

Talking is Teaching: Talk, Read, Sing

Promoting Children's Early Brain and Language Development through WIC Clinics



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Webinar Goals

1. Highlight research on children's early brain and language development and the important role of parents and trusted messengers
2. Present models of how "Talking is Teaching: Talk, Read, Sing" has been incorporated into WIC clinics
3. Share free resources any WIC clinic can use to promote early literacy among children and families



Reflection

Does your WIC program promote early literacy? If so, how?

Too Small to Fail

GOALS:

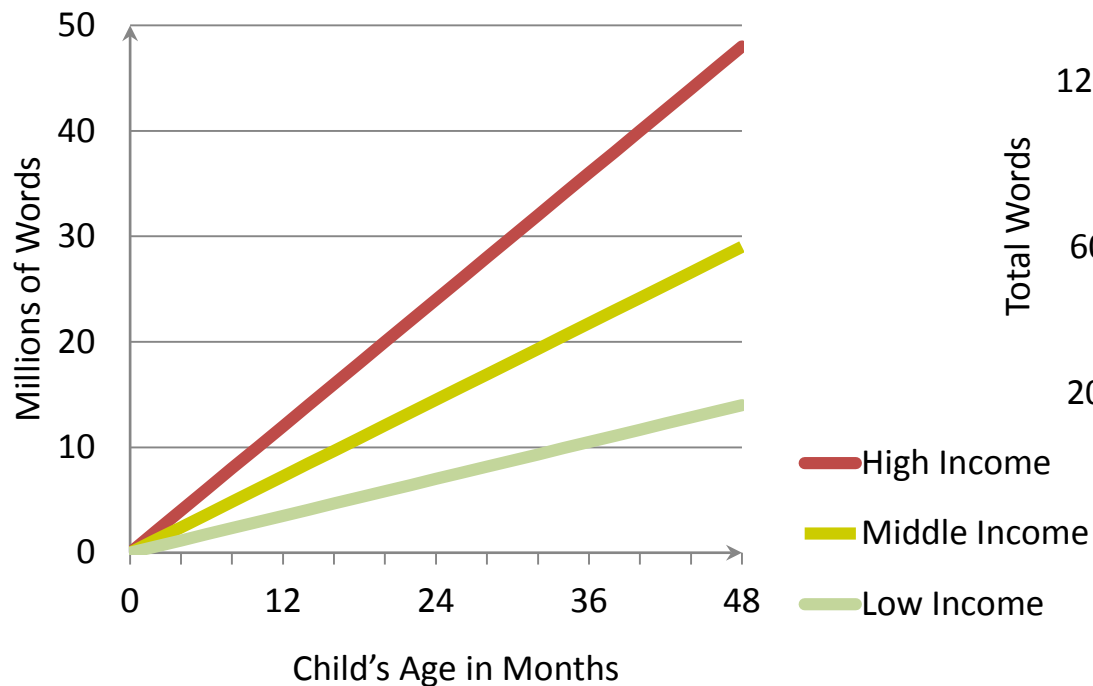
Increase awareness and spark positive change in parents and communities to boost early brain and language development in children ages 0-5

- For parents and young children, make small moments big
- For communities, empower people and places to make these moments happen more often

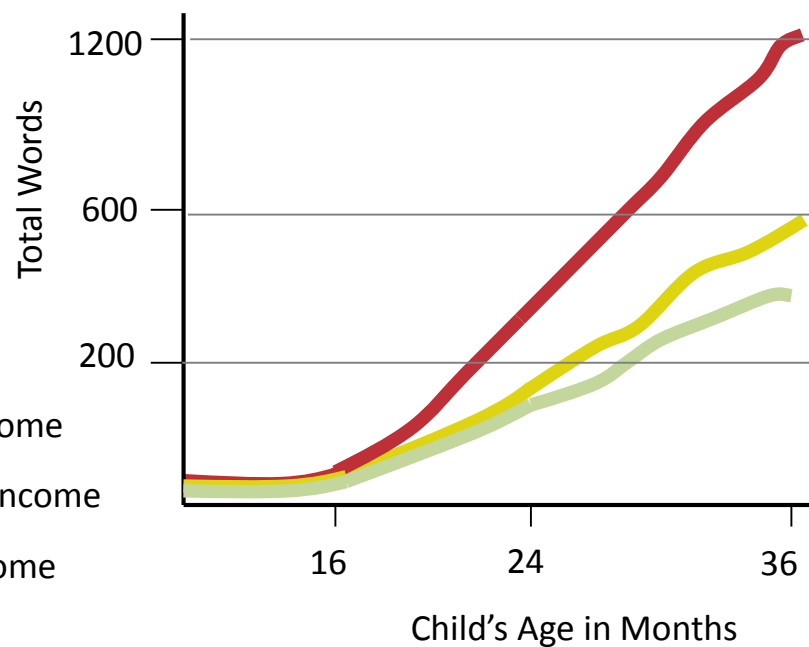


What the Research Shows

Number of Words Addressed



Number of Words Learned



Source: Hart & Risley (1995)

