Very Complicated
Something about the brain
Only for scientists
“Everything matters”

Self-Made Child
Development is automatic
Discipline
Stress is good for you
We turned out ok

What’s in the swamp of...
Child Development

Family Bubble
Bad parents
Mama knows best
Kids are a private concern

Early Ed
Hurried Child
Fancy Parents
Flash cards in cribs

Safety
Community = predator
Control and contain

Opportunity
Children are the future
 Begins in school
A Message Template for Early Child Development

LEVEL ONE
Values

Prosperity, Ingenuity

LEVEL TWO
Issue Category

Child Development

TO CONCRETIZE LEVEL TWO
Simplifying Model

Brain Architecture (What develops)
Serve and Return (How it develops)
Toxic Stress (What can disrupt it)

LEVEL THREE
Specific Policy Solutions

Quality standards in early care settings, expanded subsidies, child welfare reforms, paid sick days for parents; etc.
<table>
<thead>
<tr>
<th>You Say...</th>
<th>They Think...</th>
<th>What’s Triggered in Their Minds?</th>
<th>What Helps?</th>
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<tbody>
<tr>
<td>Learning begins at birth, and parents are their children’s first teachers. They are role models for their children and have a strong influence on their later school success.</td>
<td>I think it’s all at home, it’s from the parents. You start your kids out right when they’re young and they’re going to stay good. One parent at least for the first five years should stay at home because that sets the tone for the kids.</td>
<td>Family Bubble</td>
<td>Value of Future Prosperity expands responsibility beyond parents; Brain Architecture concretizes development outside the realm of morals, values and behavior.</td>
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<td>Young children living in high-risk environments need additional supports to promote their healthy growth and development. They need programs that provide high-quality, individualized, stimulating experiences in the context of strong relationships and everyday routines.</td>
<td>You know, development just happens. It’s inevitable! And there is nothing that anybody can do or should do any differently than they’ve been doing for hundreds and thousands of years.</td>
<td>Self-Made Child (development is automatic)</td>
<td>Simplifying models of Skill Begets Skill, Environment of Relationships, Serve and Return explain how development happens; Toxic Stress explains how it can be harmed.</td>
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<td>Studies show that children who attend high quality, early education programs enter school ready to learn and are much more likely to be successful in school.</td>
<td>They seem to push kids into education a little too fast sometimes and they don’t allow them to be kids and just play.</td>
<td>Early Child Development = Cognitive Development</td>
<td>Core story element of Can’t Do One Without The Other expands development into all its domains.</td>
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<td>The first three years of life are a period of incredible growth: A newborn’s brain is about 25 percent of its approximate adult weight. But by age 3, it has grown dramatically by producing billions of cells and hundreds of trillions of connections between these cells.</td>
<td>Biology was not my strong point. But, you’ve got your synapses of, you know, different things that are happening in certain areas that are working in consort with others, and perhaps there’s a gene that doesn’t allow that message to necessarily translate 100% to the brain so that it works the way it’s supposed to.</td>
<td>Development is Complicated</td>
<td>The entire Core Story fills in gaps in understanding, including the Signature simplifying model for gene-environment interaction and Air Traffic Controller for executive function.</td>
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