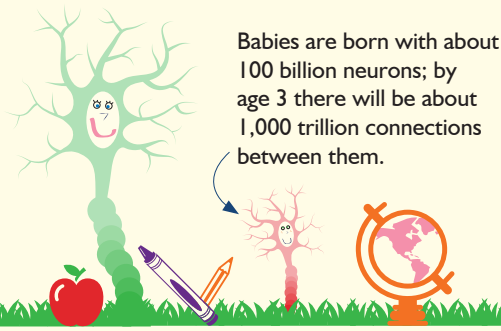


# Parents, it's up to you!

The first few years of life are critical in your child's brain development. Make the most of this window. *If you wait, it's too late.*

- Your baby's brain is making literally **trillions of connections during the first few years**, the fastest it will ever grow.
- Children are rapidly learning language. They often **quadruple the number of words they know** between ages 1-2.
- Babies learn best through interactions. **There is no substitute for YOU.**

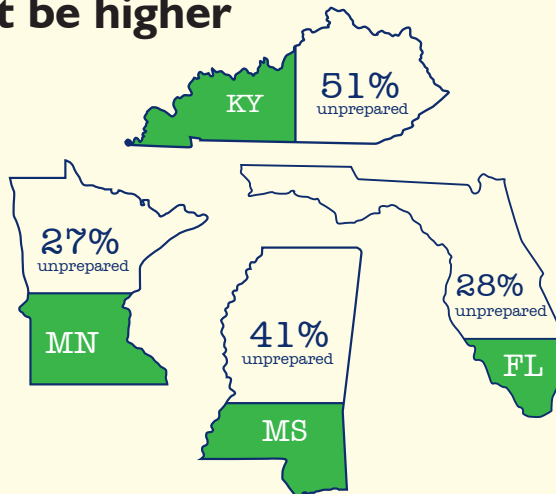
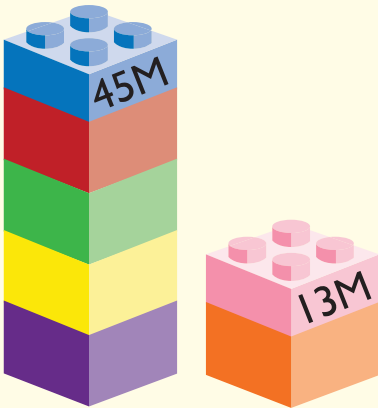


## The stakes could not be higher

### Dodge the word gap

Some children will hear 30 million fewer words than their peers before age 4. Studies have shown **the number of words a child knows when entering kindergarten is predictive of future learning success.**

Hart and Risley 2003

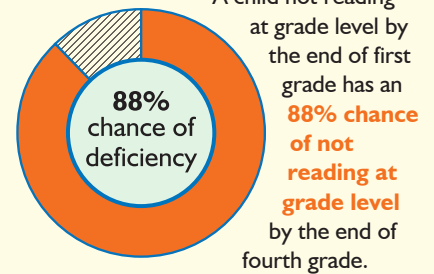


### Get ready to learn

Too many children in the U.S. are **not prepared to learn when they enter kindergarten.** Studies show that those who fall behind are likely to stay that way.

Kentucky.com | FloridaEarlyLearning.com | Education.state.mn.us | kidscount.ssrc.msstate.edu | Shonkoff and Phillips 2000 | Carnegie Foundation 1991

## Avoid the slippery slope



Those not reading proficiently by third grade are **four times more likely to drop out of school.**



Juel 1988 | Annie E. Casey Foundation, 2012

## Light up your child's brain!



### Read aloud 15 MINUTES every day from birth to:

- Grow vocabulary and knowledge
- Bond and provide enriching engagement
- Foster a love of books and learning

You are your child's first and most important teacher. Read Aloud every day, from birth, for **at least 15 MINUTES and light up your child's brain.**



If you wait, it's too late.

