

# Words Count



Children aren't born smart.  
*We make them smart.*

## **YOUR words count.**

Children exposed to more words in their first few years...

- Develop **bigger** vocabularies
- Become **stronger** readers
- Get **higher** test scores by 3<sup>rd</sup> grade

### **Problem: A Deficit of Words**

Too many children don't hear enough words in their early years – putting them at a disadvantage when they start kindergarten. The more words children are exposed to in their first few years, the better they fare in school and in life.

### **Solution: Words Count**

Best Beginnings developed *Words Count*, encouraging parents to actively engage with their young children every day. *Words Count* features a 60-second video, a 30-second TV spot airing statewide, radio PSAs, social media, and more.

The message is simple. The effect is huge.

**Sing! Talk! Play! Read! EVERY DAY!**



**BEST BEGINNINGS**  
Alaska's Early Childhood Investment

[BestBeginningsAlaska.org](http://BestBeginningsAlaska.org)

