

SHAPE YOUR BABY'S FUTURE WITH EVERYDAY WORDS



T

TALK OFTEN

Narrate your daily routines and describe what you see around you.



A

ASK & ANSWER

Ask questions and aim for five back-and-forth exchanges during conversations.



L

LEARN TOGETHER

Read books to introduce new words and ideas.



K

KEEP IT FUN

Sing songs and play games to encourage learning and interaction.

WHY IT MATTERS



Language Development

- Simple back-and-forth conversations during everyday activities help develop language.
- Just 15 minutes of talking per hour can lead to a big vocabulary by age 3 - a strong predictor of school success.



Brain Development

- 80% of a child's brain develops by age 3.
- In the first year, the brain builds strong foundations for language and problem-solving.
- Talking to babies strengthens these connections which supports lifelong learning.



Emotional & Behavioral Health

- Responding to your baby's sounds, gestures, and expressions helps them feel secure and learn to manage emotions.
- This supports healthy relationships, builds confidence, and sets the stage for success in school and social settings.

THE LONG-TERM IMPACT



Stronger **vocabulary** and language skills.



Better **school readiness** and academic success.



Improved health and **greater opportunities** in life.