoes when she plays outside. Or let her play on a blanket.		
*NEW	54	Children this age often get very cross. That's normal. Don't shout or smack him. Hold him close and speak softly to him until he calms down	Numerous studies have found that physical punishment increases the risk of broad and enduring negative developmental outcomes. Adverse childhood experiences have impact on neurological, cognitive, emotional and social development, as well as physical health (Durrant J. and Ensom R., 2012).	Akmatov M. K., (2008). Child abuse in 28 developing and transitional countries—results from the Multiple Indicator Cluster Surveys. <i>International Journal of Epidemiology</i> , 40(1): 219-227. https://academic.oup.com/ije/article/40/1/219/661252/Child-abuse-in-28-developing-and-transitional Center on the Developing Child (2013). <i>The Science of Neglect</i> (InBrief). https://developingchild.harvard.edu/resources/inbrief-the-science-of-neglect/ CPS (2004). Effective discipline for children. <i>Paediatr Child Health</i> , 9(1): 37-41. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2719514/ Durrant J. and Ensom R. (2012). Physical punishment of children: lessons from 20 years of research. <i>CMAJ</i> 184(12): 1373–1377. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3447048/ Henderlong J and Lepper M. R. (2002). The Effects of Praise on Children's Intrinsic Motivation: A Review and Synthesis. <i>Psychological Bulletin</i> , 128 (5): 774-795. http://www.inner-cityarts.org/documents/resources/EffectsofPraiseonMotivationHenderlongLepper.pdf Lansford J. E. and Deater-Deckard K. (2012). Childrearing discipline and violence in developing countries. <i>Child Development</i> . http://cds.web.unc.edu/files/2015/08/Lansford-Deater-Deckard-2012.pdf NSPCC (2016). Positive parenting

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	55	Hold your hands together and let your child pull them apart. It's a good game! Notice how much stronger he is getting as his muscles grow.	The first two years of life are a critical period- rates of malnutrition usually peak at this time. During this period, children become vulnerable to growth retardation. Any damage to physical growth and brain development that occurs during this period is extensive and irreversible. Alive and Thrive Ethiopia.	WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. Alive&Thrive Vietnam, Health and Nutrition Booklet. Alive & Thrive Ethiopia. Ethiopian Ministry of Health. Complementary Feeding. WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf http://www.childcentre.co.uk/a1011626/11-month-old-child-games-second-week
	55	Feed your child lots of different vegetables, meat and dairy foods. Your child needs a variety of food to grow well.		
	55	Feed your child 3-4 handfuls of food every meal. Vegetables, meat and a little oil added to some porridge make a tasty meal.	*NEW: Is there a micronutrient powder recommended in your setting? If so, what is it. Add to messages. Home fortification of foods with micronutrient powders containing at least iron, vitamin A and zinc is recommended to improve iron status and reduce anaemia among infants and children 6–23 months of age (WHO 2013)	
*NEW	55	Sing to your child and show him how to clap along to the beat. It helps his coordination skills and he'll love this special time with you.	This message provides a practical tip on how to help the child develop his coordination skills. You can use your region's specific songs for children as an example here.	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i> , 52(1), 88.

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	56	Try to interact with your child constantly. It will help her learn to talk. It will make her happy too! Ask your caregivers, too.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p>

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	56	Does your child have a blocked nose? Put a cloth to her nose and block one nostril with your finger. Ask her to blow.	WHO advice on complementary feeding: <ul style="list-style-type: none"> - Make the child comfortable before feeding, for example by clearing a stuffy nose - Give soft foods, especially if the mouth or throat is sore WHO (2000)	
	56	Does your child have a sore throat? Feed her soft food. You could also try offering her favourite foods. This will encourage her to eat.	WHO advice on complementary feeding: <ul style="list-style-type: none"> - Make the child comfortable before feeding, for example by clearing a stuffy nose - Give soft foods, especially if the mouth or throat is sore WHO (2000)	
*NEW	56	When your child breaks something, don't get angry. She's learning about the world and tries to see what happens when she does something new.	In many countries, calling the child derogatory names is accepted and practiced as a means of teaching the child right from wrong (Lansford and Deater-Deckard, 2012). Numerous studies have found that physical punishment increases the risk of broad and enduring negative developmental outcomes. Adverse childhood experiences have impact on neurological, cognitive, emotional and social development, as well as physical health (Durrant J. and Ensom R., 2012).	Akmatov M. K., (2008). Child abuse in 28 developing and transitional countries—results from the Multiple Indicator Cluster Surveys. <i>International Journal of Epidemiology</i> , 40(1): 219-227. https://academic.oup.com/ije/article/40/1/219/661252/Child-abuse-in-28-developing-and-transitional Center on the Developing Child (2013). <i>The Science of Neglect</i> (InBrief). https://developingchild.harvard.edu/resources/inbrief-the-science-of-neglect/ CPS (2004). Effective discipline for children. <i>Paediatr Child Health</i> , 9(1): 37-41. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2719514/ Durrant J. and Ensom R. (2012). Physical punishment of children: lessons from 20 years of research. <i>CMAJ</i> 184(12): 1373–1377. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3447048/ Henderlong J and Lepper M. R. (2002). The Effects of Praise

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				<p>on Children’s Intrinsic Motivation: A Review and Synthesis. Psychological Bulletin, 128 (5): 774-795. http://www.inner-cityarts.org/documents/resources/EffectsofPraiseonMotivationHenderlongLepper.pdf</p> <p>Lansford J. E. and Deater-Deckard K. (2012). Childrearing discipline and violence in developing countries. Child Development. http://cde.web.unc.edu/files/2015/08/Lansford-Deater-Deckard-2012.pdf</p> <p>NSPCC (2016). Positive parenting https://www.nspcc.org.uk/services-and-resources/research-and-resources/2016/positive-parenting/</p> <p>RCPSYCH (2017). Good parenting: Information for parents, carers and anyone working with young people. https://www.rcpsych.ac.uk/healthadvice/parentsandyoungpeople/parents/carers/goodparenting.aspx</p> <p>Triple P: Positive Parenting Programme. http://www.tripleparenting.uk.net/uk-en/triple-p/</p> <p>Unite for Sight (2015). Child Labor and Child Abuse in Developing Countries http://www.uniteforsight.org/gender-power/module4</p> <p>WHO (2017). Child maltreatment. http://www.who.int/mediacentre/factsheets/fs150/en/</p>
13 months	57	Your child will take her first steps soon, if she hasn’t already. All children are different. She will develop at her own pace.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition.</p> <p>WHO, Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/</p> <p>UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html</p> <p>Langiano, E. 2011. Food safety at home: knowledge and practises of consumers. Journal of Public Health: 1-11.</p> <p>UNICEF. 2011. Water, Sanitation and Hygiene Annual Report 2010.</p>
	57	Try to feed your child and your family fresh food that looks and smells good. Eating stale food can cause infections like diarrhoea.	It has been widely demonstrated that the private home setting is considered the first place in which foodborne diseases develop. This is due to poor personal and/or environmental hygiene with an increased risk of infection. (Langiano, E. 2011)	
	57	Keep goats and chickens out of the kitchen to prevent germs in your food. Shoo them away and wash your hands before cooking to stay healthy.	It has been widely demonstrated that the private home setting is considered the first place in which foodborne diseases develop. This is due to poor personal and/or environmental hygiene with an increased risk of infection. (Langiano, E. 2011)	

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				<p>WHO. 2000. Food borne disease: a focus for health education.</p> <p>WHO. 2003. Healthy Villages – A guide for communities and community health Workers</p>
*NEW	57	Wrap up something your child loves to play with in a bright cloth. Tell her you're giving her a gift and watch her joy as she unwraps it.	This message offers an idea for a low-budget game.	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn't Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children's physically active play. <i>Journal of Science and Medicine in Sport</i>, 15(4), 334-340.</p>

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				<p>Gabbiadini, A., Riva, P., Andrighetto, L., Volpato, C., & Bushman, B. J. (2016). Acting like a tough guy: violent-sexist video games, identification with game characters, masculine beliefs, & empathy for female violence victims. <i>PLoS One</i>, 11(4), e0152121.</p> <p>Ginsburg, K. R. (2007). The importance of play in promoting healthy child development and maintaining strong parent-child bonds. <i>Pediatrics</i>, 119(1), 182-191.</p> <p>Hoffmann, J. D., & Russ, S. W. (2016). Fostering pretend play skills and creativity in elementary school girls: A group play intervention. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 10(1), 114.</p> <p>Hoffmann, J., & Russ, S. (2012). Pretend play, creativity, and emotion regulation in children. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 6(2), 175.</p> <p>Holmes, R. M., Romeo, L., Ciraola, S., & Grushko, M. (2015). The relationship between creativity, social play, and children's language abilities. <i>Early Child Development and Care</i>, 185(7), 1180-1197.</p> <p>Honeyford, M. A., & Boyd, K. (2015). Learning through play. <i>Journal of Adolescent & Adult Literacy</i>, 59(1), 63-73.</p> <p>Howard, J., & McInnes, K. (2013). The impact of children's perception of an activity as play rather than not play on emotional well-being. <i>Child: Care, Health and Development</i>, 39(5), 737-742.</p> <p>Jirout, J. J., & Newcombe, N. S. (2015). Building blocks for developing spatial skills: Evidence from a large, representative US sample. <i>Psychological Science</i>, 26(3), 302-310.</p> <p>Johnson, J. E., Ershler, J., & Lawton, J. T. (1982). Intellectual correlates of preschoolers' spontaneous play. <i>The Journal of General Psychology</i>, 106(1), 115-122.</p> <p>Kenneth R. Ginsburg (2007) The Importance of Play in Promoting Healthy Child Development and Maintaining Strong Parent-Child Bonds, <i>Pediatrics</i> 119(1) http://pediatrics.aappublications.org/content/119/1/182.sh ort</p> <p>Kochanska, G., Kim, S., Boldt, L. J., & Nordling, J. K. (2013). Promoting toddlers' positive social-emotional outcomes in low-income families: A play-based experimental study. <i>Journal of Clinical Child & Adolescent Psychology</i>, 42(5), 700-712.</p> <p>Lenhart, A., Smith, A., Anderson, M., Duggan, M., & Perrin, A. (2015). Teens, technology and friendships: Videogames, social media and mobile phones play an integral role in how teens meet and interact with friends. Retrieved from</p>

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				Zero to Three, Stages of Play From Birth to 6 Months: A Full-Body Experience! https://www.zerotothree.org/resources/312-stages-of-play-from-birth-to-6-months-a-full-body-experience Zero to Three, Tips on Playing with Babies and Toddlers; https://www.zerotothree.org/resources/1081-tips-on-playing-with-babies-and-toddlers
	58	Feed your child small snacks 1-2 times a day, between meals. Fruit, bread, yoghurt, biscuits and crackers are all good snack options.	Replace foods types with foods more suitable to/available in your locality e.g. replace butter with oil	WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. Alive&Thrive Vietnam, Health and Nutrition Booklet. WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf http://www.childcentre.co.uk/a1011629/11-month-old-child-games-third-week UNDP/UNFPA/WHO/World Bank Special Programme of Research, Development and Research Training in Human Reproduction. Family planning: the unfinished agenda. The Lancet. 2006. The Lancet sexual and reproductive series. WHO. 2005. Report of a WHO Technical Consultation on Birth Spacing
	58	It's best to wait at least another year before you try for another baby. Use this time to enjoy the child you have.	WHO recommendations: Spacing of 2 years between birth of baby and getting pregnant again MChip recommendations: 3 years birth to birth interval Please choose recommendation followed by your country.	
	58	You can delay pregnancy by using family planning methods. There are many methods available. Discuss your options with a health worker.	WHO recommendations: Spacing of 2 years between birth of baby and getting pregnant again MChip recommendations: 3 years birth to birth interval Please choose recommendation followed by your country.	
*NEW	58	Is your child standing on his own? Has he taken his first few steps? Praise, smile and clap to encourage him to keep trying!	Praise can be particularly beneficial to motivation when it is sincere, specific and encourages children to focus on mastering their skills (Henderlong and Lepper, 2002).	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-

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	59	Your child is getting better at using her hands. Don't be too surprised if she rubs mud or dust into the walls! She is testing her new skills.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf FHI: 360. Center for Nutrition. Complementary Feeding. http://www.aednutritioncenter.org/results/complementary-feeding#_ftnref2 Alive and Thrive Ethiopia. Ethiopian Ministry of Health. Complementary feeding of children
	59	If your child is unwell, give her your precious breastmilk. It will give her the strength to fight her illness. It will comfort her too.	After illness, the child should be encouraged to eat more to make up for nutrient losses during the illness and allow for catch-up growth. This prevents growth stunting. Extra food is needed until the child has regained weight lost and is growing well again. Alive & Thrive Ethiopia Plain food must be enriched, to aid recovery and restore nutrients. Foods such as porridge and gruel can be enriched with butter, breastmilk, oil and ground nuts. (Alive & Thrive Ethiopia)	
	59	After illness, give your child one extra meal a day for the next two weeks. Continue until she regains any lost weight.	After illness, the child should be encouraged to eat more to make up for nutrient losses during the illness and allow for catch-up growth. This prevents growth stunting. Extra food is needed until the child has regained weight lost and is growing well again. Alive & Thrive Ethiopia Plain food must be enriched, to aid recovery and restore nutrients. Foods such as porridge and gruel can be enriched with butter, breastmilk, oil and ground nuts. (Alive & Thrive Ethiopia)	
*NEW	59	Scrunch up newspaper into balls and show your child how to drop them into	This message provides a practical tip on how to help the child develop his coordination skills.	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/

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		<p>a cardboard box. She'll love it and it will help her coordination.</p>	<p>If family has access to toys such as shape sorters or plastic balls, please use these as more sophisticated examples.</p>	<p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn't Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children's physically active play. <i>Journal of Science and Medicine in Sport</i>, 15(4), 334-340.</p> <p>Gabbiadini, A., Riva, P., Andrighetto, L., Volpato, C., & Bushman, B. J. (2016). Acting like a tough guy: violent-sexist video games, identification with game characters, masculine beliefs, & empathy for female violence victims. <i>PLoS One</i>, 11(4), e0152121.</p>

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				<p>Ginsburg, K. R. (2007). The importance of play in promoting healthy child development and maintaining strong parent-child bonds. <i>Pediatrics</i>, 119(1), 182-191.</p> <p>Hoffmann, J. D., & Russ, S. W. (2016). Fostering pretend play skills and creativity in elementary school girls: A group play intervention. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 10(1), 114.</p> <p>Hoffmann, J., & Russ, S. (2012). Pretend play, creativity, and emotion regulation in children. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 6(2), 175.</p> <p>Holmes, R. M., Romeo, L., Ciraola, S., & Grushko, M. (2015). The relationship between creativity, social play, and children's language abilities. <i>Early Child Development and Care</i>, 185(7), 1180-1197.</p> <p>Honeyford, M. A., & Boyd, K. (2015). Learning through play. <i>Journal of Adolescent & Adult Literacy</i>, 59(1), 63-73.</p> <p>Howard, J., & McInnes, K. (2013). The impact of children's perception of an activity as play rather than not play on emotional well-being. <i>Child: Care, Health and Development</i>, 39(5), 737-742.</p> <p>Jirout, J. J., & Newcombe, N. S. (2015). Building blocks for developing spatial skills: Evidence from a large, representative US sample. <i>Psychological Science</i>, 26(3), 302-310.</p> <p>Johnson, J. E., Ershler, J., & Lawton, J. T. (1982). Intellectual correlates of preschoolers' spontaneous play. <i>The Journal of General Psychology</i>, 106(1), 115-122.</p> <p>Kenneth R. Ginsburg (2007) The Importance of Play in Promoting Healthy Child Development and Maintaining Strong Parent-Child Bonds, <i>Pediatrics</i> 119(1) http://pediatrics.aappublications.org/content/119/1/182.short</p> <p>Kochanska, G., Kim, S., Boldt, L. J., & Nordling, J. K. (2013). Promoting toddlers' positive social-emotional outcomes in low-income families: A play-based experimental study. <i>Journal of Clinical Child & Adolescent Psychology</i>, 42(5), 700-712.</p> <p>Lenhart, A., Smith, A., Anderson, M., Duggan, M., & Perrin, A. (2015). Teens, technology and friendships: Videogames, social media and mobile phones play an integral role in how teens meet and interact with friends. Retrieved from http://www.pewinternet.org/files/2015/08/Teens-and-Friendships-FINAL2.pdf</p> <p>Lindsey, E. W. (2014). Physical activity play and preschool children's peer acceptance: Distinctions between rough-and-</p>

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				Zero to Three, Tips on Playing with Babies and Toddlers; https://www.zerotothree.org/resources/1081-tips-on-playing-with-babies-and-toddlers
	60	Babies like to climb but need to be safe. Hold your child's arms, and help him climb over cushions or blankets so he can climb safely.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. http://www.childcentre.co.uk/a1011632/11-month-old-child-games-fourth-week The Manoff Group 2007. Growth monitoring and the promotion of healthy young child growth: Evidence of effectiveness and potential to prevent malnutrition. WHO (2012) Mid-upper arm circumference at age of routine infant vaccination to identify infants at elevated risk of death: a retrospective cohort study in the Gambia.
	60	Take your child to the clinic regularly to check if he is growing well. A health worker will answer any questions you may have on feeding.		
	60	Measure your child's upper arm every month with a piece of string. If his arm grows, then he is growing well. If not, give him more food.	Measuring mid-upper arm circumference (MUAC) is an effective way to monitor growth in children over 6 months. It is also a quick and affordable way to identify SAM (severe acute malnutrition). *NEW: Infants and children who are 6–59 months of age and have a mid-upper arm circumference <115 mm, or have any degree of bilateral oedema, should be immediately referred for full assessment at a treatment centre for the management of SAM. (WHO 2013c)	
*NEW	60	Encourage your child to play with other family members. This helps your child bond with them, and it gives you time to do other things too!	This message encourages the mother to ask for help from other family members which helps the child bonds with them and gives the mother chance to rest.	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu . https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu . Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/

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				The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/
14 months	61	Is your child still waking you up at night? Sing her back to sleep with a soothing lullaby. This will comfort her.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization
	61	Boil water before drinking it. Keep boiled water in clean containers and keep them covered. Scoop the water with clean scoops and dippers.	If chlorine tablets are used to purify water in your area, please include inform the mother where she can get them from, and how to use them.	WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. WHO technical note on emergency treatment of drinking water at the point of use; http://www.who.int/water_sanitation_health/publications/2011/tech_note5/en/index1.html
	61	Use a separate bowl for your child's food. After use, wash it straightaway with hot, soapy water. This will prevent infections.		
*NEW	61	Your child loves spending time with you. He develops by playing and interacting with people. It's best if you don't let him watch TV yet.	Greater cumulative hours of media use, is a significant predictors of poor executive functioning in preschoolers (AAP, 2016).	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu . https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu . Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/

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				UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/
	62	Keep breastfeeding your child, especially at night. Breastmilk gives him lots of nutrients. It even helps develop his brain and stomach!	*NEW: If your setting has a high prevalence of HIV, mention that breastfeeding needs to stop at 12 months (not 24 months) among mothers with HIV. Mothers known to be HIV-infected (and whose infants are HIV uninfected or of unknown HIV status) should exclusively breastfeed their infants for the first 6 months of life, introducing appropriate complementary foods thereafter, and continue breastfeeding for the first 12 months of life. Breastfeeding should then only stop once a nutritionally adequate and safe diet without breast milk can be provided (WHO 2013).	WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. WHO, Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/
	62	Your child's stools have germs which can make him ill. Dispose of stools in a latrine. Always wash your hands afterwards.	It has been widely demonstrated that the private home setting is considered the first place in which foodborne diseases develop. This is due to poor personal and/or environmental hygiene with an increased risk of infection. (Langiano, E. 2011)	UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html Alive & Thrive Vietnam, Health and Nutrition Booklet. WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf
	62	Toilets and stools are home to germs. Try to keep latrine areas clean. This will prevent germs from breeding.	It has been widely demonstrated that the private home setting is considered the first place in which foodborne diseases develop. This is due to poor personal and/or environmental hygiene with an increased risk of infection. (Langiano, E. 2011)	WHO/UNICEF. Diarrhoea: why children are still dying and what can be done. 2009 Langiano, E. 2011. Food safety at home: knowledge and practises of consumers. Journal of Public Health: 1-11. UNICEF. 2011. Water, Sanitation and Hygiene Annual Report 2010. WHO. 2000. Food borne disease: a focus for health education. WHO. 2003. Healthy Villages – A guide for communities and community health Workers
*NEW	62	Try not to shout at your child if he disobeys you. Give him simple instructions. Show him what you want him to do and do it together	Numerous studies have found that physical punishment increases the risk of broad and enduring negative developmental outcomes. Adverse childhood experiences have impact on neurological, cognitive, emotional and social development, as well as physical health (Durrant J. and Ensom R., 2012).	Akmatov M. K., (2008). Child abuse in 28 developing and transitional countries—results from the Multiple Indicator Cluster Surveys. International Journal of Epidemiology, 40(1): 219-227. https://academic.oup.com/ije/article/40/1/219/661252/Child-abuse-in-28-developing-and-transitional Center on the Developing Child (2013). <i>The Science of Neglect</i> (InBrief). https://developingchild.harvard.edu/resources/inbrief-the-science-of-neglect/ CPS (2004). Effective discipline for children. Paediatr Child Health, 9(1): 37-41.

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	63	Your child may be able to wave bye-bye. First, she will copy you, but soon she will recognise the word ‘bye-bye’ and wave when you say it.	These signs of illness are common symptoms of: pneumonia, TB, whooping cough, meningitis and measles. The message alerts the mother to symptoms of illnesses that require medical treatment, so she can act fast during potential medical emergencies.	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition.</p> <p>USAID/BASICS/ Ministry of Health, Louga, Senegal. (n.d.). Counselling Cards for Maternal and Neonatal Health.</p> <p>WHO. 2005. World Health Report: Make Every Mother and Child Count</p>
	63	Set some money aside for emergency trips to the clinic. Start saving now so you won’t have to worry about paying for transport later.		
	63	Fever, rash, shivering or fast breathing are signs of illness. Go to the clinic. If		

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		she is floppy it is an emergency so go straight away.		Farrell P, Sittlington N. 2011. The normal baby. In Fraser DM, Cooper MA. eds. Myles textbook for midwives. 15th ed. Edinburgh: Churchill Livingstone, 763-83
*NEW	63	Give your child a cloth bag filled with different safe items. Help her learn new words by naming each item as she pulls it out of the bag.	<p>This message provides the mother with an idea of a simple game which can help the child learn new words.</p> <p>If family has access to toys you could use a selection of small toys or stuffed animals, where appropriate</p>	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children’s expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children’s play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn’t Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children’s physically active play. <i>Journal of Science and Medicine in Sport</i>, 15(4), 334-340.</p>

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				<p>development/music-math-more/toys-tools-everyday-science-experiences</p> <p>Ramani, G. B., & Siegler, R. S. (2008). Promoting broad and stable improvements in low-income children’s numerical knowledge through playing number board games. <i>Child Development</i>, 79(2), 375-394.</p> <p>Rosenberg, R. S., Baughman, S. L., & Bailenson, J. N. (2013). Virtual superheroes: Using superpowers in virtual reality to encourage prosocial behavior. <i>PLoS One</i>, 8(1), e55003.</p> <p>Staiano, A. E., & Calvert, S. L. (2011). Exergames for physical education courses: Physical, social, and cognitive benefits. <i>Child Development Perspectives</i>, 5(2), 93-98.</p> <p>Staiano, A. E., Abraham, A. A., & Calvert, S. L. (2013). Adolescent exergame play for weight loss and psychosocial improvement: a controlled physical activity intervention. <i>Obesity</i>, 21(3), 598-601.</p> <p>Taylor, M., Sachet, A. B., Maring, B. L., & Mannering, A. M. (2013). The assessment of elaborated role-play in young children: Invisible friends, personified objects, and pretend identities. <i>Social Development</i>, 22(1), 75-93.</p> <p>The Incredible Years, Program handouts, www.incredibleyears.com/.../basic-program-handouts-child-directed-play-2011.pdf</p> <p>Tortolero, S. R., Peskin, M. F., Baumler, E. R., Cuccaro, P. M., Elliott, M. N., Davies, S. L., . . . Schuster, M. A. (2014). Daily violent video game playing and depression in preadolescent youth. <i>Cyberpsychology, Behavior, and Social Networking</i>, 17(9), 609-615.</p> <p>Vidoni, C., & Ward, P. (2009). Effects of fair play instruction on student social skills during a middle school sport education unit. <i>Physical Education and Sport Pedagogy</i>, 14(3), 285-310.</p> <p>Vlasta Gmitrová and Juraj Gmitrov (2004) The primacy of child-directed pretend play on cognitive competence in a mixed-age environment: possible interpretations. <i>Early Child Development and Care</i> 174(3): 267-279 http://www.tandfonline.com/doi/ref/10.1080/030044303200153589?scroll=top</p> <p>Wohlwend, K. E. (2015). One screen, many fingers: Young children’s collaborative literacy play with digital puppetry apps and touchscreen technologies. <i>Theory Into Practice</i>, 54(2), 154-162.</p> <p>Woolf, A. M. (2013). Social and emotional aspects of learning: teaching and learning or playing and becoming? <i>Pastoral Care in Education</i>, 31(1), 28-42.</p>

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				<p>Zero to Three, Stages of Play From Birth to 6 Months: A Full-Body Experience! https://www.zerotothree.org/resources/312-stages-of-play-from-birth-to-6-months-a-full-body-experience</p> <p>Zero to Three, Tips on Playing with Babies and Toddlers; https://www.zerotothree.org/resources/1081-tips-on-playing-with-babies-and-toddlers</p>
	64	Fill a small jar with raw rice or dried beans. Put the lid on and let your child shake it. It's a noisy game but fun!		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. Alive & Thrive Vietnam, Health and Nutrition Booklet. WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf WHO (2001) Guiding principles for complementary feeding of the breastfed child. Alive & Thrive-Ethiopia (2010) Infant and young child feeding quick reference book</p>
	64	Green vegetables, pulses and egg yolks are good sources of iron. Serve with fruits like orange and pineapple. They help to absorb the iron.	<p>Replace foods types with suitable foods for your locality e.g. replace butter with oil</p> <p>The first two years of life are a critical period- rates of malnutrition usually peak at this time. During this period, children become vulnerable to growth retardation. Any damage to physical growth and brain development that occurs during this period is extensive and irreversible. (Alive and Thrive Ethiopia)</p> <p>*NEW: In settings where the prevalence of anaemia in preschool or school-age children is 20% or higher, intermittent use of iron supplements is recommended as a public health intervention to improve iron status and reduce the risk of anaemia among children (WHO 2013). If this is true for your setting, add to the messages.</p>	
	64	Set up a washing stand with soap and water near to where you prepare food and near the toilet. This will help you regularly wash your hands.		
*NEW	64	Family elders may smack your child if he is naughty. But smacking doesn't help him learn. Hold him firmly and explain calmly what he should do	<p>Numerous studies have found that physical punishment increases the risk of broad and enduring negative developmental outcomes. Adverse childhood experiences have impact on neurological, cognitive, emotional and social development, as well as physical health (Durrant J. and Ensom R., 2012).</p>	<p>Akmatov M. K., (2008). Child abuse in 28 developing and transitional countries—results from the Multiple Indicator Cluster Surveys. International Journal of Epidemiology, 40(1): 219-227. https://academic.oup.com/ije/article/40/1/219/661252/Child-abuse-in-28-developing-and-transitional Center on the Developing Child (2013). <i>The Science of Neglect</i> (InBrief). https://developingchild.harvard.edu/resources/inbrief-the-science-of-neglect/</p>

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				<p>CPS (2004). Effective discipline for children. Paediatr Child Health, 9(1): 37-41. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2719514/</p> <p>Durrant J. and Ensom R. (2012). Physical punishment of children: lessons from 20 years of research. CMAJ 184(12): 1373–1377. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3447048/</p> <p>Henderlong J and Lepper M. R. (2002). The Effects of Praise on Children’s Intrinsic Motivation: A Review and Synthesis. Psychological Bulletin, 128 (5): 774-795. http://www.inner-cityarts.org/documents/resources/EffectsofPraiseonMotivationHenderlongLepper.pdf</p> <p>Lansford J. E. and Deater-Deckard K. (2012). Childrearing discipline and violence in developing countries. Child Development. http://cde.web.unc.edu/files/2015/08/Lansford-Deater-Deckard-2012.pdf</p> <p>NSPCC (2016). Positive parenting https://www.nspcc.org.uk/services-and-resources/research-and-resources/2016/positive-parenting/</p> <p>RCPSYCH (2017). Good parenting: Information for parents, carers and anyone working with young people. https://www.rcpsych.ac.uk/healthadvice/parentsandyoungpeople/parentscarers/goodparenting.aspx</p> <p>Triple P: Positive Parenting Programme. http://www.triplep-parenting.uk.net/uk-en/triple-p/</p> <p>Unite for Sight (2015). Child Labor and Child Abuse in Developing Countries http://www.uniteforsight.org/gender-power/module4</p> <p>WHO (2017). Child maltreatment. http://www.who.int/mediacentre/factsheets/fs150/en/</p>
15 months	65	Give your child wooden spoons to bang together. Show her how. It may be noisy, but it will help her to develop grip and coordination.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p>
	65	Small children's tastes change often. What she may hate now, she may love in a month! So it's worth trying hated foods again.		

