



## Talk.

- A newborn baby's brain is amazing. Sound recognition starts at birth, and hearing parents' voices is one of the first ways babies begin to learn language skills.
- It's hard to imagine, but seemingly helpless, tiny infants are listening to every word right from the start. Their brains are constantly absorbing information and figuring out how syllables and words form to create sentences.
- The brain undergoes its most dramatic growth during a child's earliest months and years.



## Read.

- Studies show kids whose parents read to them frequently know many more words by age 4 than children who have not been read to regularly. These early years set the stage for a child's future.
- Reading also provides an incredibly important bonding opportunity. Books can take children on great adventures, and their most treasured memories are often made on a parent's lap with a favorite story.
- There's no denying that everyday reading stimulates brain cells.



## Sing.

- Did you know that a baby's brain responds differently to recorded music versus live singing? A parent's voice has a powerful impact – especially when it's filled with song.
- Lullabies and rhymes are special types of speech, each carrying unique melodies and inflections that help prime a child's brain for language.
- Research tells us that music can stimulate the same areas of the brain that are activated during mathematical processing.

# Healthy Body. Healthy Brain.



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# Eat Healthy.

The right balance of nutrients, including carbohydrates, proteins, fats, and vitamins, give children energy to thrive.

- Calories, which are the amount of energy in your child's meals and drinks, are needed for a child to grow and develop.
- By taking in more calories than the body needs can result in poor nutrition, and also can lead to more serious health problems, like type 2 diabetes and obesity.

**Establishing healthy eating habits right from the start is the key to a lifetime of good health.**

- It starts with modeling healthy behaviors at home. Good nutrition has even more benefits: it helps balance mental well-being, boosts the immune system to fight off sickness and disease, aids in faster wound healing, and reduces a child's risk for serious diseases in the future.



# Get Moving.

Staying physically active is critical in maintaining a healthy weight – but its benefits go even further.

- Studies reveal that even brief sessions of physical movements can enhance a child's attention and memory.
- In fact, brain scans have shown significantly higher levels of brain activity when a child is walking compared to sitting.

**Being active isn't just great for the body – it's great for the brain, too!**

- Kids need a total of at least one hour of active play every day.
- And in today's tech-filled world, it's important to limit a child's screen time, including TV, computers, cell phones, tablets, and game consoles.

