Nobody Puts Baby in a Corner: Giving Infants the Spotlight
Brain Building Together:

A place for caregivers and their children ages birth – three to play and spend time together

Alli Leake
Director of Early Childhood Education
Bessie’s Diner

Sensations
Exhibit Development Process

- Successful 2014 IMLS grant
- 5 year process

80% of brain development happens in the first three years of life

Caregivers can do simple things to promote healthy development in the early years
Exhibit Development Process

Adults “...need to be sensitive to the child’s needs in the moment, flexible in choosing the way they intervene, and willing to follow the child’s lead.”

- The Power of Play, Minnesota Children’s Museum

“An ‘environment of relationships’ is crucial for the development of a young child’s brain...”

– Center on the Developing Child Harvard University
Goals for Grown-ups

1. Feel secure and comfortable
2. Observe and connect
3. Developmentally supportive interactions
Adult-Oriented Graphics & Activities

Peekaboo! I see you!
Playing turn-taking games with you feels good and creates new connections in my brain!

Cucu! Kiekebo!
Inai inai baa!
Guck, guck! Coo-coo!

Up and down, again and again
Use the beads to count how many times I repeat an activity.

Let's read!
These books are indestructible because learning to read often starts with chewing on a book.

No need to read me all the words, just follow my lead and talk to me.
Staff Interactions
Where did you have a Brain Building Moment today?

I am SOFTY MAN!
I am 6 months old and I enjoyed some quiet time.

Hazel - 2.5yrs enjoyed sliding, pretend cooking and the water room downstairs.

16 month old enjoyed going up the ladder then down the slide/ramp. She did it over and over. Lots of smiles and giggles! Yay repetition!

2/28/18
Early Outcomes

- Having a dedicated space for very young children is highly appreciated.

- Exhibits are successful in meeting their goals.

- Offering a comfortable space for infant feeding is well-worth the modest amount of space it takes.

- Crowding and “older children” can be challenges, but qualified staff help mitigate.

- Future opportunities
Alli Leake
Director of Early Childhood Education
978-264-4200 x128
aleake@discoveryacton.org

We can know everything about child development, but we have to remember that we know nothing about a child we’ve just met.

–Dr. Kevin Nugent, Brazelton Institute

* Some photos taken by Mitchell Green
Nobody Puts Baby In a Corner
Interactivity 2018
Becki Kipling
Manager, Early Childhood Development & Education
Museum of Science, Boston
rkipling@mos.org
Discovery Center
Discovery Center
Discovery Center *Infant Area*
Vision Development Mobile
development process
Vision Development Mobile
**Interactive Mobile**

**Explore Infant Vision**

Grownups! You can use the exhibits and toys in the Infant Area to learn more about how your baby thinks and learns.

The interactive mobile is an exhibit that allows grownups to explore what babies can see. You can use the activity cards and mobile pillows to re-create several classic experiments to learn about how infants see the world, and how an infant's vision changes as they get older.

Cognitive scientists who study infant development use a technique called "paired comparisons," to test babies' vision. Using this method, scientists are able to determine what babies prefer to look at. Then, they try to determine why babies of specific ages prefer to look at certain objects. Young babies are not yet able to see the full variety of colors, shapes or details that adults can see, so an infant's preferences (e.g. for one of these pillows over another) will change with age, as their visual acuity improves.

**Infant Vision Experiment**

Which pillow is most interesting to Discovery Center Babies?

**Method:** We showed three different pillows (one at a time) to babies in the Discovery Center, and recorded how much time they spent looking at each pillow.

Each of these "babyface" icons represents one baby. The picture below indicates which pillow each baby in our sample looked at the longest.

**Results**

<table>
<thead>
<tr>
<th>Newborns</th>
<th>6 Month Olds</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Looking away from the pillow" /></td>
<td><img src="image2.png" alt="Looking away from the pillow" /></td>
</tr>
<tr>
<td><img src="image3.png" alt="Looking at the pillow" /></td>
<td><img src="image4.png" alt="Looking at the pillow" /></td>
</tr>
<tr>
<td><img src="image5.png" alt="Looking at the pillow" /></td>
<td><img src="image6.png" alt="Looking at the pillow" /></td>
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</tbody>
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**You can be a Cognitive Scientist!**

Can infants see all of the colors that adults can see?

To find out, please your baby under the mobile.

1. Choose your baby to look at three pillows.
2. Which pillow does your baby seem to prefer?
3. Which are the three pillows on the mobile?

More Things To Think About and Try

Read this for more information and ensure the baby does not see bright light. Bright light can be distracting and can make the baby look away from the object. You can try something under the pillow to see if a baby can see their face, but not the pillow. To do this, you can put a mirror above the pillow and try to see if the baby can see their face.

**Interactive Aquarium**

**Explore Cause-and-Effect**

Grown Ups! You can use the exhibits and toys in the Infant Area to learn more about how your baby thinks and learns.

The Interactive Aquarium exhibit is like a toy that has multiple causes (different colored paddles) and effects (the animated fish). You can use the activity cards to create expeiments that your baby can interact with.

What do infants know about cause and effect?

To find out, all the infants in the Interactive Aquarium exhibit play with your baby on the lip.

1. Using your left hand, press the red paddle on the aquarium.
2. Press the red paddle button, watch the fish, and say "It bounces back on the baby's lip!" You can use a mirror to see the fish, but not the paddle button.
3. Press your right hand on the yellow paddle button, watch the fish, and say "It bounces back on the baby's lip!" You can use a mirror to see the fish, but not the paddle button.
4. Press your right hand on the green paddle button, watch the fish, and say "It bounces back on the baby's lip!" You can use a mirror to see the fish, but not the paddle button.