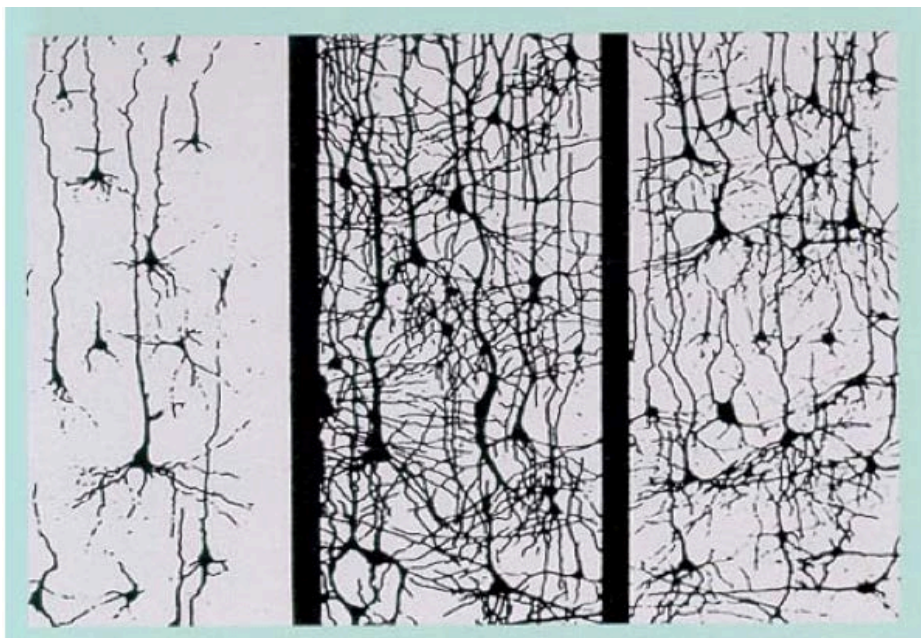
Research: The Opportunity

Neuroplasticity

At birth

6 years old

14 years old



700

New Neural Connections
per Second

Drawing supplied by H.T.
Chugani M.D., Chief, Division of
Pediatric Neurology, Children's
Hospital of Michigan



Talking is Teaching: Talk, Read, Sing

1. Magnify Attention

Raise awareness about the importance of language-rich parenting.



2. Motivate Action

Provide parents and caregivers with tools and resources to talk, read, and sing with young children.

National Partnerships



American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™



National Association for Family Child Care
Your Home. Your Profession. Our Commitment.



UNIVISION



Penguin
Random
House



NATIONAL HEAD START ASSOCIATION



Gerber



NBCDI

National Black Child
Development Institute



GEORGE KAISER
FAMILY FOUNDATION

A supporting organization of Tulsa Community Foundation



National WIC
Association

CARNEGIE HALL



Houghton
Mifflin
Harcourt™



Our Reach



5,000
laundromats



63,000
pediatricians



200
playgrounds



Almost 1 million
children's books



16
community
campaigns



500,000
Spotify
downloads



715 million
impressions on
Univision



70,000
text message
subscribers

Quantity & Quality

IT'S NOT JUST THE
NUMBER OF WORDS



IT'S THE QUALITY OF OUR MOMENTS
TALKING, READING & SINGING



IT'S HOW OUR CHILDREN
LEARN HOW TO LEARN

Our Approach

FOR FAMILIES, WE ARE MAKING
THESE SMALL MOMENTS BIG
(INCREASE VALUE)



FOR COMMUNITIES, WE
ARE CREATING THE SPACE
WHERE THEY CAN HAPPEN
(INCREASE OPPORTUNITIES)



MEDIA PARTNERSHIPS

Hollywood

ORANGE
is the new
BLACK



THE
FOSTERS

GLOW

LAW &
ORDER
SPECIAL VICTIMS UNIT

Parenthood



Grandfathered

CRIMINAL
MINDS

CHICAGO | MED

JANE THE
VIRGIN

THE
TONIGHT
SHOW
STARRING
JIMMY
FALLON

how
to
get
away
with
Murder

RoyalPains

THIS IS US

Research on Environmental Prompts

Effect of placing visually engaging and colorful signs with open-ended questions around supermarkets in low-income neighborhoods:

- Children and their caregivers were nearly **four times more** likely to engage in vocabulary-rich “talk,” bringing these groups to the level of adult-child interaction observed in the middle- and upper-income stores.



