

Brain Building Basics™

We've made the science of early learning simple! Remember these 5 easy ways to help build your child's brain anytime.

Look

Children use their eyes to learn. See what catches your child's attention and talk about it. Or connect eye-to-eye, then smile, chat, hug, or make funny faces!



Follow

Young children learn best when you follow their lead. Tune into your child's words, sounds, movements, and ideas! Then respond with your own words and actions.



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Chat

Children's brains light up when you talk, sing, or make sounds back and forth with them. Chat about your day, food, and what's around you, or string sounds together for a fun conversation!



Take Turns

Children learn from taking turns when you play, talk, or explore. After they go, take your turn. Then repeat: they go, you go, they go, you go!



Stretch

Children's brains grow strong when you help them stretch their learning further. Keep a moment going: ask your child a question that starts with what, when, where, how, or why!



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