



# BEST BEGINNINGS

## Alaska's Early Childhood Investment

For Immediate Release  
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### Public Service Announcements

1. (:30) *"How it Works: Early Education on the Economy"*
2. (:30) *"New Experiences Feed Brains"*
3. (:30) *"Listen to Feelings"*
4. (:30) *"Walk on the Wild Side"*
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#### 1. *"How it Works: Early Education on the Economy"*

Children given positive attention and experiences during their early years are more likely to become smart, productive members of society. High quality early education translates into higher graduation rates, better job readiness, and less crime and welfare dependence. So when you support a young child, you're supporting the economy. For more on early learning, visit [Best-Beginnings-Alaska-dot-O-R-G](http://Best-Beginnings-Alaska-dot-O-R-G). Early Learning – it's everybody's business. This message brought to you by Best Beginnings and this station.

#### 2. *"New Experiences Feed Brains"*

Parents, grandparents and caregivers can do a lot to open the windows of learning for youngsters. Provide varied activities to build young children's brains that include touching, talking, listening, tasting, smelling, singing, looking, and playing. Frequent new experiences and challenges "feed" the brain and enhance its growth. For more on early brain development, visit [Best-Beginnings-Alaska-dot-O-R-G](http://Best-Beginnings-Alaska-dot-O-R-G). Early Learning – it's everybody's business. This message brought to you by Best Beginnings and this station.

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*Best Beginnings* is a public-private partnership that mobilizes people and resources to ensure all Alaska children begin school ready to succeed.

### 3. *“Listen to Feelings”*

One of the hardest parts of parenting is listening . . . especially when your child is trying to communicate a feeling while crying and kicking! Here’s something that might help. Take time to listen and acknowledge the feeling. Acknowledging feelings helps children understand it’s okay to talk to you about anything. For more early learning tips, visit [Best-Beginnings-Alaska-dot-O-R-G](http://Best-Beginnings-Alaska-dot-O-R-G). Early Learning – it’s everybody’s business. This message brought to you by Best Beginnings, Parents as Teachers, and this station.

### 4. *“Walk on the Wild Side”*

Want your preschooler to be wild about learning? Take a walk on the wild side! Walk in a park and count ravens. Walk on a trail and look for animal tracks. Or just walk around and tell wild stories! Walking is good for young brains. Exercise is linked to language development and helps give children the energy and endurance they need to succeed in school. For more information visit [Best-Beginnings-Alaska-dot-O-R-G](http://Best-Beginnings-Alaska-dot-O-R-G). You’ll both have a wild time! This message is brought to you by Best Beginnings and this station.

### 5. *“Ready for School and Life”*

Getting your child ready for kindergarten begins at birth. Children’s brains develop rapidly between birth and six years old. Help that development by engaging your child early through playing, reading, and talking. These activities can help your child prepare for school and for life. It’s all part of giving Alaska’s children their best beginning. For more tips and activities, visit [Best-Beginnings-Alaska-dot-O-R-G](http://Best-Beginnings-Alaska-dot-O-R-G). This message is brought to you by Best Beginnings and this station.

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