

HELP YOUR BABY GROW A STRONGER BRAIN

We can **strengthen the brains** of our kids hugely by exercising the baby brain in the first weeks, months and years of life—and far too many families in this country do not know **how to exercise brains** for their kids.



We know now that **60 percent** of our prisoners either read poorly or do not read at all – and we also know that over **80 percent** of the children in our juvenile justice system today have those same problems.

60% of the low-income homes did not have one single children's book in their home. We need to make that percentage of low-income families who read daily to their child much higher in order to benefit more children.



The lifetime income difference between the average school dropout and the average income of an actual graduate, exceeds **\$1 million.**

The first **three years** of our lives are the most important and highest impact years for the basic biological processes that build and structure our brains.

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Science tells us that only half an hour of intervention for each child each day with a trusted adult can be enough to create a buffer against toxic stress for most children.



10%

At least **10 percent** of the children who fall far behind in their third grade reading skills can, with support, catch up with other readers.

We need to help **mothers, fathers, and grandparents** do what needs to be done to support every child during those first key months and years of life.



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