



EVENT & ACTIVITY IDEAS

Every year, The Brain Building in Progress Campaign celebrates Brain Building in Progress Week. Our mission is to create awareness of the critical importance of fostering the cognitive, social and emotional development of young children by emphasizing its future impact on Massachusetts' economic development and prosperity.

From April 5th-12th, we're calling on the entire community to become Brain Builders. Please show your support by participating in our week of action. **Whether you are a parent, educator, library, museum or concerned citizen, there are many ways you can be involved!**

FOR PARENTS

- **Find your local Brain Building Zones!** See what's happening at museums, libraries, Coordinated Family and Community Engagement program, and other places that you can visit with your child.
- **Check out our [Brain Building Activity Guides](#)** in many languages for ideas that turn reading, writing, counting, and talking about feelings into Brain Building moments.
- **Turn any moment into a Brain Building Moment!** Look at the clouds and name what you see, see what every day items will sink or float in a bowl of water, smell the spices in the spice rack... These simple fedsmoments will create important connections in your child's brain.
- **Hold a book swap in your neighborhood.** Have families donate books that their children have outgrown so that families with younger children can take home "new" books.
- **Display a "Brain Building in Progress" decal** in your home or car window.
- **Read books with your child!**
- **Talk to your child during everyday routines** such as riding on the bus, waiting in line at the supermarket. These back and forth interactions will build brains.
- **Check out Boston Children's Museum's parent tip sheets** for activity ideas that also build Science, Technology, Math, and Engineering (STEM) skills at <http://www.bostonchildrensmuseum.org/stem-sprouts>
- **Check out the WGBH parent website at www.resourcesforearlylearning.org** to find tips and more activities to do with your child.

FOR EDUCATORS

- **Plan a staff meeting or training** focused on brain development and the science of early childhood.
- **Partner with libraries, museums, and/or local businesses** to hold a special family event, such as a health/wellness or literacy fair.
- **Connect with the early education program at your local college.** Share information on the Brain Building in Progress campaign and attend a class as a guest speaker to discuss how you, as an educator, engage families and offer brain building opportunities for children.
- **Check out WGBH's website for educators,** www.resourcesforearlylearning.org, to find activity ideas for children in your program.
- **Incorporate Science, Technology, Engineering, and Math (STEM) activities** by using Boston Children's Museum's [STEM guidebook](#).
- **Hold a Story Walk**
- **Provide Brain Building in Progress campaign information** to families and others in your community:
- **For families: Print Brain Building in Progress activity sheets** in multiple languages and the activity book in English and Spanish for children to take home.
- **For communities: Print the campaign overview fact sheet and share it** with museums, libraries, and local businesses.

FOR COMMUNITIES

- **Organize a book, diaper or school materials drive** in your community. Work with local businesses and civic groups to organize drop-off locations. Give your donations to local families or to a local child care program.
- **Download and print a Brain Building in Progress activity book or put together a simple activity kit** that businesses in your community can offer children while they wait at the bank, restaurants, or stores.
- **Partner with your local library, museum, and/or Coordinated Family and Community Engagement program to host a special family event,** such as a health/wellness fair, family fun night or other special event for families. Invite local businesses to sponsor materials or events. Some ideas include:
 - [Hold a Story Walk](#)
 - [Have a Touch-A-Truck Day](#)
- **Hold a children's parade.**
- **Hold a seminar or forum for business and/or community leaders** to discuss the importance of early childhood and its impact on a trained workforce, economic development and other factors that are key to your community's prosperity.

