

ANNEX A

BABY BONUS PARENTING RESOURCES SITE NAVIGATION

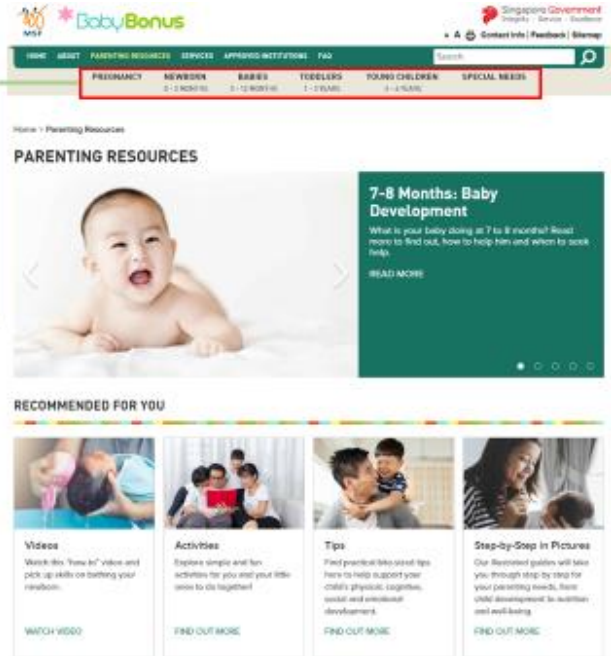
www.babybonus.msf.gov.sg/parentingresources

Easy Navigation

Clear categorization of content by life stage:

- Pregnancy
- Newborn (0 — 2 months)
- Babies (3 — 12 months)
- Toddlers (2 — 3 years)
- Young Children (4 — 6 years)
- Special Needs

Corresponding articles for child's different stages of development



Example for 'Young Children':

- Further categorized into 8 key topics
- i.e. *Development, Education, Illness, Nutrition, Play & Learning, Safety, Socializing, Well-being*

Expand menu bar to access complete list of articles

ANNEX B

ADVISORY PANEL ON PARENTING (APOP) FOR BABY BONUS PARENTING RESOURCES

- 1) Dr Carol Alice Balhetchet**
Clinical Psychologist
Dr. Carol & Associates

- 2) A/Prof Chan Lin Ho**
Associate Professor, Early Childhood Education Programme
S R Nathan School of Human Development, Singapore University of Social Sciences

- 3) Dr Mary Chong Foong-Fong**
Assistant Professor
Saw Swee Hock School of Public Health
National University of Singapore

- 4) Dr Khoo Zi Xean**
Consultant, General Paediatrics Service
KK Women's and Children's Hospital

- 5) Mr Arthur Ling**
Director
Fei Yue Family Service Centre

- 6) Ms Janet Loo**
Assistant Director, Healthy Food and Dining
Health Promotion Board

- 7) A/Prof Lourdes Mary Daniel**
Head and Senior Consultant
Department of Child Development
KK Women's and Children's Hospital

- 8) Dr Mariam Aljunied**
Principal Educational Psychologist
Psychological Services Branch, Special Education Needs Division
Ministry of Education

- 9) Dr Mukhlis Abu Bakar**
Associate Professor, Asian Languages & Cultures
National Institute of Education
Nanyang Technological University

10) Dr Oh Jean Yin

Deputy Head, Department of Paediatrics
Senior Consultant, Adolescent Medicine Service
KK Women's and Children's Hospital

11) Ms Cynthia Pang

Assistant Director of Nursing and Senior Lactation Consultant
KK Women's and Children's Hospital

12) Ms Catherine Poey

Senior Nurse Educator
Nurses Development Unit
KK Women's and Children's Hospital

13) Dr Kenneth Poon

Associate Professor, Early Childhood and Special Education
Interim Centre Co-Director, Centre for Research in Child Development
National Institute of Education
Nanyang Technological University

14) Dr Quah Saw Han

Director and Principal Clinical Psychologist
T.A.P: The Affinity People Pte Ltd

15) Dr Shephali Tagore

Head and Senior Consultant, Department of Maternal Fetal Medicine
KK Women's and Children's Hospital

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LOCAL AND INTERNATIONAL CONTENT PARTNERS

Local Partners

- 1) Early Childhood Development Agency
- 2) Health Promotion Board
- 3) KK Women's and Children's Hospital
- 4) Ministry of Education (Singapore)
- 5) National Library Board (Singapore)
- 6) National University of Singapore, Alice Lee Centre for Nursing Studies, Yong Loo Lin School of Medicine
- 7) Yayasan Mendaki

International Partners

- 1) Parenting Research Centre (Australia)
- 2) Vroom (USA)

