

## Stay in touch

As a new parent, you might feel lonely at first. Your smartphone can help you stay in touch with the outside world. To fully appreciate every moment you spend with your children, it's best to use these devices once they're asleep.

## Handle personal data and photos with care

Photos and personal data of children do not belong on the internet and social media. Once they're online, you're no longer in control who sees, saves or reuses them.

## The best media for this age

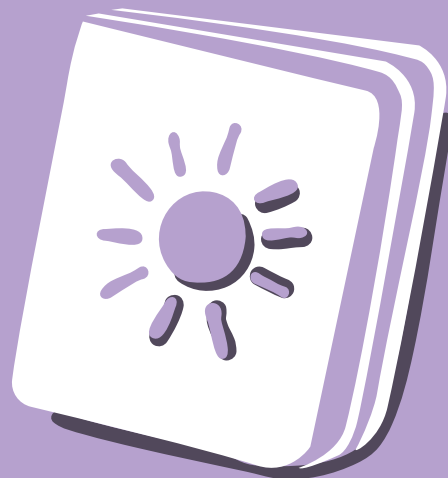
Picture books:  
always a winner!



Audio media:  
Children's songs and  
simple short stories



# What parents need to know



# Digital media & infants

0–3 years

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In collaboration  
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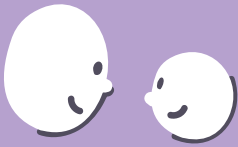


Find more  
information on  
[eltern-medienfit.bz](http://eltern-medienfit.bz)

# The healthy way to grow up in a digital world

Babies and toddlers need to explore the world with all senses to thrive.

At this age, children mainly need:



Attention and affection



Physical activity and time outdoors



Unstructured play



Sufficient time to relax and sleep

**Try and avoid screens completely for children under 3.**

# A safe companion – from the very start

## Parents are role models for media use

Smartphones, tablets, computers and TVs are brilliant when it comes to catching our attention, often without us even realising. Make sure to leave digital devices out of reach during playtime, conversations, cuddles and quality time.

## Feeding means bonding

Even when breastfeeding or bottle-feeding, babies need eye contact and affection. Screen media can interfere with this bonding moment. Once children can eat independently, shared mealtimes without digital devices can be valuable moments of quality time.

## Be there with them – even if it's difficult

At this age, children learn to express their emotions. So, sometimes strong emotions will erupt. In these moments, they don't need the distraction of digital devices, but instead their parents' closeness and support.

## Talking and discovering together

Talking, singing and looking at picture books together promotes language development. Physical activity, observation and trial-and-error activities support their physical and mental development. Screen media can impair their learning.