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	65	If she is a slow eater, take your time and sit and talk to her while she eats. Eating is a new skill she has to learn. Be patient.	Responsive feeding (RF) is the interaction between caregiver and child during feeding. Studies have found an association between caregiver feeding behaviours and the child's acceptance of food. WHO (2000) Complementary feeding.	WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. Alive&Thrive-Ethiopia (2010) Infant and young child feeding quick reference book http://www.childcentre.co.uk/a1011611/10-month-old-child-games-first-week http://www.unicef.org/nutrition/training/5.3.1/3.html http://www.iycn.org/2011/07/what-is-the-role-of-responsive-feeding-in-child-undernutrition/ WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf
*NEW	65	It can be hard to find time to play with your child. Ask your family members if they can spare some time to play a game with your child.	This message encourages the mother to ask other family members for help.	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu . https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu . Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/

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	66	Does your child bite? He's not trying to be naughty. Crouch to his level, and say "no" firmly. Do this whenever he bites. He will soon stop.	Pneumonia accounts for 18% of deaths for children under the age of 5. Pneumonia kills an estimated 1.2 million children under the age of five years every year – more than AIDS, malaria and tuberculosis combined. Pneumonia can be prevented by immunisation adequate nutrition, and environmental interventions, such as smoke reduction.(WHO factsheet on pneumonia)	WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. WHO(2014) Revised WHO classification and treatment of childhood pneumonia at health facilities http://www.who.int/mediacentre/factsheets/fs178/en/ http://www.who.int/mediacentre/factsheets/fs331/en/
	66	Keep your child away from anyone who coughs and sneezes. Many illnesses are spread through coughs and sneezes, including pneumonia.	*NEW: The new WHO recommendation for treatment of pneumonia is Amoxicillin dispersible tablets, 250mg, 2 tablets twice a day for 5 days, available at the community level (WHO 2014) Please add this if this recommendation has been adopted in your target community.	Aboubaker S [WHO/HQ] (2013) The integrated global action plan for the prevention and control of pneumonia and diarrhoea, WHO/UNICEF; http://www.who.int/maternal_child_adolescent/news_events/news/2013/gappd_report_presentation.pdf UNICEF/WHO (2006), Pneumonia: The forgotten killer of children; http://whqlibdoc.who.int/publications/2006/9280640489_eng.pdf http://www.who.int/indoorair/interventions/en/
	66	Take your child to the clinic for treatment when he shows signs of illness. A cough and breathing difficulty means that he is ill.		WHO, Solutions to the indoor air pollution problem: Indoor air thematic briefing; http://www.who.int/indoorair/publications/iabriefing3.pdf WHO Guideline (2011): Vitamin A supplementation for infants and children 6-59 months of age.
*NEW	66	Let your husband have some rough-and-tumble play with your child. This will help your child be more adventurous, independent and outgoing.	Fathers tend to engage in more roughhouse play, and their involvement in play with young children predicted decreased externalizing and internalizing behavior problems and enhanced social competence (Jia et al. 2012).	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i> , 52(1), 88. Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i> , 11(5), e0155401. Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i> , 25(1), 56-70. Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-

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				<p>development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children’s play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. Archives of Pediatrics & Adolescent Medicine, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn’t Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children’s physically active play. Journal of Science and Medicine in Sport, 15(4), 334-340.</p> <p>Gabbiadini, A., Riva, P., Andrighetto, L., Volpato, C., & Bushman, B. J. (2016). Acting like a tough guy: violent-sexist video games, identification with game characters, masculine beliefs, & empathy for female violence victims. PLoS One, 11(4), e0152121.</p> <p>Ginsburg, K. R. (2007). The importance of play in promoting healthy child development and maintaining strong parent-child bonds. Pediatrics, 119(1), 182-191.</p> <p>Hoffmann, J. D., & Russ, S. W. (2016). Fostering pretend play skills and creativity in elementary school girls: A group play intervention. Psychology of Aesthetics, Creativity, and the Arts, 10(1), 114.</p> <p>Hoffmann, J., & Russ, S. (2012). Pretend play, creativity, and emotion regulation in children. Psychology of Aesthetics, Creativity, and the Arts, 6(2), 175.</p> <p>Holmes, R. M., Romeo, L., Ciraola, S., & Grushko, M. (2015). The relationship between creativity, social play, and children’s language abilities. Early Child Development and Care, 185(7), 1180-1197.</p> <p>Honeyford, M. A., & Boyd, K. (2015). Learning through play. Journal of Adolescent & Adult Literacy, 59(1), 63-73.</p>

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				<p>Howard, J., & McInnes, K. (2013). The impact of children’s perception of an activity as play rather than not play on emotional well-being. <i>Child: Care, Health and Development</i>, 39(5), 737-742.</p> <p>Jirout, J. J., & Newcombe, N. S. (2015). Building blocks for developing spatial skills: Evidence from a large, representative US sample. <i>Psychological Science</i>, 26(3), 302-310.</p> <p>Johnson, J. E., Ershler, J., & Lawton, J. T. (1982). Intellectual correlates of preschoolers’ spontaneous play. <i>The Journal of General Psychology</i>, 106(1), 115-122.</p> <p>Kenneth R. Ginsburg (2007) The Importance of Play in Promoting Healthy Child Development and Maintaining Strong Parent-Child Bonds, <i>Pediatrics</i> 119(1) http://pediatrics.aappublications.org/content/119/1/182.short</p> <p>Kochanska, G., Kim, S., Boldt, L. J., & Nordling, J. K. (2013). Promoting toddlers’ positive social-emotional outcomes in low-income families: A play-based experimental study. <i>Journal of Clinical Child & Adolescent Psychology</i>, 42(5), 700-712.</p> <p>Lenhart, A., Smith, A., Anderson, M., Duggan, M., & Perrin, A. (2015). Teens, technology and friendships: Videogames, social media and mobile phones play an integral role in how teens meet and interact with friends. Retrieved from http://www.pewinternet.org/files/2015/08/Teens-and-Friendships-FINAL2.pdf</p> <p>Lindsey, E. W. (2014). Physical activity play and preschool children’s peer acceptance: Distinctions between rough-and-tumble and exercise play. <i>Early Education and Development</i>, 25(3), 277-294.</p> <p>Lindsey, E. W., & Colwell, M. J. (2013). Pretend and physical play: Links to preschoolers’ affective social competence. <i>Merrill-Palmer Quarterly</i>, 59(3), 330-360.</p> <p>Litt, C. J. (1986). Theories of transitional object attachment: An overview. <i>International Journal of Behavioral Development</i>, 9(3), 383-399.</p> <p>Loprinzi, P. D., Schary, D. P., & Cardinal, B. J. (2013). Adherence to active play and electronic media guidelines in preschool children: gender and parental education considerations. <i>Maternal and Child Health Journal</i>, 17(1), 56-61.</p> <p>Loyd, S. Why Kids Need Their Dads. Retrieved from http://www.parenting.com/article/why-kids-need-their-dad</p> <p>Marcelo, A. K., & Yates, T. M. (2014). Prospective relations among preschoolers’ play, coping, and adjustment as</p>

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	67	Soon your baby will manage to hold a cup and drink from it. Give her a little water in a cup. Help her tip the cup and sip from it.	<p>Responsive feeding (RF) is the interaction between caregiver and child during feeding. Studies have found an association between caregiver feeding behaviours and the child's acceptance of food. WHO (2000) Complementary feeding.</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition.</p>
	67	Make feeding time fun. Make eye contact, smile and talk to your child. You will help her to eat and to learn at the same time.		

Month	Week	SMS message	Partner notes	References
	67	Is your child fussy or easily distracted while eating? Take her to a quiet place and gently encourage her to eat.		<p>Alive&Thrive-Ethiopia (2010) Infant and young child feeding quick reference book</p> <p>WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf http://www.unicef.org/nutrition/training/5.3.1/3.html http://www.iycn.org/2011/07/what-is-the-role-of-responsive-feeding-in-child-undernutrition/</p>
*NEW	67	Your child is getting stronger and can do more. That's because you're giving her everything she needs! Well done. You are a good mother!	This is a motivating message which praises the mother for looking after the child well.	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
	68	Your 15-month-old understands a great deal of what you say, but can't talk back to you. Encourage him to learn, by talking to him.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p>
	68	Give your child clean and safe drinks. Boil water to make it clean. Boil animal milks before giving them to your child.	<p>Adjust to local methods of water cleaning.</p> <p>If chlorine tablets are used to purify water in your area, please include information on where one can get them from, and how to use them.</p>	

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			Unpasteurized milk needs to be boiled. If pasteurized milk is widely used in your area, remove recommendation to boil.	WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition.
	68	Try to prepare enough water to last your family the whole day. Store it in a clean container or pot. Cover it with clean cloth.		Alive& Thrive (2011) 'Trainee Handbook 4: Behavior change communication on infant and young child feeding in remote areas', Vietnam. http://aliveandthrive.org/sites/default/files/Trainee%20Handbook%204%20for%20Support%20Groups%2016.05.2012.pdf WHO technical note on emergency treatment of drinking water at the point of use; http://www.who.int/water_sanitation_health/publications/2011/tech_note5/en/index1.html
*NEW	68	Show your child how to turn the pages of a book. Point out pictures or make up a story to fit the pictures. This helps his language develop.	Reading to an infant or toddler will help lay the foundation for your child's developing language skills. It is important to choose books that are written for young children and that the baby enjoys. Reading with the child can help strengthen the parent-child bond. It is a good idea to talk to your infant and toddler about what is happening in the book, and point out interesting facts and pictures beyond the text. (Center on Media and Child Health, Ages and Stages Tip Sheet). If families in region have access to book-lending services then mention that families can borrow books. Also adjust to region's literacy skills where appropriate.	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu . https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu . Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/

Month	Week	SMS message	Partner notes	References
16 months	69	This week, tell your child a bedtime story. You can make it up as you tell it! Your child will still enjoy it.	Responsive feeding (RF) is the interaction between caregiver and child during feeding. Studies have found an association between caregiver feeding behaviours and the child's acceptance of food. WHO (2000) Complementary feeding.	WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. Alive&Thrive-Ethiopia (2010) Infant and young child feeding quick reference book http://www.childcentre.co.uk/s1001686/1-year-old http://www.unicef.org/nutrition/training/5.3.1/3.html http://www.iycn.org/2011/07/what-is-the-role-of-responsive-feeding-in-child-undernutrition/ WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf WHO technical note on emergency treatment of drinking water at the point of use; http://www.who.int/water_sanitation_health/publications/2011/tech_note5/en/index1.html
	69	Try to offer new foods to your child often. Try mixing foods she likes with new ones: like peas and beans mashed with butter or oil.		
	69	On a hot day, give your child plenty of clean water to prevent dehydration. Boil the water and then cool it before giving it to your child.	Adjust to local methods of water cleaning. If chlorine tablets are used to purify water in your area, please include information on where one can get them from, and how to use them.	
*NEW	69	Give your child a crayon or chalk to scribble on paper or card. She'll love making pictures. It will help her learn to write later.	Toddlers may be able to scribble when they're around 15 months old (Sheridan, 2008). Using crayons will improve their fine motor skills. If crayons/paint and other writing materials are readily available in your region use examples where appropriate	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu . https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu . Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/

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				UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/
	70	Your child may understand what things are for. He may use a hairbrush to try and brush his hair, but a broom to try and sweep the floor.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. http://www.childcentre.co.uk/s1001686/1-year-old The Manoff Group 2007. Growth monitoring and the promotion of healthy young child growth: Evidence of effectiveness and potential to prevent malnutrition. WHO (2012) Mid-upper arm circumference at age of routine infant vaccination to identify infants at elevated risk of death: a retrospective cohort study in the Gambia.
	70	Make mealtimes fun. While feeding, name the utensils used, foods, tastes and colours. Show how some things are big and some are small.		
	70	Measure your child's upper arm with string. Mark the string, and measure again in a month. If he hasn't grown, give him more food.	Measuring mid-upper arm circumference (MUAC) is an effective way to monitor growth in children over 6 months. It is also a quick and affordable way to identify SAM (severe acute malnutrition). *NEW: Infants and children who are 6–59 months of age and have a mid-upper arm circumference <115 mm, or have any degree of bilateral oedema, should be immediately referred for full assessment at a treatment centre for the management of SAM. (WHO 2013c)	
*NEW	70	Twirl a brightly coloured scarf in time to music, making it dance to the beats. Your child will love the movement, rhythm and colours.	Listening to music can help infants and toddlers with their brain development and increase their language skills. It's important to play instrumental or music with toddler-friendly lyrics at soft volumes, so that they can move to the music or begin to sing along. Playing games with music, such as clapping along to a song, can help toddlers develop coordination skills and learn how to interact with others. It is a good idea to listen to music with a beat and play games with your baby as you listen. (Center on Media and Child Health, Ages and Stages Tip Sheet)	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i> , 52(1), 88. Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i> , 11(5), e0155401. Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i> , 25(1), 56-70. Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play

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				<p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children’s play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn’t Just for Preschoolers— Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children’s physically active play. <i>Journal of Science and Medicine in Sport</i>, 15(4), 334-340.</p> <p>Gabbiadini, A., Riva, P., Andrighetto, L., Volpato, C., & Bushman, B. J. (2016). Acting like a tough guy: violent-sexist video games, identification with game characters, masculine beliefs, & empathy for female violence victims. <i>PLoS One</i>, 11(4), e0152121.</p> <p>Ginsburg, K. R. (2007). The importance of play in promoting healthy child development and maintaining strong parent-child bonds. <i>Pediatrics</i>, 119(1), 182-191.</p> <p>Hoffmann, J. D., & Russ, S. W. (2016). Fostering pretend play skills and creativity in elementary school girls: A group play intervention. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 10(1), 114.</p> <p>Hoffmann, J., & Russ, S. (2012). Pretend play, creativity, and emotion regulation in children. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 6(2), 175.</p> <p>Holmes, R. M., Romeo, L., Ciraola, S., & Grushko, M. (2015). The relationship between creativity, social play, and children’s language abilities. <i>Early Child Development and Care</i>, 185(7), 1180-1197.</p> <p>Honeyford, M. A., & Boyd, K. (2015). Learning through play. <i>Journal of Adolescent & Adult Literacy</i>, 59(1), 63-73.</p> <p>Howard, J., & McInnes, K. (2013). The impact of children’s perception of an activity as play rather than not play on</p>

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				<p>emotional well-being. Child: Care, Health and Development, 39(5), 737-742.</p> <p>Jirout, J. J., & Newcombe, N. S. (2015). Building blocks for developing spatial skills: Evidence from a large, representative US sample. <i>Psychological Science</i>, 26(3), 302-310.</p> <p>Johnson, J. E., Ershler, J., & Lawton, J. T. (1982). Intellectual correlates of preschoolers' spontaneous play. <i>The Journal of General Psychology</i>, 106(1), 115-122.</p> <p>Kenneth R. Ginsburg (2007) The Importance of Play in Promoting Healthy Child Development and Maintaining Strong Parent-Child Bonds, <i>Pediatrics</i> 119(1) http://pediatrics.aappublications.org/content/119/1/182.short</p> <p>Kochanska, G., Kim, S., Boldt, L. J., & Nordling, J. K. (2013). Promoting toddlers' positive social-emotional outcomes in low-income families: A play-based experimental study. <i>Journal of Clinical Child & Adolescent Psychology</i>, 42(5), 700-712.</p> <p>Lenhart, A., Smith, A., Anderson, M., Duggan, M., & Perrin, A. (2015). Teens, technology and friendships: Videogames, social media and mobile phones play an integral role in how teens meet and interact with friends. Retrieved from http://www.pewinternet.org/files/2015/08/Teens-and-Friendships-FINAL2.pdf</p> <p>Lindsey, E. W. (2014). Physical activity play and preschool children's peer acceptance: Distinctions between rough-and-tumble and exercise play. <i>Early Education and Development</i>, 25(3), 277-294.</p> <p>Lindsey, E. W., & Colwell, M. J. (2013). Pretend and physical play: Links to preschoolers' affective social competence. <i>Merrill-Palmer Quarterly</i>, 59(3), 330-360.</p> <p>Litt, C. J. (1986). Theories of transitional object attachment: An overview. <i>International Journal of Behavioral Development</i>, 9(3), 383-399.</p> <p>Loprinzi, P. D., Schary, D. P., & Cardinal, B. J. (2013). Adherence to active play and electronic media guidelines in preschool children: gender and parental education considerations. <i>Maternal and Child Health Journal</i>, 17(1), 56-61.</p> <p>Loyd, S. Why Kids Need Their Dads. Retrieved from http://www.parenting.com/article/why-kids-need-their-dad</p> <p>Marcelo, A. K., & Yates, T. M. (2014). Prospective relations among preschoolers' play, coping, and adjustment as moderated by stressful events. <i>Journal of Applied Developmental Psychology</i>, 35(3), 223-233.</p>

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				<p>Neuman, S. B., & Roskos, K. (1992). Literacy objects as cultural tools: Effects on children’s literacy behaviors in play. <i>Reading Research Quarterly</i>, 27(3), 203-225.</p> <p>O’Dwyer, M. V., Fairclough, S. J., Knowles, Z., & Stratton, G. (2012). Effect of a family focused active play intervention on sedentary time and physical activity in preschool children. <i>International Journal of Behavioral Nutrition and Physical Activity</i>, 9(1).</p> <p>Ostroff, W. L. (2014). “Don’t just sit there ... pay attention!” (active learning in kindergarten). <i>Educational Leadership</i>, 72(2), 70-75.</p> <p>Parkes, A., Sweeting, H., Wight, D., & Henderson, M. (2013). Do television and electronic games predict children’s psychosocial adjustment? Longitudinal research using the UK Millennium Cohort Study. <i>Archives of Disease in Childhood</i>, 1-8.</p> <p>Parsons, A., & Howe, N. (2013). “This Is Spiderman’s Mask.”“No, It’s Green Goblin’s”: Shared meanings during boys’ pretend play with superhero and generic toys. <i>Journal of Research in Childhood Education</i>, 27(2), 190-207.</p> <p>Peggy Ashbrook, Toys as Tools: Everyday Science Experiences; http://families.naeyc.org/learning-and-development/music-math-more/toys-tools-everyday-science-experiences</p> <p>Ramani, G. B., & Siegler, R. S. (2008). Promoting broad and stable improvements in low-income children’s numerical knowledge through playing number board games. <i>Child Development</i>, 79(2), 375-394.</p> <p>Rosenberg, R. S., Baughman, S. L., & Bailenson, J. N. (2013). Virtual superheroes: Using superpowers in virtual reality to encourage prosocial behavior. <i>PLoS One</i>, 8(1), e55003.</p> <p>Staiano, A. E., & Calvert, S. L. (2011). Exergames for physical education courses: Physical, social, and cognitive benefits. <i>Child Development Perspectives</i>, 5(2), 93-98.</p> <p>Staiano, A. E., Abraham, A. A., & Calvert, S. L. (2013). Adolescent exergame play for weight loss and psychosocial improvement: a controlled physical activity intervention. <i>Obesity</i>, 21(3), 598-601.</p> <p>Taylor, M., Sachet, A. B., Maring, B. L., & Mannering, A. M. (2013). The assessment of elaborated role-play in young children: Invisible friends, personified objects, and pretend identities. <i>Social Development</i>, 22(1), 75-93.</p> <p>The Incredible Years, Program handouts, www.incredibleyears.com/.../basic-program-handouts-child-directed-play-2011.pdf</p>

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				<p>Tortolero, S. R., Peskin, M. F., Baumler, E. R., Cuccaro, P. M., Elliott, M. N., Davies, S. L., . . . Schuster, M. A. (2014). Daily violent video game playing and depression in preadolescent youth. <i>Cyberpsychology, Behavior, and Social Networking</i>, 17(9), 609-615.</p> <p>Vidoni, C., & Ward, P. (2009). Effects of fair play instruction on student social skills during a middle school sport education unit. <i>Physical Education and Sport Pedagogy</i>, 14(3), 285-310.</p> <p>Vlasta Gmitrová and Juraj Gmitrov (2004) The primacy of child-directed pretend play on cognitive competence in a mixed-age environment: possible interpretations. <i>Early Child Development and Care</i> 174(3): 267-279 http://www.tandfonline.com/doi/ref/10.1080/030044303200153589?scroll=top</p> <p>Wohlwend, K. E. (2015). One screen, many fingers: Young children's collaborative literacy play with digital puppetry apps and touchscreen technologies. <i>Theory Into Practice</i>, 54(2), 154-162.</p> <p>Woolf, A. M. (2013). Social and emotional aspects of learning: teaching and learning or playing and becoming? <i>Pastoral Care in Education</i>, 31(1), 28-42.</p> <p>Zero to Three, Stages of Play From Birth to 6 Months: A Full-Body Experience! https://www.zerotothree.org/resources/312-stages-of-play-from-birth-to-6-months-a-full-body-experience</p> <p>Zero to Three, Tips on Playing with Babies and Toddlers; https://www.zerotothree.org/resources/1081-tips-on-playing-with-babies-and-toddlers</p>
	71	Children have great imaginations. Anything can become a toy! Just make sure it's clean, not small enough to choke on and has no sharp edges.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition.</p> <p>WHO, Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/</p> <p>UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html</p>
	71	You can prevent infections by washing your child's hands before she eats. Dirty hands in the mouth can cause diarrhoea.	It has been widely demonstrated that the private home setting is considered the first place in which foodborne diseases develop. This is due to poor personal and/or environmental hygiene with an increased risk of infection. (Langiano, E. 2011)	
	71	Let your child touch and pick up food. She may enjoy feeding herself! Encourage her with a smile and say 'that is very good'.	This helps to developing coordination and motor skills. Praise and encouragement helps the child feel good about herself and what she is able to do.	

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				<p>Alive & Thrive Vietnam, Health and Nutrition Booklet.</p> <p>WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf</p> <p>WHO (2001) Guiding principles for complementary feeding of the breastfed child. http://www.childcentre.co.uk/s1001686/1-year-old</p> <p>Langiano, E. 2011. Food safety at home: knowledge and practises of consumers. Journal of Public Health: 1-11.</p> <p>UNICEF. 2011. Water, Sanitation and Hygiene Annual Report 2010.</p> <p>WHO. 2000. Food borne disease: a focus for health education.</p> <p>WHO. 2003. Healthy Villages – A guide for communities and community health Workers</p>
*NEW	71	<p>Try to let your child sleep, eat and play around the same time every day. This will help him feel secure. It will help you cope too.</p>	<p>Routines gives children a sense of security and help them develop self-discipline.</p> <p>May depend on caregiver, mother may need to work during the day, in which case change message to 'Ask whoever is looking after your child to let her sleep, eat and play at around the same time...'</p>	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
	72	<p>Does your child do the same thing, repeatedly? This is because his</p>		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p>

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		memory isn't very good yet. Try to be patient, this is a phase!		WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. WHO Guideline (2011): Vitamin A supplementation for infants and children 6-59 months of age
	72	Vaccinations are one of the best medical inventions ever made! They can protect your child from many of life-threatening diseases.	Fit to local vaccination schedule - check the timings and the type of vaccinations given at this stage. These can vary widely in different countries. Many countries offer DTwPHibHepB at 18 months, measles 16-24 months, OPV 16-24 months.	
	72	Now is the time to take your child to the clinic for his next set of vaccines. These vaccines will protect him from serious diseases.		
*NEW	72	Your child may get frustrated and shout and scream. It's normal at this age. Stay calm. Hold him and talk quietly to him until he calms down	Tantrums are a normal part of development. They happen most between ages 1 and 3 years (AAP, 2015).	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu . Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/
17 months	73	Over the next few weeks your child may drop one of her daytime naps.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.

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		Give her a quiet time instead, with a cuddle and a song or story.		WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.
	73	Make sure all food you feed your child is fresh. If it smells or looks different, it may have spoiled. Spoiled food can cause sickness.	Diarrhoea remains the second leading cause of death among children under five globally. Nearly one in five child deaths – about 1.5 million each year – are due to diarrhoea. It kills more young children than AIDS, malaria and measles combined. (WHO/UNICEF 2011)	WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. WHO, Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/ UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html http://www.childcentre.co.uk/a1041009/under-cover
	73	Wash fruit and vegetables to remove dirt and germs. Wash them well before feeding them to your child.	It has been widely demonstrated that the private home setting is considered the first place in which foodborne diseases develop. This is due to poor personal and/or environmental hygiene with an increased risk of infection. (Langiano, E. 2011)	Langiano, E. 2011. Food safety at home: knowledge and practises of consumers. Journal of Public Health: 1-11. UNICEF. 2011. Water, Sanitation and Hygiene Annual Report 2010. WHO. 2000. Food borne disease: a focus for health education. WHO. 2003. Healthy Villages – A guide for communities and community health workers.
*NEW	73	Use a cardboard tube to make a trumpet, or a pot with a spoon to make a drum. Making music helps your child feel proud and happy.	Listening to music can help infants and toddlers with their brain development and increase their language skills. It's important to play instrumental or music with toddler-friendly lyrics at soft volumes, so that they can move to the music or begin to sing along. Playing games with music, such as clapping along to a song, can help toddlers develop coordination skills and learn how to interact with others. It is a good idea to listen to music with a beat and play games with your baby as you listen. (Center on Media and Child Health, Ages and Stages Tip Sheet)	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i> , 52(1), 88. Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i> , 11(5), e0155401. Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i> , 25(1), 56-70. Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play

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	74	If your child complains of pain while passing stools and if his stools are dry, hard and small, he may be constipated. Give him plenty of water.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p>
	74	If your child is constipated, feed him lots of clean water, fresh fruit juice, beans, lentils and pulses. They help to soften his stools.	A systematic review showed that the prevalence of childhood constipation in the general population ranged from 0.7% to 29.6% (van den Berg et al. 2006)	<p>WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition.</p> <p>van den Berg MM, MA Benninga and C Di Lorenzo (2006) ‘Epidemiology of childhood constipation: A systematic review’, <i>The American Journal of Gastroenterology</i> (2006) 101, 2401–2409; doi:10.1111/j.1572-0241.2006.00771.x</p>
	74	If your child’s constipation does not improve after a few days, take her to the clinic for medicine. Don’t give her any other medicine.	A systematic review showed that the prevalence of childhood constipation in the general population ranged from 0.7% to 29.6% (van den Berg et al. 2006)	

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*NEW	74	Is your child always running about? It is good for her to be active as long as it is safe. She will need more food to fuel all her activity.	Child-led free play (unstructured) physical activity allows children to explore their environments be creative and use their imaginations (Nemours Foundation, 2009).	Black MM et al. (2017) Early childhood development coming of age: science through the life course. <i>Lancet</i> . 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. <i>Lancet</i> . 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu . https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu . Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/
	75	Talk and sing to your child as much as you can. This will help him learn to talk. Encourage your family members to do the same.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition.
	75	Make time for your child during meal times. Quality time with the family helps your child enjoy mealtimes and be confident in the future.	Responsive feeding (RF) is the interaction between caregiver and child during feeding. Studies have found an association between caregiver feeding behaviours and the child's acceptance of food. WHO (2000) Complementary feeding.	