Meeting Families Where They Are



Hospitals



Grocery Stores



Playgrounds



WIC Clinics



Laundromats



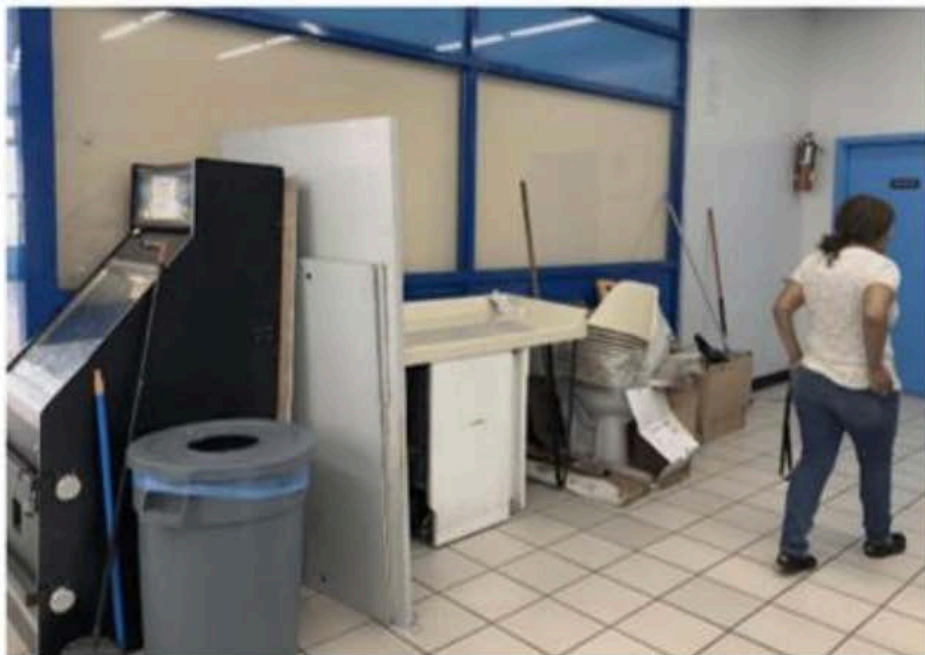
Diaper Banks

NATIONAL PARTNERSHIPS

Laundromats

GIANT WASH LAUNDROMAT (BROOKLYN)

BEFORE



AFTER



Laundromat Transformations

TREATMENT



CONTROL

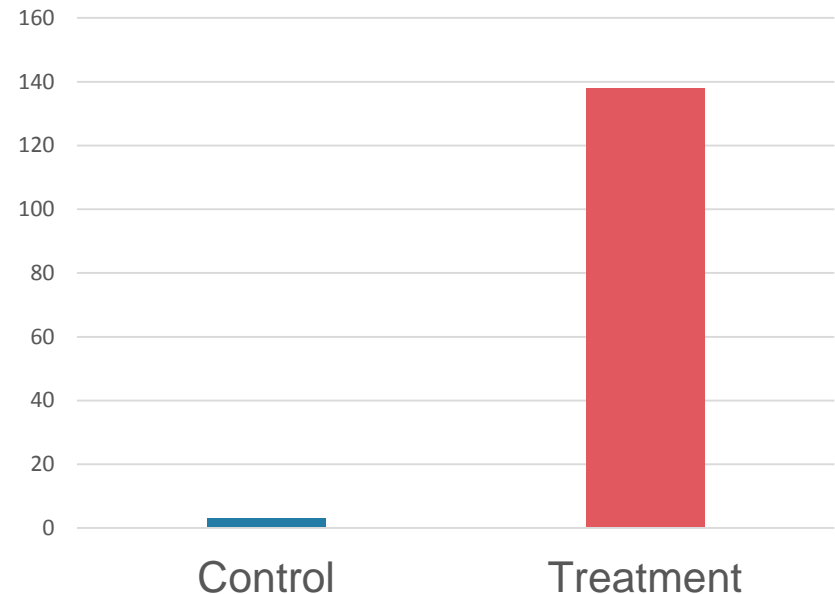


Phase 1

Laundromat Evaluation Key Findings

- » Literacy-related play areas significantly promote and enhance children's early literacy activities.
- » Children engaged in 30 times more literacy-related activities in treatment sites than in control sites.
- » Customers give play centers high praise and feel greater loyalty to the laundromat

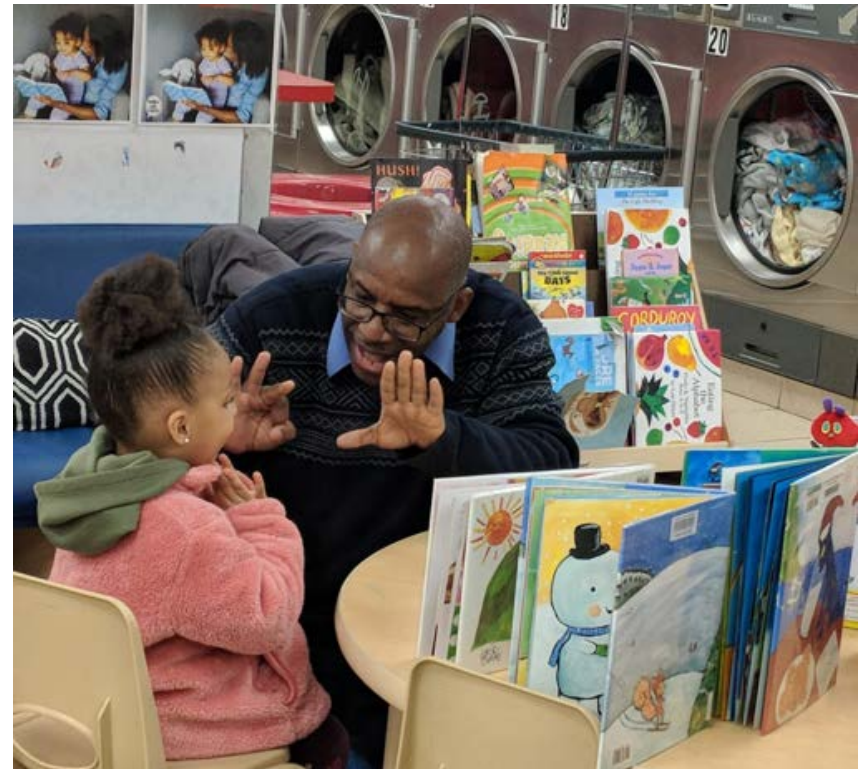
Frequency of Literacy Related Events in Laundromats



Phase 2

Laundromat Evaluation Key Findings

- » Children engaged in substantial and sustained literacy activity. Children engaged in significantly more purposeful engagement in literacy activities compared to children in the control sites and Phase 1 treatment sites.
- » The average stay per child was 47 minutes, representing a substantial amount of engaged time in early literacy activities
- » Parents were more likely to observe children's activity rather than participate directly in it.





