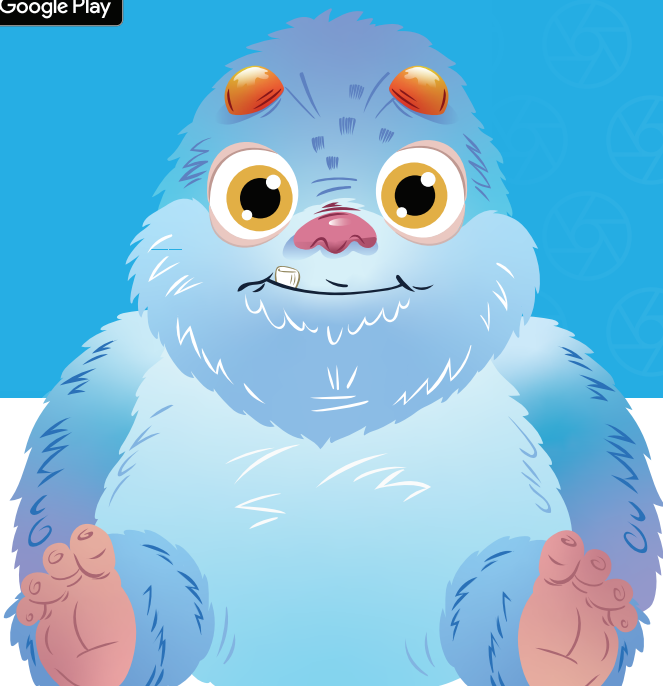


BRIGHT TOMORROWS

THE PARENTING APP

Supporting Parents & Caregivers

From the moment a child is born, more than a million neural connections are made every second, developing the building blocks in their brain. Through spending meaningful moments with children aged 0 to 5, parents, caregivers and the wider community can play an important role in developing a child's essential life skills – skills that will assist them through life as they navigate emotions, frustrations and day-to-day challenges. Children thrive when parents feel supported and the Bright Tomorrows app has been designed to give children the best start in life by putting tailor-made information into the hands of parents to support their child's brain development.



Bright Tomorrows –The App

The Bright Tomorrows app was developed by CoLab – Collaborate for Kids, a partnership between The Kids Research Institute Australia and Minderoo Foundation.

Children thrive when their parents are supported, especially in a child's early years.

Underpinned by the latest child development science and delivered with motivational interviewing techniques, the Bright Tomorrows app helps to build community understanding about the amazing potential of a young child's developing brain. Bright Tomorrows aims to support children's health, development and learning by delivering expert advice and evidence-based tools into the hands of parents and carers.

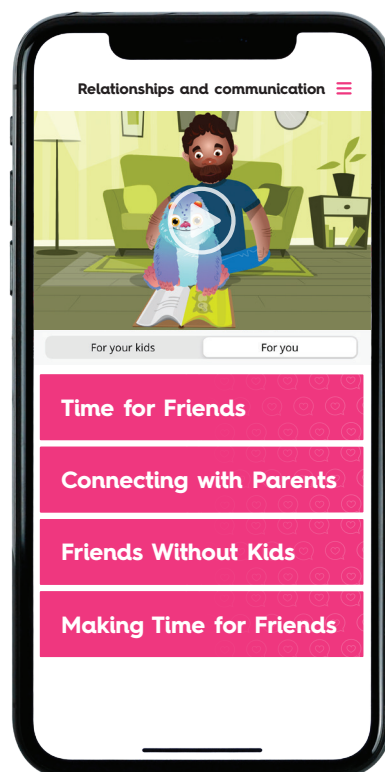
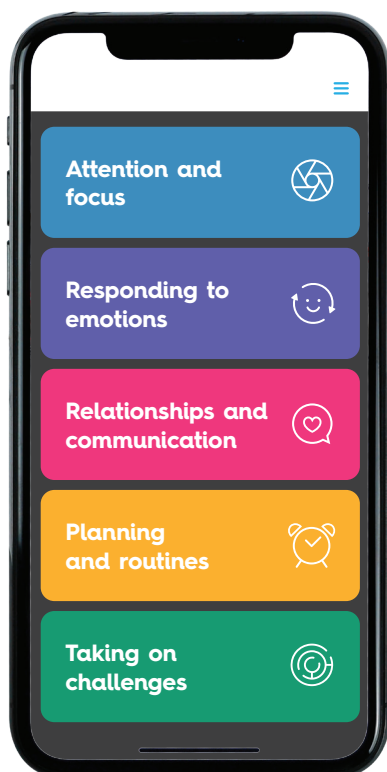
Using the unique tailoring system in the app, Bright Tomorrows provides evidence-based 'moments', specific to each family's needs, to help build essential life skills for children. The app helps to turn everyday moments into brain building

opportunities by providing over 1000 moments and tips to support families, and others who care for young children. With thanks to Vroom® and the Bezos Family Foundation, Brainy Backgrounds® explains how everyday moments are building young brains.