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	75	Ask your family members to help with chores so you have more time with your baby. Your baby learns from you and your family.		<p>WHO (2011) Guideline on vitamin A supplementation for infants and children 6-59 years of age. http://whqlibdoc.who.int/publications/2011/9789241501767_eng.pdf</p> <p>Griffiths M (1992) 'Improving young child feeding practices project; final report', The Manoff Group http://www.manoffgroup.com/TheManoffGroupNutritionfeb08.htm</p> <p>Griffiths M and Rosso JD (2007) Growth monitoring and the promotion of healthy young child growth: Evidence of effectiveness and potential to prevent malnutrition, The Manoff Group; http://www.manoffgroup.com/documents/GMP_UNICEF_Nov_1608.pdf</p> <p>http://www.unicef.org/nutrition/training/5.3.1/3.html</p> <p>http://www.iycn.org/2011/07/what-is-the-role-of-responsive-feeding-in-child-overnutrition/</p> <p>WHO (2012) Mid-upper arm circumference at age of routine infant vaccination to identify infants at elevated risk of death: a retrospective cohort study in the Gambia.</p> <p>WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf</p>
*NEW	75	Play a game of chase with your child. When you catch him, give him a big kiss and a hug. He'll build strength and stamina with this game.	Physical activity can be adult or child led; both are important. Adult-led (structured) physical activity tends to get children active at higher levels of intensity, whereas, child-led free play (unstructured) physical activity allows children to explore their environments be creative and use their imaginations (Nemours Foundation, 2009).	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-</p>

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	76	Sit in front of your child and make silly faces, like sticking your tongue out. This will make her laugh. She might even copy you!		WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i> . Updated 2015.
	76	Open the windows while cooking to let the smoke out of the house. Smoke in the house can harm your child's lungs and make her ill.	Pneumonia accounts for 14% of deaths for children under the age of 5. Pneumonia kills an estimated 1.2 million children under the age of five years every year – more than AIDS, malaria and tuberculosis combined. Pneumonia can be prevented by immunisation adequate nutrition, and environmental interventions, such as smoke reduction. (WHO factsheet on pneumonia)	WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health</i> . WHO (2013c) <i>Guideline: Updates on the management of severe acute malnutrition in infants and children</i> . Geneva: World Health Organization WHO (2013d) <i>Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition</i> . WHO(2014) <i>Revised WHO classification and treatment of childhood pneumonia at health facilities</i> http://www.who.int/mediacentre/factsheets/fs178/en/ http://www.who.int/mediacentre/factsheets/fs331/en/
	76	Keep your children in a room away from the kitchen area when you are	*NEW: The new WHO recommendation for treatment of pneumonia is Amoxicillin dispersible tablets, 250mg, 2 tablets twice a day for 5 days, available at the community level (WHO 2014)	Aboubaker S [WHO/HQ] (2013) <i>The integrated global action plan for the prevention and control of pneumonia and diarrhoea</i> , WHO/UNICEF; http://www.who.int/maternal_child_adolescent/news_events/news/2013/gappd_report_presentation.pdf

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		cooking. Cooking makes smoke, and breathing in smoke is harmful.	Please add this if this recommendation has been adopted in your target community.	UNICEF/WHO (2006), Pneumonia: The forgotten killer of children; http://whqlibdoc.who.int/publications/2006/9280640489_eng.pdf http://www.who.int/indoorair/interventions/en/ WHO, Solutions to the indoor air pollution problem: Indoor air thematic briefing; http://www.who.int/indoorair/publications/iabriefing3.pdf WHO Guideline (2011): Vitamin A supplementation for infants and children 6-59 months of age.
*NEW	76	When your child does something new, praise and encourage her. This will build her self-esteem and confidence to try new things.	Praise can be particularly beneficial to motivation when it is sincere, specific and encourages children to focus on mastering their skills (Henderlong and Lepper, 2002).	Akmatov M. K., (2008). Child abuse in 28 developing and transitional countries—results from the Multiple Indicator Cluster Surveys. <i>International Journal of Epidemiology</i> , 40(1): 219-227. https://academic.oup.com/ije/article/40/1/219/661252/Child-abuse-in-28-developing-and-transitional Center on the Developing Child (2013). <i>The Science of Neglect</i> (InBrief). https://developingchild.harvard.edu/resources/inbrief-the-science-of-neglect/ CPS (2004). Effective discipline for children. <i>Paediatr Child Health</i> , 9(1): 37-41. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2719514/ Durrant J. and Ensom R. (2012). Physical punishment of children: lessons from 20 years of research. <i>CMAJ</i> 184(12): 1373–1377. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3447048/ Henderlong J and Lepper M. R. (2002). The Effects of Praise on Children’s Intrinsic Motivation: A Review and Synthesis. <i>Psychological Bulletin</i> , 128 (5): 774-795. http://www.inner-cityarts.org/documents/resources/EffectsofPraiseonMotivationHenderlongLepper.pdf Lansford J. E. and Deater-Deckard K. (2012). Childrearing discipline and violence in developing countries. <i>Child Development</i> . http://cds.web.unc.edu/files/2015/08/Lansford-Deater-Deckard-2012.pdf NSPCC (2016). Positive parenting https://www.nspcc.org.uk/services-and-resources/research-and-resources/2016/positive-parenting/ RCPSYCH (2017). Good parenting: Information for parents, carers and anyone working with young people. https://www.rcpsych.ac.uk/healthadvice/parentsandyoungpeople/parents/carers/goodparenting.aspx

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	77	Wash your child's dirty clothes with soap and water and dry them well. Clean clothes will help protect him from infection.	Adjust timing of clinic visit to suit local conditions and recommendations. It has been widely demonstrated that the private home setting is considered the first place in which foodborne diseases develop. This is due to poor personal and/or environmental hygiene with an increased risk of infection. (Langiano, E. 2011)	WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition.
	77	Loose, watery stools are a sign of diarrhoea. Give him lots of breastmilk and clean water. Let him rest whenever he needs to.	Diarrhoea remains the second leading cause of death among children under five globally. Nearly one in five child deaths – about 1.5 million each year –are due to diarrhoea. It kills more young children than AIDS, malaria and measles combined. (WHO/UNICEF 2011) Handwashing interventions reduced the incidence of diarrhoeal diseases by 32% in low and middle income countries, and 39% in high income countries. (Ejemot et al. 2008)	WHO, Zinc supplementation in the management of diarrhoea. Last updated Aug 2016) WHO/UNICEF. Diarrhoea: why children are still dying and what can be done. 2009 Langiano, E. 2011. Food safety at home: knowledge and practises of consumers. Journal of Public Health: 1-11. UNICEF. 2011. Water, Sanitation and Hygiene Annual Report 2010. WHO. 2000. Food borne disease: a focus for health education. WHO. 2003. Healthy Villages – A guide for communities and community health Workers MOST. 2005. Diarrhoea Treatment Guidelines.
	77	If your child has diarrhoea, give him ORS made with clean water to restore the water he is losing. He also needs zinc for 10-14 days.	*NEW: Mothers, other caregivers and health workers should provide children with 20 mg per day of zinc supplementation for 10-14 days (10 mg per day for infants under the age of six months). Zinc supplementation has been shown to reduce the duration and severity of diarrhoea, and to prevent subsequent episodes (WHO, Zinc supplementation in the management of diarrhoea. Last updated Aug 2016)	
*NEW	77	Play a simple game of football with a pair of rolled up socks. It helps your child to improve his balance and coordination. And it's fun!	This message provides an idea of a simple game which can help improved the child's balance and coordination. If family has access to toys, use a medium-sized plastic ball as example	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. Developmental Psychology, 52(1), 88.

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18 months	78	Your child has plenty of energy. Chase her outside. Grab her and hug her when you catch her. Watch her laugh!		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.

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	78	Never leave your child alone near water. Small children can drown easily. If you do leave, make sure a responsible adult is watching her.	Data from studies conducted in South and East Asia show that drowning accounted for 90% of all injury deaths for children aged 1–4 years. (WHO/UNICEF. 2009. World report on child injury prevention)	WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. WHO/UNICEF. 2009. World report on child injury prevention. http://www.childcentre.co.uk/a1041078/catch-me-if-you-can
	78	Cover wells that your child could access. She could fall in and get injured or drown. Cover wells with anything that your child can't move.	Data from studies conducted in South and East Asia show that drowning accounted for 90% of all injury deaths for children aged 1–4 years. (WHO/UNICEF. 2009. World report on child injury prevention)	
*NEW	78	It is normal to feel sad sometimes. But if this feeling doesn't go away, ask for help. Speak to your family, a friend or a health worker.	Research in developing countries suggests that poor maternal mental health, in particular maternal depression, may be a risk factor for poor growth in young children (Surkan et al. 2011).	Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i> ; 20: 1019–40. Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics). Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i> ; 28: 696–702. Biddle JH, Ekkekakis P (2005) 'Physically active lifestyles and wellbeing'. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) <i>Mental capital through life Challenge Report</i> , (London: Foresight Mental Capital and Wellbeing Project, 2008) p20. Brenda et al. (2009). Perinatal Depression: Prevalence, Risks, and the Nutrition Link—A Review of the Literature. <i>Journal of American Dietetic Association</i> , 109(9), 1566-1575. http://www.sciencedirect.com/science/article/pii/S0002822309007688 Center on the Developing Child at Harvard University (2009). <i>Maternal Depression Can Undermine the Development of Young Children: Working Paper No. 8</i> . https://developingchild.harvard.edu/resources/maternal-depression-can-undermine-the-development-of-young-children/ Coon, J. Thompson et al. (2011) Does Participating in Physical Activity in Outdoor Natural Environments Have a Greater Effect on Physical and Mental Wellbeing than Physical Activity Indoors? A Systematic Review. <i>Environ. Sci. Technol.</i> , 2011, 45 (5), pp 1761–1772. DOI:

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	79	Is your child attached to a particular toy or object? This is normal. It helps your child to feel safe and secure.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition.</p> <p>WHO, Zinc supplementation in the management of diarrhoea.</p> <p>http://www.who.int/elena/titles/zinc_diarrhoea/en/</p> <p>UNICEF, Diarrhoea.</p> <p>http://www.unicef.org/health/index_43834.html</p> <p>WHO Guideline (2011): Vitamin A supplementation for infants and children 6-59 months of age</p>
	79	Take your child to the clinic this week for Vitamin A. It keeps your child's eyes healthy and protects him from illnesses like diarrhoea.	<p>*NEW: Measures to prevent childhood diarrhoeal episodes include promoting exclusive breastfeeding, raising vitamin A supplementation rates, improving hygiene, increasing the source of improved sources of drinking water and sanitation facilities, promoting zinc intake and immunization against rotavirus (Unicef)</p> <p>In settings where Vitamin A deficiency is a public health problem, Vitamin A supplementation is recommended in infants and children 6–59 months of age (administered every 4–6 months) as a public health intervention to reduce child morbidity and mortality. WHO Guideline (2011): Vitamin A supplementation for infants and children 6-59 months of age.</p> <p>Information about vitamin A helping to prevent diarrhoea (UNICEF) can act as a facilitator for behaviour change and can increase uptake of Vitamin A supplementation.</p>	
	79	If your child's feet are swollen, press them with your thumb. If the skin stays depressed when you lift your thumb, take him to the clinic.	<p>*NEW: Examining children for bilateral pitting edema is a criteria laid out by the WHO (2013 guidelines on management of severe acute malnutrition (SAM) in children to identify SAM. Infants and children who are 6–59 months of age and have a mid-upper arm circumference <115 mm, or have any degree of bilateral oedema, should be immediately referred for full assessment at a treatment</p>	

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*NEW	79	Show your child how to fill cups with sand or stones and empty them out again. It helps him learn how different materials move and behave.	<p>centre for the management of SAM. (WHO 2013c)</p> <p>This message provides the mother with a practical tip to help the child learn how different materials move and behave.</p> <p>Could also use water as an example if water is readily available</p>	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children’s expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children’s play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn’t Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children’s physically active play. <i>Journal of Science and Medicine in Sport</i>, 15(4), 334-340.</p> <p>Gabbiadini, A., Riva, P., Andrighetto, L., Volpato, C., & Bushman, B. J. (2016). Acting like a tough guy: violent-sexist video games, identification with game characters, masculine</p>

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	80	Make a ball of newspaper. Roll the ball to your child, and encourage her to roll it back to you. It helps her develop coordination skills.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. WHO(2014) Revised WHO classification and treatment of childhood pneumonia at health facilities http://www.childcentre.co.uk/a554836/games-to-play-with-your-one-year-old#section2 http://www.who.int/mediacentre/factsheets/fs178/en/ http://www.who.int/mediacentre/factsheets/fs331/en/ Aboubaker S [WHO/HQ] (2013) The integrated global action plan for the prevention and control of pneumonia and diarrhoea, WHO/UNICEF; http://www.who.int/maternal_child_adolescent/news_events/news/2013/gappd_report_presentation.pdf UNICEF/WHO (2006), Pneumonia: The forgotten killer of children; http://whqlibdoc.who.int/publications/2006/9280640489_eng.pdf http://www.who.int/indoorair/interventions/en/ WHO, Solutions to the indoor air pollution problem: Indoor air thematic briefing; http://www.who.int/indoorair/publications/iabriefing3.pdf WHO Guideline (2011): Vitamin A supplementation for infants and children 6-59 months of age.
	80	If you use wood to make cooking fires, dry it before you use it. This will minimise the amount of smoke that is made by cooking.	Pneumonia accounts for 14% of deaths for children under the age of 5. Pneumonia kills an estimated 1.2 million children under the age of five years every year – more than AIDS, malaria and tuberculosis combined. Pneumonia can be prevented by immunisation, adequate nutrition, and environmental interventions, such as smoke reduction. (WHO factsheet on pneumonia)	
	80	Soak your beans overnight before cooking them. This will make reduce cooking time and reduce the amount of smoke created by cooking.	<p>*NEW: The new WHO recommendation for treatment of pneumonia is Amoxicillin dispersible tablets, 250mg, 2 tablets twice a day for 5 days, available at the community level (WHO 2014)</p> <p>Please add this if this recommendation has been adopted in your target community.</p>	
*NEW	80	At mealtimes, count out spoonfuls or the vegetables on her plate. This will help her understand numbers, and prepare her for maths in school	<p>This message encourages the parent to introduce the idea of numbers to the child, and using everyday opportunities to count together early on.</p> <p>Depending on diet in your region, use specific examples where appropriate</p>	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children’s expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i> , 52(1), 88.

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	81	Your child is learning how to put 2 words together, such as "me want". Give him lots of praise! Each week he will learn new words.	<p>Replace with another message for areas with low HIV infection rates.</p> <p>For mothers with HIV, the recommended HIV test for their infant in at 6 weeks. If their child isn't HIV+, but</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p>

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			is still at risk, then it is recommended that they have HIV tests regularly. WHO/UNICEF	WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. WHO/UNICEF 2010. Policy requirements for HIV testing and counselling of infants and young children in health facilities. WHO (2010) WHO recommendations on the diagnosis of HIV infections in infants and children http://whqlibdoc.who.int/publications/2010/9789241599085_eng.pdf WHO (2012) Programmatic update, Use of antiretroviral drugs for treating pregnant women and preventing HIV infection in infants; http://www.who.int/hiv/PMTCT_update.pdf
	81	Take your child for an HIV test, if you feel he may be affected. Knowing early will help you give your child the best care possible.		
	81	Does your child have HIV? Make sure he takes ART and CPT medicine every day. Ask clinic staff if he needs other medicines as well.	*NEW: WHO recommends cotrimoxazole prophylaxis (CPT)(given daily) for HIV-infected and exposed children to prevent pneumonia. If a child is confirmed to be HIV positive, CPT needs to be administered until the child turns 5 years old (WHO 2013; WHO and UNICEF 2009)	
*NEW	81	Make drums by using empty containers, turned upside down. Beat them fast or slow, hard or gently. Rhythm develops your child's memory skills	Listening to music can help infants and toddlers with their brain development and increase their language skills. It's important to play instrumental or music with toddler-friendly lyrics at soft volumes, so that they can move to the music or begin to sing along. Playing games with music, such as clapping along to a song, can help toddlers develop coordination skills and learn how to interact with others. It is a good idea to listen to music with a beat and play games with your baby as you listen. (Center on Media and Child Health, Ages and Stages Tip Sheet).	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i> , 52(1), 88. Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i> , 11(5), e0155401. Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i> , 25(1), 56-70. Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for

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19 months	82	Turn old food containers or boxes into toys. Your child can stack them on top of each other. Make sure they're clean, with no sharp edges.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition.</p> <p>The Manoff Group 2007. Growth monitoring and the promotion of healthy young child growth: Evidence of effectiveness and potential to prevent malnutrition.</p> <p>WHO (2012) Mid-upper arm circumference at age of routine infant vaccination to identify infants at elevated risk of death: a retrospective cohort study in the Gambia.</p>
	82	Is your child heavier? It's because of all the wonderful food that you are feeding her. Carry on giving her lots of different foods.		
	82	You can tell your child is healthy if her weight steadily increases. If her weight is the same or reducing, seek advice at the clinic.	<p>*NEW: Examining children for bilateral pitting edema and measuring mid-upper arm circumference (MUAC) are criteria laid out by the WHO (2013) guidelines on management of severe acute malnutrition (SAM) in children to identify SAM. Infants and children who are 6–59 months of age and have a mid-upper arm circumference <115 mm, or have any degree of bilateral oedema, should be immediately referred for full assessment at a treatment centre for the management of SAM. (WHO 2013c)</p>	
*NEW	82	Give your child pegs and show her how to peg them onto a piece of cardboard.	This message provides an example of the exercise which increases dexterity skills which can help the child's pencil control and handwriting later on.	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/

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		<p>This will strengthen her fingers and prepare her for writing.</p>		<p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children’s expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children’s play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn’t Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children’s physically active play. <i>Journal of Science and Medicine in Sport</i>, 15(4), 334-340.</p> <p>Gabbiadini, A., Riva, P., Andrighetto, L., Volpato, C., & Bushman, B. J. (2016). Acting like a tough guy: violent-sexist video games, identification with game characters, masculine beliefs, & empathy for female violence victims. <i>PLoS One</i>, 11(4), e0152121.</p>

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				Zero to Three, Tips on Playing with Babies and Toddlers; https://www.zerotothree.org/resources/1081-tips-on-playing-with-babies-and-toddlers
	83	Does your child shout? Show him how to hold his finger to his lips and say 'shhh'. Play at whispering in his ear and let him whisper to you.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization
	83	Keep stored drinking water covered. This will protect it from animals, dust and dirty hands. Keep scoops and dippers clean too.	It has been widely demonstrated that the private home setting is considered the first place in which foodborne diseases develop. This is due to poor personal and/or environmental hygiene with an increased risk of infection. (Langiano, E. 2011)	WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. Alive& Thrive (2011) 'Trainee Handbook 4: Behavior change communication on infant and young child feeding in remote areas', Vietnam. http://aliveandthrive.org/sites/default/files/Trainee%20Handbook%204%20for%20Support%20Groups%2016.05.2012.pdf
	83	Keep your food and utensils covered. This will protect them from rats, mice, cockroaches, flies and dust.	It has been widely demonstrated that the private home setting is considered the first place in which foodborne diseases develop. This is due to poor personal and/or environmental hygiene with an increased risk of infection. (Langiano, E. 2011)	Langiano, E. 2011. Food safety at home: knowledge and practises of consumers. Journal of Public Health: 1-11. UNICEF. 2011. Water, Sanitation and Hygiene Annual Report 2010. WHO. 2000. Food borne disease: a focus for health education. WHO. 2003. Healthy Villages – A guide for communities and community health Workers.
*NEW	83	Take your child's hands and walk around in a circle singing a favourite song. At the end, sit quickly on the floor and see if he copies you!	Listening to music can help infants and toddlers with their brain development and increase their language skills. It's important to play instrumental or music with toddler-friendly lyrics at soft volumes, so that they can move to the music or begin to sing along. Playing games with music, such as clapping along to a song, can help toddlers develop coordination skills and learn how to interact with others. It is a good idea to listen to music with a beat and play games with your baby as you listen. (Center on Media and Child Health, Ages and Stages Tip Sheet)	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i> , 52(1), 88. Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i> , 11(5), e0155401. Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i> , 25(1), 56-70. Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-

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	84	Does your child have a blocked nose? It could make it hard for her to eat. Help her to gently blow her nose.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO(2014) Revised WHO classification and treatment of childhood pneumonia at health facilities</p> <p>WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition.</p>
	84	Keep your stoves clean all the time. After cooking, remove all remnants of food on the stove. This will minimise smoke when cooking.	<p>Pneumonia accounts for 14% of deaths for children under the age of 5.</p> <p>Pneumonia kills an estimated 1.2 million children under the age of five years every year – more than AIDS, malaria and tuberculosis combined.</p> <p>Pneumonia can be prevented by immunisation, adequate nutrition, and environmental interventions, such as smoke reduction. (WHO factsheet on pneumonia)</p>	

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			<p>*NEW: The new WHO recommendation for treatment of pneumonia is Amoxicillin dispersible tablets, 250mg, 2 tablets twice a day for 5 days, available at the community level (WHO 2014)</p> <p>Please add this if this recommendation has been adopted in your target community.</p>	<p>http://www.who.int/mediacentre/factsheets/fs178/en/ http://www.who.int/mediacentre/factsheets/fs331/en/ Aboubaker S [WHO/HQ] (2013) The integrated global action plan for the prevention and control of pneumonia and diarrhoea, WHO/UNICEF; http://www.who.int/maternal_child_adolescent/news_events/news/2013/gappd_report_presentation.pdf UNICEF/WHO (2006), Pneumonia: The forgotten killer of children; http://whqlibdoc.who.int/publications/2006/9280640489_eng.pdf http://www.who.int/indoorair/interventions/en/ WHO, Solutions to the indoor air pollution problem: Indoor air thematic briefing; http://www.who.int/indoorair/publications/iabriefing3.pdf WHO Guideline (2011): Vitamin A supplementation for infants and children 6-59 months of age.</p>
	84	Cover your cooking pots with a lid during cooking and afterwards. This will keep the heat in and make cooking faster.		
*NEW	84	If you see a puddle today, let your child jump in it and splash around. Jumping strengthens her muscles and helps her grow strong.	This message provides a practical tip on how to encourage the toddler to run and jump.	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for</p>

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	85	Your child's arm and leg muscles are strong enough for her to try to climb things. Let her climb safely on an armchair or some cushions.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition.</p> <p>WHO(2014) Revised WHO classification and treatment of childhood pneumonia at health facilities http://www.who.int/mediacentre/factsheets/fs178/en/ http://www.who.int/mediacentre/factsheets/fs331/en/</p> <p>Aboubaker S [WHO/HQ] (2013) The integrated global action plan for the prevention and control of pneumonia and diarrhoea, WHO/UNICEF; http://www.who.int/maternal_child_adolescent/news_events/news/2013/gappd_report_presentation.pdf</p> <p>UNICEF/WHO (2006), Pneumonia: The forgotten killer of children; http://whqlibdoc.who.int/publications/2006/9280640489_eng.pdf http://www.who.int/indoorair/interventions/en/</p>
	85	Cook in areas away from the rest of the family so they do not breathe in too much smoke. Breathing smoke can make your child ill.	<p>Pneumonia accounts for 14% of deaths for children under the age of 5.</p> <p>Pneumonia kills an estimated 1.2 million children under the age of five years every year – more than AIDS, malaria and tuberculosis combined.</p> <p>Pneumonia can be prevented by immunisation, adequate nutrition, and environmental interventions, such as smoke reduction. (WHO factsheet on pneumonia)</p>	
	85	Try to keep your cooking stove at waist height. This way you won't need to lean over the fire and breathe in smoke. Smoke can make you ill.	<p>*NEW: The new WHO recommendation for treatment of pneumonia is Amoxicillin dispersible tablets, 250mg, 2 tablets twice a day for 5 days, available at the community level (WHO 2014)</p> <p>Please add this if this recommendation has been adopted in your target community.</p>	

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				WHO, Solutions to the indoor air pollution problem: Indoor air thematic briefing; http://www.who.int/indoorair/publications/iabriefing3.pdf WHO Guideline (2011): Vitamin A supplementation for infants and children 6-59 months of age.
*NEW	85	Does your husband play with your child? Encourage him to spend time just playing with your child. It will help your family grow even closer.	<p>Fathers may play specific and important roles. Men in some cultures have a clearly defined role of playmate. Paternal play styles predict later socio-emotional development. Paternal involvement predicts adult adjustment better than maternal involvement (Lewis and Lamb 2003)</p> <p>In a prospective study, when fathers were more involved (caring, playing, communicating) in infancy, children had decreased mental health symptomatology at 9 years of age (Boyce 2006).</p> <p>In a nationally representative household sample, positive father involvement was accompanied by less child maladaptive behaviour (Chang et al. 2007)</p>	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
20 months	86	Jumping will help your child develop his coordination. Mark spots on the ground, and get your child to jump from one to the other.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition.</p> <p>http://www.unicef.org/nutrition/training/5.3.1/3.html</p> <p>http://www.iycn.org/2011/07/what-is-the-role-of-responsive-feeding-in-child-undernutrition/</p>
	86	Your child may enjoy using a spoon to eat. It may be messy at first, but it will help develop his hand control if you let him feed himself.		
	86	It can be tough feeding a child who refuses to eat. But be patient and keep	Responsive feeding (RF) is the interaction between caregiver and child during feeding. Studies have found	

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		trying. Talk to him gently as you feed him.	<p>an association between caregiver feeding behaviours and the child's acceptance of food.</p> <p>WHO (2000) Complementary feeding.</p>	<p>WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf</p>
*NEW	86	Make household chores fun. Ask your child to put items away in drawers or put rubbish in the bin. Helping you makes him feel happy and proud	<p>Making simple chores entertaining will allow the child to enjoy the task and make him happy and proud.</p>	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn't Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of</p>

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	87	Soon, your child may recognise when he needs to urinate. Praise him when he does this. This is a big step towards growing up!		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition.</p> <p>WHO/UNICEF. 2009. World report on child injury prevention.</p>
	87	Block access to areas of water, like wells and ponds. You could build a fence around your home. This will protect your child from drowning.	Data from studies conducted in South and East Asia show that drowning accounted for 90% of all injury deaths for children aged 1–4 years. WHO/UNICEF. 2009. World report on child injury prevention.	
	87	If your child was submerged in water, and was unconscious, take him to the clinic as fast as you can. In the meantime, keep him warm.	Data from studies conducted in South and East Asia show that drowning accounted for 90% of all injury deaths for children aged 1–4 years. WHO/UNICEF. 2009. World report on child injury prevention.	
*NEW	87	Play hide and seek. Your child will love to hide and to find you. Taking turns teaches patience and how to plan, both vital skills for life	This simple game teaches the child how to take turns.	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children’s expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p>

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				<p>emotional well-being. Child: Care, Health and Development, 39(5), 737-742.</p> <p>Jirout, J. J., & Newcombe, N. S. (2015). Building blocks for developing spatial skills: Evidence from a large, representative US sample. <i>Psychological Science</i>, 26(3), 302-310.</p> <p>Johnson, J. E., Ershler, J., & Lawton, J. T. (1982). Intellectual correlates of preschoolers' spontaneous play. <i>The Journal of General Psychology</i>, 106(1), 115-122.</p> <p>Kenneth R. Ginsburg (2007) The Importance of Play in Promoting Healthy Child Development and Maintaining Strong Parent-Child Bonds, <i>Pediatrics</i> 119(1) http://pediatrics.aappublications.org/content/119/1/182.short</p> <p>Kochanska, G., Kim, S., Boldt, L. J., & Nordling, J. K. (2013). Promoting toddlers' positive social-emotional outcomes in low-income families: A play-based experimental study. <i>Journal of Clinical Child & Adolescent Psychology</i>, 42(5), 700-712.</p> <p>Lenhart, A., Smith, A., Anderson, M., Duggan, M., & Perrin, A. (2015). Teens, technology and friendships: Videogames, social media and mobile phones play an integral role in how teens meet and interact with friends. Retrieved from http://www.pewinternet.org/files/2015/08/Teens-and-Friendships-FINAL2.pdf</p> <p>Lindsey, E. W. (2014). Physical activity play and preschool children's peer acceptance: Distinctions between rough-and-tumble and exercise play. <i>Early Education and Development</i>, 25(3), 277-294.</p> <p>Lindsey, E. W., & Colwell, M. J. (2013). Pretend and physical play: Links to preschoolers' affective social competence. <i>Merrill-Palmer Quarterly</i>, 59(3), 330-360.</p> <p>Litt, C. J. (1986). Theories of transitional object attachment: An overview. <i>International Journal of Behavioral Development</i>, 9(3), 383-399.</p> <p>Loprinzi, P. D., Schary, D. P., & Cardinal, B. J. (2013). Adherence to active play and electronic media guidelines in preschool children: gender and parental education considerations. <i>Maternal and Child Health Journal</i>, 17(1), 56-61.</p> <p>Loyd, S. Why Kids Need Their Dads. Retrieved from http://www.parenting.com/article/why-kids-need-their-dad</p> <p>Marcelo, A. K., & Yates, T. M. (2014). Prospective relations among preschoolers' play, coping, and adjustment as moderated by stressful events. <i>Journal of Applied Developmental Psychology</i>, 35(3), 223-233.</p>

