

From the Department of Early Education and Care (EEC):

The Department of Early Education and Care is proud to announce that the *Brain Building in Progress* campaign has a newly redesigned website at www.brainbuildinginprogress.org!

Whether you're a parent, business leader, educator, legislator, or simply a good citizen, you can support the healthy development of young children and help create a brighter future for *everyone* in Massachusetts. The "[Brain Building in Progress](http://www.brainbuildinginprogress.org)" campaign website shows you how. Started in 2010 as a joint initiative of the Department of Early Education and Care and United Way of Massachusetts Bay and Merrimack Valley, *Brain Building in Progress* is a statewide campaign to raise public awareness of the importance of young children's healthy development to the future economic prosperity of the Commonwealth, and the important [role](#) everyone can play in building young children's brains.

Children's brain development in the first five years of their life significantly influences their ability to learn over their lifetime. Children develop strong brains when they are exposed to enriching environments with positive stimulation. The *Brain Building in Progress* campaign provides resources for the public to support children's healthy brain development.

Check out the newly improved [Brain Building in Progress](http://www.brainbuildinginprogress.org) website and learn about the different ways you can engage with the *Brain Building in Progress* campaign:

- Be a Brain Builder! - [activity guides](#) for tips to help build a child's brain, and a [calendar of brain building events](#) in your community.
- Be a Brain Building champion! – [marketing resources](#) to promote brain building in your community, such as holding a Brain Building event, turning your business into a Brain Building Zone, or submitting a Brain Building Letter to the Editor of your local paper.
- Visit a [Brain Building Zone](#)! - places to bring young children that provide an engaging and stimulating environment that supports brain development.
- Make any moment is a Brain Building moment! Our featured [partnerships](#) with the MBTA, Registry of Motor Vehicles and Vroom show you how!

Help us spread the word about Brain Building in Massachusetts! Share the website (www.brainbuildinginprogress.org) with parents, caregivers, educators, business owners and community leaders. By giving a strong start to our youngest citizens, we create a stronger, more prosperous future for all.