NATIONAL PARTNERSHIPS

Playgrounds



- Nearly 200 “Talking is Teaching” themed playgrounds nationwide
- Panels available through Landscape Structures

NATIONAL PARTNERSHIPS

Grocery Stores



COMMUNITY PARTNERSHIPS

Talking is Teaching Campaigns



Talking is Teaching: Talk, Read, Sing

Tools for Parents, Caregivers & Educators





FOR **SMALL**
TO FAIL



Free Resources for WIC Clinic Providers

DEAR WIC PROVIDER,

The journey towards becoming a confident reader and writer begins the moment children are born through the daily conversations, songs, stories and books parents and other caregivers share with them.

Many parents may not realize how important it is to talk, read and sing with their young children and the power they have to boost their child's early brain and language development. A simple conversation with a trusted messenger like yourself can make all the difference in raising parents' awareness and providing them with the information and resources they need to help get their children ready for success in school and in life.

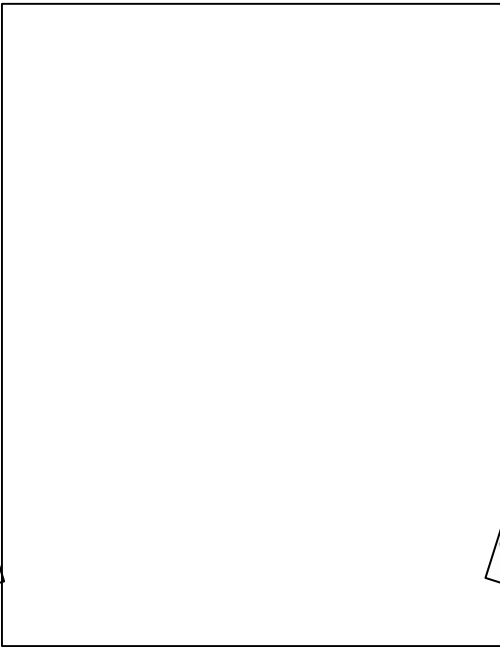
Try to find a minute to connect with a parent and share the following messages in a positive and encouraging way:

- Learning begins the moment your child is born, so keep doing what you're doing! It's no important to keep talking, reading and singing with your child every day—even if he/she can't talk back yet.
- Have back-and-forth conversations about the everyday things you see and do together—like riding in the car, going for a walk, or grocery shopping. Make cuddling and reading a part of your bedtime routine. Hold your child close and sing a song together.
- Talking, reading and singing every day actually builds your child's brain and helps prepare your child to succeed in school and in life. It'll make your child feel happy, special, and loved, too!
- You're doing great. Mommy (or Daddy, Grandma, Grandpa, Aunt, Uncle)

Thank you for helping us spread these important messages and most of all, for the wonderful work you do each day to enrich children's bodies and minds!

Sincerely,
Your Friends at Talk Read Sing!

TALK READ SING



LET'S TALK ABOUT MOVING OUR BODIES

WHAT LETTER SHAPES CAN WE MAKE WITH OUR BODIES?

LET'S DANCE FAST!

LET'S DANCE SLOW.

HOW DO YOU LIKE TO MOVE?

DO THE HOKEY POKEY!

LET'S MAKE UP A DANCE TOGETHER!

TALKING IS TEACHING.ORG

TALKING IS TEACHING. TALK READ SING

TALK, READ, AND SING TOGETHER EVERY DAY! IT'S NEVER TOO EARLY TO HELP YOUR CHILD LEARN.

Learn more about your baby by watching for developmental milestones. Smiling, cooing, and babbling are just a few. Your baby will show you many more milestones in how he plays, learns, speaks, acts, and moves! Look for your child's milestones regularly and share his progress with the doctor at every well-child visit.

TIP: Respond to your baby's first smiles, giggles, and coos — like talking to you and waving to you, too!

