



BEST BEGINNINGS

Alaska's Early Childhood Investment

Best Beginnings
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Start Date: NOW
Kill Date: January 1, 2009

PUBLIC SERVICE ANNOUNCEMENTS (Five: 30 PSAs to choose from)

1. "Nothing like a Good Book: Reading to Babies"

For babies, there's nothing like having a good book that you can really sink your teeth into. Literally... Reading to your baby is an important part of brain development — and keeping it fun is essential. So try reading a cloth or vinyl book to your baby. 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 at any age... Early Learning – it's everybody's business. This message brought to you by Best Beginnings and this station.

2. "Talk, Listen and Play, 0-6"

Giving Alaska's children a bright future begins at birth. An important time for brain development is between birth and six years. Engage the young children in your life early and often. Talk with them. Listen to them. Read together. Play together. And most importantly, have fun together! All are great ways to encourage brain development. It's all a

part of giving Alaska's children their best beginning. Early Learning – it's everybody's business. This message brought to you by Best Beginnings and this station.

3. "Play List: Building Skills"

Playing with young children is a great way to help them build social, problem solving and communication skills. So, what's on your "play list" today? How 'bout going for a walk and pretending to be a hungry bear? Or try putting a string on a stick and pretend to go fishing.

Maybe your little one will catch a big one...in the form of YOU.

Whatever you play, your child will soak up all the benefits of your loving attention. Early Learning – it's everybody's business. This message brought to you by Best Beginnings and this station.

4. "Child care and Society"

You don't have to have a young child in your life to be affected by child care issues. Without affordable child care, parents may be unable to work and instead become dependant on Welfare. High-quality child care not only helps parents work, it helps lay the foundation for children to become productive citizens in their community. That's why access to high-quality, affordable child care is important. Early

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

5. “Formal Schooling vs. Brain Development”

Did you know that although formal schooling generally begins about age 5, the majority of brain development occurs before age 3? That’s why early learning is so essential. By helping Alaska’s young children develop stronger, more extensive brain cell connections at an early age, we create smarter, more productive kids...and ultimately a more prosperous community. You can help by investing in high-quality early learning programs — you’ll be investing in our future. Early Learning – it’s everybody’s business. This message brought to you by Best Beginnings and this station.