

The show “Baby Borrowers” is a heartbreaking commentary on contemporary media and civilization.

NBC defends this show as a social experiment, somehow inferring that an eventual public good will result. In reality, valid research over the last half century has contributed to a knowledge base which indicates that attachment, caregiver responsiveness and response to child distress are fundamental ingredients in the ongoing and successful maturation of an infant’s developing brain and the eventual achievement of a child’s human potential. A real-life caregiver is a person who understands the need for a quality relationship with a baby and that this relationship will have a significant impact on the baby’s development.

What is also known is that the single most potent stressor for infants and children is separation from the parent/caregiver, and that the effects can be cumulative. To needlessly disrupt the attachment process involved in growing relationships is to shelve this proven knowledge without reason. This is comparable to dismissing the daily requirements for food and water and touches on the abuse and neglect which many parents, professionals and governmental agencies have long sought to eliminate.

Additionally, for years, American society has foregone clinical trials research of medications in infants and children because of their unique vulnerability, the potential danger for personal injury and the ethical implications surrounding the infant’s or child’s lack of voice and consent.

The use of infants in a manner which satisfies voyeurs and advertisers constitutes mercenary exploitation of vulnerable children, and is ethically unacceptable behavior and would never pass an ethics review for any serious research study. The New Jersey Coalition of Infant Toddler Educators (NJCITE) calls on NBC to immediately discontinue the production and broadcasting of this show and the sensational use of infants and children to meet poorly reasoned and commercial ends.

The Coalition of Infant Toddler Educators is a 23 year old non-profit agency located in New Jersey which has provided education, advocacy and collaborative interventions on behalf of infants and toddlers not only in this state, but across the nation. For further information, visit www.NJCITE.org.