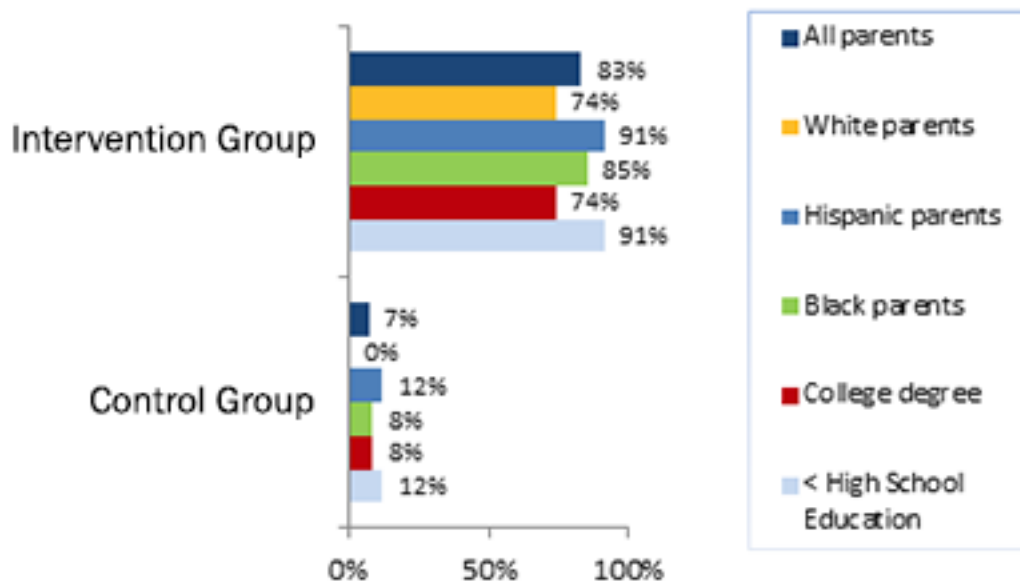


Research related to Play Nicely

A public health approach

The Play Nicely program works for parents from different cultural and educational backgrounds. In a randomized controlled trial, the Play Nicely multimedia program was viewed by consecutive parents in a pediatric clinic. Regardless of their background, parents in the intervention group who viewed at least four discipline options (5-10 minutes) were more likely to have changed how they plan to discipline their children compared with parents in the control group (all: 83 percent vs. 7 percent).

Proportion of parents who changed how they plan to discipline



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