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				<p>Neuman, S. B., & Roskos, K. (1992). Literacy objects as cultural tools: Effects on children's literacy behaviors in play. <i>Reading Research Quarterly</i>, 27(3), 203-225.</p> <p>O'Dwyer, M. V., Fairclough, S. J., Knowles, Z., & Stratton, G. (2012). Effect of a family focused active play intervention on sedentary time and physical activity in preschool children. <i>International Journal of Behavioral Nutrition and Physical Activity</i>, 9(1).</p> <p>Ostroff, W. L. (2014). "Don't just sit there ... pay attention!" (active learning in kindergarten). <i>Educational Leadership</i>, 72(2), 70-75.</p> <p>Parkes, A., Sweeting, H., Wight, D., & Henderson, M. (2013). Do television and electronic games predict children's psychosocial adjustment? Longitudinal research using the UK Millennium Cohort Study. <i>Archives of Disease in Childhood</i>, 1-8.</p> <p>Parsons, A., & Howe, N. (2013). "This Is Spiderman's Mask." "No, It's Green Goblin's": Shared meanings during boys' pretend play with superhero and generic toys. <i>Journal of Research in Childhood Education</i>, 27(2), 190-207.</p> <p>Peggy Ashbrook, Toys as Tools: Everyday Science Experiences; http://families.naeyc.org/learning-and-development/music-math-more/toys-tools-everyday-science-experiences</p> <p>Ramani, G. B., & Siegler, R. S. (2008). Promoting broad and stable improvements in low-income children's numerical knowledge through playing number board games. <i>Child Development</i>, 79(2), 375-394.</p> <p>Rosenberg, R. S., Baughman, S. L., & Bailenson, J. N. (2013). Virtual superheroes: Using superpowers in virtual reality to encourage prosocial behavior. <i>PLoS One</i>, 8(1), e55003.</p> <p>Staiano, A. E., & Calvert, S. L. (2011). Exergames for physical education courses: Physical, social, and cognitive benefits. <i>Child Development Perspectives</i>, 5(2), 93-98.</p> <p>Staiano, A. E., Abraham, A. A., & Calvert, S. L. (2013). Adolescent exergame play for weight loss and psychosocial improvement: a controlled physical activity intervention. <i>Obesity</i>, 21(3), 598-601.</p> <p>Taylor, M., Sachet, A. B., Maring, B. L., & Mannering, A. M. (2013). The assessment of elaborated role-play in young children: Invisible friends, personified objects, and pretend identities. <i>Social Development</i>, 22(1), 75-93.</p> <p>The Incredible Years, Program handouts, www.incredibleyears.com/.../basic-program-handouts-child-directed-play-2011.pdf</p>

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				<p>Tortolero, S. R., Peskin, M. F., Baumler, E. R., Cuccaro, P. M., Elliott, M. N., Davies, S. L., . . . Schuster, M. A. (2014). Daily violent video game playing and depression in preadolescent youth. <i>Cyberpsychology, Behavior, and Social Networking</i>, 17(9), 609-615.</p> <p>Vidoni, C., & Ward, P. (2009). Effects of fair play instruction on student social skills during a middle school sport education unit. <i>Physical Education and Sport Pedagogy</i>, 14(3), 285-310.</p> <p>Vlasta Gmitrová and Juraj Gmitrov (2004) The primacy of child-directed pretend play on cognitive competence in a mixed-age environment: possible interpretations. <i>Early Child Development and Care</i> 174(3): 267-279 http://www.tandfonline.com/doi/ref/10.1080/030044303200153589?scroll=top</p> <p>Wohlwend, K. E. (2015). One screen, many fingers: Young children’s collaborative literacy play with digital puppetry apps and touchscreen technologies. <i>Theory Into Practice</i>, 54(2), 154-162.</p> <p>Woolf, A. M. (2013). Social and emotional aspects of learning: teaching and learning or playing and becoming? <i>Pastoral Care in Education</i>, 31(1), 28-42.</p> <p>Zero to Three, Stages of Play From Birth to 6 Months: A Full-Body Experience! https://www.zerotothree.org/resources/312-stages-of-play-from-birth-to-6-months-a-full-body-experience</p> <p>Zero to Three, Tips on Playing with Babies and Toddlers; https://www.zerotothree.org/resources/1081-tips-on-playing-with-babies-and-toddlers</p>
	88	Your child understands the idea of ‘pretend’ now. Put a sock on your hand to make a puppet. Talk to her in a funny voice!		<p>WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i>. Updated 2015.</p> <p>WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health</i>.</p> <p>WHO (2013c) <i>Guideline: Updates on the management of severe acute malnutrition in infants and children</i>. Geneva: World Health Organization</p> <p>WHO (2013d) <i>Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition</i>.</p> <p>WHO/UNICEF. 2009. <i>World report on child injury prevention</i></p>
	88	Don’t store your cooking fuel in drinks bottles like Coca-Cola bottles. Your child may drink from it by mistake.	In a hospital-based study in four low-income and middle-income countries, only 2% of poisonings occurred in children under 1 year of age, compared with 54% in the 1–4-year age group. The physical appearance of a toxic substance plays a large part in its attractiveness to children. WHO/UNICEF. 2009.	
	88	Don't leave the handles of pots with hot liquid in facing outward. Your child		

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		may reach for the handle and tip the hot liquid onto her.		
*NEW	88	Draw a road on paper. Show your child how to drive a shoe or toy along it. It will develop his hand control which he needs for writing later	This message provides an example of an activity which can help the child improve his fine motor skills.	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn't Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children's physically active play. <i>Journal of Science and Medicine in Sport</i>, 15(4), 334-340.</p> <p>Gabbiadini, A., Riva, P., Andrighetto, L., Volpato, C., & Bushman, B. J. (2016). Acting like a tough guy: violent-sexist</p>

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	89	Your child will learn as many as ten new words each day. Help him by repeating the names of objects as you point to them.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO/UNICEF. 2009. World report on child injury prevention
	89	Hold your child's hand when crossing roads. This will stop your child from running across busy roads, and being run over.	Surveys in five Asian countries showed that road traffic injuries are the second leading cause of child mortality. In Bangladesh, road traffic injuries were the second most common cause of injury deaths in children aged 1–9 years. WHO/UNICEF. 2009.	
	89	Always watch over children playing outdoors near roads. Encourage your neighbours to do the same. This will prevent accidents.	Surveys in five Asian countries showed that road traffic injuries are the second leading cause of child mortality. In Bangladesh, road traffic injuries were the second most common cause of injury deaths in children aged 1–9 years. WHO/UNICEF. 2009.	
*NEW	89	Make sure your child gets a good night's sleep. About 12 hours is best. Sleep helps your child feel better and it helps his brain to develop	Sufficient sleep is important for development and lack of sleep affects the child's concentration, verbal creativity, abstract thinking and ability to learn (IHV, 2014).	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu . Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/

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				UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/
	90	Fever and frequent or infrequent urination are signs of an infection. If you see any of these signs in your child take her to the clinic.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization
	90	If your child has a bladder infection, she can get medicines at the clinic. Make sure she takes all her doses for the infection to clear.	Studies have shown a higher UTI prevalence of 8-35% in malnourished children. (WHO 2005)	WHO (2005) Urinary tract infections in infants and children in developing countries in the context of IMCI, http://whqlibdoc.who.int/hq/2005/WHO_FCH_CAH_05.11.pdf
	90	After she passes urine or stools, wipe your child's bottom from front to back. This will prevent germs from entering her bladder.		NHS. 2010. Urinary tract infection, children. NHS Choices, Health A-Z.
*NEW	90	Girls need just as much exercise as boys. So let your child run around, climb, throw and catch. She'll grow up strong and independent.	Child-led free play (unstructured) physical activity allows children to explore their environments be creative and use their imaginations (Nemours Foundation, 2009).	CARMMA, The Girl Child and Reproductive, Maternal, Newborn and Child Health (Policy Brief) http://www.carmma.org/resource/girl-child-and-reproductive-maternal-newborn-and-child-health-policy-brief Equality Now (2014) Protecting the girl child: Using the law to end child, early and forced marriage and related human rights violations. https://www.equalitynow.org/sites/default/files/Protecting_the_Girl_Child.pdf Fledderjohann J et al. (2014) Do Girls Have a Nutritional Disadvantage Compared with Boys? Statistical Models of Breastfeeding and Food Consumption Inequalities among Indian Siblings. PLoS One. 2014; 9(9): e107172. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4167551/ http://www.un.org/millenniumgoals/2014%20MDG%20report/MDG%202014%20English%20web.pdf Pillai VK and Jeyle Ortiz-Rodriguez (2015) Child Malnutrition and Gender Preference in India: The Role of Culture, Health Science Journal Vol. 9 No. 6:8

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				http://www.hsj.gr/medicine/child-malnutrition-and-gender-preference-in-india-the-role-of-culture.pdf The World Health Organization supports reducing pregnancy under the age of 20. See Adolescent Pregnancy Fact sheet N°364, May 2012, accessible at http://www.who.int/mediacentre/factsheets/fs364/en/ UN (2014) MDG report 2014 UN Women, The Beijing Platform for Action, “The Girl Child” http://beijing20.unwomen.org/en/in-focus/girl-child#facts UNFPA (2012), “Marrying Too Young, End Child Marriage,” p. 13, available at http://www.unfpa.org/webdav/site/global/shared/documents/publications/2012/MarryingTooYoung.pdf UNICEF, https://www.unicef.org/sowc07/docs/sowc07_panel_3_3.pdf
21 months	91	Encourage older siblings to play or feed your child. This will encourage them to protect and care for each other when they are older.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. FHI: 360. Center for Nutrition. Complementary Feeding. http://www.aednutritioncenter.org/results/complementary-feeding#_ftnref2 USAID/BASICS/ Ministry of Health, Louga, Senegal. (n.d.). Counselling Cards for Maternal and Neonatal Health. WHO. 2005. World Health Report: Make Every Mother and Child Count Farrell P, Sittlington N. 2011. The normal baby. In Fraser DM, Cooper MA. eds. Myles textbook for midwives. 15th ed. Edinburgh: Churchill Livingstone, 763-83 Alive & Thrive Ethiopia. Ethiopian Ministry of Health. Complementary Feeding.
	91	Is your child coughing a lot, and vomiting afterwards? Take her to the clinic. She may need medical treatment.	These signs of illness are common symptoms of: pneumonia, TB, whooping cough, meningitis and measles. The message alerts the mother to symptoms of illnesses that require medical treatment, so she can act fast during potential medical emergencies.	
	91	Ill children need extra care. Let her have plenty of rest, breastmilk, clean water and food. And lots of your love and affection too!		
*NEW	91	Show your child things that are big and small, or hard and soft. Understanding	This message encourages the mother to introduce the idea of the opposites which helps develop the child’s language skills.	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/

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		opposites helps her language skills develop.		<p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children’s expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children’s play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn’t Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children’s physically active play. <i>Journal of Science and Medicine in Sport</i>, 15(4), 334-340.</p> <p>Gabbiadini, A., Riva, P., Andrighetto, L., Volpato, C., & Bushman, B. J. (2016). Acting like a tough guy: violent-sexist video games, identification with game characters, masculine beliefs, & empathy for female violence victims. <i>PLoS One</i>, 11(4), e0152121.</p>

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				Zero to Three, Tips on Playing with Babies and Toddlers; https://www.zerotothree.org/resources/1081-tips-on-playing-with-babies-and-toddlers
	92	Teach your child how to wash his hands. Help him wet them and lather soap. Make sure he does this after using the toilet and before eating.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO/UNICEF. 2009. World report on child injury prevention.
	92	Check how safe your home is. Block access to balconies, or areas that your child could fall from. Make your home safe for your active child.	In most countries, falls are the most common type of childhood injury seen in emergency departments, accounting for between 25% and 52% of assessments. Falls are the second biggest cause of fatal injury for under-fives, after drowning. WHO/UNICEF. 2009.	
	92	Make a safe play area for your child. Remove any furniture with sharp corners, or anything she may be tempted to climb.	In most countries, falls are the most common type of childhood injury seen in emergency departments, accounting for between 25% and 52% of assessments. Falls are the second biggest cause of fatal injury for under-fives, after drowning. WHO/UNICEF. 2009.	
*NEW	92	Ask your child to find something and bring it to you. It's a big step for her to remember to do two things in the right order.	This message encourages the mother to set very simple tasks to the child so she can feel proud of her achievements.	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i> , 52(1), 88. Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i> , 11(5), e0155401. Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i> , 25(1), 56-70. Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century

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	93	This week, sing a song with your child. Choose something happy and fast. You could clap and dance too! Your child will love it.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>Langiano, E. 2011. Food safety at home: knowledge and practises of consumers. Journal of Public Health: 1-11.</p> <p>UNICEF. 2011. Water, Sanitation and Hygiene Annual Report 2010.</p> <p>WHO. 2000. Food borne disease: a focus for health education.</p> <p>WHO. 2003. Healthy Villages – A guide for communities and community health Workers.</p>
	93	Don't feed your child fizzy drinks, ice cream, tea, coffee, sweets and candies. They have no goodness in them and harm your child's growth.		
	93	Food that remains on plates can cause sickness. Wash plates, cups and cutlery well. If food sticks on plates, soak them in boiling water.	It has been widely demonstrated that the private home setting is considered the first place in which foodborne diseases develop. This is due to poor personal and/or environmental hygiene with an increased risk of infection. (Langiano, E. 2011)	
*NEW	93	Don't let anyone scare your child to make him sleep, eat or stop crying. Making sure he feels safe and secure is your most important job.	Adverse childhood experiences have impact on neurological, cognitive, emotional and social development, as well as physical health (Durrant J. and Ensom R., 2012).	<p>Akmatov M. K., (2008). Child abuse in 28 developing and transitional countries—results from the Multiple Indicator Cluster Surveys. International Journal of Epidemiology, 40(1): 219-227. https://academic.oup.com/ije/article/40/1/219/661252/Child-abuse-in-28-developing-and-transitional</p>

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	94	Bend down when you talk to your child, so she can see your face clearly. It helps her work out the words you are using.	Approximately 5.5 lives can be saved each year for every 1000 children protected with ITNs (Insecticide-Treated Nets). C. Lengeler 2004. 8% of deaths of children aged under five were caused by malaria in 2008. WHO 2008.	WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.

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	94	Sleep under an insecticide-treated mosquito net. Dip it in insecticide every 6 months. Malaria is passed by mosquitoes at night.	*NEW: WHO (2015) guidelines encourage the practice of using insecticide-treated nets to prevent malaria. Nets need to be dipped in insecticide every 6 months.	WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary. http://www.who.int/mediacentre/factsheets/fs094/en/ http://www.who.int/mediacentre/factsheets/fs094/en/ Welch K and Fuster M (2012) 'Barriers in access to insecticide treated bed nets for malaria prevention: An analysis of Cambodian DHS data', J Vector Borne Dis. 2012 Mar;49(1):1-7. http://www.ncbi.nlm.nih.gov/pubmed/22585235 Ree M et al. (2005) 'Use of insecticide-treated nets (ITNs) following a malaria education intervention in Piron, Mali: a control trial with systematic allocation of households', Malaria Journal, 4: 35. doi:10.1186/1475-2875-4-35 http://www.malariajournal.com/content/4/1/35 Sangaré LR, Weiss NS, Brentlinger PE, Richardson BA, Staedke SG, et al. (2012) Determinants of Use of Insecticide Treated Nets for the Prevention of Malaria in Pregnancy: Jinja, Uganda. PLoS ONE 7(6): e39712. doi:10.1371/journal.pone.0039712 http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0039712 WHO Global Malaria Programme, Position Statement on Insecticide-treated nets, http://www.who.int/malaria/publications/atoz/itnsospapefinal.pdf Isa AY and Nwobodo EL (2009) 'Awareness and utilization of insecticide-treated mosquito nets among pregnant mothers at a tertiary health institution in north-western Nigeria' Niger J Med. 2009 Apr-Jun;18(2):175-8. http://www.ncbi.nlm.nih.gov/pubmed/19630324 http://www.worldvision.org/resources.nsf/main/press-image/\$file/malaria-campaign.pdf
	94	Mosquitoes are attracted to still water. Pour away any unused containers or vases of water in and around your home.	*NEW: If your setting is in the Sahel sub-region, an area of highly seasonal malaria transmission, then mention that children aged between 3 and 59 months need to get prophylactic treatments (max 4 doses) every month during the transmission season. (WHO 2013; 2016)	
*NEW	94	If your child is naughty, don't shout or punish him. Pick him up, hold him firmly and explain. 'No we don't throw the ball indoors'	In many countries, calling the child derogatory names is accepted and practiced as a means of teaching the child right from wrong (Lansford and Deater-Deckard, 2012). Numerous studies have found that physical punishment increases the risk of broad and enduring negative developmental outcomes. Adverse childhood experiences have impact on neurological, cognitive, emotional and social development, as well as physical health (Durrant J. and Ensom R., 2012).	Akmatov M. K., (2008). Child abuse in 28 developing and transitional countries—results from the Multiple Indicator Cluster Surveys. International Journal of Epidemiology, 40(1): 219-227. https://academic.oup.com/ije/article/40/1/219/661252/Child-abuse-in-28-developing-and-transitional Center on the Developing Child (2013). <i>The Science of Neglect</i> (InBrief). https://developingchild.harvard.edu/resources/inbrief-the-science-of-neglect/

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	95	You may wish to stop breastfeeding your child, but your child needs your breastmilk at least until he is 2. Keep breastfeeding your child.	<p>WHO advice on stopping breastfeeding:</p> <p>By the third year, a child will be able to eat family foods easily and the risk of illness and malnutrition will be less. So breastfeeding can be stopped gradually. A child may still want to breastfeed occasionally, for example if tired, upset or sick. (WHO 2003)</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO (2003) Guiding principles for complementary feeding of the breastfed child http://whqlibdoc.who.int/paho/2003/a85622.pdf http://whqlibdoc.who.int/publications/2011/9789241501767_eng.pdf</p>

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	95	If you plan to stop breastfeeding your child, reduce the number of feeds slowly, over a few months. Stopping suddenly will upset your child.		<p>The Manoff Group, feeding practices http://www.manoffgroup.com/TheManoffGroupNutritionfeb08.htm Griffiths M (1992) 'Improving young child feeding practices project; final report', The Manoff Group</p>
	95	Let your child breastfeed if he is ill even if he's stopped breastfeeding. This is because your milk comforts him and helps him recover.		
*NEW	95	Around now your child will need less sleep. He may still need a short daytime nap. Keep a regular bedtime routine to help him settle to sleep	Nighttime settling difficulties occur in about 25% of young children and are associated with attentional, behavioral, and emotional problems (LeBourgeois et al, 2013).	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu. Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/</p>
22 months	96	Your child can draw lines and circles with a stick in the sand. Draw together. It will help him learn how to write when he is older.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p>
	96	Worms are picked up from the ground and make your child ill. Thick socks or	Soil-transmitted helminths – which include roundworms, whipworms and hookworms are among	

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		shoes will help protect your child when he plays outside.	<p>the most common causes of infection in people who live in the developing world, affecting mainly school-age children.</p> <p>WHO recommendation: Periodic drug treatment (deworming) to all children living in endemic areas (once a year when the prevalence of soil-transmitted helminth infections in the community is over 20%, and twice a year when the prevalence of soil-transmitted helminth infections in the community is over 50%). (WHO 2002)</p> <p>Find out what the deworming recommendation in your community is – once a year or twice a year?</p>	WHO 2002. Helminth control in school-age children. WHO/UNICEF 2004. How to add deworming to vitamin A distribution.
	96	Put your child on a blanket on the floor to keep him away from dirt and germs. Make sure he cannot reach anything that will harm him.		
*NEW	96	Always let your child come to you for cuddles and kisses. Even your independent child needs reassurance from her favourite person, you!	A study by Maselko et al (2010) showed that High levels of maternal affection during early childhood were associated with significantly lower levels of distress in adult offspring.	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-</p>

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	97	Give your child lots of praise when she attempts something new. Your praise will encourage her to keep trying. She wants to impress you!		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. FHI: 360. Center for Nutrition. Complementary Feeding. http://www.aednutritioncenter.org/results/complementary-feeding#_ftnref2 Alive & Thrive Ethiopia. Ethiopian Ministry of Health. Complementary Feeding. WHO, Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/ UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html
	97	You can breastfeed your child if she is ill, even if she is eating food. Breastmilk helps a sick child recover.	Reduced feeding during illness is a common problem. Alive & Thrive recommends that the child is given simple foods like porridge. Even if the child has diarrhoea, it is better for him or her to keep eating. This will help to maintain nutrient intake, avoid weight loss, and enhance recovery. Alive & Thrive Ethiopia.	
	97	If your child is ill and refuses to eat, try giving her the foods she likes in small amounts every 2 hours. This will help her get better.	Reduced feeding during illness is a common problem. Alive & Thrive recommends that the child is given simple foods like porridge. Even if the child has diarrhoea, it is better for him or her to keep eating. This will help to maintain nutrient intake, avoid weight loss, and enhance recovery. Alive & Thrive Ethiopia.	
*NEW	97	Eat together with your family. Sharing food and stories helps your child feel safe and loved. And talking together helps her learn new words	Eating meals together can strengthen family bonds by providing a daily time for the whole family to be together. For younger children, routine family meals can provide a sense of security and a feeling of belonging in the family (Forthun, 2008).	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief).

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	98	Does your child enjoy emptying bags and boxes? This is frustrating, but he is learning that small objects can fit inside larger objects.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO/UNICEF. 2009. World report on child injury prevention. http://www.childcentre.co.uk/a556913/filling-and-emptying</p>
	98	Never leave your child alone in places where he could fall and get hurt. This includes balconies, window ledges, roof tops and stairways.	In most countries, falls are the most common type of childhood injury seen in emergency departments, accounting for between 25% and 52% of assessments. Falls are the second biggest cause of fatal injury for under-fives, after drowning. WHO/UNICEF. 2009.	
	98	Does your child sleep on a raised bed? Place cushions on the floor next to the bed. This way, he won't be injured if he falls out of bed.	In most countries, falls are the most common type of childhood injury seen in emergency departments, accounting for between 25% and 52% of assessments. Falls are the second biggest cause of fatal injury for under-fives, after drowning. WHO/UNICEF. 2009.	
*NEW	98	Be patient if your child dawdles. Looking at things that interest him, such as twigs, stones or animals, helps him understand the world.	This message encourages the mother help the child learn about the world around him.	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88. Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p>

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	99	If you and your partner have disagreements, try not to let your child know. It could upset him.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO/UNICEF. 2009. World report on child injury prevention</p>
	99	Remove sharp objects, detergents or medicine from the floor or where your child plays. Your child will be curious and play with anything.	In a hospital-based study in four low-income and middle-income countries, only 2% of poisonings occurred in children under 1 year of age, compared with 54% in the 1–4-year age group. The physical	

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	99	If your child gets a cut, wash it well to prevent infection. Then rub in some antiseptic cream. You can get antiseptic cream at the clinic.	appearance of a toxic substance plays a large part in its attractiveness to children. WHO/UNICEF. 2009.	
*NEW	99	Frustration, tiredness or hunger can cause a temper tantrum. It's scary for him to lose control. Stay calm so he knows he is safe with you.	Tantrums are a normal part of development. They happen most between ages 1 and 3 years (AAP, 2015).	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p>

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				UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/
23 months	100	Your child may nap less often now. She is growing up! She's still growing fast though, so let her sleep whenever she needs to.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization Griffiths M and Rosso JD (2007) Growth monitoring and the promotion of healthy young child growth: Evidence of effectiveness and potential to prevent malnutrition, The Manoff Group; http://www.manoffgroup.com/documents/GMP_UNICEF_Nov_1608.pdf http://www.childcentre.co.uk/a5182/your-childs-development-25-to-26-months NHS 2011a. Dehydration. NHS Choices, Health A-Z. www.nhs.uk [Accessed March 2013] NHS. 2011b. How can I keep my baby safe during hot weather? NHS Choices, Medical Advice. www.nhs.uk [Accessed March 2013]
	100	On hot days, dress your child in loose cotton clothes. If she seems warm, loosen her clothes, or remove a layer.		
	100	Protect your child from dehydration. Give her lots of clean water and dress her in loose cotton clothes. Try to keep her in the shade.	Babies and infants are particularly at risk of becoming dehydrated because they have a low body weight and are sensitive to even small amounts of fluid loss. NHS.	
*NEW	100	Your baby's hands are getting stronger and she will be able to twist and turn things now. That's important when she starts to draw and write	This message provides an example of an activity which can help the child improve his fine motor skills.	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i> , 52(1), 88. Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i> , 11(5), e0155401. Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i> , 25(1), 56-70. Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the

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	101	Make tidying a game! Not only will it help your child learn to grasp, but it will help you too! Give him lots of praise afterwards.		<p>WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i>. Updated 2015.</p> <p>WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health</i>.</p> <p>WHO (2013c) <i>Guideline: Updates on the management of severe acute malnutrition in infants and children</i>. Geneva: World Health Organization</p> <p>WHO/UNICEF. 2009. <i>World report on child injury prevention</i></p>
	101	Does your child sleep on a raised bed? Put cushions on the floor next to the bed. Now he won't get hurt if he rolls out!	In most countries, falls are the most common type of childhood injury seen in emergency departments, accounting for between 25% and 52% of assessments. Falls are the second biggest cause of fatal injury for under-fives, after drowning. WHO/UNICEF. 2009.	
	101	If your child hits his head, and is bleeding, dizzy or disorientated, take him to the clinic. He may need medical treatment.		

