1. Personal Responsibility (:28)
Some folks think many of our social ills stem from one problem: too many people don’t take personal responsibility for their behavior and lives. How do we learn to be responsible adults? In fact, young children start learning personal responsibility as part of their social and emotional development. Quality early learning addresses all of those issues. It helps us become the best we can be.

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2. Challenging behaviors (:26)
Challenging behaviors in young children – such as frequent temper tantrums, fighting and biting – are a strong predictor of juvenile delinquency, gang membership, and adult incarceration. So it makes sense to tackle the problem early on. Early learning includes healthy social and emotional development.

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3. Good parenting (:30)
In some cultures, multi-generation households and close communities make it easy for young adults to learn good parenting skills from their own parents and extended family. For many, that’s no longer true. Many parents today feel
overwhelmed and isolated. Since their kids are tomorrow’s citizens, we all have a stake in good parenting. So if parents today need help, it’s in everybody’s interest to make sure there are resources available.

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4. Smart phones (:25)
Smart phones are great, but if you have small children, don’t let Twitter and Facebook be a barrier between you and your child. If she needs your attention, be attentive. Put the phone down and talk with her. Conversations with young children are an important part of early learning. You can check Facebook later.

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5. Child born today (:29)
A child born today could someday save your life. Or rob your house. Early learning could determine which it is. High quality early learning at home and away from home reduces crime and welfare dependency. . . and increases success in school and in life. When you support early learning, you may be helping today’s newborn cure cancer. Or end poverty. Or simply become a productive citizen.

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