



The COI Collection Volume Eight

## **Your Children and You**

**Sound government advice on bringing up children**

The latest volume in the BFI's ongoing series of film collections from the archives of the Central Office of Information takes a look at social attitudes towards parenting and children in the post-war era. Hand-knitted woollies, a short back and sides, strict family roles, kids being encouraged to play outside, cut-glass English accents and endlessly charming boys and girls are all in evidence. And, somewhat surprisingly perhaps, there are no slaps, slippers or canes to be found anywhere.

On **15 April 2013** the BFI releases **Your Children and You**, a fascinating DVD collection of Government-sponsored films from **1946-1985** advising parents, teachers, students and carers on pregnancy, birth, parenting, childhood, child development, child psychology and school days.

From 1940s films promoting healthy eating, good schooling and getting your little ones off to sleep – three crucial issues for today's parents – to a 1980s documentary on Mary Warnock's work around ethical issues in the early days of IVF, this unique collection charts our ever-evolving attitudes to child-rearing.

The majority of films here were made during the 1940s, when a spike in the birth rate immediately after World War II meant there was a pressing need to give clear and effective instructions to first-time parents on the dos and don'ts of bringing up baby.

Highlights of the collection include: **Your Children and You** (1946), an unexpectedly contemporary guide to the practicalities of caring for babies and youngsters; **Children Growing Up With Other People** (1947), an observational film about childhood and adolescence; **The Three A's: A County Modern School** (1947), a portrait of the pioneering and idyllic-looking Allertonshire County Modern School in North Yorkshire; **Charley Junior's Schooldays** (1949) in which Halas and Batchelor colour animation illustrates the workings of the new Education Act; and **Children's Thought and Language** (1971), which looks at the development of language and reasoning amongst young children.

*See full film listing on page 2.*

Also included are four complementary bonus films about childbirth and motherhood from the collection held in the Wellcome Library, giving an insight into the pre-NHS health and welfare landscape before 1948. Three of the films feature newly recorded soundtracks.

### **Special features**

- *Bathing and Dressing Parts 1 & 2* (1935): a meticulous demonstration of how to bathe and change a very young baby
- *Toxaemia of Pregnancy* (1958): an educational film about this serious condition
- *Maternity: A film of Queen Charlotte's Hospital* (1935); antenatal and postnatal care in the 1930s

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- *Childbirth as an Athletic Feat* (1939): a demonstration of antenatal exercises suitable for mothers-to-be
- Illustrated booklet with essays and film notes by BFI National Archive curators and Wellcome Library experts

**Experts** from the BFI National Archive and the Wellcome Library can talk or write about these films

### **Product details**

RRP: £19.99 / cat. no. BFIVD954 / Cert E

UK / 1946-1985 / black and white, and colour / English language, with optional hard-of-hearing subtitles / 185 mins / DVD 9 x 2 / Original aspect ratio 1.33:1

### **Your Children and You – film content**

#### **Disc one**

*Your Children and You* (1946)

*Children Growing Up with Other People* (1947)

*Your Children's Meals* (1947)

*The Three A's: A County Modern School* (1947)

*Charley Junior's Schooldays* (1949)

Bonus Wellcome Library films:

*Bathing and Dressing, Parts 1 & 2* (1935) (new soundtrack)

*Toxaemia of Pregnancy* (1958) (original audio)

#### **Disc two**

*Your Children's Sleep* (1948)

*A Family Affair* (1950)

*Child Welfare* (1962)

*Children's Society: Aunts and Uncles* (1960)

*Children's Thought and Language* (1971)

*A Woman's Place (Test Tube Babies)* (1985)

Bonus Wellcome Library films:

*Maternity: A film of Queen Charlotte's Hospital* (1932) (new musical accompaniment)

*Childbirth as an athletic Feat* (1939) (new musical accompaniment)



### **About the COI**

Established in 1946, the COI was a successor to the wartime Ministry of Information and was responsible for producing thousands of films that celebrated Britain, its people and their achievements. The COI film collection is preserved by the BFI National Archive in collaboration with COI and The National Archives (TNA). The COI closed its doors on 31 March 2012.

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Images are available at [www.image.net](http://www.image.net) under BFI DVD 2013

BFI DVDs are available from all good DVD retailers; by mail order from the BFI Shop  
Tel: 020 7815 1350 or online at [www.bfi.org.uk/shop](http://www.bfi.org.uk/shop)

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