The early years are a time of great opportunity for children's health, development and learning. Key life skills that children start to develop when they're very young build a strong foundation for their future. Skills like attention and focus, responding to emotions, relationships and communication, planning and routines, and taking on challenges.

Sending out gentle 'nudges' the app provides reminders to encourage parents to integrate fun and interactive learning ideas into bedtime, bathtime, mealtime and range of other real life scenarios!

The Bright Tomorrows app also provides parents with personalised information and tips to strengthen their own life skills. Through strengthening their own life skills, parents can be empowered to provide their child with a safe and supportive environment for optimal learning, development, and wellbeing.



Why? The Scientific background to Bright Tomorrows

1

Experiences in the early years shape a child's future health, learning and wellbeing.

Early experiences have profound effects on the development of children's brains and biological systems both now and in the future. Parents and caregivers are well placed to have a positive impact on children's foundational learning, health and wellbeing.

2

Young children build skills through regular, active engagement.

Brain development is an active process that requires consideration, intentionality, support and resources from caregivers and society.

An active way to help children build healthy brain architecture is through "serve and return" interactions. A child reaches out for interaction ("serves") and the caregiver responds ("returns").

3

The early years are a time of great opportunity and we need to support parents to lay the strongest possible foundations.

Early childhood experiences and environments impact the lifelong trajectory of children and shape the society we are and that we can become. We can all play our part in shaping these experiences and environments by providing accessible support to families.

Working together to support families

In a world where parents and caregivers hear many competing messages it is easy to become unsure of which information to trust.



Just as parents and caregivers play an important role in supporting their children to grow and thrive, you as an individual and organisation are an essential trusted source of information that parents and caregivers can rely on.

When seeking answers in a sea of information, parents and caregivers value your knowledge, credibility and the relationship you have established with them. They look to you to guide them in a positive direction. It is because of the relationship and trust that parents and carers have with their early childhood practitioners, community organisations, health, education and care services like yours, that they look to you for certainty. When faced with an overwhelming amount of information, we can work together to support Australian families.

Bright Tomorrows extends the work you do, by putting in-the-moment help and support into the hands of parents and caregivers at times when they need it the most. Bright Tomorrows helps organisations like yours provide valuable support to families by delivering current, evidence-based and trusted information.

Bright Tomorrows Toolkit

Together we can help all Australian children grow and thrive by supporting their parents and caregivers so that Bright Tomorrows, start today.

Just as the Bright Tomorrows app is full of evidence-based moments for children and families, our toolkit is full of ready-to-go communication pieces that help you talk about Bright Tomorrows in the work you do. From social media posts, to newsletter inserts, and flyers our resources make it easy for you to support all Australian children to develop and thrive by helping parents to provide the best start in life.

Access all resources for professionals at:
www.brighttomorrows.org.au/resources/

Here's how:

1 Download the app

2 Access website resources

3 Share the app with families you work with

Resources in the toolkit:

Introductory video

A word from Professor Donna Cross from The Kids Research Institute Australia to explain how Bright Tomorrows can support you in the important role you have of supporting children and families.

Bobbie and Bright Tomorrows Introductory Animation

Let Bobbie introduce Bright Tomorrows and hear how meaningful moments help to build essential life skills in five key areas.

eNewsletter inserts and Email Conversation Starters

Let your community know about Bright Tomorrows by adding a

newsletter insert. You can add linked graphics to make it easy to find Bright Tomorrows in the App Store and Google Play.

Social Media Tiles, Posts and Prompts

Select from crafted posts about essential life skills or pick a prompt and develop your own. Choose from a range of social media tiles and always remember to tag us

[@brighttomorrowsstarttoday](https://www.facebook.com/brighttomorrowsstarttoday)

so we can acknowledge your efforts and interact with you! Don't forget you can also follow us on Facebook and share any of our posts too!



Flyers and posters

An easy way to introduce Bright Tomorrows to the families you work with and show them how to download the app.

Contact the team

If you would like to speak to the team about others ways you can introduce Bright Tomorrows to your work environment, please contact:

BrightTomorrows@thekids.org.au

brighttomorrows.org.au

 [BrightTomorrowsStartToday](https://www.facebook.com/BrightTomorrowsStartToday)

Bright Tomorrows is available now, for free, in the App Store and Google Play.

