Brain development is the most significant from birth to age 3.
The brain’s capacity develops 90 percent before a child reaches age 5.¹

WITHOUT PROPER CULTIVATION, CHILDREN CAN LAG BEHIND!

Talk to your child during everyday routines. Changing a diaper, bathing, eating, and other daily activities can all become teachable moments.
Provide a stimulating environment with opportunities for your baby to develop all of his or her senses—to look, hear, smell, touch, and taste.
Hold and touch your baby often.
Call objects by their names. Your child is developing a vocabulary even when he or she cannot speak yet.
Sing songs and read to your child. Point to pictures and colors as you read. Ask your child questions about stories, and have your child retell them.
Use appropriate words to describe present, past, and future events (today, tomorrow, before, after, and next).
Encourage your child to sort and match objects during routine tasks. (Use a prompt such as “Where do the forks go?”)
Talk about the sequence of events; tell what comes next.
Encourage your child to act out stories from books using his or her imagination and different voices for each character.
Arrange trips to the library, zoo, and special events.²

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