<p>BIRTH TO 2 MONTHS</p> <ul style="list-style-type: none"> • Coo, make gurgling sounds • Turn head toward sounds 	<p>4 MONTHS</p> <ul style="list-style-type: none"> • Begins to babble • Babble with expression and copies sounds he hears 	<p>6 MONTHS</p> <ul style="list-style-type: none"> • Responds to sounds by making sounds • Responds to own name • Begins to use intentional sounds (babbling with "m," "n," "j")
<p>8 MONTHS</p> <ul style="list-style-type: none"> • Holds and babbles to your baby, smiles and he chuckles with you 	<p>9 MONTHS</p> <ul style="list-style-type: none"> • Responds to your baby's name • Babbling with "m," "n," "j" 	<p>12 MONTHS</p> <ul style="list-style-type: none"> • Responds to your baby's name • Babbling with "m," "n," "j"
<p>18 MONTHS</p> <ul style="list-style-type: none"> • Says several single words • Points to show someone what he wants 	<p>2 YEARS</p> <ul style="list-style-type: none"> • Understands simple words • Understands simple instructions • Understands simple questions 	<p>3 YEARS</p> <ul style="list-style-type: none"> • Understands simple instructions • Understands simple questions • Understands simple instructions
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TIP: When you read with your child, have her see the pages. Take turns talking pictures with your child.

TIP: Describe what your baby is doing in fun, simple words. For example, "You're crawling."

TALKING IS TEACHING.ORG

MEAL TIME IS TALK TIME

AT THE GROCERY STORE OR DURING MEAL TIMES, MAKE FUN FOOD RHYMES LIKE "BANANA FANANA!"

#MEALTIMETALKTIME
TALKINGISTEACHING.ORG

TALK READ SING
TALKING IS TEACHING.ORG

MEAL TIME IS TALK TIME

TALK ABOUT HEALTHY FOODS! USE WORDS LIKE "SWEET, CREAMY, CRUNCHY" TO DESCRIBE HOW FOOD FEELS, TASTES AND SMELLS.

#MEALTIMETALKTIME
TALKINGISTEACHING.ORG

TALK READ SING
TALKING IS TEACHING.ORG

“DEAR WIC PROVIDER” LETTER

TALKING POINTS TO SHARE WITH PARENTS



DEAR WIC PROVIDER,

The journey towards becoming a confident reader and writer begins the moment children are born through the daily conversations, songs, stories and books parents and other caregivers share with them.

Many parents may not realize how important it is to talk, read and sing with their young children and the power they have to boost their children’s early brain and language development. A simple conversation with a trusted messenger (like yourself!) can make all the difference in raising parents’ awareness and providing them with the information and resources they need to help get their children ready for success in school and in life.

Try to find a minute to connect with a parent and share the following messages in a positive and encouraging way:

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- Have back-and-forth conversations about the everyday things you see and do together—like riding in the car, going for a walk, or grocery shopping. Make cuddling and reading a part of your bedtime routine. Hold your child close and sing a song together.
- Talking, reading and singing every day actually builds your child’s brain and helps prepare your child to succeed in school and in life. It’ll make your child feel happy, special, and loved, too!
- You’re doing great, Mommy (or Daddy, Grandma, Grandpa, Aunt Uncle)!



Thank you for helping us spread these important messages and most of all, for the wonderful work you do each day to nourish children’s bodies and minds!

Sincerely,
Your Friends at Too Small to Fail

DEAR WIC PROVIDER

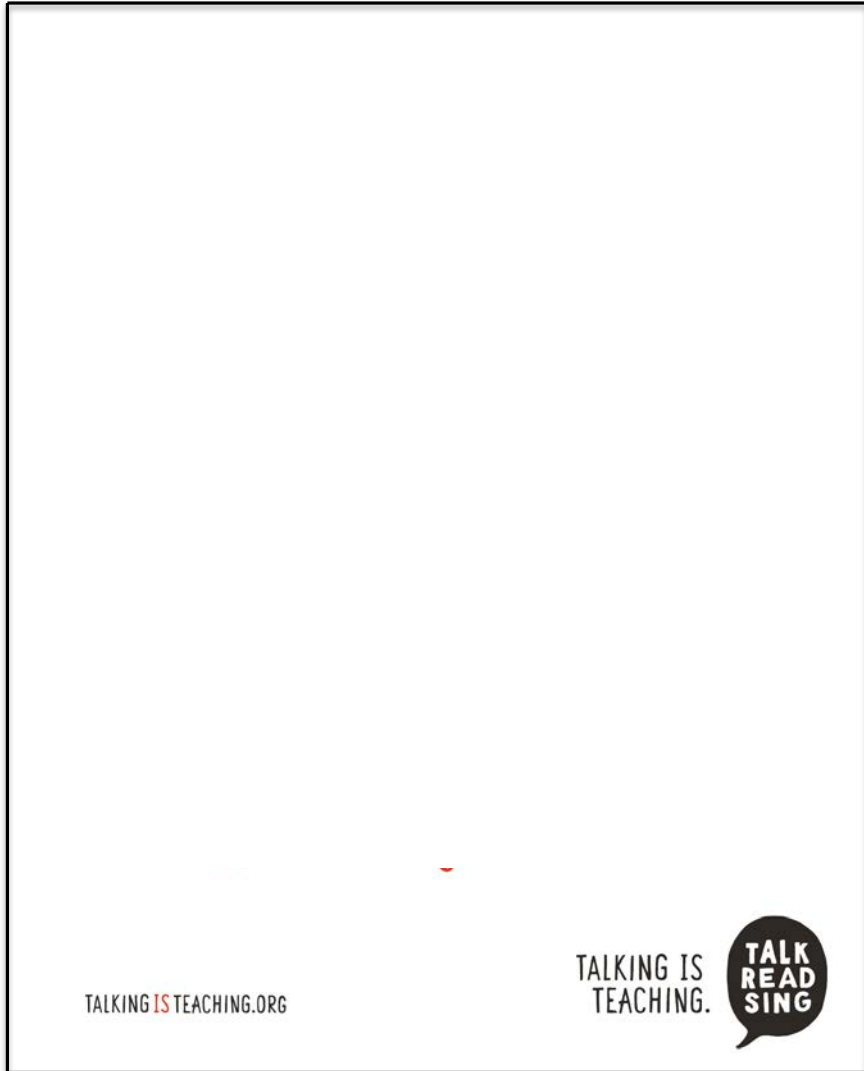
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“Talking is Teaching: Talk, Read, Sing” Posters



