

# Adults are the architects of a baby's brain



Babies' brains are built through warm caring relationships with loving adults and the experiences those adults give them. From birth, children who feel safe, secure and loved learn better.

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# Money can't buy the best toy for babies – it's you!



People are the best toys. Spending time with young children is more valuable than spending money on expensive toys. Play and talk with them. Respond to what they are interested in. This helps them to grow and learn.

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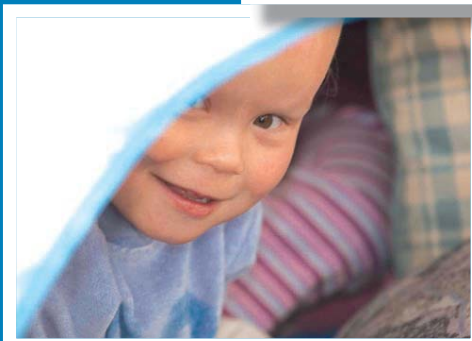
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# Babies are born with the joy of learning



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From birth, children enjoy learning from everything and everyone around them. Our job is to protect and nurture the joy. We can do this by joining in, providing new experiences and giving them time to enjoy familiar ones.