

the magic of everydayTM
moments

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Johnson & Johnson
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ZERO TO THREE®



9-12 months

The Magic of Everyday Moments™: 9-12 Months

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The Magic of Everyday Moments™ campaign is an initiative between **ZERO TO THREE** and the **Johnson & Johnson Pediatric Institute**.



ZERO TO THREE is a national nonprofit organization of renowned pediatricians, educators, researchers, and other child development experts who specialize in the first years of life.



The **Johnson & Johnson Pediatric Institute** is an organization dedicated to research and development conducted in support of improving pediatric care around the world by partnering with leading healthcare professionals on topics in pediatrics, parenting and infant development.

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The Magic of Everyday Moments™

Loving and Learning Through Daily Activities

If you are like most parents today, your greatest challenge is probably caring for your baby while also taking care of yourself and your responsibilities. The competing demands on your time and energy make finding the time to connect with your baby no small challenge. But daily activities, such as feeding, bathing and grocery shopping, don't need to take time *away* from bonding with and enjoying your baby. In fact, these *everyday moments* are rich opportunities to encourage your child's development by building her:

- *self-confidence* • *curiosity* • *social skills*
- *self-control* • *communication skills*

Most of all you build her desire to learn about her world.

The booklets in this series are not intended to be general guides to *everything* that is happening at each specific age. Instead, they focus on how, through interactions with your baby during *everyday moments*, you can support your baby's social, emotional and intellectual development.

It's the special interplay between parent and child that makes everyday moments so meaningful. The potential is limitless. The starting point is you.



What It's Like for You

At 9 months, babies have their own ideas about themselves and the world. They are masters at asserting themselves in all sorts of ways, both charming (finding you in another room and pulling himself up on your leg to give you a big hug) and frustrating (throwing food he doesn't care for off the highchair or refusing to lie down for a diaper change). You might hand him a toy only to have him fling it to the floor and scream. He doesn't want that toy . . . he wants the other one! And if you can't read his mind and give him that desired toy, he'll just continue to complain and protest until he gets his hands on what he does want. Thankfully, at 9 months, babies are mastering the idea that things that they can't see still exist, so he'll soon be able to find what he's looking for himself.

Your easygoing little guy is emerging as a very intense and powerful force. This requires a real adjustment on your part: just as your baby is developing new skills by leaps and bounds, it seems you need a whole new set of strategies to parent this very strong individual. It's no wonder you're still so tired, even though your baby may finally be sleeping through the night. You needn't feel guilty that you find yourself eager to tuck him in at the end of the day so you can have some time to yourself. But when you're at your wit's end, remember, this self-assertion—often called willfulness—is really not a bad thing! When you think about the abilities you want your child to have as he grows, knowing what he wants and going for it is key to his success.



hellos and good-byes

Separations—whether daily or occasional—can be hard on you as well as your child. But helping her adapt to these comings and goings can actually support your baby's social and emotional development.

Good-byes through your baby's eyes:

Some days, I cry when you leave. I might also cry or ignore you when you come back. That doesn't mean I've been miserable the whole time you were away. It just means that when I see you, it reminds me that you've been gone, and I need and love you so much that I get overwhelmed and have to cry. I know I'm safe to share my deepest feelings with you, and that's why I can show you when I'm sad. When you need to leave me, it helps if you spend some time with me and my caregiver. When you smile and talk with her, I feel safe because I'm staying with someone you like. When I'm bigger, let me take a picture of you or something else that's special from home. And please, don't ever just sneak out on me, even if it seems like it will be easier. It only makes me fearful that at any moment you might disappear without warning. Saying good-bye to me makes me trust you more. Over time, I will learn that whenever you leave, you come back.

What your baby is learning from hellos and good-byes:

When you show respect for your baby's feelings—by letting her know you are leaving and helping her cope with your separations—she begins to recognize and handle her own feelings. When you establish predictable routines, you build her security and trust. She learns what to expect and feels in control of her world. As she learns to handle separations, she develops trusting relationships with other nurturing adults, learning that others can take good care of her, too. Her social and emotional skills may get a boost if she is being cared for alongside other children.

What you can do:

- Understand how your child best copes with separations. Does it help for you to spend some time playing with her in the center before you leave, or does she adjust better if you say a quick good-bye?
- As she grows, tell her what to expect, "You'll have circle time, then have snack, play outside on the playground and then Mommy comes back!" Because she doesn't yet understand real time, this gives her a sense of when things will happen and in what order.



grocery shopping

Most parents dread taking their baby to the store. But when you see it through babies' eyes, there are endless possibilities for exploration.

If your baby could talk:

Wow! Look at all these colorful objects and interesting people; listen to the sounds, smell the smells! If I seem cranky in here it's because I'm a little overwhelmed by everything around me. When you hold me close and tell me what's going on, it helps. I learn the world can be a safe and interesting place to explore. As I get bigger, I'll want to help you out, by pushing the cart, carrying paper towels, and lots of other stuff. Giving me jobs I can handle builds my confidence, keeps me out of trouble, and makes it easier for me to wait. When I recognize a box of our favorite crackers or the white and blue milk carton like the one we have at home, I am developing skills that will one day help me read. I also learn about shapes, colors, matching and numbers when you ask me to put two round oranges in the bag. For me, this is math and science. The grocery store is a world of wonder for me!

What your baby is learning:

If your child is easily overwhelmed, make your shopping trips short. When you respect your child's feelings, over time he will learn to adapt. You will also be teaching him empathy for others. When you engage him by talking about what he is seeing and hearing, you are helping him develop language skills. When you give him appropriate "jobs" to divert him from pulling all the boxes off the shelf, he'll see himself as an important helper and begin to learn self-control. Stores offer a rich environment, with countless opportunities to learn new ways about how the world works.