“Talking is Teaching: Talk, Read, Sing” Posters

WHAT LETTER SHAPES CAN WE MAKE WITH OUR BODIES?

LET'S DANCE FAST!

LET'S DANCE SLOW.

LET'S MAKE UP A DANCE TOGETHER!

DO THE HOKEY POKEY!

HOP?

TWIST?

SLIDE?

LET'S TALK ABOUT MOVING OUR BODIES

TALKING IS TEACHING.ORG

TALK READ SING

¿QUÉ LETRAS PODEMOS FORMAR CON NUESTROS CUERPOS?

¡BAILEMOS RÁPIDO!

¡BAILEMOS LENTO!

¿CÓMO TE GUSTA MOVERTE?

¡HAGAMOS EL HOKEY POKEY!

¡¡INVENTEMOS UN BAILE JUNTOS!

HABLEMOS SOBRE MOVER NUESTRO CUERPO

HABLAR ES ENSEÑAR.ORG

HABLA LEE CANTA

“Talking is Teaching: Talk, Read, Sing” Posters

HOW DO YOU LIKE TO PLAY?

JUMP! HOP!

SLIDE! SWIM! CRAWL!

LET'S PRETEND WE ARE...

LET'S TALK ABOUT PLAY

WHAT'S YOUR FAVORITE GAME TO PLAY?

LET'S PLAY HIDE AND SEEK!

YOU AND ME, LET'S PLAY TOGETHER!

TALKING IS TEACHING. TALK READ SING

TALKING IS TEACHING.ORG

¿CÓMO TE GUSTA JUGAR?

¡DESLÍZATE! ¡SALTA! ¡BRINCA!

¡NADA! ¡GATEA!

IMAGINEMOS QUE...

HABLEMOS DEL JUEGO

¿CUÁL ES TU JUEGO FAVORITO?

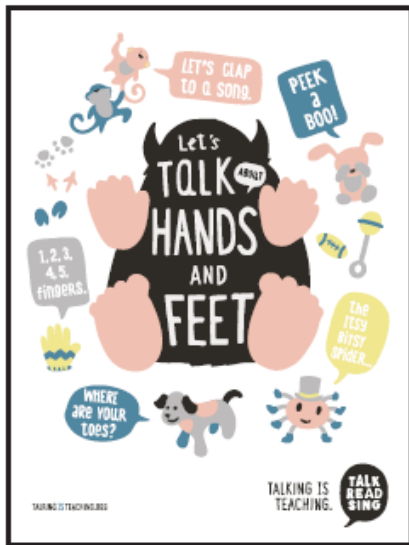
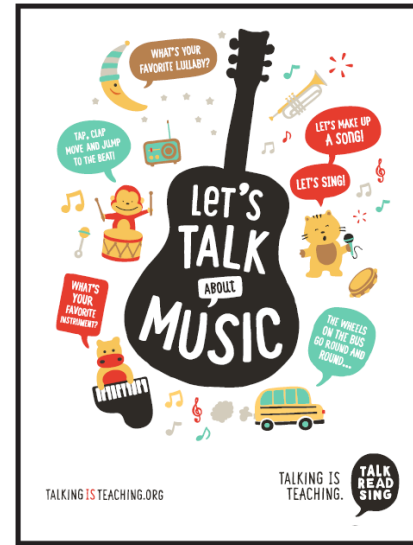
¡JUEGUEMOS A LAS ESCONDIDAS!

¡JUEGUEMOS JUNTOS, TÚ Y YO!

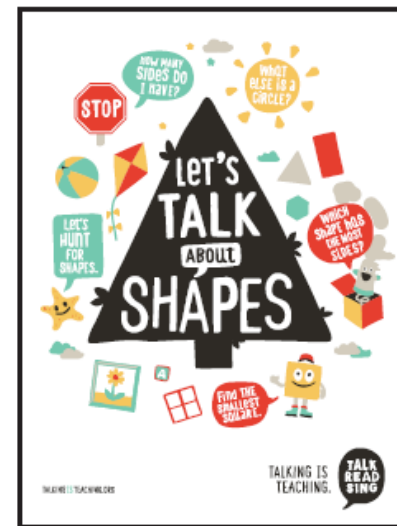
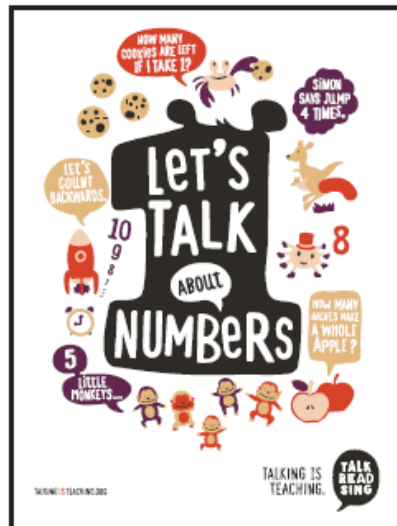
HABLAR ES ENSEÑAR. HABLA LEE CANTA

