



# BEST BEGINNINGS

## Alaska's Early Childhood Investment

### Radio PSAs for May - June 2013

#### **1. Work-life skills (:28)**

These days, a good job usually requires problem solving, teamwork, perseverance, and critical thinking. But you won't find college courses on those subjects. In fact, the first lessons in those work-life skills are learned in the early years of life. Babies and toddlers process huge amounts of information as they learn about the world around them. Help them make the most of early learning through lots of positive interaction.

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#### **2. Window of opportunity (:28)**

People continue to learn throughout their lives. But the first few years are a window of opportunity. Babies' brains are wired to learn a tremendous amount in a very short time. A child's early experiences are fixed through repetition and interaction. Those early experiences become the foundation for all future learning. The sturdier the foundation, the better the prospects for a good life.

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