



## Build Young Minds and Massachusetts' Future

Science shows that early experiences build the foundation for a lifetime of learning, achievement and productive, responsible citizenship. Quality environments, enriching learning opportunities, a connected, supportive community, and positive interactions with knowledgeable adults actually help form the architecture of the developing brain. By advocating for the success of our youngest citizens, we're ensuring a more prosperous economic future for everyone in Massachusetts.

Whether you're a parent, educator, business leader or legislator, all of us have a stake in supporting Brain Building in Progress. Here are five ways that you can be a Brain Builder:

### **1) Make Any Moment A Brain Building Moment**

Take a moment in a busy world to engage and interact with a child. Children's brains are built through back-and-forth interactions and meaningful conversations with caring adults. Create lasting connections that build a child's brain!

### **2) Look for Brain Building Zones**

Physical environments provide a framework for children's learning and development. Seek out and support the rich network of children's museums, libraries and community centers existing throughout the Commonwealth. While Brain Building can happen anywhere, these especially stimulating environments play a critical role.

### **3) Build your knowledge. The more we know, the more we'll help children grow.**

A knowledgeable community and well-qualified education workforce give children the support they need to succeed in school and life. The more that everyone understands the importance of Brain Building, the more prosperous Massachusetts' future will be.

### **4) Make the Connections that Build Young Brains**

Brain Building is a community-wide commitment with a network of supports. Connect with your local resource centers, Coordinated Family and Community Engagement grantee, go to [brainbuildinginprogress.org](http://brainbuildinginprogress.org) or call 2-1-1 to learn more about resources in your area.

### **5) Lead So That Young Children Succeed**

Effective leaders are needed to champion Brain Building. Show your commitment by sharing Brain Building information among your networks, taking leadership within your child care program, signing the Brain Building Pledge or advocating for investments that focus on young children. With so much at stake, now's the time to take action.

*The Brain Building in Progress campaign is a public/private partnership of the Massachusetts Department of Early Education and Care, United Way of Massachusetts Bay and Merrimack Valley and a growing community of early education and child care providers, academic researchers, business and government leaders and community organizations. For more information please visit [www.brainbuildinginprogress.org](http://www.brainbuildinginprogress.org)*

