



Investing when it matters most

Prenatal to age 3

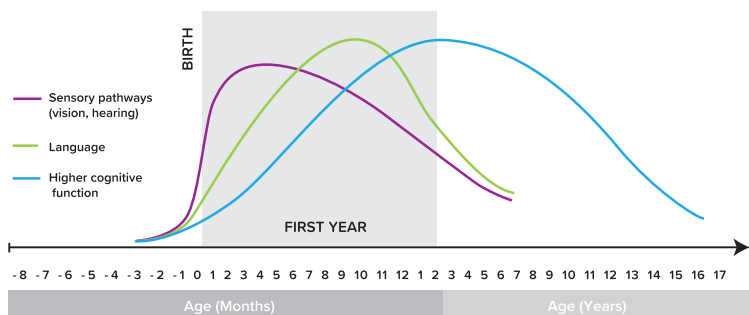
When we invest in children and families, the next generation reciprocates through a lifetime of productivity and responsibility. But, that investment needs to happen from birth.



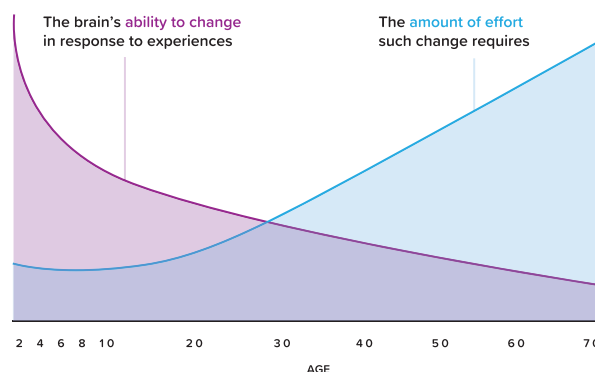
Latest neuroscience research shows preschool is too late.

The formation of the brain's neural connections begins before birth and continues into adulthood. The process sets the foundation for all the health, learning, and behavior that follow. When parents talk, read, sing, and play with babies and toddlers, their brains form strong neural connections or synapses.

Human Brain Development

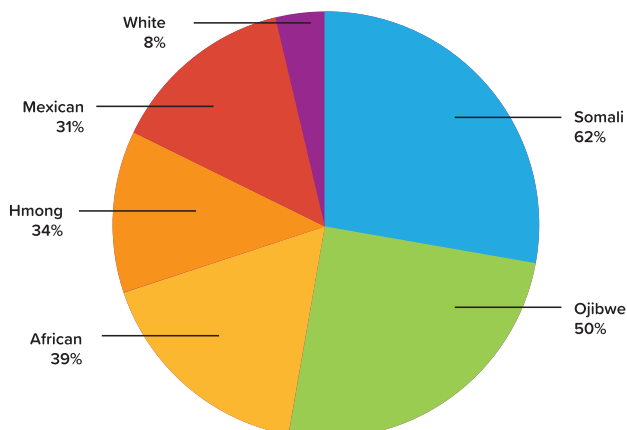


Early experiences determine whether neural connections are strong or weak.
Source: C.A. Nelson (2000). Credit: Center on the Developing Child at Harvard University



The brain's plasticity is strongest in the first few years after birth, making it easier to form strong neural connections then vs. later. Source: Center on the Developing Child at Harvard University

Rates of Poverty for Minnesota Children Under 18



Source: The Economic Status of Minnesotans, Jan. 2016

Poverty is a key determinant in optimal brain development experiences.

- In Minnesota, 45% of all babies born are on Medicaid.
- Poverty, race, and ethnicity are inextricably linked.
- Disparities tied to education and health appear as early as 18 months.



Promoting experiences that matter most

Our opportunity

Most parents don't realize that each moment of connection with a child—particularly in the first 1,000 days—has a tremendous impact on brain development. When parents do know the impact, behavior changes.



talk often and about everyday things.



become their favorite toy.



a child's brain is an open book.



your voice is music to their brains.

Our solution

Little Moments Count is a statewide, cross-sector movement to increase our collective knowledge of the lifelong impact of prenatal-to-three experiences on brain development. Every child in Minnesota needs to experience talking, playing, reading, and singing, early and often, to help build their brains and set them up for future success.

Our audiences

Through a broad public awareness campaign and targeted efforts, we're educating parents, families, caregivers, professionals, and employers about the long-term impact of early experiences. To reach parents, particularly those experiencing poverty, we need to better align our vast and varied programs, dedicated early-childhood initiatives, and relevant systems—Little Moments Count is the connective force.



Get involved in Little Moments Count.

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