

BEST BEGINNINGS APRIL PSAs

Media Contacts:

Abbe Hensley, Executive Director, (907) 297-3300, ahensley@akhf.org

Jeanette Anderson Moores, Communications Contractor, (907)229-6925, mooreswj@gci.net
BestBeginningsAlaska.org

“Encourage Exploration: building self esteem in infants”

Do you know what happens when you allow your baby to crawl and explore? She builds self-esteem!

An infant interacts with her environment through movement. Her self-esteem increases as she develops confidence and competence with her body in motion.

What happens when you allow your baby to crawl and explore? You help her brain grow!

This parenting message brought to you by Best Beginnings, Parents as Teachers, and this station.

“Talk as you play with your child: building good behavior”

Do you know what happens when you play with your child? He becomes more focused! It’s an important skill for your child to have when he enters school.

Here’s one thing you can do: talk about what you’re doing as you play together.

This promotes “self-talk”, a child’s private dialog that reminds him what to do, keeps him on task and helps control his behavior.

What happens when you play with your child? You help his brain grow!

This parenting moment was brought to you by Best Beginnings, Parents as Teachers, and this station.

“Understanding Temperament: building good behavior”

Do you know what happens when you understand your child’s temperament? She learns to control her behavior!

Temperament influences how she responds to people and situations. When you understand your child’s temperament, you can help her learn to control her behavior.

What happens when you respond to your child’s cues? You help her brain grow!

This parenting moment was brought to you by Best Beginnings, Parents as Teachers, and this station.

“Sing to your child: building math skills”

Do you know what happens when you sing to your child? She builds her math skills!

Music helps build memory and concentration, two essential math skills. As you sing to your child, clap to the beat of the songs. Clap out the rhythm of her name and the names of her friends.

Which have more claps? Which have the least? “Most”, “more than” and “less than” are important math concepts.

What happens when you sing to your child? You help her brain grow!

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