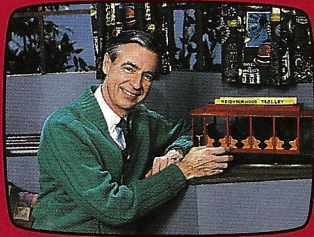


Because that's how children learn — from the inside out — as they try to make sense of the world through their feelings and experiences.

Watch *Mister Rogers' Neighborhood* with the children in your care and find an inside track to the world of childhood that can help you support children as they learn and grow.



Do you know about *Mister Rogers' Plan & Play Book*? Its 350 pages include descriptions of each program and over 600 easy-to-do follow-up activities.

For a catalog about this and other support materials, write to:

Family Communications, Inc.  
4802 Fifth Avenue  
Pittsburgh, PA 15213  
412-687-2990  
412-687-1226 Fax

"Extending *Mister Rogers' Neighborhood* to Child Care" is a project exploring ways caregivers can use *Mister Rogers' Neighborhood* and is supported by a grant from the Corporation for Public Broadcasting.

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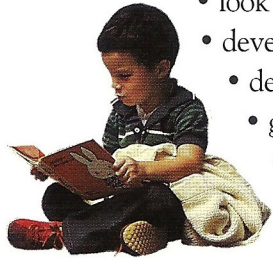
"Let's turn learning inside-out!"



## A door to learning readiness.

For 30 years Fred Rogers has carefully and thoughtfully created a Neighborhood that helps young children, at the most crucial educational period in their lives, develop tools they'll need for their learning. What he offers every day can help children:

- have a healthy curiosity about their world
- look and listen carefully
- develop self-control
- deal with their feelings
  - get along with others
  - be imaginative and creative
  - feel good about who they are and who they can become



Researchers confirm that watching *Mister Rogers' Neighborhood* can help children:

- stick to a task, even when it's difficult
- go along with rules
- be able to wait
- manage their aggression
- consider others' feelings
- play more imaginatively
- overcome their fears and anxieties

**MISTER  
ROGERS'  
NEIGHBORHOOD®**

## You can be the key.

There's clear evidence that the children who benefit most from *Mister Rogers' Neighborhood* have a caring adult who:

- watches with them
- talks with them about the ideas and activities on the program
- and encourages them to express how they feel through play.

By being there in your own caring ways, you can make television truly useful — helping children feel good about themselves, about others, and about the world around them.



## And open some doors of your own, too!

Here's what caregivers have said after using *Mister Rogers' Neighborhood* regularly with the children in their care:

"I have much more patience with the kids and do things at a slower pace."

"Now I talk more 'with' children than 'at' them."

"The program gave me lots of new ideas and activities to do with my class."

"I learned different ways to interact with children, to solve problems and to encourage positive behavior."

"I take more time to answer questions, and I explain more to the children."

"Mister Rogers has helped me realize the value of my work with kids."

"I feel better about myself and what I do."