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*NEW	101	Play desert island! Pretend the floor is the sea and cushions are islands. Show your child how to hop and jump from one island to the next.	This message provides an example of an activity which can help the child improve his fine motor skills.	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children’s expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children’s play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn’t Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children’s physically active play. <i>Journal of Science and Medicine in Sport</i>, 15(4), 334-340.</p> <p>Gabbiadini, A., Riva, P., Andrighetto, L., Volpato, C., & Bushman, B. J. (2016). Acting like a tough guy: violent-sexist video games, identification with game characters, masculine</p>

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				<p>beliefs, & empathy for female violence victims. PLoS One, 11(4), e0152121.</p> <p>Ginsburg, K. R. (2007). The importance of play in promoting healthy child development and maintaining strong parent-child bonds. <i>Pediatrics</i>, 119(1), 182-191.</p> <p>Hoffmann, J. D., & Russ, S. W. (2016). Fostering pretend play skills and creativity in elementary school girls: A group play intervention. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 10(1), 114.</p> <p>Hoffmann, J., & Russ, S. (2012). Pretend play, creativity, and emotion regulation in children. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 6(2), 175.</p> <p>Holmes, R. M., Romeo, L., Ciraola, S., & Grushko, M. (2015). The relationship between creativity, social play, and children's language abilities. <i>Early Child Development and Care</i>, 185(7), 1180-1197.</p> <p>Honeyford, M. A., & Boyd, K. (2015). Learning through play. <i>Journal of Adolescent & Adult Literacy</i>, 59(1), 63-73.</p> <p>Howard, J., & McInnes, K. (2013). The impact of children's perception of an activity as play rather than not play on emotional well-being. <i>Child: Care, Health and Development</i>, 39(5), 737-742.</p> <p>Jirout, J. J., & Newcombe, N. S. (2015). Building blocks for developing spatial skills: Evidence from a large, representative US sample. <i>Psychological Science</i>, 26(3), 302-310.</p> <p>Johnson, J. E., Ershler, J., & Lawton, J. T. (1982). Intellectual correlates of preschoolers' spontaneous play. <i>The Journal of General Psychology</i>, 106(1), 115-122.</p> <p>Kenneth R. Ginsburg (2007) The Importance of Play in Promoting Healthy Child Development and Maintaining Strong Parent-Child Bonds, <i>Pediatrics</i> 119(1) http://pediatrics.aappublications.org/content/119/1/182.short</p> <p>Kochanska, G., Kim, S., Boldt, L. J., & Nordling, J. K. (2013). Promoting toddlers' positive social-emotional outcomes in low-income families: A play-based experimental study. <i>Journal of Clinical Child & Adolescent Psychology</i>, 42(5), 700-712.</p> <p>Lenhart, A., Smith, A., Anderson, M., Duggan, M., & Perrin, A. (2015). Teens, technology and friendships: Videogames, social media and mobile phones play an integral role in how teens meet and interact with friends. Retrieved from http://www.pewinternet.org/files/2015/08/Teens-and-Friendships-FINAL2.pdf</p>

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				<p>Ramani, G. B., & Siegler, R. S. (2008). Promoting broad and stable improvements in low-income children’s numerical knowledge through playing number board games. <i>Child Development</i>, 79(2), 375-394.</p> <p>Rosenberg, R. S., Baughman, S. L., & Bailenson, J. N. (2013). Virtual superheroes: Using superpowers in virtual reality to encourage prosocial behavior. <i>PLoS One</i>, 8(1), e55003.</p> <p>Staiano, A. E., & Calvert, S. L. (2011). Exergames for physical education courses: Physical, social, and cognitive benefits. <i>Child Development Perspectives</i>, 5(2), 93-98.</p> <p>Staiano, A. E., Abraham, A. A., & Calvert, S. L. (2013). Adolescent exergame play for weight loss and psychosocial improvement: a controlled physical activity intervention. <i>Obesity</i>, 21(3), 598-601.</p> <p>Taylor, M., Sachet, A. B., Maring, B. L., & Mannering, A. M. (2013). The assessment of elaborated role-play in young children: Invisible friends, personified objects, and pretend identities. <i>Social Development</i>, 22(1), 75-93.</p> <p>The Incredible Years, Program handouts, www.incredibleyears.com/.../basic-program-handouts-child-directed-play-2011.pdf</p> <p>Tortolero, S. R., Peskin, M. F., Baumler, E. R., Cuccaro, P. M., Elliott, M. N., Davies, S. L., . . . Schuster, M. A. (2014). Daily violent video game playing and depression in preadolescent youth. <i>Cyberpsychology, Behavior, and Social Networking</i>, 17(9), 609-615.</p> <p>Vidoni, C., & Ward, P. (2009). Effects of fair play instruction on student social skills during a middle school sport education unit. <i>Physical Education and Sport Pedagogy</i>, 14(3), 285-310.</p> <p>Vlasta Gmitrová and Juraj Gmitrov (2004) The primacy of child-directed pretend play on cognitive competence in a mixed-age environment: possible interpretations. <i>Early Child Development and Care</i> 174(3): 267-279 http://www.tandfonline.com/doi/ref/10.1080/030044303200153589?scroll=top</p> <p>Wohlwend, K. E. (2015). One screen, many fingers: Young children’s collaborative literacy play with digital puppetry apps and touchscreen technologies. <i>Theory Into Practice</i>, 54(2), 154-162.</p> <p>Woolf, A. M. (2013). Social and emotional aspects of learning: teaching and learning or playing and becoming? <i>Pastoral Care in Education</i>, 31(1), 28-42.</p> <p>Zero to Three, Stages of Play From Birth to 6 Months: A Full-Body Experience!</p>

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				https://www.zerotothree.org/resources/312-stages-of-play-from-birth-to-6-months-a-full-body-experience Zero to Three, Tips on Playing with Babies and Toddlers; https://www.zerotothree.org/resources/1081-tips-on-playing-with-babies-and-toddlers
	102	Your child can understand opposites now, like big and small. Make finding opposites a game. It will help when she starts to learn numbers.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition. Alive and Thrive Ethiopia. Ethiopian Ministry of Health. Complementary feeding of children NICE. 2007. Fever in children younger than five years. National Institute of Health and Clinical Excellence. NICE Clinical Guideline 47.
	102	If your child's forehead, chest or back feel hot, bathe her in cool water. Give her plenty of breastmilk or boiled water.	After illness, the child should be encouraged to eat more to make up for nutrient losses during the illness and allow for catch-up growth. This prevents growth stunting. Extra food is needed until the child has regained weight lost and is growing well again. Alive & Thrive Ethiopia. If chlorine tablets are used to purify water in your area, please include information on where one can get them from, and how to use them.	
	102	If your child has a fever that lasts more than a day, take her to the clinic. Staff there can help.		
*NEW	102	Tell your child the story of her day. "We had breakfast, then we went shopping..." This helps her understand how one thing follows the next.	This message explains how to help the child understand order and how one thing follows the next.	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614

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				<p>Britto PR (2017) Nurturing care: promoting early childhood development. <i>Lancet</i>. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
	103	Your child looks less like a baby now. He's upright, active, taller and slimmer. He should still be eating well and gaining weight.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO Guideline (2011): Vitamin A supplementation for infants and children 6-59 months of age</p>
	103	Next week take your child to the clinic for his Vitamin A drops again. These will help to keep him protected against many illnesses.	In settings where vitamin A deficiency is a public health problem, vitamin A supplementation is recommended in infants and children 6–59 months of age (administered every 4–6 months) as a public health intervention to reduce child morbidity and mortality. WHO Guideline (2011): Vitamin A supplementation for infants and children 6-59 months of age.	
	103	Vitamin A drops are put into your child's mouth. It's easy and safe. They protect him from illness. Your child needs them every 6 months.	In settings where vitamin A deficiency is a public health problem, vitamin A supplementation is recommended in infants and children 6–59 months of age (administered every 4–6 months) as a public health intervention to reduce child morbidity and mortality. WHO Guideline (2011): Vitamin A supplementation for infants and children 6-59 months of age.	

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*NEW	103	Let your child make shapes with a bit of bread mix or pastry. It will help him develop hand control. He will need it when he begins to write	This message provides an example of the exercise which increases dexterity skills which can help the child's pencil control and handwriting later on.	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn't Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of</p>

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Section 2: SMS Messages Months 24-36

Month	Week	SMS message	Partner notes	References
24	104	Congratulations. Your child is 2! You've looked after him well. Over the next year keep him well and see that he gets all his vaccinations.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO (2013d) WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition.</p> <p>WHO (2003) Guiding principles for complementary feeding of the breastfed child http://whqlibdoc.who.int/paho/2003/a85622.pdf</p> <p>Black et al. (2008) Maternal and child undernutrition: global and regional exposures and health consequences, <i>The Lancet</i> series on maternal and child undernutrition 1. DOI:10.1016/S0140- 6736(07)61690-0</p> <p>WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf</p> <p>Alive& Thrive (2011) 'Trainee Handbook 4: Behavior change communication on infant and young child feeding in remote areas', Vietnam. http://aliveandthrive.org/sites/default/files/Trainee%20Handbook%204%20for%20Support%20Groups%2016.05.2012.pdf</p> <p>WHO (2011) Guideline on vitamin A supplementation for infants and children 6-59 years of age.</p>
	104	By now, your child will be getting most of his nutrition from family foods. He may still sometimes suckle for comfort or when he is ill.	<p>Socioeconomic deprivation is associated with unhealthy living conditions and insufficient nutrient intake which affect linear growth</p> <p>Child undernutrition is the reason for 35% of the disease burden in children younger than 5 years. (Black et al. 2008)</p> <p><i>Common forms of malnutrition:</i></p> <ul style="list-style-type: none"> • Protein-energy malnutrition • Vitamin A deficiency • Zinc deficiency • Iron deficiency • Iodine deficiency <p>WHO (2013d)</p>	
	104	If your child is ill, feed him often. Food and milk will help him get better sooner. Gently encourage him to eat, even if he refuses.		

				<p>http://whqlibdoc.who.int/publications/2011/9789241501767_eng.pdf</p> <p>The Manoff Group, feeding practices http://www.manoffgroup.com/TheManoffGroupNutritionfeb08.htm</p> <p>Griffiths M (1992) 'Improving young child feeding practices project; final report', The Manoff Group</p>
*NEW	104	Help your child string coloured beads together. This will help him understand patterns, which will help him learn about numbers later on.	Encouraging a child's understanding of patterns contributes to their counting strategy development, problem solving, generalizations about number combinations, and algebraic thinking (Copley, 2000).	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn't Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p>

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	105	Your child is learning lots of new words! It's normal for her words to be unclear at first. The more you talk to her the more she will learn.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO (2003) Guiding principles for complementary feeding of the breastfed child http://whqlibdoc.who.int/paho/2003/a85622.pdf</p> <p>WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition.</p> <p>WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf</p> <p>Alive& Thrive (2011) 'Trainee Handbook 4: Behavior change communication on infant and young child feeding in remote areas', Vietnam. http://aliveandthrive.org/sites/default/files/Trainee%20Handbook%204%20for%20Support%20Groups%2016.05.2012.pdf</p> <p>WHO (2011) Guideline on vitamin A supplementation for infants and children 6-59 years of age. http://whqlibdoc.who.int/publications/2011/9789241501767_eng.pdf</p> <p>The Manoff Group, feeding practices http://www.manoffgroup.com/TheManoffGroupNutritionfeb08.htm</p> <p>Griffiths M (1992) 'Improving young child feeding practices project; final report', The Manoff Group</p>
	105	Your child needs 4 meals a day. She also needs two snacks like fruit, eggs, bread or yoghurt. Don't give her sweets or fizzy drinks.	<p>Please replace these food options with local food options.</p> <p>WHO advice on complementary feeding: Other foods must be eaten with the staple to fill the energy and nutrient gaps. The types of foods that fill the gaps best are:</p> <ul style="list-style-type: none"> - pulses (such as peas, beans, and groundnuts) and oil seeds (such as sesame seeds) - foods from animals - dark-green leaves and orange-coloured fruits and vegetables - oils, fats and sugars. <p>Good snack options:</p> <ul style="list-style-type: none"> - mashed ripe banana, paw-paw, avocado, mango and other fruits - yoghurt, milk, puddings made with milk - bread or chapati with butter, margarine, groundnut paste (peanut butter) or honey - biscuits, crackers - beancakes - cooked potatoes. <p>Poor value snacks - low in nutrients + rots teeth</p> <ul style="list-style-type: none"> - fizzy drinks (sodas) - ice lollipops - sweets/candies. <p>WHO (2000)</p>	

	105	If you've chosen to stop breastfeeding, do it gradually. Stopping suddenly will make your child very upset.	The WHO recommendation is to breastfeed until the child is 2. If the mother chooses to stop breastfeeding after the child turns 2, she needs to do so gradually. (WHO 2013d)	
*NEW	105	Your child is eager to learn! You can be her teacher. Play games and help her to use her brain. This will give her a good start at school.	As children play, they develop critical cognitive, emotional, social, and physical skills. Play even contributes to proper brain development (Shonkoff and Phillips, 2000).	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn't Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children's physically active play. <i>Journal of Science and Medicine in Sport</i>, 15(4), 334-340.</p>

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				Zero to Three, Tips on Playing with Babies and Toddlers; https://www.zerotothree.org/resources/1081-tips-on-playing-with-babies-and-toddlers
	106	You can still breastfeed your child when he's ill. Your breastmilk is still good and won't harm your child, even if you become pregnant.	WHO advice on stopping breastfeeding: By the third year, a child will be able to eat family foods easily and the risk of illness and malnutrition will be less. So breastfeeding can be stopped gradually. A child may still want to breastfeed occasionally, for example if tired, upset or sick. (WHO, 2000) Adapt if not culturally acceptable to breastfeed while pregnant.	WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2003) Guiding principles for complementary feeding of the breastfed child http://whqlibdoc.who.int/paho/2003/a85622.pdf WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf Alive& Thrive (2011) 'Trainee Handbook 4: Behavior change communication on infant and young child feeding in remote areas' , Vietnam. http://aliveandthrive.org/sites/default/files/Trainee%20Handbook%204%20for%20Support%20Groups%2016.05.2012.pdf WHO (2011) Guideline on vitamin A supplementation for infants and children 6-59 years of age. http://whqlibdoc.who.int/publications/2011/9789241501767_eng.pdf The Manoff Group, feeding practices http://www.manoffgroup.com/TheManoffGroupNutritionfeb08.htm Griffiths M (1992) 'Improving young child feeding practices project; final report', The Manoff Group
	106	If your child has a stuffy nose, clear his nose before feeding him. This will make easier for him to eat.	WHO advice on complementary feeding: - Make the child comfortable before feeding, for example by clearing a stuffy nose - Give soft foods, especially if the mouth or throat is sore WHO (2000)	
	106	If your child's throat and mouth are sore, feed him soft foods and extra fluids. He needs to keep feeding to get better.	WHO advice on complementary feeding: - Make the child comfortable before feeding, for example by clearing a stuffy nose - Give soft foods, especially if the mouth or throat is sore WHO (2000)	
*NEW	106	When you cook, give your child pots and spoons so he can pretend to mix foods alongside you. He'll learn skillful movements from you.	This message provides an example of an activity which helps the child develop his fine motor skills.	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i> , 52(1), 88. Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i> , 11(5), e0155401. Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic

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	107	Praise your child's good behaviour, instead of punishing bad behaviour. This is a better way to teach your child rules and discipline.		<p>WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i>. Updated 2015.</p> <p>WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health</i>.</p> <p>WHO (2013c) <i>Guideline: Updates on the management of severe acute malnutrition in infants and children</i>. Geneva: World Health Organization</p> <p>WHO (2013d) <i>Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition</i>.</p>
	107	As your child grows, she will slowly need bigger portions. Watch her closely at mealtimes so you can understand if she wants more.	Children need more food as they grow to prevent under-nutrition and stunting.	
	107	Keep giving your child a variety of foods - cereals, pulses, meat, fish and	Please replace these food options with local food options.	

		lots of green + orange vegetables - for the nutrients she needs.	<p><i>WHO advice on complementary feeding:</i> Other foods must be eaten with the staple to fill the energy and nutrient gaps. The types of foods that fill the gaps best are:</p> <ul style="list-style-type: none"> - pulses (such as peas, beans, and groundnuts) and oil seeds (such as sesame seeds) - foods from animals - dark-green leaves and orange-coloured fruits and vegetables - oils, fats and sugars. <p>(WHO, 2000)</p>	<p>WHO (2003) Guiding principles for complementary feeding of the breastfed child http://whqlibdoc.who.int/paho/2003/a85622.pdf WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf Alive& Thrive (2011) 'Trainee Handbook 4: Behavior change communication on infant and young child feeding in remote areas', Vietnam. http://aliveandthrive.org/sites/default/files/Trainee%20Handbook%204%20for%20Support%20Groups%2016.05.2012.pdf WHO (2011) Guideline on vitamin A supplementation for infants and children 6-59 years of age. http://whqlibdoc.who.int/publications/2011/9789241501767_eng.pdf The Manoff Group, feeding practices http://www.manoffgroup.com/TheManoffGroupNutritionFeb08.htm Griffiths M (1992) 'Improving young child feeding practices project; final report', The Manoff Group</p>
*NEW	107	Throw a ball to your child and ask her to throw it back. She'll see that the game only works if she joins in. It teaches her to co-operate.	<p>This message provides an example of a game which teaches child to cooperate.</p> <p>If no ball available, it's possible to use screwed-up paper to make a ball</p>	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88. Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401. Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70. Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p>

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25	108	If your child hears you say 'please' and 'thank you', he will gradually copy you. Remind him gently and praise him when he remembers.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p>
	108	Talk to other mothers and share your experiences with them. Other mothers are a great source of information for tips on raising your child.		
	108	As a mother, you will know when something is wrong with your child. Trust your intuition and go to the clinic for help.	In many cultures women lack empowerment and we have included this message to try to support women who wish to take an ill child to the clinic. Adjust as you see fit for the culture you are working in.	
*NEW	108	Praise your child when she's good. You could say "Thank you for waiting patiently when I filled the bucket" so she knows why she's been good	Praise can be particularly beneficial to motivation when it is sincere, specific and encourages children to focus on mastering their skills (Henderlong and Lepper, 2002).	<p>Akmatov M. K., (2008). Child abuse in 28 developing and transitional countries—results from the Multiple Indicator Cluster Surveys. <i>International Journal of Epidemiology</i>, 40(1): 219-227. https://academic.oup.com/ije/article/40/1/219/661252/Child-abuse-in-28-developing-and-transitional</p> <p>Center on the Developing Child (2013). <i>The Science of Neglect</i> (InBrief).</p>

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	109	Your child will be chattering now. Some of what she says will make sense, but some won’t. By the time she is 4 all her words will be clear.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization
	109	Your child is too precious to take risks with. If she is ill, go to the clinic for good care. Don't wait. Children can get ill very quickly.		WHO (2008) Traditional medicine, factsheet; http://www.who.int/mediacentre/factsheets/fs134/en/

	109	Always get your child's medicines from the clinic. If your family suggests other types of medicine, explain to them that the clinic is safest.	<p>In some Asian and African countries, 80% of the population depends on traditional medicine for primary health care. While traditional medicines can play a part in treating chronic and infectious conditions, counterfeit, poor quality, or adulterated herbal products in international markets are serious patient safety threats. (WHO, 2008).</p> <p>Adjust to meet local needs.</p>	<p>Chuang, Chao-Hua et al, 2006. "Herbal Medicines Used During the First Trimester and Major Congenital Malformations: An Analysis of Data from a Pregnancy Cohort Study", <i>Drug Safety</i>, 29 (6): 537-548 (12).</p> <p>A A Opaneye, 1998. "Traditional medicine in Nigeria and modern obstetric practice: need for cooperation", <i>Central African Journal of Medicine</i>, 44(10):258-61.</p> <p>Thein, Koh et al., 1995. "Risk factors for birth defects in Singapore: a case control study". <i>Annals, Academy of Medicine, Singapore</i>. 24(3):421-7.</p>
*NEW	109	Put a small box on top of another with your child to build a tower. Concentrating on a game helps her to learn quickly.	<p>This messages provides example of an activity which helps improve the child's concentration.</p>	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn't Just for Preschoolers—Teenagers Need It, Too. Retrieved from</p>

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				<p>boys' pretend play with superhero and generic toys. <i>Journal of Research in Childhood Education</i>, 27(2), 190-207.</p> <p>Peggy Ashbrook, Toys as Tools: Everyday Science Experiences; http://families.naeyc.org/learning-and-development/music-math-more/toys-tools-everyday-science-experiences</p> <p>Ramani, G. B., & Siegler, R. S. (2008). Promoting broad and stable improvements in low-income children's numerical knowledge through playing number board games. <i>Child Development</i>, 79(2), 375-394.</p> <p>Rosenberg, R. S., Baughman, S. L., & Bailenson, J. N. (2013). Virtual superheroes: Using superpowers in virtual reality to encourage prosocial behavior. <i>PLoS One</i>, 8(1), e55003.</p> <p>Staiano, A. E., & Calvert, S. L. (2011). Exergames for physical education courses: Physical, social, and cognitive benefits. <i>Child Development Perspectives</i>, 5(2), 93-98.</p> <p>Staiano, A. E., Abraham, A. A., & Calvert, S. L. (2013). Adolescent exergame play for weight loss and psychosocial improvement: a controlled physical activity intervention. <i>Obesity</i>, 21(3), 598-601.</p> <p>Taylor, M., Sachet, A. B., Maring, B. L., & Mannering, A. M. (2013). The assessment of elaborated role-play in young children: Invisible friends, personified objects, and pretend identities. <i>Social Development</i>, 22(1), 75-93.</p> <p>The Incredible Years, Program handouts, www.incredibleyears.com/.../basic-program-handouts-child-directed-play-2011.pdf</p> <p>Tortolero, S. R., Peskin, M. F., Baumler, E. R., Cuccaro, P. M., Elliott, M. N., Davies, S. L., . . . Schuster, M. A. (2014). Daily violent video game playing and depression in preadolescent youth. <i>Cyberpsychology, Behavior, and Social Networking</i>, 17(9), 609-615.</p> <p>Vidoni, C., & Ward, P. (2009). Effects of fair play instruction on student social skills during a middle school sport education unit. <i>Physical Education and Sport Pedagogy</i>, 14(3), 285-310.</p> <p>Vlasta Gmitrová and Juraj Gmitrov (2004) The primacy of child-directed pretend play on cognitive competence in a mixed-age environment: possible interpretations. <i>Early Child Development and Care</i> 174(3): 267-279 http://www.tandfonline.com/doi/ref/10.1080/030044303200153589?scroll=top</p> <p>Wohlwend, K. E. (2015). One screen, many fingers: Young children's collaborative literacy play with digital puppetry apps and touchscreen technologies. <i>Theory Into Practice</i>, 54(2), 154-162.</p>
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	110	Your child is getting taller as his bones grow. Give him foods that make strong bones like milk, cheese, yoghurt and leafy green vegetables.	Adjust to local foods	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO/UNICEF. 2011. Diarrhoea: why children are still dying and what can be done.</p> <p>MOST. 2005. Diarrhoea Treatment Guidelines.</p> <p>WHO/UNICEF. 2011. Diarrhoea: why children are still dying and what can be done</p> <p>UNICEF http://unicefinnovation.org/projects/improved-treatment-diarrhoea-using-zinc-and-ors#sthash.6zFwDzjD.dpuf</p> <p>UNICEF; http://www.unicef.org/health/index_43834.html</p> <p>WHO, Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/</p> <p>UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html</p>
	110	A child with diarrhoea needs food. Feed him extra food and water. If it lasts longer than a day, go to the clinic for ORS and zinc pills.	Diarrhoeal disease kills 800,000 children under 5 every year, of which 80% of deaths occur in Africa and South Asia.	<p>WHO/UNICEF. 2011. Diarrhoea: why children are still dying and what can be done</p> <p>UNICEF http://unicefinnovation.org/projects/improved-treatment-diarrhoea-using-zinc-and-ors#sthash.6zFwDzjD.dpuf</p> <p>UNICEF; http://www.unicef.org/health/index_43834.html</p> <p>WHO, Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/</p> <p>UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html</p>
	110	ORS is a solution with some sugar and salt. It helps a child with diarrhoea by restoring the water he is losing. ORS can save his life.	<p>Oral rehydration salts (ORS) and oral rehydration therapy (ORT), adopted by UNICEF and WHO in the late 1970s, have been successful in helping manage diarrhoea among children. It is estimated that in the 1990s, more than 1 million deaths related to diarrhoea may have been prevented each year, largely attributable to the promotion and use of these therapies.</p> <p>However, today just 39% children with diarrhoea receive ORS. (UNICEF)</p>	
*NEW	110	Try to avoid situations that make your child upset. Never argue in front of her. Your child needs a nurturing home to develop well.	Adverse childhood experiences have impact on neurological, cognitive, emotional and social development, as well as physical health (Durrant J. and Ensom R., 2012).	<p>Akmatov M. K., (2008). Child abuse in 28 developing and transitional countries—results from the Multiple Indicator Cluster Surveys. <i>International Journal of Epidemiology</i>, 40(1): 219-227. https://academic.oup.com/ije/article/40/1/219/661252/Child-abuse-in-28-developing-and-transitional</p> <p>Center on the Developing Child (2013). <i>The Science of Neglect</i> (InBrief). https://developingchild.harvard.edu/resources/inbrief-the-science-of-neglect/</p> <p>CPS (2004). Effective discipline for children. <i>Paediatr Child Health</i>, 9(1): 37-41. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2719514/</p>

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	111	Many children eat slowly. If your child doesn’t finish her meal in 30 minutes, don’t make her. Put the food somewhere cool. Try again later.		<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization http://www.who.int/mediacentre/factsheets/fs094/en/ http://www.who.int/mediacentre/factsheets/fs094/en/</p> <p>Lengeler, C (2004) “Insecticide-treated nets and curtains for preventing malaria”, Cochrane database of systematic reviews, (2):CD000363.</p> <p>Welch K and Fuster M (2012) 'Barriers in access to insecticide treated bed nets for malaria prevention: An</p>
	111	Most insecticide-treated nets can have up to 21 washes before you need another one. Keep count of the number of times you wash them.	<p>8% of deaths of children aged under five were caused by malaria in 2008. WHO 2008</p> <p>About 5.5 lives can be saved each year for every 1000 children protected with ITNs (Insecticide-Treated Nets). (C. Lengeler 2004)</p>	
	111	If it’s stuffy inside a mosquito net, open the windows. The windows will let air	<p>*NEW: If your setting is in the Sahel sub-region, an area of highly seasonal malaria transmission, then mention that children aged between 3 and 59 months</p>	

		<p>in and the net will protect you from the mosquitoes.</p>	<p>need to get prophylactic treatments (max 4 doses) every month during the transmission season.: If your setting is in the Sahel sub-region, an area of highly seasonal malaria transmission, then mention that children aged between 3 and 59 months need to get prophylactic treatments (max 4 doses) every month during the transmission season. (WHO 2013; 2016)</p>	<p>analysis of Cambodian DHS data', J Vector Borne Dis. 2012 Mar;49(1):1-7. http://www.ncbi.nlm.nih.gov/pubmed/22585235 Ree M et al. (2005) 'Use of insecticide-treated nets (ITNs) following a malaria education intervention in Piron, Mali: a control trial with systematic allocation of households', Malaria Journal, 4: 35. doi:10.1186/1475-2875-4-35 http://www.malariajournal.com/content/4/1/35 Sangaré LR, Weiss NS, Brentlinger PE, Richardson BA, Staedke SG, et al. (2012) Determinants of Use of Insecticide Treated Nets for the Prevention of Malaria in Pregnancy: Jinja, Uganda. PLoS ONE 7(6): e39712. doi:10.1371/journal.pone.0039712 http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0039712 WHO Global Malaria Programme, Position Statement on Insecticide-treated nets, http://www.who.int/malaria/publications/atoz/itnspospaperfinal.pdf Isa AY and Nwobodo EL (2009) 'Awareness and utilization of insecticide-treated mosquito nets among pregnant mothers at a tertiary health institution in north-western Nigeria' Niger J Med. 2009 Apr-Jun;18(2):175-8. http://www.ncbi.nlm.nih.gov/pubmed/19630324 http://www.worldvision.org/resources.nsf/main/press-image/\$file/malaria-campaign.pdf</p>
<p>*NEW</p>	<p>111</p>	<p>Is your child cross if he cannot do things? Why don't you do half the job and let him finish it? He will be calmer and learn how to do it.</p>	<p>This message advises the mother what to do when the child gets frustrated.</p>	<p>Akmatov M. K., (2008). Child abuse in 28 developing and transitional countries—results from the Multiple Indicator Cluster Surveys. International Journal of Epidemiology, 40(1): 219-227. https://academic.oup.com/ije/article/40/1/219/661252/Child-abuse-in-28-developing-and-transitional Center on the Developing Child (2013). <i>The Science of Neglect</i> (InBrief). https://developingchild.harvard.edu/resources/inbrief-the-science-of-neglect/ CPS (2004). Effective discipline for children. Paediatr Child Health, 9(1): 37-41. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2719514/ Durrant J. and Ensom R. (2012). Physical punishment of children: lessons from 20 years of research. CMAJ 184(12): 1373–1377. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3447048/ Henderlong J and Lepper M. R. (2002). The Effects of Praise on Children's Intrinsic Motivation: A Review and Synthesis.</p>

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26	112	Create your own song with your child. It will help him learn to talk if you make actions that match the words.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>UNDP/UNFPA/WHO/World Bank Special Programme of Research Development and Research Training in Human Reproduction. Family planning: the unfinished agenda The Lancet Sexual & reproductive health series. 2006</p> <p>World Health Organization. 2005. Report of a WHO Technical Consultation on Birth Spacing.</p>
	112	You may want to try for another child. But it's best to wait one more year. Continue to use family planning methods.	<p>Short birth to pregnancy intervals (six months or less), are associated with a high risk of maternal morbidity. Intervals of 18 months or less are associated with higher rates of infant mortality, preterm birth and low birth weight (WHO 2005).</p> <p>WHO recommendations: Spacing of two years between the birth of a baby and getting pregnant again.</p> <p>MCHIP recommendations: three years birth to birth interval.</p> <p>Please choose the recommendation followed by your country.</p>	
	112	Enjoy the child you have. Spacing your family will give you the time to help		

		each of your children develop and learn.		
*NEW	112	Kiss your child's forehead, nose, shoulders, wrist, fingers, naming each part. Making it fun means he'll listen to you and learn new words.	This message encourages the mother to teach the child new vocabulary and making it entertaining for the child.	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn't Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children's physically active play. <i>Journal of Science and Medicine in Sport</i>, 15(4), 334-340.</p> <p>Gabbiadini, A., Riva, P., Andrighetto, L., Volpato, C., & Bushman, B. J. (2016). Acting like a tough guy: violent-sexist video games, identification with game characters, masculine</p>

