



BEST BEGINNINGS

Alaska's Early Childhood Investment

Radio PSAs for Jan-March 2013

1. Keep baby on track

The baby brain grows more in its first couple of years than at any other time. That's also when language is forming. Talking, conversation, singing, and other types of interaction are critical to a baby's development. So talk to your baby. Give him lots of new words for the things around him. Sing songs and play games.

It's all part of keeping your baby on track, ready for school, and set for life. This message brought to you by this station and bestbeginningsalaska.org.

2. Nature vs. Nurture

People used to argue whether children were more influenced by genetics or by their parents' nurturing. Neuroscience has solved the riddle. Genetics are the hardware of the brain. Essential, yes, but not of much use without experiences. It's the combination of genetics and early experience that lay the foundation for who we become. That's why a child's earliest experiences matter so much.

Ready for school. Set for life. This message brought to you by this station and bestbeginningsalaska.org.

3. 'Spoil' them with attention

Lots of positive touch and affection during infancy is good for kids. Studies suggest that children who are shown more affection early in life turn out to be kinder, more intelligent, and to care more about others.

The baby brain is shaped every day by what we do and don't do. Children who are held more, whose cries as infants receive quick responses, and who are disciplined without spanking or hitting, learn to be better, kinder people.

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