

BPSI INVITES YOU

Childcare Conference 2014:
"The Case for Make Believe"



Saving Play in a Commercialized World

Join Us May 17, 2014!

Play is crucial for creativity, healthy development, and learning. It's how children naturally wrestle with life to make it meaningful. Yet young children today are routinely and often inadvertently prevented from playing at home and in early childhood settings.

One major culprit is the commercialization of childhood. Loveable media characters; cutting edge technology; brightly colored packaging; and well-funded, psychologically-savvy marketing strategies combine in coordinated campaigns to capture the hearts, minds, and imaginations of children-teaching them to value that which can be bought over their own make-believe creations.

Dr. Linn will explore the erosion of creative play and what professionals who work with young children can do to ensure that all children have opportunities for make believe.

Presenter Susan Linn, EdD

Susan Linn, EdD is founder and director of Campaign for a Commercial-Free Childhood, research associate at Boston Children's Hospital, and an instructor in psychiatry at Harvard Medical School. She has written two books and numerous articles about creative play and the effects of media and commercial marketing on children. A psychologist and an award-winning ventriloquist, she and her puppets appeared on *Mister Rogers Neighborhood* and in numerous videos helping children cope with difficult issues ranging from racism to parental depression. In 2006, she received a Presidential Citation from the American Psychological Association for her work on behalf of children.



Continuing Education

Early Childhood Education Credits

Certificates of attendance for four(4) hours for the professional development portfolios of early childhood educators will be awarded.

Certificates of attendance for (4) hours of professional development for early childhood educators will be distributed to participants at the conclusion of the program. For information about Continuing Education Credit for psychiatrists, psychologists, and social workers, please contact us.

Free Workshop Immediately Following the Program

Participants are invited to a workshop immediately following the conference from 1:00 PM - 2:00 PM. The workshop will address working with children at risk, speaking to parents and assisting with referrals. Co-leaders of the workshop will be **Alexandra Harrison, MD** and **Susan Twombly, MS**.

Early Bird Registration

\$35

After April 17th

\$45

To Register online:

[www.regonline.com/
BPSIChildcareConference2014](http://www.regonline.com/BPSIChildcareConference2014)

*Or contact the BPSI Office at
office@bpsi.org or
617-266-0953*

When

Saturday May 17, 2014
9:00 AM - 1:00 PM

Where

Pine Manor College
400 Heath Street
Chestnut Hill, MA
Founder's Hall in the Perry
Administration Building
Parking is free

What

Spots filling up quick! Make sure to reserve your seat!

Childcare Symposium Committee

Judith Yanof, MD, Chair

Darragh Callahan, EdD
Jane Lannak, PhD
Ellen Moore, MA
Ann Stambler, LICSW
Susan Twombly, MS

The Boston Psychoanalytic
Society and Institute
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