			<p>beliefs, & empathy for female violence victims. PLoS One, 11(4), e0152121.</p> <p>Ginsburg, K. R. (2007). The importance of play in promoting healthy child development and maintaining strong parent-child bonds. <i>Pediatrics</i>, 119(1), 182-191.</p> <p>Hoffmann, J. D., & Russ, S. W. (2016). Fostering pretend play skills and creativity in elementary school girls: A group play intervention. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 10(1), 114.</p> <p>Hoffmann, J., & Russ, S. (2012). Pretend play, creativity, and emotion regulation in children. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 6(2), 175.</p> <p>Holmes, R. M., Romeo, L., Ciraola, S., & Grushko, M. (2015). The relationship between creativity, social play, and children's language abilities. <i>Early Child Development and Care</i>, 185(7), 1180-1197.</p> <p>Honeyford, M. A., & Boyd, K. (2015). Learning through play. <i>Journal of Adolescent & Adult Literacy</i>, 59(1), 63-73.</p> <p>Howard, J., & McInnes, K. (2013). The impact of children's perception of an activity as play rather than not play on emotional well-being. <i>Child: Care, Health and Development</i>, 39(5), 737-742.</p> <p>Jirout, J. J., & Newcombe, N. S. (2015). Building blocks for developing spatial skills: Evidence from a large, representative US sample. <i>Psychological Science</i>, 26(3), 302-310.</p> <p>Johnson, J. E., Ershler, J., & Lawton, J. T. (1982). Intellectual correlates of preschoolers' spontaneous play. <i>The Journal of General Psychology</i>, 106(1), 115-122.</p> <p>Kenneth R. Ginsburg (2007) The Importance of Play in Promoting Healthy Child Development and Maintaining Strong Parent-Child Bonds, <i>Pediatrics</i> 119(1) http://pediatrics.aappublications.org/content/119/1/182.short</p> <p>Kochanska, G., Kim, S., Boldt, L. J., & Nordling, J. K. (2013). Promoting toddlers' positive social-emotional outcomes in low-income families: A play-based experimental study. <i>Journal of Clinical Child & Adolescent Psychology</i>, 42(5), 700-712.</p> <p>Lenhart, A., Smith, A., Anderson, M., Duggan, M., & Perrin, A. (2015). Teens, technology and friendships: Videogames, social media and mobile phones play an integral role in how teens meet and interact with friends. Retrieved from http://www.pewinternet.org/files/2015/08/Teens-and-Friendships-FINAL2.pdf</p> <p>Lindsey, E. W. (2014). Physical activity play and preschool children's peer acceptance: Distinctions between rough-and-</p>
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	113	Is your child behaving badly? Think about how your family behaves around your child. Children pick up most of their bad habits by copying!		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>CKS. 2011. Clinical topic: Bites – human and animal. NHS Clinical Knowledge Summaries. www.cks.nhs.uk</p> <p>NHS. 2010. Bites, human and animal. NHS Choices, Health A-Z. www.nhs.uk</p> <p>www.cdc.com</p>
	113	If your child has been bitten or scratched by an animal, wash the wound with clean water. To prevent infection, take her to the clinic.	As children get more mobile and spend more time outdoors, they become more vulnerable to bites, scrapes and scratches. Animal bites or scratches can be serious. It can cause complications such as tetanus and sepsis. The tetanus vaccine helps to prevent such infections.	
	113	Make sure your child has all her vaccinations. Vaccinations help to prevent infections even from cuts and bites.		
*NEW	113	Show your child a picture in a magazine and name it. Flower, girl, man - anything. Matching pictures to words helps your child to talk.	<p>Reading to an infant or toddler will help lay the foundation for your child’s developing language skills. It is important to choose books that are written for young children and that the baby enjoys. Reading with the child can help strengthen the parent-child bond. It is a good idea to talk to your infant and toddler about what is happening in the book, and point out interesting facts and pictures beyond the text. (Center on Media and Child Health, Ages and Stages Tip Sheet)</p>	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>

	114	Make dressing a game. Your child may enjoy doing up big buttons, pulling t-shirts over his head and putting on socks!		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO, Childhood Tuberculosis, factsheet; http://www.who.int/tb/challenges/children/en/</p> <p>World Health Organization. 2011. Global Tuberculosis Control.</p> <p>CDC. 2003. Treatment of tuberculosis. MMWR, 52 (No. RR-11). www.cdc.gov/mmwr/PDF/rr/rr5211.pdf</p> <p>Errata - www.cdc.gov/mmwr/preview/mmwrhtml/mm5351a5.htm</p>
	114	Chest pain and a cough that lasts over three weeks are signs of TB. You can protect your child by getting treatment from the clinic.	<p>An estimated 1.7 million people died from TB in 2011. (WHO Factsheet)</p> <p>It is estimated that about 6% of the total TB cases globally are of children aged under 5, with the majority of cases occurring in high TB burden countries.</p> <p>TB often goes undiagnosed in children from birth to 15 years old because they lack access to health services - or because the health workers who care for them are unprepared to recognize the signs and symptoms of TB in this age group.</p> <p>This message aims to alert the mother to the signs of tuberculosis and encourages her to seek treatment early.</p>	
	114	If your child didn't have the TB vaccine at birth, make sure he gets it now. TB can kill. Ask your family to be screened for TB, too.		
*NEW	114	Let your child fill and empty a bowl with sand or stones. He will have plenty of fun. Choose big stones so he can't swallow them.	This is an example of an activity which help the child develop his fine motor skills.	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from</p>

				<p>http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn't Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children's physically active play. <i>Journal of Science and Medicine in Sport</i>, 15(4), 334-340.</p> <p>Gabbiadini, A., Riva, P., Andrighetto, L., Volpato, C., & Bushman, B. J. (2016). Acting like a tough guy: violent-sexist video games, identification with game characters, masculine beliefs, & empathy for female violence victims. <i>PLoS One</i>, 11(4), e0152121.</p> <p>Ginsburg, K. R. (2007). The importance of play in promoting healthy child development and maintaining strong parent-child bonds. <i>Pediatrics</i>, 119(1), 182-191.</p> <p>Hoffmann, J. D., & Russ, S. W. (2016). Fostering pretend play skills and creativity in elementary school girls: A group play intervention. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 10(1), 114.</p> <p>Hoffmann, J., & Russ, S. (2012). Pretend play, creativity, and emotion regulation in children. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 6(2), 175.</p> <p>Holmes, R. M., Romeo, L., Ciraola, S., & Grushko, M. (2015). The relationship between creativity, social play, and children's language abilities. <i>Early Child Development and Care</i>, 185(7), 1180-1197.</p> <p>Honeyford, M. A., & Boyd, K. (2015). Learning through play. <i>Journal of Adolescent & Adult Literacy</i>, 59(1), 63-73.</p> <p>Howard, J., & McInnes, K. (2013). The impact of children's perception of an activity as play rather than not play on emotional well-being. <i>Child: Care, Health and Development</i>, 39(5), 737-742.</p> <p>Jirout, J. J., & Newcombe, N. S. (2015). Building blocks for developing spatial skills: Evidence from a large,</p>
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				<p>representative US sample. <i>Psychological Science</i>, 26(3), 302-310.</p> <p>Johnson, J. E., Ershler, J., & Lawton, J. T. (1982). Intellectual correlates of preschoolers' spontaneous play. <i>The Journal of General Psychology</i>, 106(1), 115-122.</p> <p>Kenneth R. Ginsburg (2007) The Importance of Play in Promoting Healthy Child Development and Maintaining Strong Parent-Child Bonds, <i>Pediatrics</i> 119(1) http://pediatrics.aappublications.org/content/119/1/182.short</p> <p>Kochanska, G., Kim, S., Boldt, L. J., & Nordling, J. K. (2013). Promoting toddlers' positive social-emotional outcomes in low-income families: A play-based experimental study. <i>Journal of Clinical Child & Adolescent Psychology</i>, 42(5), 700-712.</p> <p>Lenhart, A., Smith, A., Anderson, M., Duggan, M., & Perrin, A. (2015). Teens, technology and friendships: Videogames, social media and mobile phones play an integral role in how teens meet and interact with friends. Retrieved from http://www.pewinternet.org/files/2015/08/Teens-and-Friendships-FINAL2.pdf</p> <p>Lindsey, E. W. (2014). Physical activity play and preschool children's peer acceptance: Distinctions between rough-and-tumble and exercise play. <i>Early Education and Development</i>, 25(3), 277-294.</p> <p>Lindsey, E. W., & Colwell, M. J. (2013). Pretend and physical play: Links to preschoolers' affective social competence. <i>Merrill-Palmer Quarterly</i>, 59(3), 330-360.</p> <p>Litt, C. J. (1986). Theories of transitional object attachment: An overview. <i>International Journal of Behavioral Development</i>, 9(3), 383-399.</p> <p>Loprinzi, P. D., Schary, D. P., & Cardinal, B. J. (2013). Adherence to active play and electronic media guidelines in preschool children: gender and parental education considerations. <i>Maternal and Child Health Journal</i>, 17(1), 56-61.</p> <p>Loyd, S. Why Kids Need Their Dads. Retrieved from http://www.parenting.com/article/why-kids-need-their-dad</p> <p>Marcelo, A. K., & Yates, T. M. (2014). Prospective relations among preschoolers' play, coping, and adjustment as moderated by stressful events. <i>Journal of Applied Developmental Psychology</i>, 35(3), 223-233.</p> <p>Neuman, S. B., & Roskos, K. (1992). Literacy objects as cultural tools: Effects on children's literacy behaviors in play. <i>Reading Research Quarterly</i>, 27(3), 203-225.</p> <p>O'Dwyer, M. V., Fairclough, S. J., Knowles, Z., & Stratton, G. (2012). Effect of a family focused active play intervention on</p>
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	115	Is your child climbing and jumping? She wants to test her new balance and coordination. Watch her to make sure she doesn't get hurt.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO, Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/</p> <p>UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html</p> <p>Langiano, E. 2011. Food safety at home: knowledge and practises of consumers. Journal of Public Health: 1-11.</p> <p>WHO. 2000. Food borne disease: a focus for health education.</p>
	115	Do not feed your child food from outside stalls. It could contain germs. Instead, take a snack and clean water with you when you go out.	The home setting is considered the first place in which foodborne diseases develop. This is due to poor personal and/or environmental hygiene with an increased risk of infection. (Istituto Superiore di Sanità 2003; Comodo et al. 2000; Fara and Proietti 2000; Griffith et al. 1998; Istituto Superiore di Sanità 2006; Kagan et al. 2002; Redmond and Griffith 2003; Scott 2001.	
	115	If your child has diarrhoea, she needs thick, nutritious food. Thick food, clean water and rest will help her get well again.		
*NEW	115	Try not to shout at your child. It scares him. Your child learns by copying you and you are his favourite teacher.	In many countries, calling the child derogatory names is accepted and practiced as a means of teaching the child right from wrong (Lansford and Deater-Deckard, 2012). Adverse childhood experiences have impact on neurological, cognitive, emotional and social	Akmatov M. K., (2008). Child abuse in 28 developing and transitional countries—results from the Multiple Indicator Cluster Surveys. International Journal of Epidemiology, 40(1): 219-227.

			development, as well as physical health (Durrant J. and Ensom R., 2012).	<p>https://academic.oup.com/ije/article/40/1/219/661252/Child-abuse-in-28-developing-and-transitional Center on the Developing Child (2013). <i>The Science of Neglect</i> (InBrief). https://developingchild.harvard.edu/resources/inbrief-the-science-of-neglect/ CPS (2004). Effective discipline for children. <i>Paediatr Child Health</i>, 9(1): 37-41. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2719514/ Durrant J. and Ensom R. (2012). Physical punishment of children: lessons from 20 years of research. <i>CMAJ</i> 184(12): 1373–1377. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3447048/ Henderlong J and Lepper M. R. (2002). The Effects of Praise on Children’s Intrinsic Motivation: A Review and Synthesis. <i>Psychological Bulletin</i>, 128 (5): 774-795. http://www.inner-cityarts.org/documents/resources/EffectsofPraiseonMotivationHenderlongLepper.pdf Lansford J. E. and Deater-Deckard K. (2012). Childrearing discipline and violence in developing countries. <i>Child Development</i>. http://cds.web.unc.edu/files/2015/08/Lansford-Deater-Deckard-2012.pdf NSPCC (2016). Positive parenting https://www.nspcc.org.uk/services-and-resources/research-and-resources/2016/positive-parenting/ RCPSYCH (2017). Good parenting: Information for parents, carers and anyone working with young people. https://www.rcpsych.ac.uk/healthadvice/parentsandyoungpeople/parentscarers/goodparenting.aspx Triple P: Positive Parenting Programme. http://www.tripleparenting.uk.net/uk-en/triple-p/ Unite for Sight (2015). Child Labor and Child Abuse in Developing Countries http://www.uniteforsight.org/gender-power/module4 WHO (2017). Child maltreatment. http://www.who.int/mediacentre/factsheets/fs150/en/</p>
27	116	It's better to praise good behaviour, than to punish bad behaviour. Your child wants to please you.		<p>WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i>. Updated 2015. WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health</i>. WHO (2013c) <i>Guideline: Updates on the management of severe acute malnutrition in infants and children</i>. Geneva: World Health Organization</p>
	116	If your child has a cold, a fever and ear pain, it could be an ear infection. Take him to the clinic for medicines.	Ear infections are common in babies and small children.	

			The message gives the mother practical tips which will boost her confidence in her ability to care for her child.	WHO. 2001. Model chapter for textbooks, Integrated Management of Childhood illnesses. Geneva: WHO. CKS. 2011. Clinical topic: Otitis media – acute. NHS Clinical Knowledge Summaries. www.cks.nhs.uk [Accessed February 2011] NHS. 2010. Otitis media. NHS Choices, Health A-Z. www.nhs.uk [Accessed February 2011] NHS Choices 2011 http://www.nhs.uk/planners/birthtofive/pages/childhoodillnesses.asp
	116	If your child has an ear infection, don't put oil or any herbal medicine. It will make it worse. Get the right medicine at the clinic.	Ear infections are common in babies and small children. The message gives the mother practical tips which will boost her confidence in her ability to care for her child.	
*NEW	116	Give your child crayons or chalks and paper. Admire his drawing and write his name on it. This will help him learn to read his name.	For many children, their names are the first words they write. This message encourages the mother to familiarise the child with recognizing their name in writing.	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu . Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/
	117	Give your child a little picture book or some paper and crayons. See how immersed she is in what she's doing! She can concentrate longer now.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization The Manoff Group, feeding practices
	117	Get your partner involved in small tasks like bathing and playing with your child. Fathers can play a big role in caring for children.		

	117	Ask your family members to help you with your daily chores. Being a mother is hard work.	<p>Research shows that one of the barriers to child nutrition is that mothers perceive a lack of time to give adequate nutritional care to the children. (The Manoff Group 1992)</p> <p>This message aims to provide time management tips and encourages the mother to involve the father</p>	<p>http://www.manoffgroup.com/TheManoffGroupNutritionfeb08.htm Griffiths M (1992) 'Improving young child feeding practices project; final report', The Manoff Group http://www.manoffgroup.com/documents/GMP_UNICEF_Nov_1608.pdf</p>
*NEW	117	Tell your child his favourite story again and again. He'll learn more words each time he hears the story. You're helping him to be clever!	<p>The number of words a young child knows is a very good indicator of later good literacy development (Ministerial Council for Education, Early Childhood Development and Youth Affairs, 2010).</p>	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu. Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/</p>
	118	By now your child is very good at holding on to small objects and playing with them. He can stack little objects and knock them over, too!		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO, Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/</p>
	118	Continue to wash your hands with soap regularly. Lather soap over your hands and wrists. Try to get under your nails too.	<p>Diarrhoea remains the second leading cause of death among children under five globally. Nearly one in five child deaths – about 1.5 million each year – are due to diarrhoea. It kills more young children than AIDS, malaria and measles combined. (WHO/UNICEF 2011)</p>	

			Handwashing interventions reduced the incidence of diarrhoeal diseases by 32% in low and middle income countries, and 39% in high income countries. (Ejemot et al. 2008)	UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html Ejemot. R.I. et al 2011 Hand washing to prevent diarrhoea (review) Cochrane Library WHO/UNICEF. 2011. Diarrhoea: why children are still dying and what can be done. MOST. 2005. Diarrhoea Treatment Guidelines.
	118	Teach your child to wash his hands regularly with soap after using the toilet and before eating. Dirty hands can cause infections.	Handwashing interventions reduced the incidence of diarrhoeal diseases by 32% in low and middle income countries, and 39% in high income countries. (Ejemot et al. 2008)	
*NEW	118	Show your child how to make a pair. Try matching shoes or fruits. Understanding "same" and "different" will help him with numbers later on.	When children explore their environment they notice how things are alike, and how they are different. They begin to sort them by characteristics that have meaning to them, such as color, size, shape, texture and sound. As children begin to master their matching skills, they will try more complex math activities (Harris, 2013).	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i> , 52(1), 88. Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i> , 11(5), e0155401. Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i> , 25(1), 56-70. Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i> , 161(10), 967-971. Conklin, H. G. (2015). Playtime Isn't Just for Preschoolers—Teenagers Need It, Too. Retrieved from

				<p>http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children’s physically active play. <i>Journal of Science and Medicine in Sport</i>, 15(4), 334-340.</p> <p>Gabbiadini, A., Riva, P., Andrighetto, L., Volpato, C., & Bushman, B. J. (2016). Acting like a tough guy: violent-sexist video games, identification with game characters, masculine beliefs, & empathy for female violence victims. <i>PLoS One</i>, 11(4), e0152121.</p> <p>Ginsburg, K. R. (2007). The importance of play in promoting healthy child development and maintaining strong parent-child bonds. <i>Pediatrics</i>, 119(1), 182-191.</p> <p>Hoffmann, J. D., & Russ, S. W. (2016). Fostering pretend play skills and creativity in elementary school girls: A group play intervention. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 10(1), 114.</p> <p>Hoffmann, J., & Russ, S. (2012). Pretend play, creativity, and emotion regulation in children. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 6(2), 175.</p> <p>Holmes, R. M., Romeo, L., Ciraola, S., & Grushko, M. (2015). The relationship between creativity, social play, and children’s language abilities. <i>Early Child Development and Care</i>, 185(7), 1180-1197.</p> <p>Honeyford, M. A., & Boyd, K. (2015). Learning through play. <i>Journal of Adolescent & Adult Literacy</i>, 59(1), 63-73.</p> <p>Howard, J., & McInnes, K. (2013). The impact of children’s perception of an activity as play rather than not play on emotional well-being. <i>Child: Care, Health and Development</i>, 39(5), 737-742.</p> <p>Jirout, J. J., & Newcombe, N. S. (2015). Building blocks for developing spatial skills: Evidence from a large, representative US sample. <i>Psychological Science</i>, 26(3), 302-310.</p> <p>Johnson, J. E., Ershler, J., & Lawton, J. T. (1982). Intellectual correlates of preschoolers’ spontaneous play. <i>The Journal of General Psychology</i>, 106(1), 115-122.</p> <p>Kenneth R. Ginsburg (2007) The Importance of Play in Promoting Healthy Child Development and Maintaining Strong Parent-Child Bonds, <i>Pediatrics</i> 119(1) http://pediatrics.aappublications.org/content/119/1/182.short</p> <p>Kochanska, G., Kim, S., Boldt, L. J., & Nordling, J. K. (2013). Promoting toddlers’ positive social-emotional outcomes in low-income families: A play-based experimental study.</p>
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	119	If you've told your child "no" to something, don't give in when she cries! If you do, she'll think that crying will get her what she wants.		<p>WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i>. Updated 2015.</p> <p>WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health</i>.</p> <p>WHO (2013c) <i>Guideline: Updates on the management of severe acute malnutrition in infants and children</i>. Geneva: World Health Organization</p> <p>UNICEF (1999) <i>A manual on hygiene promotion, Water, Environment and Sanitation technical guidelines series no. 6</i>; http://www.unicef.org/wash/files/hman.pdf</p>
	119	Train your child to pass stools in a latrine. Or let her use a potty and you can dispose of her stools in a latrine. Wash your hands after.	<p>UNICEF's review of risk practices around hygiene in Lucknow, India, found the following:</p> <ul style="list-style-type: none"> - Defecation of most small children was on the ground. Mothers did not wash hands with soap after cleaning up the child. - Few people returning from toilet washed hands with soap. - Using community latrine was found to be unacceptable, no use for children. - Potties liked by mothers. <p>Adjust to meet cultural expectations regarding toilet training</p>	
	119	Keep all stools away from the home. If there is no latrine, bury the stools or carry the stools far away from your child's play area.	<p>UNICEF's review of risk practices around hygiene in Lucknow, India, found the following:</p> <ul style="list-style-type: none"> - Defecation of most small children was on the ground. Mothers did not wash hands with soap after cleaning up the child. - Few people returning from toilet washed hands with soap. - Using community latrine was found to be unacceptable, no use for children. - Potties liked by mothers. <p>Adjust to meet cultural expectations regarding toilet training</p>	

<p>*NEW</p>	<p>119</p>	<p>Your child is likely to trip and hurt himself sometimes. This doesn't mean you are a bad mother. Give him kisses and hugs to comfort him.</p>	<p>This message reassures the mother that children are prone to trips and falls.</p>	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu. Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/</p>
<p>28</p>	<p>120</p>	<p>Has it been raining? Have fun jumping over puddles with your child. You could even jump over rocks and pavement markings.</p>	<p>Pneumonia accounts for 14% of deaths for children under the age of 5. Pneumonia kills an estimated 1.2 million children under the age of five years every year – more than AIDS, malaria and tuberculosis combined. Pneumonia can be prevented by immunisation and adequate nutrition.</p> <p>*NEW: The new WHO recommendation for treatment of pneumonia is Amoxicillin dispersible tablets, 250mg, 2 tablets twice a day for 5 days, available at the community level. Please add this if this recommendation has been adopted in your target community. (WHO 2014)</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO(2014) Revised WHO classification and treatment of childhood pneumonia at health facilities http://www.who.int/mediacentre/factsheets/fs178/en/ http://www.who.int/mediacentre/factsheets/fs331/en/ Aboubaker S [WHO/HQ] (2013) The integrated global action plan for the prevention and control of pneumonia and diarrhoea, WHO/UNICEF; http://www.who.int/maternal_child_adolescent/news_events/news/2013/gappd_report_presentation.pdf UNICEF/WHO (2006), Pneumonia: The forgotten killer of children;</p>
<p>120</p>	<p>Cough and fast or difficult breathing are signs of illness. Take your child to the clinic as soon as your child shows these signs.</p>			

	120	Remember to take your child to the clinic for Vitamin A. He needs vitamin A every 6 months to get protection from illnesses like pneumonia.	In settings where vitamin A deficiency is a public health problem, vitamin A supplementation is recommended in infants and children 6–59 months of age (administered every 4–6 months) as a public health intervention to reduce child morbidity and mortality. (WHO, 2011) Adjust for local recommendations on timing of Vitamin A	http://whqlibdoc.who.int/publications/2006/9280640489_eng.pdf http://www.who.int/indoorair/interventions/en/ WHO, Solutions to the indoor air pollution problem: Indoor air thematic briefing; http://www.who.int/indoorair/publications/iabriefing3.pdf WHO Guideline (2011): Vitamin A supplementation for infants and children 6-59 months of age.
*NEW	120	Sometimes it's good to just watch your child play and see the conversations he has with himself. He is getting more and more independent!	Child-led free play (unstructured) physical activity allows children to explore their environments be creative and use their imaginations (Nemours Foundation, 2009).	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu . https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu . Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/
	121	Tantrums are common with young children. If your child is about to start crying, try to distract her. She'll probably forget what upset her!		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization
	121	Fever and shivers are signs of malaria. Take your baby to the clinic. If your	*NEW: Treatment of uncomplicated P. falciparum malaria: Artemisinin-combination therapies (ACTs) should be used as first-line treatment for infants and	

		<p>baby has trouble taking the medicine, get help at the clinic.</p>	<p>young children with uncomplicated malaria, and careful attention should be paid to accurate dosing and ensuring the administered dose is retained. Referral to a health centre or hospital is indicated for young children who cannot swallow antimalarial medicines reliably (WHO 2013)</p>	<p>Lengeler, C (2004) "Insecticide-treated nets and curtains for preventing malaria", Cochrane database of systematic reviews, (2):CD000363. http://www.who.int/mediacentre/factsheets/fs094/en/ http://www.who.int/mediacentre/factsheets/fs094/en/ Welch K and Fuster M (2012) 'Barriers in access to insecticide treated bed nets for malaria prevention: An analysis of Cambodian DHS data', J Vector Borne Dis. 2012 Mar;49(1):1-7. http://www.ncbi.nlm.nih.gov/pubmed/22585235 Ree M et al. (2005) 'Use of insecticide-treated nets (ITNs) following a malaria education intervention in Piron, Mali: a control trial with systematic allocation of households', Malaria Journal, 4: 35. doi:10.1186/1475-2875-4-35 http://www.malariajournal.com/content/4/1/35 Sangaré LR, Weiss NS, Brentlinger PE, Richardson BA, Staedke SG, et al. (2012) Determinants of Use of Insecticide Treated Nets for the Prevention of Malaria in Pregnancy: Jinja, Uganda. PLoS ONE 7(6): e39712. doi:10.1371/journal.pone.0039712 http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0039712 WHO Global Malaria Programme, Position Statement on Insecticide-treated nets, http://www.who.int/malaria/publications/atoz/itnspospaperfinal.pdf Isa AY and Nwobodo EL (2009) 'Awareness and utilization of insecticide-treated mosquito nets among pregnant mothers at a tertiary health institution in north-western Nigeria' Niger J Med. 2009 Apr-Jun;18(2):175-8. http://www.ncbi.nlm.nih.gov/pubmed/19630324 http://www.worldvision.org/resources.nsf/main/press-image/\$file/malaria-campaign.pdf</p>
121		<p>If your child has malaria make sure she takes all the medicines prescribed at the clinic. With the right treatment, malaria can be cured.</p>	<p>8% of deaths of children aged under five were caused by malaria in 2008. WHO 2008</p> <p>About 5.5 lives can be saved each year for every 1000 children protected with ITNs (Insecticide-Treated Nets). (C. Lengeler 2004)</p>	
*NEW	121	<p>Your child doesn't need many toys. Spending time with him is the best thing you can do for him. Nothing else can replace that.</p>	<p>This message emphasizes the importance of spending time with the child.</p>	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p>

				<p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
	122	Keep reminding your child that talking gets better results than tantrums. Praise him when he makes an effort to communicate with words.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>UNICEF (1999) A manual on hygiene promotion, Water, Environment and Sanitation technical guidelines series no. 6</p> <p>WHO. 2005. The evidence is in: Deworming helps meet the Millennium Development Goals. World Health Organization.</p> <p>WHO. Urbani School Health Kit: A Lively and Healthy Me: A Campaign on Preventing and Controlling Worm Infections for Health Promoting Schools. (date unknown).</p> <p>WHO/UNICEF. 2009. World report on child injury prevention.</p>
	122	Keep your child away from animal and human stools and keep areas where he plays as clean as possible. This prevents germs from spreading.	<p>The home setting is considered the first place in which foodborne diseases develop. This is due to poor personal and/or environmental hygiene with an increased risk of infection. (Istituto Superiore di Sanità 2003; Comodo et al. 2000; Fara and Proietti 2000; Griffith et al. 1998; Istituto Superiore di Sanità 2006; Kagan et al. 2002; Redmond and Griffith 2003; Scott 2001.</p>	
	122	Wash your child's bed linen, towels and clothes with hot water and soap. Clean bedding and clothes helps to prevent infections.	<p>The home setting is considered the first place in which foodborne diseases develop. This is due to poor personal and/or environmental hygiene with an increased risk of infection. (Istituto Superiore di Sanità 2003; Comodo et al. 2000; Fara and Proietti 2000; Griffith et al. 1998; Istituto Superiore di Sanità 2006; Kagan et al. 2002; Redmond and Griffith 2003; Scott 2001.</p>	
*NEW	122	Pour sand or flour on a tray and show your child how to make patterns with her fingers. This will help her with writing later.	<p>This message provides an example of an activity which can help the child improve his fine motor skills.</p>	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p>

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	123	Explain to your child why rules are necessary. Tell her that it's not safe to run out into the street without holding a grown-up's hand.		WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i> . Updated 2015.
	123	If your child's eyes are sticky or pink, it may be an eye infection. Take her to	Children are prone to eye infections. If left untreated, severe cases can permanently damage the eye.	WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health</i> . WHO (2013c) <i>Guideline: Updates on the management of severe acute malnutrition in infants and children</i> . Geneva: World Health Organization

		the clinic for treatment. She may be in some pain.	<p>If trachoma is prevalent in your area, urge mothers to seek clinic help quickly if the child shows these signs:</p> <ul style="list-style-type: none"> • Discharge from the eye • Swelling of lymph nodes just in front of the ears • Swollen eyelids • Turned-in eyelashes • Cloudy cornea 	<p>USAID. 2007. The USAID Child Blindness Program. CKS. 2007. Clinical topic: Conjunctivitis – infective. NHS Clinical Knowledge Summaries. CKS. 2011. Clinical topic: Conjunctivitis – allergic. NHS Clinical Knowledge Summaries NHS. 2010a. Conjunctivitis, allergic. NHS Choices, Health A-Z. NHS 2010b. Conjunctivitis, infective. NHS Choices, Health A-Z. NHS Choices. 2010. Conjunctivitis. http://www.nhs.uk/Conditions/Conjunctivitis-infective/Pages/Introduction.aspx</p>
123	If your child has an eye infection, bathe her eyes in cool boiled water to soothe them. Don't let anyone use your child's wash cloth.	<p>Children are prone to eye infections. If left untreated, severe cases can permanently damage the eye. If trachoma is prevalent in your area, urge mothers to seek clinic help quickly if the child shows these signs:</p> <ul style="list-style-type: none"> • Discharge from the eye • Swelling of lymph nodes just in front of the ears • Swollen eyelids • Turned-in eyelashes • Cloudy cornea 		
*NEW	123	Drawing with crayons makes your child's hands and fingers strong, ready for school. Let her draw whenever you can.	<p>This message provides an example of an activity which can help the child improve his fine motor skills.</p>	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu. Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p>

				https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/
29	124	Have you noticed your child using a particular hand more than the other? This will probably be his preference for the rest of his life!		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization World Health Organization. 2011. Global Tuberculosis Control. CDC. 2003. Treatment of tuberculosis. MMWR, 52 (No. RR-11). www.cdc.gov/mmwr/PDF/rr/rr5211.pdf Errata - www.cdc.gov/mmwr/preview/mmwrhtml/mm5351a5.htm
	124	If a family member is coughing a lot, ask them to cough into a cloth and wash the cloth every day. This will stop germs from spreading.	An estimated 1.7 million people died from TB in 2011. (WHO Factsheet) It is estimated that about 6% of the total TB cases globally are of children aged under 5, with the majority of cases occurring in high TB burden countries. TB often goes undiagnosed in children from birth to 15 years old because they lack access to health services - or because the health workers who care for them are unprepared to recognize the signs and symptoms of TB in this age group.	
	124	Ask your family members not to spit inside the home. Spitting at home can cause germs to spread and can make your child ill.	An estimated 1.7 million people died from TB in 2011. (WHO Factsheet) It is estimated that about 6% of the total TB cases globally are of children aged under 5, with the majority of cases occurring in high TB burden countries. TB often goes undiagnosed in children from birth to 15 years old because they lack access to health services - or because the health workers who care for them are unprepared to recognize the signs and symptoms of TB in this age group.	
*NEW	124	Your child gets distracted when playing, so he may ignore you. When you tell him to do something, squat down, look at him, and speak calmly.	Communication is more effective if both people are on the same level. Adults need to stoop down to the child's level or sit beside her. Making eye contact with the child lets her know that she has the person's attention which is much less intimidating to the child (Horrelson, 2009).	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu . https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/

