



BEST BEGINNINGS

Alaska's Early Childhood Investment

Radio PSAs for July – September 2010

1. It's summer/version 1 (:27)

It's summer! And Alaska summers are perfect for providing little ones with brain-building activities. It's as simple as getting outdoors and exploring. Let your child dig in the dirt or roll in the grass. Help him look closely at leaves or flowers and talk about colors and shapes. Young children need a variety of simple, hands-on experiences for their brains to develop.

Early learning – it's everybody's business. This message brought to you by Best Beginnings and this station.

2. Play it again, Sam (:26)

Toddlers love to do things over and over. This repetition is practice. They're learning to master a challenge. And when they can do it "All by myself!" they're rewarded with a powerful sense of their own ability – confidence that they are smart and successful. The more they practice and master new skills, the more likely they are to take on new challenges. And the learning continues.

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Best Beginnings is a public-private partnership that mobilizes people and resources to ensure all Alaska children begin school ready to succeed.

3. Babbling (:30)

When a baby babbles to you, don't just babble back. Talk to him as though he understands every word you say. Long before he utters his first real word he'll understand hundreds of them as a result of these early conversations.

Pay special attention to the rhythm of your baby's babbles. He'll babble and then pause, waiting for you to respond. When you say something and then pause, he'll pick right up. It's how babies learn the art of conversation.

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4. Friendships (:32)

Toddlers really like to play with friends. They act out stories, build with blocks and explore. Friendships are more than fun. They also help children develop important social skills like taking turns, sharing, and helping others. Through friendships, children learn to communicate with others, resolve disagreements, and understand others' thoughts and feelings. Children who are friendly, confident, and who can cooperate with others are most likely to succeed in a classroom setting.

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