

Parent Info Card Project Parameters

Card Size: 7 in x 5 in

Sides: Two-sided

Finish: Glossy (possible alternate format: laminated card with Velcro strap)

Color: Full Color

Language: English (in simple terms so easily understood and easy to translate)

Target audience: Parents and caregivers of babies

Target age of child: **To Be Determined (TBD)** (Suggested choices: 0 to 6 months, 0 to 18 months, 0 to age 2, or 0 to age 3)

Context for presentation: Hand to caregivers during home visits and/or obstetrician appointment

Purpose: Provide guidance to parents and caregivers about what babies need for healthy overall development, including cognitive, sensory, behavioral, language, and relational.

Front of card:

In words of the baby: what I need for best development

Back of card:

Information based on Parents Awareness Alert

Funding for printing card: TBD

Information to consider:

1. **Summary of survey of parents whose babies became dependent on screens. They think card should have serious tone or at least contain a warning:**
<https://jj84.typeform.com/report/e2e2PvZQ/wvkXcwavU1vQJWnk>
2. **Please see the attached mockup of a card for size and spacing purposes.** This is about the maximum information we can put on the card. Note: **wording to be refined.** PLEASE NOTE THAT, FOR READABILITY, WORDING ON PARENT'S SIDE OF CARD NEEDS TO BE REDUCED BY HALF.