

BEST BEGINNINGS MARCH PSAs

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"Reading to infants: nothing like a good book..."

All infants and early childhood experts know that there's nothing like having a good book that you can really sink your teeth into. Literally.

Reading to your infant is an important part of brain development — and keeping it fun is essential.

So try reading a cloth or vinyl book to your infant. Even if your little one loses interest in the content after a few minutes, he or she will still have something to chew on. ...And you'll have reinforced the notion that reading is fun.

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"Graduation Rates"

(BABY TUNE, INSTRUMENTAL)

Did you know that communities that support early childhood education programs enjoy higher graduation rates?

(GRADUATION MUSIC)

For us as a community, that's likely to mean more productive citizens, less poverty and lower crime. All excellent reasons to support early childhood learning.

For parents, well, it means someday you'll have to endure this tune for hours. But it'll be worth it.

Support early childhood programs and keep those graduates coming.

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"Poverty Cycle"

If we're serious about helping Alaskans break the cycle of poverty, we should get serious about investing in the state's early childhood education programs.

Why? High quality early education helps children's brains develop properly so they can succeed in school.

This is critical because success in school means kids are more likely to graduate, get better paying jobs, and get out of poverty for good.

Early childhood education is poverty prevention.

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