HABLAR ES ENSEÑAR.ORG

“Talking is Teaching: Talk, Read, Sing” Posters



“Talking is Teaching: Talk, Read, Sing” Posters



“LET’S TALK ABOUT HEALTHY FOODS” PLACEMATS (12”x14” – ENGLISH)

The placemat features a central black pear shape containing the text "Let's TALK ABOUT HEALTHY Foods". Surrounding this are various illustrations: a chef, a giraffe, a tiger, a hamster, a lunchbox, a juice cup, and various fruits and vegetables. Speech bubbles contain questions such as "WHAT ARE YOUR FAVORITE FRUITS?", "WHAT ARE YOUR FAVORITE VEGETABLES?", "LET'S COUNT THE APPLES!", "SMALLEST?", "WHICH IS THE BIGGEST VEGETABLE?", "WHAT COLORS ARE THE FRUITS?", "WHAT DOES YOUR FOOD TASTE LIKE?", "SMELL LIKE?", "FEEL LIKE?", and "WHAT NEW VEGETABLE CAN WE TRY TODAY?".

Talk, read, and sing with your children—right from the start. It builds their brains and prepares them for success in school and beyond.
For tips and ideas, visit talkingisteaching.org.

TALK READ SING
TALKING IS TEACHING.ORG

“LET’S TALK ABOUT HEALTHY FOODS” PLACEMATS (12”x14” – SPANISH)

HABLEMOS
DE LOS
ALIMENTOS
SALUDABLES

¿CUÁLES SON TUS FRUTAS FAVORITAS?
¿VEGETALES?
¿EL MÁS PEQUEÑO?
¿CUÁL ES EL VEGETAL MÁS GRANDE?
¿A QUÉ SABEN TUS ALIMENTOS?
¿A QUÉ HUELEN?
¿CONTEMOS LAS MANZANAS!
¿DE QUÉ COLORES SON LAS FRUTAS?
¿QUÉ NUEVO VEGETAL PODEMOS PROBAR HOY?

Hable, lee y cante con sus niños desde el principio. Esto desarrolla sus cerebros y los prepara para el éxito en la escuela y más allá.
Para más ideas, visite hablaresenseñar.org.

HABLA
LEE
CANTA
HABLAR ES ENSEÑAR.ORG

TALKING IS TEACHING: TALK, READ, SING

PARENT TIP SHEET: DEVELOPMENTAL MILESTONES CHART



TALK, READ, AND SING TOGETHER EVERY DAY! IT'S NEVER TOO EARLY TO HELP YOUR CHILD LEARN.

Learn more about your baby by watching for developmental milestones. Smiling, cooing, and babbling are just a few. Your baby will show you many more milestones in how he plays, learns, speaks, acts, and moves! Look for your child's milestones regularly and share his progress with the doctor at every well-child visit.

TIP: Respond to your baby's first smiles, gurgles, and coos — she's talking to you and wants you to talk, too!

BIRTH TO 2 MONTHS

- Coo, makes gurgling sounds
- Turns head toward sounds

4 MONTHS

- Begins to babble
- Babbles with expression and copies sounds he hears

6 MONTHS

- Responds to sounds by making sounds
- Responds to own name
- Begins to say consonant sounds (lettering with "m," "b")





18 MONTHS


- Says several single words
- Points to show someone what he wants

12 MONTHS

- Uses simple gestures, like shaking head "no" or waving "bye-bye"
- Tries to say words you say

9 MONTHS

- Understands "no"
- Makes a lot of different sounds (like "mama" and "babababab")

2 YEARS

- Points to things or pictures when named
- Says sentences with 2 to 4 words
- Follows simple instructions

3 YEARS

- Follows instructions with 2 or 3 steps
- Talks well enough for strangers to understand most of the time
- Carries on a conversation using 2 to 3 sentences

5 YEARS

- Speaks very clearly
- Says name and address
- Uses future tense, for example, "Grandma will be here."

4 YEARS

- Tells stories
- Can say first and last name
- Knows some basic rules of grammar, such as correctly using "he" or "she"

TIP: Hold and talk to your baby; smile and be cheerful while you do.

TIP: Read books to your baby every day. Praise him when he babbles and "reads" too.

TIP: When you read with your child, have her turn the pages. Take turns labeling pictures with your child.

TIP: Describe what your baby is looking at, for example, "red, round ball."

TALKING IS TEACHING: TALK, READ, SING PARENT TIP SHEETS



TALK, READ AND SING TOGETHER EVERY DAY! TIPS FOR FAMILIES

When you talk, read and sing with your child – even before they can use words – you're helping them learn. And making them happier too! Research shows that talking, reading and singing with your child every day from birth helps build their brains as well as important language, math, reading and social skills for use in school and beyond. Talk, read and sing with your child in the language you are most comfortable using.

