



52%
of parents with
children entering
kindergarten tell
their children stories
or engage them with
books 4 or more days
a week



MONTEREY COUNTY
CHILDREN'S COUNCIL

**BRIGHT
BEGINNINGS**
EARLY CHILDHOOD DEVELOPMENT INITIATIVE

DID YOU KNOW?

Children's language skills benefit from reading and storytelling with parents and caregivers beginning at six months old.

Children that are engaged with their parents through stories or books not only develop language skills, but also build motivation, curiosity, and memory.

Reading and storytelling at home is one of the most influential activities that parents can engage in to impact a child's ability to enter school ready to learn.

Visit www.brightbeginningsmc.org for sources.

TAKE ACTION

CONNECT



with Bright Beginnings

VOLUNTEER



with a local library or school to provide storytelling and singing activities

DONATE



books to local non-profits and give books as gifts to children

ADVOCATE



for friends to read, talk, sing and play with children

Bright Beginnings is an initiative of Monterey County Children's Council. The vision of both Bright Beginnings and the Monterey County Children's Council is that all children in Monterey County live in safe, nurturing homes and communities; they are healthy, valued, succeed in school and realize their full potential. For more information please visit our website: www.brightbeginningsmc.org. Bright Beginnings also works in partnership with the Bright Futures Cradle to Career Initiative to address early childhood development.



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