

## **Public Service Announcements May – December 2007 :29 and :30**

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Did you know that an important time for a child's brain development is between birth and six years old? Give Alaska's children a bright future by beginning early. Babies learn communications skills as you talk, cuddle, tickle, feed, bathe and change them. Their best beginning starts with you. This message is brought to you by Best Beginnings and this station.

# # #

Does your preschooler have a favorite book – one you've read together over and over? The next time your little one pulls it off the shelf, have him tell YOU the story. Be amazed at what he recalls from your many reading sessions together. And don't be surprised if he asks YOU to find things in the pictures. Your time together provides him the best beginning for a life of learning. This message is brought to you by Best Beginnings and this station.

# # #

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. Play together. Read together. Ask questions. Tell stories. It's all part of giving Alaska's children their best beginning. This message is brought to you by Best Beginnings and this station.

# # #

Getting your child ready for kindergarten begins at birth. Children's brains develop rapidly between birth and six years old. Help with that development by engaging your child early through playing, reading, talking, and listening and you'll find they are ready learn when they enter school. This message is brought to you by Best Beginnings and this station.

# # #

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Alaska summers are perfect for providing your little ones with brain-building activities. It's as simple as getting outdoors and exploring the grass in your lawn or the park. Roll on it. Let it tickle toes and knees. Pull out a handful to examine closely. Talk about the color. Smell it. Young children need a variety of simple, hands-on experiences for their brains to develop. This message is brought to you by Best Beginnings in partnership with this station.

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Because infants and young children are primed to learn from birth, the key is to provide a variety of interesting experiences over time. Exposing a child to new things helps the brain strengthen old connections and form new ones. Use the abundant activities available in Alaska this time of year to build your youngster's brain. This message is brought to you by Best Beginnings in partnership with this station.

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Did you know that the pathways in your infant's brain that deal with emotions are built and strengthened when you respond day after day to your baby's smiles by smiling back or picking him up? Repetition of an experience sets neural connections in the brain. Children learn through repetition. This brain-building idea is brought to you by Best Beginnings in partnership with this station.

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The key to language development in a child's brain is hearing language. Children need to hear language from birth – long before they can speak. Talk, laugh, sing, and play peek-a-boo often so that children hear you speak. Toddlers who were spoken to often when they were infants have bigger vocabularies and a solid basis for later communication. This message is brought to you by Best Beginnings in partnership with this station.

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Parents, grandparents and caregivers can do a number of things 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. This message is brought to you by Best Beginnings in partnership with this station.

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“We looked! Then we saw him step in on the mat! ...We looked! And we saw him! The Cat in the...”

Let your toddler finish sentences for you. Try reading in funny voices. Ask your child questions about the story.

Reading to babies and toddlers is one of the best things you can do to help build their brains.

The time you spend reading and interacting with your young ones now will lay the foundation for success, throughout their lives.

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

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There are many factors that affect the economy. But there’s a big one business owners often overlook: early childhood education.

Research shows that for every dollar invested in a child’s success early on, we save many more down the road — with lower crime, fewer single parents, and higher individual earnings and education levels.

All that translates into a stronger economy...and an excellent return on investment. This message is brought to you by Best Beginnings in partnership with this station.

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Want your preschooler to be the next Einstein? Playtime could be the key.

When your child plays — whether it's a make-believe tea party or sledding with friends — they're actually developing critical thinking, problem-solving and social skills.

So turn off the TV and play games, do an art project or go ice-skating on the lagoon...

Remember, kids who play well also do well in school. So playing with them is the smart thing to do!

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# # #

A child was born today who someday may save your life. Or rob you blind.

Early education could make the difference.

Studies show that early learning programs reduce crime and welfare dependency...and increase success in school, job productivity and more.

So by supporting these programs, you may be helping today's newborn cure cancer. Or end poverty. Or simply become a productive citizen.

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# # #

How many brain cells does it take to be smart?

Babies are born with over a billion of them. How these cells connect together in the first 5 years determines how the child will think, feel, behave, and learn...for the rest of their lives!

Making strong, positive connections early on leads to a happier, more productive life.

That's why it's so smart, whether you're raising a child or growing a workforce, to invest in the very young.

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# # #

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For many of us, the holidays are a reminder to reach out to those who are less fortunate. We give to charity. We donate goods. But wouldn't it be great if we could do something to reduce poverty altogether?!

One way you can do just that is to support early education.

Studies show that early learning programs can actually reduce poverty. These programs lead to success in school, economic self-sufficiency, and ultimately, less poverty.

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

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Wondering what to give your infant this holiday? Studies have shown that there is one toy that every infant loves above all others.

...It's you.

Your funny faces, your soothing voice, your playful games of "peek-a-boo," nothing else compares!

And nothing else helps your child succeed more in school — and in life — than your attention.

So remember, you're not just toying around, you're investing in their future. And that's the greatest gift of all.

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