

## **Best Beginnings February PSAs**

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### **1. "Talk to Your Newborn"**

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If you've just brought a newborn home from the hospital, you're probably wishing your baby had come with a manual.

Well, here's a tip to keep your baby's brain developing properly: talk to your little one.

Talking, reading and singing all help stimulate healthy brain growth, vocabulary development and a strong bond with you.

You don't have to use big words or sing on key. Your baby will love just hearing your voice.

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### **2. "Parent Health"**

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You've heard it on airplanes: if oxygen masks drop down, put yours on first, THEN help your child.

The same could be said for parenting. If you run out of oxygen or energy, you won't have anything left to give your child.

So take care of yourself. Ask a friend to watch your kids so you can take a nap or a nice long bath. Eat healthy foods and exercise to boost your energy.

Taking care of yourself is taking care of your whole family.

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### **3. "Success in School"**

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Wouldn't it be great if all Alaska's children did great in school? Maybe they'd find a cure for cancer...or end world hunger!

Little ones in child care programs today will shape our future, one way or the other.

If you want to help guide that future, find a way to support early childhood education. These programs can help give children the fundamental skills they need to succeed...and benefit us all.

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### **4. "Crime Rates"**

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There are many ways to fight crime.

Here's one that's proven to be effective, yet is often overlooked: early childhood education.

Quality programs can help young children under 6 develop the cognitive and emotional skills they need to stay in school and succeed... to rise above poverty... and to stay out of trouble.

Studies show that high quality early childhood education programs reduce crime rates.

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### **5. "Child Care = Parents able to work"**

You don't have to have a young child in your life to be affected by child care issues.

Without affordable child care, parents may be unable to work and instead stay dependant on Welfare.

High quality child care not only helps parents work, it helps children break the cycle of poverty and become productive citizens instead of a burden on society.

That's why access to high quality, affordable child care is everybody's business.

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