				<p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
	125	Encourage your children to wash their own hands. They should use soap and clean water. Teach them to do this before meals.	<p>The message gives the mother practical tips which will boost her confidence in her ability to care for her child.</p> <p>Handwashing interventions reduced the incidence of diarrhoeal diseases by 32% in low and middle income countries, and 39% in high income countries. (Ejemot et al. 2008)</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>Ejemot. R.I. et al 2011 Hand washing to prevent diarrhoea (review) Cochrane Library</p> <p>WHO/UNICEF. 2011. Diarrhoea: why children are still dying and what can be done.</p> <p>MOST. 2005. Diarrhoea Treatment Guidelines</p> <p>WHO, Zinc supplementation in the management of diarrhoea.</p> <p>http://www.who.int/elena/titles/zinc_diarrhoea/en/</p> <p>UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html</p>
	125	Make a bedtime routine for your child. Doing the same thing at bedtime will help him go to sleep. Perhaps sing a lullaby or tell a story.		
	125	Is your child a restless sleeper? Put something you wore that day in his bed. It will smell of you, and may help soothe him back to sleep.		
*NEW	125	Show your child how to throw a ball into a basket. With practice he'll get better at it and be proud of his skill. Tell him how clever he is	Toddlers enjoy the challenge of throwing a ball into a basket which will help them get more skillful at throwing. At about two and a half years old, they may throw a ball at body level (Sheridan, 2008).	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic</p>

				<p>achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children’s play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn’t Just for Preschoolers— Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children’s physically active play. <i>Journal of Science and Medicine in Sport</i>, 15(4), 334-340.</p> <p>Gabbiadini, A., Riva, P., Andrighetto, L., Volpato, C., & Bushman, B. J. (2016). Acting like a tough guy: violent-sexist video games, identification with game characters, masculine beliefs, & empathy for female violence victims. <i>PLoS One</i>, 11(4), e0152121.</p> <p>Ginsburg, K. R. (2007). The importance of play in promoting healthy child development and maintaining strong parent-child bonds. <i>Pediatrics</i>, 119(1), 182-191.</p> <p>Hoffmann, J. D., & Russ, S. W. (2016). Fostering pretend play skills and creativity in elementary school girls: A group play intervention. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 10(1), 114.</p> <p>Hoffmann, J., & Russ, S. (2012). Pretend play, creativity, and emotion regulation in children. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 6(2), 175.</p> <p>Holmes, R. M., Romeo, L., Ciraola, S., & Grushko, M. (2015). The relationship between creativity, social play, and</p>
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	126	Other people always have an opinion about how to care for your child. But you know what's best for you and your family.	
	126	Being a mother is a very important job. Take care of your own health. Eat well, rest and get support from family and friends.	<p>Very often the health of mothers is ignored. There is a growing understanding that the health of children depends on the health of mothers. This message seeks to encourage mothers to look after themselves.</p> <p>WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i>. Updated 2015.</p> <p>WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health</i>.</p> <p>WHO (2013c) <i>Guideline: Updates on the management of severe acute malnutrition in infants and children</i>. Geneva: World Health Organization</p> <p>Black RE, Allen LH, Bhutta ZA, Caulfield LE, de Onis M, Ezzati M, et al., <i>Maternal and Child Undernutrition Study Group</i>, et</p>

	126	Regular check-ups at the clinic help keep you and your child healthy. If you have HIV, you will need extra care.		al. Maternal and child undernutrition: global and regional exposures and health consequences. <i>Lancet</i> 2008; 371: 243-60 doi: 10.1016/S0140-6736(07)61690-0 pmid:18207566
*NEW	126	Play some music and put a drum on the floor. Dance with your child and help him bang the drum to the beat. This will teach him co-ordination	<p>This message provides an example of an activity which helps the child develop his co-ordination skills.</p> <p>If no drums are available, the message recipient can instead use a large plastic container or an upside-down plastic bucket</p>	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn't Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children's physically active play. <i>Journal of Science and Medicine in Sport</i>, 15(4), 334-340.</p>

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				Zero to Three, Tips on Playing with Babies and Toddlers; https://www.zerotothree.org/resources/1081-tips-on-playing-with-babies-and-toddlers
	127	Does your child ignore you? You can teach him to be a good listener. Crouch to his level when you talk to him, and make eye contact.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization
	127	Let your child drink milk straight out of a clean cup. Don't use a bottle. Bottles are difficult to clean and can cause infections.		WHO (2003) Guiding principles for complementary feeding of the breastfed child http://whqlibdoc.who.int/paho/2003/a85622.pdf WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf
	127	Food that has mould on it is harmful and should not be eaten. Check food before you feed your child and throw it away if it is mouldy.	The private home setting is considered the first place in which foodborne diseases develop. This is due to poor personal and/or environmental hygiene with an increased risk of infection. (Istituto Superiore di Sanità 2003; Comodo et al. 2000; Fara and Proietti 2000; Griffith et al. 1998; Istituto Superiore di Sanità 2006; Kagan et al. 2002; Redmond and Griffith 2003; Scott 2001.	Alive& Thrive (2011) 'Trainee Handbook 4: Behavior change communication on infant and young child feeding in remote areas' , Vietnam. http://aliveandthrive.org/sites/default/files/Trainee%20Handbook%204%20for%20Support%20Groups%2016.05.2012.pdf WHO (2011) Guideline on vitamin A supplementation for infants and children 6-59 years of age. http://whqlibdoc.who.int/publications/2011/9789241501767_eng.pdf The Manoff Group, feeding practices http://www.manoffgroup.com/TheManoffGroupNutritionFeb08.htm Griffiths M (1992) 'Improving young child feeding practices project; final report', The Manoff Group Langiano, E. 2011. Food safety at home: knowledge and practises of consumers. Journal of Public Health: 1-11. WHO. 2000. Food borne disease: a focus for health education.
*NEW	127	Ask your child to lie on newspaper and draw around him. Write the words for hand and head on it. This helps him connect a word with a thing	This message encourages the mother to familiarise the child with recognising words. Adjust according to message recipient's literacy skills.	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu.

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30	128	Does your child get upset when you leave her for a short time? Give her something of yours to hold onto, like a scarf. The smell of you will comfort her.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2011) Guideline on vitamin A supplementation for infants and children 6-59 years of age. http://whqlibdoc.who.int/publications/2011/9789241501767_eng.pdf
	128	Get another dose of Vitamin A for your child at the clinic. It protects her from illness. She needs at least 10 doses until she is 5.	The next Vitamin A dose is scheduled for 30 months. The requirement is at least 10 doses by the time child is 5 years old. Adjust to suit local recommendations Deworming is aligned with the vitamin A schedule.	
	128	Make sure your child eats a variety of food every day. Eating well helps to build up your child's defences against illness.		
*NEW	128	Let your child choose sometimes. Does she want the red T shirt or the white? An apple or an orange? It lets her learn to make decisions.	This messages provides an example of how to encourage the child to be more independent.	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu . https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/

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	129	Toys can be made from anything. You could use a screwed-up newspaper as a ball. Kick it to your child and encourage him to kick it back.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO, Deworming to combat the health and nutritional impact of soil-transmitted helminthes, biological, behavioural and contextual rationale; http://www.who.int/elena/titles/bbc/deworming/en/index.html</p> <p>WHO/UNICEF (2004) How to add deworming to vitamin A distribution</p>
	129	Take your child to the clinic for deworming medicine. Deworming medicine kills any worms your child may have picked up.	<p>Soil-transmitted helminths – which include roundworms, whipworms and hookworms are among the most common causes of infection in people who live in the developing world, affecting mainly school-age children</p> <p>WHO recommendation: Periodic drug treatment (deworming) to all children living in endemic areas (once a year when the prevalence of soil-transmitted helminth infections in the community is over 20%, and twice a year when the prevalence of soil-transmitted helminth infections in the community is over 50%).</p> <p>Find out what the deworming recommendation in your community is – once a year or twice a year?</p>	
	129	Make sure your child gets deworming medicine every 6 months. Deworming is safe even if your child has not picked up any worms.		
*NEW	129	Family elders may smack your child if they are naughty. But smacking does not help him learn. Be firm and explain calmly what he should do	Numerous studies have found that physical punishment increases the risk of broad and enduring negative developmental outcomes. Adverse childhood experiences have impact on neurological, cognitive, emotional and social development, as well as physical health (Durrant J. and Ensom R., 2012).	<p>Akmatov M. K., (2008). Child abuse in 28 developing and transitional countries—results from the Multiple Indicator Cluster Surveys. International Journal of Epidemiology, 40(1): 219-227.</p> <p>https://academic.oup.com/ije/article/40/1/219/661252/Child-abuse-in-28-developing-and-transitional</p>

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	130	Your child's balance is getting much better! She can now hop from one foot to the other.	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>NICE. 2011. National Institute of the Health and Clinical Excellence. Diarrhoea and vomiting caused by</p>
	130	If your child vomits more than 5 times during a day, go to the clinic. Give her plenty of extra breastfeeds or clean water	<p>It is normal for babies and children to vomit during their childhood.</p> <p>In most cases, the vomiting will last no longer than one or two days and is not a sign of anything serious. But persistent vomiting can be a sign of something more serious and needs to be investigated.</p>

			The message gives the mother practical tips which will boost her confidence in her ability to care for her child.	gastroenteritis: diagnosis, assessment and management in children younger than five years. www.nice.org.uk MOST . 2005. Diarrhoea Treatment Guidelines. NHS Choices 2011 http://www.nhs.uk/conditions/vomiting-children-babies/pages/introduction.aspx WHO, Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/ UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html
	130	Germs can cause nasty infections. You can help prevent infections by always washing your hands with soap before touching your child.		
*NEW	130	Make kitchen chores fun by asking your child to help you. Can he put the potatoes together and the onions? This will help his maths skills.	Once a child is matching more than two objects, they are sorting. Sorting involves separating objects into groups according to their similarities. Children may have their own ideas of how these objects are related. Helping with household tasks such as putting away silverware, groceries or laundry will encourage their sorting skills and will help them better understand the sorting process (Harris, 2013).	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i> , 52(1), 88. Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i> , 11(5), e0155401. Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i> , 25(1), 56-70. Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i> , 161(10), 967-971. Conklin, H. G. (2015). Playtime Isn't Just for Preschoolers—Teenagers Need It, Too. Retrieved from

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	131	Make mealtimes special. Talk with your child as you feed him, or sing a song. Enjoy this time with your child. It will help him eat more.		<p>WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i>. Updated 2015.</p> <p>WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health</i>.</p> <p>WHO (2013c) <i>Guideline: Updates on the management of severe acute malnutrition in infants and children</i>. Geneva: World Health Organization</p> <p>Steer AC, Jenney AWJ, Kado J, Batzloff MR, La Vincente S, et al. (2009) High Burden of Impetigo and Scabies in a Tropical Country. <i>PLoS Negl Trop Dis</i> 3(6): e467. doi:10.1371/journal.pntd.0000467; http://www.plosntds.org/article/info%3Adoi%2F10.1371%2Fjournal.pntd.0000467</p>
	131	Blisters around your child’s nose and mouth which burst to form scabs may be a skin infection. Take him to the clinic for medicine.	<p>Impetigo and scabies are endemic diseases in many tropical countries.</p> <p>The message gives the mother practical tips which will boost her confidence in her ability to care for her child.</p>	
	131	Keep the scabs on your child’s skin clean to prevent it from spreading. Gently wash them with water and soap twice a day and pat them dry.	<p>Impetigo and scabies are endemic diseases in many tropical countries.</p> <p>The message gives the mother practical tips which will boost her confidence in her ability to care for her child.</p>	
*NEW	131	Play this game: chase your child, let him escape then catch him, pick him up and kiss him. Running makes him strong and kisses make him happy	This message provides an example of an entertaining physical activity.	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children’s expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p>

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31	132	You need to make sure your child eats well, so be patient if she refuses to eat. Talk calmly and let her feed herself with fingers foods.	<p>One of the barriers feeding is the lack of maternal self-confidence: A woman's low social status and her feeling that she exists to serve her family often means that she feels powerless in the face of resistance from her child.</p> <p>This message encourages the mother to have patience and perseverance in feeding the child and offers tips on dealing with resistance.</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>The Manoff Group, feeding practices http://www.manoffgroup.com/TheManoffGroupNutritionfeb08.htm</p> <p>Griffiths M (1992) 'Improving young child feeding practices project; final report', The Manoff Group</p>
	132	Share feeding tips with your partner so he can help you with the feeding. Your		

		child will be happy and you will have time for other work.		
	132	Does your child bite when she's angry? Stay calm. Crouch to her level and make eye contact. Tell her that she hurt you and made you sad.		
*NEW	132	Mealtimes are for chatting, not TV. Having conversations helps your child to talk and be confident. This will help him when school starts.	Eating meals together can strengthen family bonds by providing a daily time for the whole family to be together. For younger children, routine family meals can provide a sense of security and a feeling of belonging in the family (Forthun, 2008).	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
	133	Are you still breastfeeding? That's great news! Don't let anyone pressurize you to stop. Your breastmilk is still very good for your child.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization
	133	You can feed your child other types of milk, too. But make sure you boil the milk first, and cool it, before feeding it to your child.	The WHO recommendation is to boil milk that is not pasteurized. Milk that is straight from a cow or a goat will need to be boiled. If the milk is pasteurized, it doesn't require boiling.(WHO 2000)	WHO (2013d) Essential nutrition actions: improving maternal, newborn, infant and young child health and nutrition.
	133	Your child can't recognise danger like you can. Cover any containers of water		

		in and around your home so your child doesn't fall in.		WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf
*NEW	133	Your child finds it hard to wait. Help him develop patience by talking to him: "I'm getting my bag, now your shoes, now I'm ready!"	This message explains how to teach the child patience.	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu . https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu . Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/
	134	Turn clean empty plastic bottles into toy cars. Just make car noises and move them around on the floor. Your child will soon join in.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO/UNICEF. 2011. Diarrhoea: why children are still dying and what can be done MOST. 2005. Diarrhoea Treatment Guidelines. WHO, Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/ UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html
	134	Pale skin and cold and clammy hands and feet are signs your child is losing fluids. Take your child to clinic immediately for ORS and zinc.	This message equips the mother with practical things to do. This will empower her and boost confidence. Appropriate home care and timely treatment of complications were identified as a key strategy in tackling MDG 4 by WHO.	
	134	A child recovering from dehydration will pass more urine and not feel thirsty		

		all the time. Keep giving extra fluids until he gets well.		
*NEW	134	Let your child brush his teeth, wash his hands, get undressed. You will have to finish the job, but he will feel pleased at what he can do.	This message provides an example of an activity which helps the child develop his fine motor skills.	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
	135	Is your child refusing to brush his teeth or go to bed? This is common. Keep trying, she will soon learn that you mean what you say.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization http://www.who.int/mediacentre/factsheets/fs141/en/index.html</p>
	135	Does your child have a blotchy red rash, drowsiness and a fever? Go to the clinic fast. She may need help.	<p>Meningococcal meningitis is a bacterial form of meningitis, a serious infection of the meninges that affects the brain membrane. It can cause severe brain damage and is fatal in 50% of cases if untreated.</p> <p>This message alerts the mother to signs of illness and encourages her to seek treatment for her child early.</p>	

	135	Keep your child away from crowded places. She can easily catch infections when she's among lots of people whose health you're not sure of.		
*NEW	135	When your child gets angry, he is too young to know how to stop being angry. Hug him and talk softly to show him how to be calm.	Self-control is a skill that children learn over time.	<p>Akmatov M. K., (2008). Child abuse in 28 developing and transitional countries—results from the Multiple Indicator Cluster Surveys. <i>International Journal of Epidemiology</i>, 40(1): 219-227. https://academic.oup.com/ije/article/40/1/219/661252/Child-abuse-in-28-developing-and-transitional</p> <p>Center on the Developing Child (2013). <i>The Science of Neglect</i> (InBrief). https://developingchild.harvard.edu/resources/inbrief-the-science-of-neglect/</p> <p>CPS (2004). Effective discipline for children. <i>Paediatr Child Health</i>, 9(1): 37-41. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2719514/</p> <p>Durrant J. and Ensom R. (2012). Physical punishment of children: lessons from 20 years of research. <i>CMAJ</i> 184(12): 1373–1377. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3447048/</p> <p>Henderlong J and Lepper M. R. (2002). The Effects of Praise on Children's Intrinsic Motivation: A Review and Synthesis. <i>Psychological Bulletin</i>, 128 (5): 774-795. http://www.inner-cityarts.org/documents/resources/EffectsofPraiseonMotivationHenderlongLepper.pdf</p> <p>Lansford J. E. and Deater-Deckard K. (2012). Childrearing discipline and violence in developing countries. <i>Child Development</i>. http://cds.web.unc.edu/files/2015/08/Lansford-Deater-Deckard-2012.pdf</p> <p>NSPCC (2016). Positive parenting https://www.nspcc.org.uk/services-and-resources/research-and-resources/2016/positive-parenting/</p> <p>RCPSYCH (2017). Good parenting: Information for parents, carers and anyone working with young people. https://www.rcpsych.ac.uk/healthadvice/parentsandyoungpeople/parentscarers/goodparenting.aspx</p> <p>Triple P: Positive Parenting Programme. http://www.tripleparenting.uk.net/uk-en/triple-p/</p> <p>Unite for Sight (2015). Child Labor and Child Abuse in Developing Countries http://www.uniteforsight.org/gender-power/module4</p>

				WHO (2017). Child maltreatment. http://www.who.int/mediacentre/factsheets/fs150/en/
32	136	Does your child hit? Don't hit him back. Make eye contact and firmly tell him that he hurt you and made you sad.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization UNICEF. 2011. Water, Sanitation and Hygiene Annual Report 2010. The Lancet. 2004. Executive Summary of Lancet Neonatal Survival Series. World Health Organization. 2010. Countdown to 2015. WHO. 2008. Guidelines for drinking water quality, 3rd edition. Geneva: WHO.
	136	On hot days, dress your child in loose cotton clothes and make sure he drinks lots of water. This will protect your child from dehydration.	This message equips mothers with practical tips to care for their child in hot weather. Include whatever method is used in your community to clean water.	
	136	If your child gets a heat rash, wipe him with a wet cloth and let the air dry his skin. Go to the clinic for cream to soothe the rash.	This message equips mothers with practical tips to care for their child in hot weather. Include whatever method is used in your community to clean water.	
*NEW	136	When you sweep the floor, give your child a brush too. He will copy you. He's learning how to be grown-up and hard-working from you.	Involving the child in every-day activities helps him learn to be more independent.	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i> , 52(1), 88. Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i> , 11(5), e0155401. Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i> , 25(1), 56-70. Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu

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	137	Your child is curious and adventurous. She will want to explore. Watch her, to make sure she doesn't hurt herself.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO position paper of varicella vaccine; http://archives.who.int/vaccines/en/varicella.shtml</p> <p>CKS. 2008. NHS Clinical Knowledge Summaries. Clinical topic – Chickenpox. www.cks.nhs.uk [Accessed February 2010]</p> <p>HPA. Health Protection Agency. Chickenpox – varicella zoster: general information. www.hpa.org.uk [Accessed February 2010]</p> <p>NHS Choices 2010 http://www.nhs.uk/conditions/chickenpox/pages/introduction.aspx</p>
	137	Take your child to the clinic if she has spotty red bumps that turn into sores in a few hours. Clinic staff will check if it's chickenpox.	Varicella (chickenpox) is an acute, highly contagious viral disease with worldwide distribution. While mostly a mild disorder in childhood, varicella tends to be more severe in adults. It may be fatal, especially in neonates and in immunocompromised persons. (WHO position paper of Varicella vaccine)	
	137	If your child has chickenpox, apply the cream you get from the clinic to soothe her spots. Don't let her scratch them.	Varicella (chickenpox) is an acute, highly contagious viral disease with worldwide distribution. While mostly a mild disorder in childhood, varicella tends to be more severe in adults. It may be fatal, especially in neonates and in immunocompromised persons. (WHO position paper of Varicella vaccine)	
*NEW	137	Make a book with your child. Let him tear or cut out pictures from magazines. Make holes for string to hold the pages together.	This activity can help the child improve his fine motor skills.	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p>

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	138	Teach your child the words for different colours. Do this by pointing to objects and telling him the colour. Get him to repeat after you.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>USAID. 2003. Immunisation Essentials: A Practical Field Guide.</p> <p>WHO. 1993. Measles: The Immunological Basis for Immunisation. Geneva: World Health Organization</p>
	138	Check if your child has had his measles vaccine. If not, take him to the clinic for the vaccine so he gets protected against measles.	<p>Measles is one of the leading causes of death among young children, even though a safe and cost-effective vaccine is available.</p> <p>An estimated 164 000 people died from measles in 2008 – mostly children under the age of five.</p> <p>Source: WHO Factsheet 2010.</p> <p>The measles vaccine is given at 9 months and then at around 18 months.</p>	

	138	A reddish-brown rash that starts behind the ears and spreads to the rest of the body is probably measles. Take your child to the clinic	<p>Measles is one of the leading causes of death among young children, even though a safe and cost-effective vaccine is available.</p> <p>An estimated 164 000 people died from measles in 2008 – mostly children under the age of five.</p> <p>Source: WHO Factsheet 2010.</p> <p>The measles vaccine is given at 9 months and then at around 18 months.</p>	<p>PAHO. 1999. Measles Eradication Field Guide, Technical Paper No. 41. Washington, DC: Pan American Health Organization.</p> <p>http://www.who.int/immunisation/documents/positionpapers/en/</p> <p>www.cdc.gov</p>
*NEW	138	Put a label with the word "rice" next to a packet of rice on a shelf at your child's eye level. It will teach him to link words to things.	<p>This message encourages the mother to familiarise the child with recognising words.</p> <p>Adjust to fit the literacy levels of the target population</p>	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4.</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu.</p> <p>https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
	139	Small children love different colours and textures. You may be surprised what he'll want to play with. Anything can be turned into a toy!		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p>
	139	Do not leave your child unattended around fires. She won't understand	<p>Fire-related burns made up 93.0% of all burn deaths, scalds contributed 5.4% and the rest, 1.6%, were as a result of contact, chemical or electrical burns</p>	

		that fire is dangerous, and may try to touch the flames.	In low-income and middle-income countries, children under the age of five years have been shown to have a disproportionately higher rate of burns than is the case in high-income countries. In Kenya, for example, 48.6% of children presenting to the Kenyatta National Hospital were under the age of five years. Although scalds were the most common type of burn, those caused by open flames were also prominent (WHO, 2009)	WHO/UNICEF. 2009. World report on child injury prevention.
	139	Watch your child next to stoves and cooking fires. She could burn herself. If she does get burnt, pour cool water over the burn.	<p>Fire-related burns made up 93.0% of all burn deaths, scalds contributed 5.4% and the rest, 1.6%, were as a result of contact, chemical or electrical burns</p> <p>In low-income and middle-income countries, children under the age of five years have been shown to have a disproportionately higher rate of burns than is the case in high-income countries. In Kenya, for example, 48.6% of children presenting to the Kenyatta National Hospital were under the age of five years. Although scalds were the most common type of burn, those caused by open flames were also prominent (WHO, 2009)</p>	
*NEW	139	You and your husband are the centre of your child's world. Show respect for each other in front of her. It sets her a good example.	Children's sense of safety comes from a nurturing, predictable, calm environment, where adults are attentive and attuned to children's bids for attention and their basic needs for shelter, warmth, comfort and love are met (Cacioppo & Berntson, 2004).	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p>

				<p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
33	140	Your child might be ready to start using adult toilets. Show him how to use the lavatory. Be patient. If he's not ready, try again in a few weeks.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>UNDP/UNFPA/WHO/World Bank Special Programme of Research, Development and Research Training in Human Reproduction. Family planning: the unfinished agenda</p> <p>The Lancet Sexual & reproductive health series. 2006</p> <p>World Health Organization. 2005. Report of a WHO Technical Consultation on Birth Spacing.</p>
	140	Are you considering having another baby? Make sure you're ready. Go to the clinic for a checkup to ensure you're in good health.	<p>Short birth to pregnancy intervals (six months or less) are associated with a high risk of maternal morbidity. Intervals of 18 months or less are associated with higher rates of infant mortality, preterm birth and low birth weight (WHO 2005).</p> <p><i>WHO recommendations:</i> Spacing of two years between the birth of a baby and getting pregnant again.</p> <p><i>MChip recommendations:</i> three years birth to birth interval.</p> <p>Please choose the recommendation followed by your country.</p>	
	140	Are you trying to get pregnant? Make sure you have a healthy, varied diet. It will help you have a healthy pregnancy.		
*NEW	140	Help your child speak in sentences. Prompt him to tell a story or ask 'where did we go today'. Give him time to think and answer.	<p>One of the most essential experiences in shaping the architecture of the developing brain is "serve and return" interaction between children and significant adults in their lives. This back-and-forth process is fundamental to the wiring of the brain, especially in the earliest years (Center on the Developing Child, 2013).</p>	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p>

				Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/
	141	Be careful offering hot drinks to your child. She could spill them and burn herself. Leave hot drinks to cool before you give them to her.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO/UNICEF. 2009. World report on child injury prevention.
	141	If your child gets burnt, pour cool water over the burn. Do not put anything else on it. If the burn is serious, take her to the clinic.	Nearly 75% of burns in young children are from hot liquid, hot tap water or steam. Infants under the age of one year are still at significant risk for burns, even in developed countries. The burns they suffer are most commonly the result of scalds from cups containing hot drinks or contact burns from radiators or hot-water pipes (WHO, 2009)	
	141	Do not put any traditional ointments or food items on burns, such as butter, oil or herbs. Instead, pour cool, clean water over the burn.	Nearly 75% of burns in young children are from hot liquid, hot tap water or steam. Infants under the age of one year are still at significant risk for burns, even in developed countries. The burns they suffer are most commonly the result of scalds from cups containing hot drinks or contact burns from radiators or hot-water pipes (WHO, 2009)	
*NEW	141	Hold two bananas and ask your child if they are the same. Next show him a mango and a banana. Matching games helps them learn numbers later.	When children explore their environment they notice how things are alike, and how they are different. They begin to sort them by characteristics that have meaning to them, such as color, size, shape, texture and sound. As children begin to master their matching skills, they will try more complex math activities (Harris, 2013). Substitute most commonly used fruits or vegetables	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children’s expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i> , 52(1), 88. Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i> , 11(5), e0155401. Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i> , 25(1), 56-70.

