



BEST BEGINNINGS

Alaska's Early Childhood Investment

Radio PSAs for April – June 30, 2010

1. Partnerships

What do the local police chief, a forester, and a banker have in common? Well, in Ketchikan, they're members of an early childhood partnership working to improve how their community meets the needs of young children. Such partnerships are organizing in communities all over Alaska, because local people are in the best position to identify problems, design solutions, and improve coordination to meet local needs.

Early learning – it's everybody's business. This message brought to you by Best Beginnings and this station.

2. Heckman

In an era of tight government budgets ... the real question is how to use the available funds wisely. The best evidence supports the policy prescription: invest in the very young. That's according to James Heckman, a PhD Nobel Laureate who has studied the economics of early childhood. Investing in the youngest Americans is like a permanent stimulus package, with benefits that last.

Early learning – it's everybody's business. This message brought to you by Best Beginnings and this station.

3. Range of skills

Children need a wide range of skills. Social skills – such as learning to share, to play with others and to empathize – are essential to becoming a successful and productive person. Employers care about these skills, too, because most of the jobs these days require teamwork and good social skills. Yet, kids don't learn these skills automatically on their own. It's up to parents and other adults to teach them.

Early learning – it's everybody's business. This message brought to you by Best Beginnings and this station.

3350 Commercial Drive, Suite 104A • Anchorage, Alaska 99501
t. 907.297.3300 • f. 907.297.3304 • BestBeginningsAlaska.org

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

4. Child born today

A child was born today who someday might save your life. Or end up in prison. A child's earliest experiences may well determine which it is. Studies show that early learning programs reduce crime and welfare dependency . . . and increase success in school, job productivity and more. When you support early learning and other early childhood programs, you may be helping today's newborn cure cancer. Or end poverty. Or simply become a good, productive citizen.

Early learning – it's everybody's business. This message brought to you by Best Beginnings and this station.

5. Babies Must Hear Language to Speak

The key to language development in a child's brain is hearing language. Children need to hear language from birth – long before they can speak. Talk, laugh, sing, and play peek-a-boo often so that children hear you speak. Toddlers who were spoken to often when they were infants have bigger vocabularies and a solid basis for later communication.

Early Learning – it's everybody's business. This message brought to you by Best Beginnings and this station.