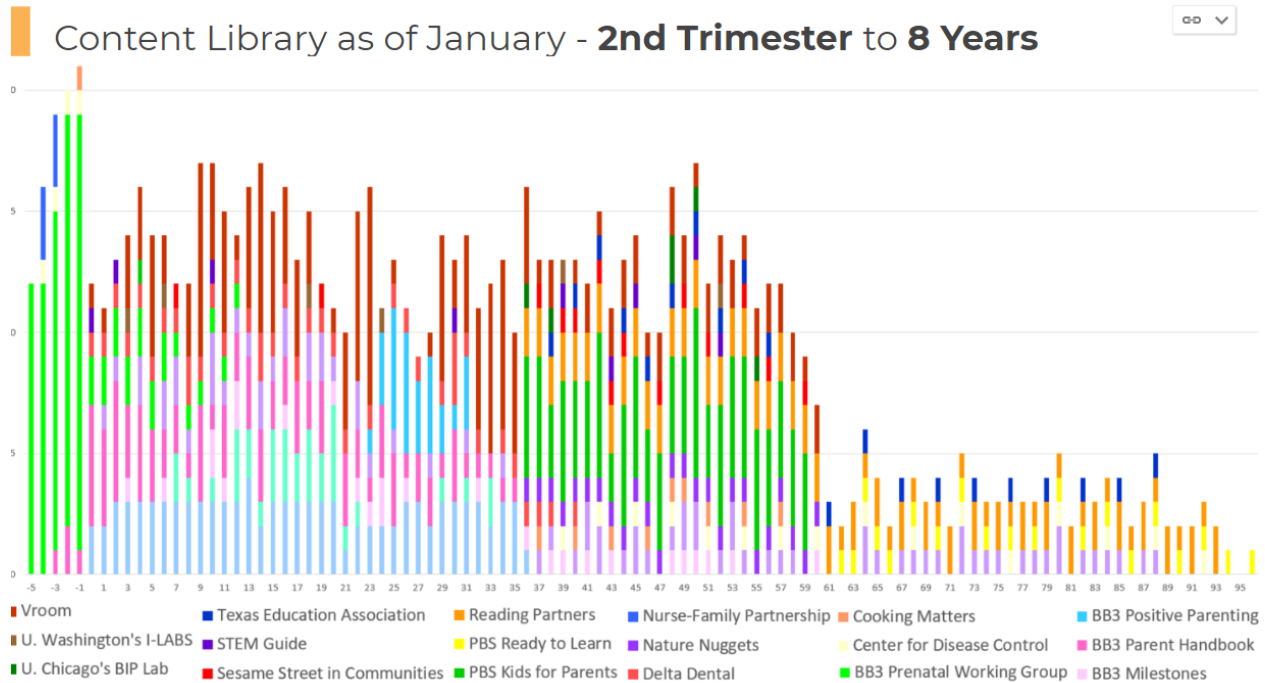


## Direct from the national team:

With an addition of over 200 more messages including a really deep expansion of the prenatal and perinatal messages going back to the second trimester of pregnancy helping expecting families prepare for baby and co-parents to understand and support the challenges of maternal mental health in those early months. We are also expanding content out to age 8 all the way up to that third grade reading which is such an important indicator for the rest of school success and lifelong learning. We're thrilled to continue to add more expert content partners. This is just what's in the works right now and we're continuing to have more conversations with expert content providers making sure that the best of what's out there is available to families in one place.



## Updates:

### Perinatal

- Messages start at the beginning of the second trimester
- Convened a Perinatal Content Development Committee of experts from around the nation to develop almost 100 Maternal Mental Health and Wellness messages [subtopics include: Anxiety and Mood Disorders, Social Supports, Transitions, Baby Parent Connect, and more]
- National Nurse Family Partnership has also provided resources, such as preparing for baby's arrival, healthy pregnancy tips, and more
- We worked with [I-LABS at the University of Washington](#), who are experts in the field of "Parentese"; what's unique about this collaboration is that we were able to translate otherwise research-heavy information into a format that is easily

understandable and digestible for parents. I also like these messages, as they include quick, engaging modeling videos.

### Age 5 to 8

- Over 30 messages under the domain of Mommy Burnout, we worked with [Dr. Sheryl Ziegler](#) to create these
  
- Nearly 40 messages that cover language and literacy, which are intended to build off of what the child learns in the classroom and encourage caregiver interaction; rather than simply regurgitating information that is taught in schools

In the upcoming weeks, we are also slated to launch new PBS Learning Media content, beginning with our partner WNET in New York; who has Parenting Minute videos, as well as a series called [Nature Nuggets](#) that introduces STEM-related information to younger children.