

# *A Great Start for Pēpi*

*How loving care supports your child's future*



**Brainwave**<sup>™</sup>  
early years last forever

whakamana i te tamaiti



## *Early experiences influence brain development*

A lot of important brain development happens in the first few years of your baby's life. Their experiences during this time have a big influence on how their brain develops. This can affect every aspect of their life.

Genes provide a guide, but the way their genes are expressed can be influenced by what happens. Early experiences lay the foundations for later learning, behaviour and health.

## *What happens to tamariki can help or get in the way of healthy development*

Protective factors help make positive outcomes more likely. A great example is a strong, loving relationship between parent and tamaiti.

Things that can get in the way of healthy development are called risk factors. The more risks a tamaiti faces the harder it will be for them to reach their potential. Abuse or neglect are examples of risk factors.

The more protective factors, and the fewer risks, the better for our tamariki.







## *Tamariki need to feel loved*

Showing your tamaiti love, by spending time together, cuddling, talking, singing, reading and playing, helps them to grow in healthy ways.

Babies whose parents spend time with them, try to figure out what they need, and are usually quick to respond, are more likely to grow up physically and mentally healthy and be better able to learn at school.



## *Everyday ways to help tamariki reach their potential*

- Lots of time with adults who show they love them.
- Heaps of cuddles and loving physical contact.
- Plenty of opportunities for free play.
- Lots of time spent talking, singing and reading together.
- Getting help early for tamariki with health, sensory and developmental issues or concerns.
- Parents who feel well supported and able to get help if they need it.

## About Brainwave

Focusing on child development and wellbeing education, we explore how our tamariki develop, and how their experiences impact on their oranga, now and into the future. We do this based on science and indigenous knowledge.

Brainwave Trust has a passionate team of kaiako who share our findings with whānau and rōpū across the country. At Brainwave Trust, our kaupapa is to do what we can to ensure every child gets a good start in life, in a safe, secure and nurturing environment.

## How to stay in touch



[brainwave.org.nz](https://brainwave.org.nz)



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Book a workshop for your group:



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## Acknowledgements

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### *Glossary of te reo Māori words:*

kaiako – teacher

kaupapa – purpose

oranga – wellbeing

pēpi – baby

rōpū – group

tamaiti – child

tamariki – children

whānau – extended family