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”
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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. 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. Early Learning – it’s everybody’s business. This message brought to you by Best Beginnings and this station.

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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. 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. 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. This message is
brought to you by Best Beginnings and this station.

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