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	142	Your child is slowly learning to take care of himself. Give him lots of praise whenever he tries something new - even if he doesn't succeed!		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO(2014) Revised WHO classification and treatment of childhood pneumonia at health facilities http://www.who.int/mediacentre/factsheets/fs178/en/ http://www.who.int/mediacentre/factsheets/fs331/en/</p> <p>Aboubaker S [WHO/HQ] (2013) The integrated global action plan for the prevention and control of pneumonia and diarrhoea, WHO/UNICEF;</p>
	142	If a family member smokes, ask him to smoke outside the house away from your child. Breathing in smoke can cause illnesses like pneumonia.	<p>Pneumonia accounts for 14% of deaths for children under the age of 5.</p> <p>Pneumonia kills an estimated 1.2 million children under the age of five years every year – more than AIDS, malaria and tuberculosis combined.</p> <p>Pneumonia can be prevented by immunisation and adequate nutrition.</p>	

	142	If your child has pneumonia, he can get treatment at the clinic or the local pharmacy. Just 2 tablets twice a day for 5 days.	<p>*NEW: New WHO recommendation for pneumonia: At community level, Amoxicillin dispersible tablets, 250mg, 2 tablets twice a day for 5 days (WHO 2014)</p> <p>Check if this has been adopted in your area.</p>	<p>http://www.who.int/maternal_child_adolescent/news_events/news/2013/gappd_report_presentation.pdf UNICEF/WHO (2006), Pneumonia: The forgotten killer of children; http://whqlibdoc.who.int/publications/2006/9280640489_eng.pdf http://www.who.int/indoorair/interventions/en/ WHO, Solutions to the indoor air pollution problem: Indoor air thematic briefing; http://www.who.int/indoorair/publications/iabriefing3.pdf</p>
*NEW	142	If your child no longer naps during the day, he needs 12 hours' sleep at night. Sleep helps him stay healthy and grow well.	Sufficient sleep is important for development and lack of sleep affects the child's concentration, verbal creativity, abstract thinking and ability to learn (IHV, 2014).	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu. Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/</p>
	143	Does your child make the same noise repeatedly? She's not trying to annoy you! This is the way she learns. Be patient, it's only a phase.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p>
	143	Make sure all food you feed your child is fresh. If the smell or appearance has	Studies have shown that there is an inadequate understanding of food hygiene: Often mothers felt	

		<p>changed, it may have spoiled. Spoiled food can cause sickness.</p>	<p>the food itself caused the illness instead of the lack of maintenance of hygiene</p> <p>It has been widely demonstrated that the private home setting is considered the first place in which foodborne diseases develop. This is due to poor personal and/or environmental hygiene with an increased risk of infection. (Istituto Superiore di Sanità 2003; Comodo et al. 2000; Fara and Proietti 2000; Griffith et al. 1998; Istituto Superiore di Sanità 2006; Kagan et al. 2002; Redmond and Griffith 2003; Scott 2001.</p>	<p>Ejemot. R.I. et al 2011 Hand washing to prevent diarrhoea (review) Cochrane Library</p> <p>Langiano, E. 2011. Food safety at home: knowledge and practises of consumers. <i>Journal of Public Health</i>: 1-11.</p> <p>UNICEF. 2011. Water, Sanitation and Hygiene Annual Report 2010.</p> <p>WHO. 2000. Food borne disease: a focus for health education.</p> <p>WHO. 2003. Healthy Villages – A guide for communities and community health Workers.</p> <p>WHO, Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/</p> <p>UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html</p>
	143	<p>Store food in a cool, dry place. This will keep the food fresh. If food is left in the sun or damp, it can spoil. Spoiled food can cause sickness.</p>	<p>Studies have shown that there is an inadequate understanding of food hygiene: Often mothers felt the food itself caused the illness instead of the lack of maintenance of hygiene</p> <p>It has been widely demonstrated that the private home setting is considered the first place in which foodborne diseases develop. This is due to poor personal and/or environmental hygiene with an increased risk of infection. (Istituto Superiore di Sanità 2003; Comodo et al. 2000; Fara and Proietti 2000; Griffith et al. 1998; Istituto Superiore di Sanità 2006; Kagan et al. 2002; Redmond and Griffith 2003; Scott 2001.</p>	
*NEW	143	<p>All children are naughty sometimes. Never a punish your child physically. Say No firmly and remove him quickly to a safe place.</p>	<p>Corporal punishment is a widely accepted a method of childbearing in many countries around the world. A study by Akmatov (2008) revealed that 40% of parents in countries from the African region included in the study believe that that in order to bring up their children properly, they need to physically punish them. The level of moderate physical abuse in these African countries was 64.3% and the level of severe physical abuse was 43.1%. Numerous studies have found that physical punishment increases the risk of broad and enduring negative developmental outcomes. Adverse childhood experiences have impact on neurological, cognitive, emotional and social development, as well as physical health (Durrant J. and Ensom R., 2012).</p>	<p>Akmatov M. K., (2008). Child abuse in 28 developing and transitional countries—results from the Multiple Indicator Cluster Surveys. <i>International Journal of Epidemiology</i>, 40(1): 219-227. https://academic.oup.com/ije/article/40/1/219/661252/Child-abuse-in-28-developing-and-transitional</p> <p>Center on the Developing Child (2013). <i>The Science of Neglect</i> (InBrief). https://developingchild.harvard.edu/resources/inbrief-the-science-of-neglect/</p> <p>CPS (2004). Effective discipline for children. <i>Paediatr Child Health</i>, 9(1): 37-41. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2719514/</p> <p>Durrant J. and Ensom R. (2012). Physical punishment of children: lessons from 20 years of research. <i>CMAJ</i> 184(12): 1373–1377.</p>

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34	144	Has your child successfully used a latrine? Clap and praise him when he does this. It will encourage him to continue.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>The Manoff Group, feeding practices http://www.manoffgroup.com/TheManoffGroupNutritionFeb08.htm</p> <p>Griffiths M (1992) 'Improving young child feeding practices project; final report', The Manoff Group</p>
	144	Does someone else take care of your child? Show them some of our messages. That way, they won't undo all the good work you've done!	<p>A key complaint of working women was the poor nutritional care offered by child caretakers.</p> <p>This message encourage mothers to share these feeding tips with the caretakers and also encourages mothers to leave food and snacks with the caretakers</p>	
	144	Ask caregivers to wash their hands with soap before preparing food and after using the toilet. This will protect your child from illness.	<p>A key complaint of working women was the poor nutritional care offered by child caretakers.</p> <p>This message encourage mothers to share these feeding tips with the caretakers and also encourages mothers to leave food and snacks with the caretakers</p>	

<p>*NEW</p>	<p>144</p>	<p>Looking after a child can be hard work. Take time to be with your husband or visit friends. It will make you a more relaxed mother</p>	<p>This message encourages the mother to look after her wellbeing.</p>	<p>Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i>; 20: 1019–40.</p> <p>Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics).</p> <p>Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i>; 28: 696–702.</p> <p>Biddle JH, Ekkekakis P (2005) ‘Physically active lifestyles and wellbeing’. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) <i>Mental capital through life Challenge Report</i>, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20.</p> <p>Brenda et al. (2009). Perinatal Depression: Prevalence, Risks, and the Nutrition Link—A Review of the Literature. <i>Journal of American Dietetic Association</i>, 109(9), 1566-1575. http://www.sciencedirect.com/science/article/pii/S0002822309007688</p> <p>Center on the Developing Child at Harvard University (2009). <i>Maternal Depression Can Undermine the Development of Young Children: Working Paper No. 8</i>. https://developingchild.harvard.edu/resources/maternal-depression-can-undermine-the-development-of-young-children/</p> <p>Coon, J. Thompson et al. (2011) Does Participating in Physical Activity in Outdoor Natural Environments Have a Greater Effect on Physical and Mental Wellbeing than Physical Activity Indoors? A Systematic Review. <i>Environ. Sci. Technol.</i>, 2011, 45 (5), pp 1761–1772. DOI: 10.1021/es102947t http://pubs.acs.org/doi/abs/10.1021/es102947t</p> <p>Evans J, Melotti R, Heron J, et al. (2012)The timing of maternal depressive symptoms and child cognitive development: a longitudinal study. <i>J Child Psychol Psychiatry</i>; 53: 632–40.</p> <p>Field T. Postpartum depression effects on early interactions, parenting, and safety practices: a review. (2009). <i>Infant Behav Dev</i> 2010; 33: 1–06. 59 Tronick E, Reck C. Infants of depressed mothers. <i>Harv Rev Psychiatry</i>; 17: 147–56.</p> <p>Galler JR, Harrison RH, Ramsey F, Forde V, Butler SC. (2000). Maternal depressive symptoms affect infant cognitive development in Barbados. <i>J Child Psychol Psychiatry</i>; 41: 747–57.</p>
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	145	Keep trying to give your child lots of different foods. If she doesn't like	Two factors associated with malnutrition: Lack of maternal self-confidence: A woman's low social status and her feeling that she exists to serve her family	WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.

		something one day, she may like it the day after!	often means that she feels powerless in the face of resistance from her child.	WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO (2003) Guiding principles for complementary feeding of the breastfed child http://whqlibdoc.who.int/paho/2003/a85622.pdf WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf Alive& Thrive (2011) 'Trainee Handbook 4: Behavior change communication on infant and young child feeding in remote areas' , Vietnam. http://aliveandthrive.org/sites/default/files/Trainee%20Handbook%204%20for%20Support%20Groups%2016.05.2012.pdf WHO (2011) Guideline on vitamin A supplementation for infants and children 6-59 years of age. http://whqlibdoc.who.int/publications/2011/9789241501767_eng.pdf The Manoff Group, feeding practices http://www.manoffgroup.com/TheManoffGroupNutritionFeb08.htm Griffiths M (1992) 'Improving young child feeding practices project; final report', The Manoff Group
	145	Keep your food and utensils covered. This will protect them from rats, mice, cockroaches, flies and dust.	Inadequate understanding of food hygiene: Often mothers felt the food itself caused the illness instead of the lack of maintenance of hygiene (The Manoff Group) This message aims to boost the mother's self-confidence as a mother as well as alerts her to tips on maintaining good food hygiene.	
	145	Cook meat until the juices run clear. Cook fish until it flakes apart. Raw meat and fish can contain germs, which can harm your family.	Inadequate understanding of food hygiene: Often mothers felt the food itself caused the illness instead of the lack of maintenance of hygiene This message aims to boost the mother's self-confidence as a mother as well as alerts her to tips on maintaining good food hygiene.	
*NEW	145	Cut up fruit and ask your child to give everyone a piece. She'll see that there can be more pieces than people. This helps her with counting	This message encourages the mother to use everyday situations to familiarise the child with numbers and counting.	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i> , 52(1), 88. Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i> , 11(5), e0155401. Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i> , 25(1), 56-70. Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play

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	146	This week, have fun making rhymes with your child. It will encourage him to learn new words.		<p>WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i>. Updated 2015.</p> <p>WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health</i>.</p> <p>WHO (2013c) <i>Guideline: Updates on the management of severe acute malnutrition in infants and children</i>. Geneva: World Health Organization</p> <p>World Health Organization. 2008. <i>Tackling injuries, the leading killers of children</i>. Regional Office of Europe-World Health Organization.</p>
	146	Keep chemicals and cleaning products out of your child's reach. Children like to put things in their mouths, but chemicals can kill.	<p>Children under the age of one year have the highest rates of fatal poisoning, particularly those in low-income and middle-income countries. Generally, mortality rates are highest in infants and decrease with age until 14 years</p> <p>In a recent hospital-based study in four low-income and middle-income countries, only 2% of poisonings occurred in children under 1 year of age, compared with 54% in the 1–4-year age group</p> <p>In 2008, 3% of deaths of children aged under five were caused by injuries. WHO, 2008.</p>	
	146	If your child has swallowed chemicals, take him to the hospital fast. Take the	Children under the age of one year have the highest rates of fatal poisoning, particularly those in low-income and middle-income countries. Generally,	

		<p>container with you, so doctors know the ingredients.</p>	<p>mortality rates are highest in infants and decrease with age until 14 years</p> <p>In a recent hospital-based study in four low-income and middle-income countries, only 2% of poisonings occurred in children under 1 year of age, compared with 54% in the 1–4-year age group</p> <p>In 2008, 3% of deaths of children aged under five were caused by injuries. WHO, 2008.</p>	
*NEW	146	<p>Give your child some toys or safe objects. Let him figure out how to play with them on his own. This will help develop his creativity.</p>	<p>Child-led free play (unstructured) physical activity allows children to explore their environments be creative and use their imaginations (Nemours Foundation, 2009).</p>	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children’s expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children’s play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn’t Just for Preschoolers—Teenagers Need It, Too. Retrieved from</p>

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	147	Trust your instincts. If you think your child is unwell, take her to the clinic. You know her better than anyone else, so trust yourself.		<p>WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i>. Updated 2015.</p> <p>WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health</i>.</p> <p>WHO (2013c) <i>Guideline: Updates on the management of severe acute malnutrition in infants and children</i>. Geneva: World Health Organization</p> <p>WHO (2010) <i>WHO recommendations on the diagnosis of HIV infections in infants and children</i> http://whqlibdoc.who.int/publications/2010/9789241599085_eng.pdf</p> <p>WHO (2012) <i>Programmatic update, Use of antiretroviral drugs for treating pregnant women and preventing HIV infection in infants</i>; http://www.who.int/hiv/PMTCT_update.pdf</p>
	147	If your child feels unwell, get her to the clinic for treatment. It's best to get treatment as early as possible.		<p>Every day an estimated 1,000 children become infected with HIV, mostly in the developing world.</p> <p>If the mother has HIV, according to the latest PMTCT guidelines, the child needs to be tested at 6 weeks. The mother needs to be encouraged to make sure her child gets retested for HIV, if she feels her child is at risk. WHO (2012)</p>
	147	If you feel your child is at risk of HIV, get her tested at the clinic. Knowing early will help you give your child the right care.		
*NEW	147	Make two different-sized heaps of flour or grains. Ask your child which heap is bigger. Comparing helps him understand numbers.	<p>The informal understanding children gain through experimentation, observation, and comparison in play lays the foundation for higher-order thinking and later learning of formal STEM (Science, Technology, Engineering, and Math) concepts (Ginsberg, 2006)</p>	<p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p>

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35	148	Is your child still having toilet accidents? Stay calm. Praise him when he uses the toilet correctly. It will encourage him to keep trying.		<p>WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i>. Updated 2015.</p> <p>WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health</i>.</p> <p>WHO (2013c) <i>Guideline: Updates on the management of severe acute malnutrition in infants and children</i>. Geneva: World Health Organization</p> <p>WHO (2016) <i>WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary</i>.</p> <p>Lengeler, C (2004) "Insecticide-treated nets and curtains for preventing malaria", <i>Cochrane database of systematic reviews</i>, (2):CD000363. http://www.who.int/mediacentre/factsheets/fs094/en/ http://www.who.int/mediacentre/factsheets/fs094/en/</p> <p>Welch K and Fuster M (2012) 'Barriers in access to insecticide treated bed nets for malaria prevention: An analysis of Cambodian DHS data', <i>J Vector Borne Dis</i>. 2012 Mar;49(1):1-7. http://www.ncbi.nlm.nih.gov/pubmed/22585235</p>
	148	Insecticide-treated nets will protect your child from getting bitten by mosquitoes. Talk to your local NGO about getting one.	<p>8% of deaths of children aged under five were caused by malaria in 2008. WHO 2008</p> <p>About 5.5 lives can be saved each year for every 1000 children protected with ITNs (Insecticide-Treated Nets). (C. Lengeler 2004)</p> <p>"NEW: Mention appropriate place for obtaining an insecticide treated net.</p>	
	148	If your mosquito net has a hole in it, stitch a piece of cloth to cover it. If the hole is too big, try to get a new one.	<p>"NEW: If your setting is in the Sahel sub-region, an area of highly seasonal malaria transmission, then mention that children aged between 3 and 59 months need to get prophylactic treatments (max 4 doses)</p>	

			<p>every month during the transmission season (WHO 2013; 2016)</p>	<p>Ree M et al. (2005) 'Use of insecticide-treated nets (ITNs) following a malaria education intervention in Piron, Mali: a control trial with systematic allocation of households', <i>Malaria Journal</i>, 4: 35. doi:10.1186/1475-2875-4-35 http://www.malariajournal.com/content/4/1/35</p> <p>Sangaré LR, Weiss NS, Brentlinger PE, Richardson BA, Staedke SG, et al. (2012) Determinants of Use of Insecticide Treated Nets for the Prevention of Malaria in Pregnancy: Jinja, Uganda. <i>PLoS ONE</i> 7(6): e39712. doi:10.1371/journal.pone.0039712 http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0039712</p> <p>WHO Global Malaria Programme, Position Statement on Insecticide-treated nets, http://www.who.int/malaria/publications/atoz/itnspospaperfinal.pdf</p> <p>Isa AY and Nwobodo EL (2009) 'Awareness and utilization of insecticide-treated mosquito nets among pregnant mothers at a tertiary health institution in north-western Nigeria' <i>Niger J Med</i>. 2009 Apr-Jun;18(2):175-8. http://www.ncbi.nlm.nih.gov/pubmed/19630324 http://www.worldvision.org/resources.nsf/main/press-image/\$file/malaria-campaign.pdf</p>
*NEW	148	<p>Is your child happy to spend time away from you? Well done! You have made him confident. He still loves you best though.</p>	<p>This message reassures the mother that if the child is happy to spend time away from her, it is a sign of his confidence.</p>	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. <i>Lancet</i>. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. <i>Lancet</i>. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p>

				<p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
	149	Your child is much more active now! She will love running and exploring. Keep watching her. Small children can easily fall and get hurt.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO. Position paper: Pertussis vaccines. 2010.</p> <p>WHO. Immunizations, vaccines and biologicals. Pertussis. 2011</p> <p>WHO. Fact sheet: Meningococcal meningitis. 2012.</p> <p>WHO. New and under-utilized vaccines implementation.</p> <p>NUVI. Bacterial Meningitis. 2012.</p>
	149	Is your child coughing a lot, and making a whooping sound in between breaths? Take her to the clinic. She may need treatment.	This message alerts the mother to common signs of illnesses and encourages the mother to seek immediate treatment at the clinic.	
	149	Does your child have pale, blotchy skin and blue lips? Take her to the clinic fast. She may need urgent medical help.	This message alerts the mother to common signs of illnesses and encourages the mother to seek immediate treatment at the clinic.	
*NEW	149	If you want to teach your child to say "please" and "thank you", always say these words to her too. You are a good teacher for her.	This message encourages the mother to teach the child good manners.	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4.</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu.</p> <p>https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>

	150	Teach your child names of body parts like head, legs and stomach. This will help him describe aches and pain and also teach him new words.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO technical note on emergency treatment of drinking water at the point of use; http://www.who.int/water_sanitation_health/publications/2011/tech_note5/en/index1.html
	150	Is your water unsafe? You can clean it at home. Bring a pan of water to the boil. Once the water has boiled, it is safe to drink.	Adjust for local recommendations for water cleaning methods	
	150	Boiling water is the best way to clean water. But if it's difficult to boil, ask your clinic staff about other methods of cleaning water.	Adjust for local recommendations for water cleaning methods	
*NEW	150	Measure your child's height with string. Then measure other people in your family. Tie the strings together to see how "long" your family is!	The informal understanding children gain through experimentation, observation, and comparison in play lays the foundation for higher-order thinking and later learning of formal STEM (Science, Technology, Engineering, and Math) concepts (Ginsberg, 2006).	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/ Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children's expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i> , 52(1), 88. Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i> , 11(5), e0155401. Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i> , 25(1), 56-70. Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in

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	151	If you're outside, encourage your child to look at clouds in the sky. Ask her "what are their shapes?", "do they look like anything else?"		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>The Manoff Group, feeding practices http://www.manoffgroup.com/TheManoffGroupNutritionfeb08.htm</p> <p>Griffiths M (1992) 'Improving young child feeding practices project; final report', The Manoff Group http://www.manoffgroup.com/documents/GMP_UNICEF_Nov_1608.pdf</p>
	151	Staying healthy is important for your child. Taking care of yourself and regular check-ups at the clinic will keep you well for your child.	Very often the health of mothers is ignored. There is a growing understanding that the health of children depends on the health of mothers. This message seeks to encourage mothers to look after themselves.	
	151	A child needs her mother's love always. With constant love, affection and care, your child will grow up to be confident and healthy.	Lack of maternal self-confidence is a barrier to child health. This message seeks to increase the mother's self-confidence and self-efficacy.(The Manoff Group)	
*NEW	151	Stick to rules you've made for your child, so she doesn't get confused. Make sure your family knows what your rules are too.	Keeping guidance and rules consistent helps to set boundaries (NSPCC, 2016).	<p>Akmatov M. K., (2008). Child abuse in 28 developing and transitional countries—results from the Multiple Indicator Cluster Surveys. <i>International Journal of Epidemiology</i>, 40(1): 219-227. https://academic.oup.com/ije/article/40/1/219/661252/Child-abuse-in-28-developing-and-transitional</p> <p>Center on the Developing Child (2013). <i>The Science of Neglect</i> (InBrief). https://developingchild.harvard.edu/resources/inbrief-the-science-of-neglect/</p> <p>CPS (2004). Effective discipline for children. <i>Paediatr Child Health</i>, 9(1): 37-41. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2719514/</p> <p>Durrant J. and Ensom R. (2012). Physical punishment of children: lessons from 20 years of research. <i>CMAJ</i> 184(12): 1373–1377. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3447048/</p>

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36	152	Do you have a spare bit of rope? Teach your child how to skip! He'll love it. Just make sure he has plenty of room!	This message gives mothers practical tips on how to care for their child.	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO (2003) Guiding principles for complementary feeding of the breastfed child http://whqlibdoc.who.int/paho/2003/a85622.pdf</p> <p>WHO (2000) Complementary feeding: Family foods for breastfed children; http://whqlibdoc.who.int/hq/2000/WHO_NHD_00.1.pdf</p> <p>Alive & Thrive (2011) 'Trainee Handbook 4: Behavior change communication on infant and young child feeding in remote areas', Vietnam. http://aliveandthrive.org/sites/default/files/Trainee%20Handbook%204%20for%20Support%20Groups%2016.05.2012.pdf</p> <p>WHO (2011) Guideline on vitamin A supplementation for infants and children 6-59 years of age.</p>
	152	Don't feed your child sweets and sugary snacks. They will ruin your child's appetite and spoil his teeth.	This message aims to remind the mother of what to feed and what not to feed her child.	
	152	Give your child plenty of dairy products like milk, yoghurt and eggs. They will help to make your child's teeth healthy.	This message aims to remind the mother of what to feed and what not to feed her child.	

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*NEW	152	Stand in a circle with your child and family members. Throw a ball to your child. Move out so the circle gets bigger and catching gets harder	<p>This messages provides an example of a ball game which can be played with the whole family.</p> <p>Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/</p> <p>Bai, S., Repetti, R. L., & Sperling, J. B. (2016). Children’s expressions of positive emotion are sustained by smiling, touching, and playing with parents and siblings: A naturalistic observational study of family life. <i>Developmental Psychology</i>, 52(1), 88.</p> <p>Bartneck, C., Ser, Q. M., Moltchanova, E., Smithies, J., & Harrington, E. (2016). Have LEGO products become more violent? <i>PLoS One</i>, 11(5), e0155401.</p> <p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children’s play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn’t Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of</p>

				<p>active options on children’s physically active play. <i>Journal of Science and Medicine in Sport</i>, 15(4), 334-340.</p> <p>Gabbiadini, A., Riva, P., Andrighetto, L., Volpato, C., & Bushman, B. J. (2016). Acting like a tough guy: violent-sexist video games, identification with game characters, masculine beliefs, & empathy for female violence victims. <i>PLoS One</i>, 11(4), e0152121.</p> <p>Ginsburg, K. R. (2007). The importance of play in promoting healthy child development and maintaining strong parent-child bonds. <i>Pediatrics</i>, 119(1), 182-191.</p> <p>Hoffmann, J. D., & Russ, S. W. (2016). Fostering pretend play skills and creativity in elementary school girls: A group play intervention. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 10(1), 114.</p> <p>Hoffmann, J., & Russ, S. (2012). Pretend play, creativity, and emotion regulation in children. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 6(2), 175.</p> <p>Holmes, R. M., Romeo, L., Ciraola, S., & Grushko, M. (2015). The relationship between creativity, social play, and children’s language abilities. <i>Early Child Development and Care</i>, 185(7), 1180-1197.</p> <p>Honeyford, M. A., & Boyd, K. (2015). Learning through play. <i>Journal of Adolescent & Adult Literacy</i>, 59(1), 63-73.</p> <p>Howard, J., & McInnes, K. (2013). The impact of children’s perception of an activity as play rather than not play on emotional well-being. <i>Child: Care, Health and Development</i>, 39(5), 737-742.</p> <p>Jirout, J. J., & Newcombe, N. S. (2015). Building blocks for developing spatial skills: Evidence from a large, representative US sample. <i>Psychological Science</i>, 26(3), 302-310.</p> <p>Johnson, J. E., Ershler, J., & Lawton, J. T. (1982). Intellectual correlates of preschoolers’ spontaneous play. <i>The Journal of General Psychology</i>, 106(1), 115-122.</p> <p>Kenneth R. Ginsburg (2007) The Importance of Play in Promoting Healthy Child Development and Maintaining Strong Parent-Child Bonds, <i>Pediatrics</i> 119(1) http://pediatrics.aappublications.org/content/119/1/182.short</p> <p>Kochanska, G., Kim, S., Boldt, L. J., & Nordling, J. K. (2013). Promoting toddlers’ positive social-emotional outcomes in low-income families: A play-based experimental study. <i>Journal of Clinical Child & Adolescent Psychology</i>, 42(5), 700-712.</p> <p>Lenhart, A., Smith, A., Anderson, M., Duggan, M., & Perrin, A. (2015). Teens, technology and friendships: Videogames, social media and mobile phones play an integral role in how</p>
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	153	Is your child waking you up in the middle of the night? She may need to go to bed a bit later now. She's growing up!		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization WHO/UNICEF. 2009. World report on child injury prevention.
	153	Do you ride a bicycle or moped? If you can, wear a helmet. If your child rides with you, she'll need a helmet too. Helmets save lives!	Surveys in five Asian countries showed that road traffic injuries are the second leading cause of child mortality. In Bangladesh, road traffic injuries were the second most common cause of injury deaths in children aged 1–9 years. (WHO/UNICEF. 2009)	
	153	Make sure that your child plays in a safe area away from roads and traffic. This will help to prevent a road accident.	Surveys in five Asian countries showed that road traffic injuries are the second leading cause of child mortality. In Bangladesh, road traffic injuries were the second most common cause of injury deaths in children aged 1–9 years. (WHO/UNICEF. 2009)	
*NEW	153	When your child has a bad dream, it seems real to her. Comfort her until her fears go away. Then she'll be happier to sleep the next night.	This message explains that bad dreams can be distressing to young children and the child needs to be comforted.	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu . Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/

				<p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
	154	By now your child may find it easier to separate from you. If not, say your goodbyes quickly and firmly. Long goodbyes are upsetting.	The message gives the mother practical tips which will boost her confidence in her ability to care for her child.	WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.
	154	Take your child to the clinic for more Vitamin A drops. These are put into your child's mouth. It's easy and safe.	In settings where vitamin A deficiency is a public health problem, vitamin A supplementation is recommended in infants and children 6–59 months of age (administered every 4–6 months) as a public health intervention to reduce child morbidity and mortality. (WHO, 2011)	WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.
	154	Give your child plenty of colourful fruits and vegetables, as well as meat and dairy. He needs lots of variety with his food.	The message gives the mother practical tips which will boost her confidence in her ability to care for her child.	WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization
				WHO (2003) Guiding principles for complementary feeding of the breastfed child http://whqlibdoc.who.int/paho/2003/a85622.pdf
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				WHO (2011) Guideline on vitamin A supplementation for infants and children 6-59 years of age. http://whqlibdoc.who.int/publications/2011/9789241501767_eng.pdf
*NEW	154	Show your child how to stand on tiptoes. See how long you can both stay on tiptoes. It makes his feet strong and helps his balance.	This messages provides an example of an activity which helps the child's balance.	Anderson, J. (2016). Why are our kids so miserable? Retrieved from http://qz.com/642351/is-the-way-we-parent-causing-a-mental-health-crisis-in-our-kids/
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	155	Your child is old enough to learn about road safety. Teach her to look both directions before crossing a road. She should walk slowly.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>The Manoff Group, feeding practices http://www.manoffgroup.com/TheManoffGroupNutritionfeb08.htm</p> <p>Griffiths M (1992) 'Improving young child feeding practices project; final report', The Manoff Group http://www.manoffgroup.com/documents/GMP_UNICEF_Nov_1608.pdf</p>
	155	Teach road safety to your child. Tell her to walk towards oncoming traffic, rather than in front of it. She'll be able to see the vehicles.		
	155	Your child is 3 years! Think of how much your child has accomplished. This is all down to you, and your love and hard work. Well done!		
*NEW	155	Your child needs to feel loved and safe to be happy and develop well. Tell her	Providing the right environment for healthy development from the start produces better outcomes than trying to fix problems later. Positive early experiences, support from adults, and the early	Black MM et al. (2017) Early childhood development coming of age: science through the life course. <i>Lancet</i> . 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7.

		<p>you love her. Make sure she knows you're always there for her</p>	<p>development of adaptive skills can counterbalance the lifelong consequences of adversity (Center on the Developing Child, 2013).</p>	<p>Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu. Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/</p>
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