



BEST BEGINNINGS

Alaska's Early Childhood Investment

Radio PSAs: October – December 2010

1. 700 neurons (:30)

In the time it takes to snap your fingers [*sound of snap*], 700 new connections are formed in a baby's brain. The pace slows later, but there's a whole lot going on in those little heads the first few years. That's when the brain's basic architecture is built. Early experiences affect the architecture, making the difference between a sturdy foundation and a fragile one. That's why the early years are so important.

Early learning. It's everybody's business.

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2. Patient capital (:29)

There's a recipe for ensuring Alaska children have the chance to succeed in school and in life. An essential ingredient is what investors call "patient capital." With patient capital, the investor is willing to defer any return on her investment because profits down the road will be more substantial. When it comes to early childhood development, we know the investment will yield big returns. It just takes patience.

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3. Interactions (:29)

Parents are the most important people in a young child's life, but there's more to life than mom and dad. Interactions with siblings, other children, and other adults have a big impact on a child's development. Because, truth to tell, children learn from interactions with many different people. It's the quality and quantity of a child's interactions that help him learn, grow and develop.

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Best Beginnings is a public-private partnership that mobilizes people and resources to ensure all Alaska children begin school ready to succeed.

4. Magic of the everyday moment (:30)

Nurturing a baby's development doesn't have to mean adding yet another activity to your busy day. It's what happens in the everyday moment – when your child is with *you* – that's powerful. Because what your baby needs most in order to thrive is *you*, engaging with him about the world he is discovering. Everyday moments are opportunities for learning and exploring the world around your child. It's downright magic, if he's exploring that world with you.

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5. Serve and Return (:27)

A baby's brain isn't a blank slate. Nor is it a sponge that just soaks up information in a one-way transfer. It turns out babies learn through interaction with parents and other adults. It's called "serve and return" because it's a steady back-and-forth that stimulates learning. Healthy development requires that consistent back-and-forth serve and return.

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