



# BEST BEGINNINGS

## Alaska's Early Childhood Investment

### Radio PSAs for Jan-April 1, 2010

#### Track 1. Brain growth (0:27)

Getting ready to read is important, but healthy brain development encompasses more than just that. From birth to age 5, children develop social and emotional skills, too. They learn how to get along with others, how to empathize, and how to control their impulses. All of these skills will help them succeed in school and in life. And it all starts early.

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

#### Track 2. Smart Investment (0:31)

In these times of economic uncertainty, it's more important than ever to make smart investments. Studies show investing in early learning can result in big benefits. Providing high quality early learning opportunities to young children can help them start school ready to succeed, and increase their chances of graduating from high school and becoming productive members of society. That's an excellent return on investment.

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

#### Track 3. Nursery Rhymes (0:31)

Nursery rhymes aren't just child's play. Reading nursery rhymes to your child helps him become a better problem solver and stimulates his brain to grow. The repetition in the rhymes will have him anticipating what comes next in the story. As you read nursery rhymes together, ask about the pictures and alternate saying the lines. And be patient, because he'll want to hear them again and again!

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

#### **4. Workout Partner (0:29)**

Baby brain cells are like the muscles of a body builder. When you exercise or stimulate brain cell connections, they get stronger. So if you want to help create a smart, successful child, be her “workout partner.” Stimulate her brain by talking, playing, and reading together every day. By firing up those young brain cells, you’re giving her the foundation she needs to succeed in life.

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

#### **5. Child care (0:29)**

Child care issues affect more than just parents of young children. When parents have access to affordable, high quality child care, they can focus on their tasks at work. Employers benefit from this through higher productivity. Plus, other employees benefit when their colleagues aren’t distracted or have to miss work due to child care issues. High quality, affordable child care is an important piece of a strong economy.

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