What you can do:

- Let your child take something small from home with him to the store, perhaps his lovey or a toy. These objects can make him feel safe and can also give him a playful diversion.
- Provide lots of opportunities for him to get involved. Ask him to point to a familiar product on a nearby shelf. Hand him soft, unbreakable items and ask him to place them in the cart. Kids love to be helpful.



Reading Your Baby's Cues

What follows is a chart that describes what children are learning at this stage and what you can do to support the development of these new skills. As you go through the chart, it's important to remember **that every baby is an individual person, and grows and develops in her own way, at her own pace.** Building a strong and close relationship with you is the foundation of her learning and her healthy growth and development. Any concern about your baby's behavior or development deserves attention. Always discuss your concerns with your child's pediatrician or other trusted professional.

what to expect

between 9 and 12 months:

Look I Found It!

At around 9 months, babies begin to develop an awareness that things continue to exist, even when they don't see them. This is called "object permanence."

Good-Byes Are Hard

Separations may become more difficult. As your baby's new physical independence increases, so does her emotional dependence on you.

Watch Me Move

Your child becomes more independent as he uses his body to move away from you—creeping, crawling, or even taking baby steps.

I Get It!

Your child understands more than she can say and can even follow simple commands such as "Go get your ball."

what you can do:

- Play hide-and-seek games that will help him master object permanence. After you show him the ball, hide it behind the couch and encourage him to hunt for it.
 - Talk to him when you move out of his sight so he knows you are near. This will reduce his anxiety and may help him play alone for a few minutes.
 - Be patient! Babies often become very persistent as they develop “object permanence.” They remember the toy they had yesterday and they want exactly the same thing now!
- When saying good-bye, use positive language—with your words and body. Children take their cues from you. So, with a smile, tell her that you will really miss each other, but that she is going to have so much fun with Miss Marie. And when you come back, like you always do, you’ll read your favorite book together!
 - Give her a picture of you. Make an audiotape of yourself singing songs or reading a cherished book.
- Offer him a “safe base.” He needs to know you’ll still be there when he decides he’s gone far enough. This sense of security helps him feel safe to venture out again.
 - Avoid walkers. They can be dangerous and can interfere with muscle and joint development.
 - Recognize his need to practice new skills. If he refuses to lie down for diaper changes, you can say “You don’t want to lie down now that you can stand all by yourself! Okay, we’ll do this together. You hold the diaper while I fasten it.”
- Put her actions into words and build on them. “You’re holding bear. Does he want a drink?” and hold out a cup.
 - Use visual cues to help build comprehension. Ask, “Where are your shoes?” as you point to them.

what to expect between 9 and 12 months:

I've Got
Something
to Say

Your child uses his gestures and vocalizations to communicate. He may point to the juice and say "juju" to show you what he wants. He may push the cracker off the highchair and say "nuhnuh."

I Want What
I Want!

Your child may become more selective about foods (and everything else!) and want to eat on her own.

Just Say No!

Your child discovers "No!" and uses it with great abandon.

Keep Me Safe

Your baby loves to explore, but she still needs grown-ups to keep her safe.

what you can do:

- Help him show you what he wants. Present two toys and ask, "Which do you want?" Encourage him to respond by pointing or reaching. If he looks at or talks to one toy more than the other, say, "You want this one!"
- Play back-and-forth games. Roll a ball to your baby and encourage him to roll it back. These games promote his social development and lead to the back and forth of conversations.
- Offer her choices because yesterday's favorite food may be rejected tomorrow. Be patient and experiment with foods to help her find what she likes.
- Allow and encourage her to feed herself. She can practice using a spoon and drinking from a sipper cup. She will be proud to be in charge of her feeding when you give her the chance. Of course, she'll need some help.
- Learn to distinguish what your baby means by "No!" It can be his way of declaring his independence. When he kicks and shouts and shakes his head, "No," as you lift him into the car, he may be saying, "I'm the boss of me!" He may be sharing his likes and dislikes—"No peas . . . more carrots." Or, he may be telling you, "I'm too tired to cope," as he protests, "No" when you carry him to his crib.
- Create a safe home. It helps to get down on all fours to see your home from your baby's viewpoint to make sure no dangers are within reach. Install baby gates, outlet covers and other safety items where necessary.
- Create a stimulating home without having to spend a lot of money on expensive toys. Make sure each room contains things that interest her, like big, colorful books in the family room or a drawer full of plastic containers in the kitchen.



What Your Baby Needs Most

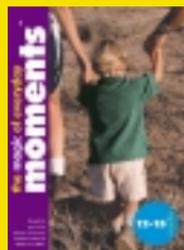
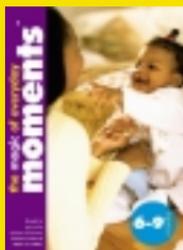
We know that you want to do your best to nurture your baby's healthy development. We also know that many parents are overwhelmed by busy days, and the thought of adding extra activities to boost their child's development may simply be too much.

That is the power of the magic of the everyday moment. What your baby needs most to thrive is *you*. Nothing else can replace the power of what your child learns as he explores the world and shares his discoveries during everyday moments with you.

We hope this booklet has shown you that the *magic* of parenting is not in any toy you buy or in the latest product claiming to make your baby smarter. The *magic is* in your everyday interactions that help your child build the crucial capabilities — such as confidence, curiosity, cooperation, and communication — needed for lifelong learning and success.

Remember, everyday moments are rich bonding and learning opportunities. Enjoy the magic of these moments with your child.

*Don't miss the other booklets in
The Magic of Everyday Moments™ series:*



For more information on early childhood development, go to:

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