Annex C

Article	URL Link
Tantrums: Why They Happen and How to Respond	https://babybonus.msf.gov.sg/parentingresources/web/Young-Children/YoungChildrenDevelopment/YoungChildrenBehaviour/Young_Children_Tantrums
Encouraging Good Behaviour	https://babybonus.msf.gov.sg/parentingresources/web/Babies/BabiesDevelopment/BabiesBehaviour/Babies_Encouraging_Good_Behaviour
Toilet Training	https://babybonus.msf.gov.sg/parentingresources/web/Toddlers/ToddlersWell-Being/ToddlersPotty_Training/Toddlers_Toilet_Training
Separation Anxiety in Children	https://babybonus.msf.gov.sg/parentingresources/web/Babies/BabiesDevelopment/BabiesBehaviour/Babies_Separation_Anxiety
Introducing Solids	https://babybonus.msf.gov.sg/parentingresources/web/Babies/BabiesNutrition/BabiesIntroducing_Solids/Babies_Introducing_Solids
Video	URL Link
Confinement Practice	https://www.babybonus.msf.gov.sg/parentingresources/web/Misc/Videos_NUS_15

FAQs on Baby Bonus Parenting Resources (BBPR)

1. What does the Baby Bonus Parenting Resources consist of and who would benefit from it?

The Baby Bonus Parenting Resources is an expert-verified source of parenting information and tips, backed by research. The repository of articles, videos, tips and activities for parents and parents-to-be aims to equip parents with the information to parent confidently and raise happy, healthy children.

Parents-to-be, parents with children aged 0-6 years old as well as caregivers of these young children will benefit most from this information.

2. When was BBPR launched?

Since the portal's soft launch in April 2018, more than 142,000 people have visited the portal as at Feb 2019. There are 52,500 Facebook followers.

3. Why did the Government decide to put parenting information online?

In today's digital age where parents are always on-the-go and constantly consuming information online, MSF aims to provide parents, especially first-time parents, with holistic support by making credible parenting information easily accessible online. The Baby Bonus Parenting Resources differentiates itself as a one-stop online portal of localised and expert-verified information that parents can reference to make informed parenting and caregiving decisions. The portal also provides information on parenthood schemes and a listing of family-friendly events.

4. What differentiates the Baby Bonus Parenting Resources from other well-established local parenting websites which also share advice, and tips for to-be and new parents?

The Baby Bonus Parenting Resources aims to encourage parents to take an active role in nurturing their children. With information available on BBPR, parents can do so confidently from the comfort of their own homes without the need to rely on enrichment classes.

One of the features that sets BBPR apart is its content which is backed by research and curated by local and international experts. Content topics range from pregnancy to childbirth and early childhood. MSF also worked closely with various partners to develop the portal's content to ensure relevance for parents and young families in Singapore. These partners include the Early Childhood Development Agency, Health Promotion Board, National Library Board, National University of Singapore, Australia's Parenting Research Centre and the US-based Vroom, Bezos Family Foundation.

5. What are some of the resources available on the Baby Bonus Parenting Resources portal?

The Baby Bonus Parenting Resources covers a wide range of topics such as pregnancy, newborn care, child development, behavioural management, play and learning, child safety; as well as tips on maintaining your well-being as a parent or caregiver.

Resources are also categorised by the life stages of children aged 0-6 years old, so that parents can easily find and access the information they require.

Top articles on BBPR by page views for 2018 are:

1. Tantrums: Why They Happen and How to Respond
2. Encouraging Good Behaviour
3. Toilet Training
4. Separation Anxiety in Children
5. Introducing Solids

Refer to Annex C for article links.

6. Can I access the Baby Bonus Parenting Resources if I'm not a parent?

Yes, the resources are available to all for free on www.babybonus.msf.gov.sg/parentingresources. Professionals who work with and support parents, and caregivers of young children such as General Practitioners, nurses, early childhood educators and preschool teachers can also benefit from this resource.

7. Are there plans to expand the Baby Bonus Parenting Resources to include information for parents of children older than 6?

The Baby Bonus Parenting Resources is part of the wider network of initiatives and resources that supports parents across the child development lifespan. Currently, BBPR is focused on deepening the resources for parents of children aged 0-6 years old. We are continually working with experts on developing new content, and will update new content in tranches.

Glossary of Key Terms in English-Chinese

English	Chinese
Ministry of Social and Family Development	新加坡社会及家庭发展部
Baby Bonus Parenting Resources	新加坡亲子网
Advisory Panel on Parenting (APOP)	亲子专家小组
APOP Expert	亲子专家
Speaking of Children – <i>Title of our APOP expert series on different topics. The first episode is up on FB here: https://www.facebook.com/BabyBonusParenting/videos/122030182047002?source=1</i>	亲子小贴士
NUS Alice Lee Centre for Nursing Studies	国大李陈爱礼护理学中心