

# Your child's brain needs talk!



The research is clear, and it's reassuring: Talk builds babies' brains, but it's not something you have to do nonstop.

## Make time for talk

Try to find 25-minute blocks during the day when you can focus on talking with your child.



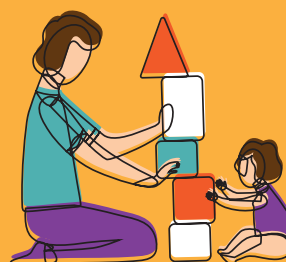
Talk about what you're doing and thinking. Turn daily routines and activities into opportunities for talk.

Avoid too much screen time when your child isn't interacting with anyone, or use TV time as an opportunity to talk about what's happening in the story they're watching.



## Build more back-and-forth

Double down: each time you get one back-and-forth exchange with your child, try to make it two!



Tune in and respond to what they look at, do, and say. Notice what your child is interested in and engage with them on that topic.

Avoid interrupting or appearing disinterested when your child tries to talk back to you or to get your attention.



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*Early talk shapes a child's life. LENA shapes early talk.*

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