

## **BEST BEGINNINGS MAY PSAs**

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### **“Read to your child: building problem solving”**

Do you know what happens when you read to your children? They become better problem solvers! Repetitive nursery rhymes help your child anticipate what comes next.

Talking about pictures your child points to helps her focus. (pause)

Imagine the thinking a child does when you ask, “What do you think will happen next?”

What happens when you read to your kids? You help their brains grow!

A message from Best Beginnings, Parents as Teachers, and this station.

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### **“Talk to your child: building language skills”**

Do you know what happens when you talk to your baby? You help her brain grow!

“Parentese” is a high-pitched, more animated way of speaking. Babies tune in to “parentese” and learn from it.

When your baby is playing with or looking at something, name it for her: “Book. Do you want to read a book?”

What happens when you talk to your baby? You help her brain grow!

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

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**“Allow toddlers to feed themselves: building confidence”**

Do you know what happens when you let your toddler feed himself? He builds self-esteem!

Self-esteem increases as a child develops confidence. The repetition of daily meals increases fine motor skills and the ability to do things for himself. What happens when you allow your toddler to feed himself? You help his brain grow!

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

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**“Follow a daily routine: building coping skills”**

Do you know what happens when you help your child follow a daily routine? She learns to cope with stressful events.

Children’s basic needs remain the same, especially during times of crisis. Regular meal times and bedtime routines help reassure your child and allow her to predict what comes next.

What happens when you help your child follow a daily routine? You help her brain grow!

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**“Follow a bedtime routine: building learning skills”**

Do you know what happens when you develop a bedtime routine with your baby? He has a better chance to learn!

Children function best within a routine. Bedtime rituals can relax a restless baby and ease the transition from day to night.

What happens when you develop a bedtime routine with your baby? You help his brain grow!

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