

Re: Language for State of the Union Address
January 21, 1997
Page 2

We also suggest several options to consider if you wish to identify an American hero who might sit with the First Lady during the President's historic address.

Thank you very much for considering this. I will call later this week to further discuss our plans. If you wish, I can be reached at 310/285-2328.

Enclosures

cc: Don Baer

**Themes for White House Consideration
State of the Union**

OPTION ONE: EDUCATION THEMES

The bridge to the next millennium must have a sturdy foundation. Today, amazing new scientific discoveries about the development of the human brain's potential in the first few years of life make it more urgent than ever before to renew our nation's historic commitment to education.

Tonight I ask you to join me in fashioning a new commitment for a new century: let us emphasize education right from the start. Beginning before a baby is born, parents benefit from information and support that helps them succeed as a child's first teacher and in nurturing their baby's natural love for learning. This is the most rapid period of brain development known to mankind; scientists have discovered that a child's brain grows to 90% of its adult size by age three. And almost all of its emotional connections are made during that same period.

Despite these critical facts, millions of young Americans are not receiving the parenting, active stimulation, and health care they need to succeed. The costs to the nation's long-term productivity and well-being are enormous. This spring, I will convene a national meeting to engage members of Congress, governors, business leaders, professional groups, and philanthropic institutions in developing a public-private partnership on behalf of our youngest children. This partnership will advance the diffusion of knowledge about the early potential of the human brain and develop policy and program options to ensure that all children enter school ready to learn. We must provide a healthy, safe, and nurturing environment for our youngest citizens. Our future will be won by winning our children.

[The President could then introduce a hero who has successfully developed an educational program for parents with children ages 0-3. Possible programs to highlight: New Mothers (developed by David Olds), Parents as Teachers (Mildred Winter), Avance (Gloria Rodriguez), or Healthy Families America. We could highlight a parent educator from Hampton, Virginia, who will appear on the Rob Reiner television special.]

Themes for White House Consideration State of the Union

OPTION TWO: HEALTHY DEVELOPMENT

As we enter the new millennium, children born this month will turn three years of age. Today, amazing new scientific discoveries about the development of the human brain's potential in the first few years of life demand a new national focus on children's learning and healthy development right from the start.

Beginning with the birth of a newborn, and in the crucial early years, parents benefit from information and support that helps them succeed as a child's first teacher and in nurturing their baby's natural love for learning. This is the most rapid period of brain development known to mankind; scientists have discovered that a child's brain grows to 90% of its adult size by age three. And almost all of its emotional connections are made during that same period.

Despite these critical facts, millions of young Americans are not receiving the parenting, active stimulation, and health care they need to succeed. The costs to the nation's long-term productivity and well-being are enormous. This spring, I will convene a national meeting to engage members of Congress, governors, business leaders, professional groups, and philanthropic institutions in developing a public-private partnership on behalf of our youngest children. This partnership will advance the diffusion of knowledge about the early potential of the human brain and develop policy and program options to ensure that all children enter school ready to learn. We must provide a healthy, safe, and nurturing environment for our youngest citizens. Our future will be won by winning our children.

[The President could then introduce a hero who has successfully developed a healthy development program for parents with children ages 0-3. Possible programs to highlight: New Mothers (developed by David Olds), Parents as Teachers (Mildred Winter), Avance (Gloria Rodriguez), or Healthy Families America. We could highlight a parent educator from Hampton, Virginia, who will appear on the Rob Reiner television special.]