

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 3rd 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

