



**Early Advantage to
Support Your Baby**

CHILD DEVELOPMENT PROGRAM

Program Guide:

The EASY Baby Tummy Time Program

In the EASY Baby Program we emphasize Tummy Time because of the absolute importance of this major developmental position and because we have observed a startling trend of apparent misunderstanding that has grown over the last number of years, as the "Back To Sleep" program has gained prominence amongst neonatal and infant specialist and professionals.

As professionals in this area, we have understood the reasoning behind the push for the "Back to Sleep" program, predominantly the prevention of SIDS, (Sudden Infant Death Syndrome). This very frightening condition that has been listed as the cause of death for approximately five thousand child per year has been cut in half since the inception of the Back to Sleep Program. Researchers are still looking closely into what is the true cause of SIDS, and all the possible remedies for it. The EASY Baby Program is supportive of any program that helps the welfare, safety and health of babies and their families.



As experts in the field of child and motor development, we have noticed that the back to sleep program, while preventing the deaths of 50% of those babies at risk for SIDS, has not always been clearly understood by parents and other caretakers, and subsequently many children are never placed on their bellies at all until they are much older, (over six to eight months of age).

Our concern is that many infants and babies are missing out on the many awake hours that babies need to be on their bellies. The ability to maintain and play in Tummy Time is very important to a wide variety of developmental systems and skills including:

- Most children up to the age of four months old, (the height of the risk for SIDS is noted to be two to four months old), will typically sleep between naps and nighttime up to sixteen hours in a twenty-four hour period. This would only leave eight hours for belly time.
- Much of these remaining eight hours will be spent feeding and digesting, being held or playing on their backs, which further decreases Tummy Time opportunities.
- Tummy Time needs to be clearly defined so that parents and caretakers can understand and include this extremely important activity in their baby's day.

Advantages & Benefits of The EASY Baby Tummy Time Program:

- Stimulate and improve all aspects of “sensory-motor” development.
- Get strong in neck muscles. Both the front and back muscles of your baby will strengthen as he lifts his head up and down. This will help with head and neck alignment in all his motor skills, including sitting and standing.
- Optimize future balance skills. When your baby raises his head he supports the continued development of the balance center in the inner ear. Maturation of this “vestibular” sense is important for all development and will allow your baby to have good balance throughout his life.
- Develop arm/hand strength. Spending time in this valuable position will lead to hands and knee crawling and your child will develop the necessary strength in his shoulders, arms, hands and fingers for future fine motor skills including handwriting.
- Promotes integration of early reflex patterns that leads to variety of skills in all areas of development.
- Experience toes into ground: good for beginning rolling and belly crawling.
- Experience weight on chest: good for breathing/respiration for health and beginning communication skills.
- Experience weight in stomach: good for development of digestive muscles and organs.
- Pre-crawl: will lead to crawling on hands and knees, (a very important skill for maturation of the brain-helping to coordinate the right and left sides of the brain that lead to the ability to cross midline in such skills as reading & writing.
- Develop strength in legs and stomach muscles for all higher level gross motor skills, i.e. walking climbing, jumping.
- Prevent “Flat Head Syndrome”: a condition that has been a growing concern over the last decade as this important developmental position has been underrated. Often this can lead to the diagnosis of “Torticollis”. Don't forget to consult your pediatrician if you are concerned about any of these possible conditions in your baby.

Purchase our EASY Baby Tummy Time DVD to find out:

- Tummy Time Tips including safety
- Optimal Tummy Time play activities
- What to do if your baby has difficulty in Tummy Time
- Frequency & Duration of Tummy Time
- Tummy Time Reminders



DVD Order Form

To order the EASY Baby Instructional DVDs,
please fill out the form below & mail or fax it in.

Mail: EASY Baby
50 Hill Street, #520
Southampton, NY 11968

Fax: (631)725-7863



Quantity		Total
_____	Tummy Time Program DVD \$21.95	_____
_____	Baby Massage Program DVD \$21.95	_____

Within the continental U.S. please add \$4.00
shipping and handling for up to 4 DVDs. _____

Total: _____

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