

# The Reach Family Institute and BrainFit Kids



Facebook  
LIVE session  
recap - Week  
2, Part 1

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## The Second Law of Brain Development = Frequency, Intensity, Duration

Last week we talked about the importance of the first law of brain development, the natural law that says that function determines structure. This leads to the inescapable conclusion that the brain grows through use! Knowing this, it seems to us that we should all want to know what is the best way to grow the brain?

"Practice doesn't make perfect. Practice makes myelin, and myelin makes perfect."

Daniel Coyle, The Talent Code

The answer lies in the second law that governs brain development, a basic law of neurology that says: in order to increase the transmission of nerve impulses across the central nervous system, you must increase the stimulus in frequency, intensity, and duration.

Here's what this means in simple terms.

Frequency – How often the stimulus is sent.

Intensity – How bright, large, colorful, loud, strong, etc., the stimulus is.

Duration – How long, in terms of time, the stimulus lasts.

By being aware of and applying the second law of brain development we ensure that the brain gets the information it needs in a way that is best suited for how it actually takes in, processes, and uses information. The result is increased growth of neurons, dendrites, and most importantly, myelin. Lots of myelin effectively turns the brain into the human equivalent of broadband internet.

<https://brainfitkids.com/harnessing-brain-plasticity/>

## The Importance of Self-Care

It should be painfully obvious that in order to be at your best as a Mom or Dad, husband or wife, boss or employee, or as a friend... you have to take care of yourself. And yet... you are usually the absolute last person in the world to benefit from all of that loving and caring that you shower on everyone else!

Now more than ever it is important to pay attention to self-care. Stress levels are way up and they really, really need to be way down! Disabuse yourself of the notion that self-care is selfish. Actually, it's exactly the opposite... self-care is selfless! What can you do? Try these things on for size - eat well, exercise regularly, get outside in natural sunlight, spend some time with yourself (reading, meditating, praying, dreaming...) get adequate sleep.

## WTD (What to Do) Tip of the Day - Mother's Day Projects

Hey, Mom's been pulling extra duty of late so she could sure use a break this weekend. So how about working on a few Mom Appreciation projects this week? Here are a few ideas of things that almost all kids can participate in.

Plan a Mother's Day breakfast (or lunch, or dinner) where Dad and the kids shop, prepare, and cook the meal.

Buy Mom a plant and have the kids decorate/paint the pot that holds it.

Anything with handprints or footprints is always a big winner. Paint a painting... Make a card... For some reason, Mom's just love that!