Can infants guess what will happen next?

To find out, all the infants in the Interactive Aquarium exhibit play with your baby on the lip.

1. Using your left hand, press the red paddle button, and watch the fish. You can use a mirror to see the fish, but not the paddle button.
2. Press the red paddle button, watch the fish, and say "It bounces back on the baby's lip!" You can use a mirror to see the fish, but not the paddle button.
3. Press your right hand on the yellow paddle button, watch the fish, and say "It bounces back on the baby's lip!" You can use a mirror to see the fish, but not the paddle button.
4. Press your right hand on the green paddle button, watch the fish, and say "It bounces back on the baby's lip!" You can use a mirror to see the fish, but not the paddle button.
Infant Activity Boxes
PD: Taking baby’s perspective

www.tinyeyes.com  App Store: BabySee
PD: Taking baby’s perspective

Source: Atlas of Hand Bone Age
First Time Parent Membership
& Programming

Kia Karlen
Director of Education
kkarlen@madisonchildrensmuseum.org

Heather Davis
Early Learning Manager
hdavis@madisonchildrensmuseum.org
Wildernest Early Learning Gallery
First Time Parent Membership
Planning and Partnership Development

- Member Focus Groups, spring 2017
- Health Care Partnerships, spring-summer 2017
- Soft Launch, June 2017 (100 Families)
- Create “Baby Guide to MCM”
- Create FTP Newsletter
- Member Morning FTP Orientations
- Full Launch, August-Sept. 2017
- New programming, Sept. 2017
- Press conference with sponsors, Oct. 2017
First-Time Parent Membership Fast Facts

**Enrollment**

Actual  
Predicted

1,900 families enrolled in the first 10 months of the program – 35.9% of the total enrollment predicted for the entire year! The first month that the program was open, we issued over 500 memberships in just 10 days. 1,400 families currently hold active FTP memberships.

**Utilization**

60% of all enrolled FTP member families have used their membership to visit the museum. Of our total attendance, FTP member visits represent 5% of our visitorship since the program started in June of 2016.

**Communication**

FTP members receive monthly emails with specially tailored messages about our infant/toddler specific programs like our Early Explorers Playgroup, Baby’s First Halloween, Baby Dance Party, and Baby Date Night.

**Retention**

21% of all families choose to remain members after their free membership expires. We have seen most families renewing at our Family Level (57% YTD), with spikes during our gift membership campaign.

**Outreach**

Word of mouth (37%) is the most common way families learn about FTP membership. Including social media (18%), more than 1 out of every 2 FTP members learned about the program through a social connection.

Other information sources include:
- MCM (in-person, web, e-news): 16%
- Other web & advertising: 11%
- Media coverage: 7%
- Clinics & medical professionals: 2%

Our outreach strategy has included a variety of community partners and marketing venues:

**Partners:**
- Rennebohm Fdn.
- GHC
- RISE
- Salvation Army
- YWCA

& more

**Outlets:**
- Facebook
- HulaFrog
- Madison Moms Blog
- Isthmus Publishing
- WORT FM
- Roadside Billboards

First-Time Parent Member Program | Updated 3.9.2018
Early Explorers Play Group
Experts at Play
Baby’s First Halloween
Baby Date Night

Speed Diapering Challenge

Baby Races
Reasons My Baby is Crying

Because I wouldn't let her run around with my beer bottle.

I wouldn't let her eat a raw sweet potato.
Go the F@#k to Sleep
Science Together
• Audience
  – Caregivers with children 0-4
  – 6 months and older
Sciencenter Together

• Science Process Skills
  – Observations: Exploring Worms
  – Predictions: Baking Soda and Vinegar Reactions
  – Categorizing: Sink and Float
  – Problem Solving: Block Bowling
  – Measuring: Flubber
  – Exploring: Building with Ice
  – Using Tools: Ice Excavation
• Materials as an invitation
  – Trays
  – Familiar objects in novel ways
  – Multiple Options for motor skills and development stages
Science Together

Head Start Early Learning Outcome Framework

- Cognitive development 0-5 to align with math and science development

Families, teachers and other professionals are invited to use and share our hands-on activities guides and professional materials. The Sciencecenter will continuously add relevant information to this page.

RESOURCES FOR MUSEUM PROFESSIONALS
COLLABORATIVE FOR EARLY SCIENCE LEARNING

Resources to support museums partnering with local Head Start programs to provide teacher professional development and family engagement focusing on early childhood science.

- Launch a Collaboration
- Working with Head Start Teachers
- Working with Head Start Families
- Activity Guides
Activity Guides

A collection of activities for parents, caregivers, and educators to use with children. These activities may be used in a variety of settings, including family engagement events, professional development workshops, in the classroom, and at home.

ACTIVITY GUIDES (BIRTH TO 3 YEARS OLD)

- Categorizing
- Exploring
- Measuring
- Observing
- Predicting
- Problem Solving
- Using Tools

ACTIVITY GUIDES (3 TO 5 YEARS OLD)

- Categorizing
- Exploring
- Measuring
- Observing
- Predicting
- Problem Solving
- Using Tools
• Victoria Fiordalis
• 607.272.0600 ext 149
• vfiordalis@sciencenter.org
• www.museumtools.org