

## **Best Beginnings Public Service Announcements January 2008 :29 and :30**

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### **“Wild Side”**

Want your preschooler to be studious and well behaved? Together, 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 closely linked to language and cognition development – and helps give children the energy and endurance they need to succeed in school.

So take your child for a short walk every day. You’ll both have a wild time!

For more ideas visit Best Beginnings Alaska dot O-R-G. This message brought to you by Best Beginnings and this station

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### **“Listen to Feelings”**

One of the hardest parts of parenting is listening . . . especially when your child is trying to communicate a feeling – and perhaps ranting and raving and crying and kicking all at the same time!

Here’s something that might help. Take time to listen and acknowledge the feeling. That way your child can stop trying to convince you that he or she is having that feeling. It may be just the thing they need to get past it.

Acknowledging feelings also helps children understand it’s okay to talk to you about anything.

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**“Build a Better Workforce”**

If, as a business owner, you could do something today that could create a stronger, better educated, more productive workforce 20 years from now, would you do it?

Studies show that high quality early education contributes to a high quality workforce.

Anything you do to invest in the very young is an investment in the future, so consider...providing flexible work hours for parents, . . .offering high quality childcare on your premises, . . .and supporting early education programs

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**“Economist Heckman”**

Even wish you could make an impact on the economy? Well, you may have more control than you know. Supporting early education for low-income families will create a stronger economy.

As Nobel laureate economist James Heckman says, programs targeting children from disadvantaged families have the greatest economic and social returns.

It may not sound glamorous, but it works. Early education leads to better educated workers, less crime, and a healthier economy.

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**“How it works”**

So how does early education affect the economy?

Children given attention and a variety of positive 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 whenever you support a young child, parent of a young child, teacher or caregiver, you're also supporting the economy.

For more on early learning, visit Best Beginnings Alaska dot O-R-G. This message brought to you by Best Beginnings and this station.

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