You probably naturally talk to your baby about the events of the day. Keep doing it, and do it more! The more words and conversations you share together, the better prepared they will be to learn. You are your baby's first teacher!

For children with disabilities or delays, communicate with your service providers and keep each other informed about the strategies you are using to enhance their language environment.

TIPS FOR INFANTS

TALK

- Your touch and voice help your baby learn. Listen to the fun sounds your baby makes and repeat them. When they coo, oo back. Hold their hand gently and when they smile, smile back. Your loving touch combined with this back-and-forth "baby language" are the first steps in talking.
- Everywhere you go, talk about what you see and what your baby is looking at. "Wow, I see the four dogs, too!" "I love that red truck you're playing with. It goes beep beep!"
- Play "Peek-a-boo" while getting your baby dressed. Ask, "Where's baby's name?" when you pull a shirt over your baby's head. Then say, "There you are!"
- As you feed your baby, use words to describe what foods taste, feel, and look like. "This yogurt is smooth." "That yellow banana is sweet!"
- Looking into your baby's eyes, holding your baby's hand, and talking to your baby in a high voice are all ways that you can help your child grow up to be a confident, loving adult.

READ

- Read a book or tell a story to your baby every day – in whatever language you feel most comfortable – beginning at birth.
- Cuddle with your baby as you share a book. It doesn't matter how young your child is; even newborn babies are learning when their parents read with them.
- Point to the book's pictures. "Look, the train goes choo-choo!" Using words to describe what you see builds language.

SING

- Hold your baby close during bedtime and sing a favorite song again and again. Singing the same song can help your baby feel calm and safe.
- Sing silly songs about your day to help get your baby's attention during diaper changing.
- Your baby loves to hear your voice even if you think you can't sing! The sound of your voice is comforting to your baby.

TALK, READ AND SING TOGETHER EVERY DAY! TIPS FOR USING LANGUAGE AT HOME AND IN THE COMMUNITY

Here are eight things you can do every day to help your child learn your family's language and become successful in school!

USE YOUR NATIVE LANGUAGE AT HOME

The easiest, most important step is to use your home language every day. Many families worry that using their home language will confuse their children. In fact, children can easily learn several languages at the same time. They have an easier time learning English when they have a strong foundation in their first language.



TELL STORIES AND SING SONGS

Your family has a rich heritage to pass on to your children. Stories, chants, rhymes, poems, sayings, and songs from your childhood are an important part of their heritage. Share these with your children and have fun!

TELL STORIES AND SHARE BOOKS TOGETHER

Read a book to your child every day—in whatever language you feel most comfortable—beginning at birth. And if you don't feel comfortable reading words, you can point out the pictures in the book and talk with your child about them.

CHECK OUT MATERIALS IN YOUR LANGUAGE FROM THE LIBRARY

Look for books, DVDs, and music in your language. If they don't have what you want, ask the library staff to help you find what you need.

TALK ABOUT YOUR TRADITIONS AND CULTURE

Visit your child's classroom or child care provider. Share your language and traditions, including family songs and games. Encourage your child to retell family stories and share your heritage with their teacher, friends, and others.

LOOK FOR ACTIVITIES IN YOUR COMMUNITY

Attend cultural festivals and concerts and meet other families who speak your home language. Join with other families and organize your own events!

CONTINUE USING YOUR HOME LANGUAGE AS YOUR CHILDREN GROW OLDER

Sometimes children start to prefer English as they get older. Talk with your children about the benefits of speaking two languages. Continue using your language, even if your children respond in English so you keep your lines of communication open.

DON'T FORGET THAT YOU ARE KEY TO MAINTAINING YOUR HOME LANGUAGE

Parents and other family members are the most important people in your children's lives. What you value, your children will learn to value. Help them learn that your family's language and culture are something to be proud of and to treasure. Remember the benefits of your home language and remain committed to continuing to use it, no matter your child's age.

TALKING IS TEACHING: TALK, READ, SING PARENT TIP SHEETS

TALKING IS TEACHING.



When you talk, read, and sing with your child, you're strengthening your bond with her and helping her learn. Research shows that talking, reading, and singing with your child every day from birth builds her brain as well as important language, math, reading and social-emotional skills.

You probably naturally talk to your child about the things you do and see each day. We encourage you to keep doing it, and do it more—in whatever language you feel comfortable speaking at home. The more conversations, songs, and stories you share during your everyday moments together, the more you are preparing your child to succeed—in school and in life!

TIPS FOR PRESCHOOLERS

TALK

- **Tune in and listen to your child.** What are they noticing, pointing to, or asking questions about? Use these moments to spark fun conversations with your child. For example, "I see the shiny yellow bus, too. Who do you think is on the bus?"
- **Share back-and-forth conversations.** When talking together, try to take turns listening and speaking. When you keep the conversation going for as long as possible, you're helping your child develop language skills and also showing her that her words are important to you.
- **Use new and interesting words.** Young children can learn new and big words if you clearly show and explain what they mean. For example, when you see something very big, you might say, "That is an enormous building!" or "I spy a gigantic truck!"
- **Talk together in your home language.** Using your home language provides great benefits to your child's brain development. It's also a wonderful way for you to pass on your family's rich heritage. The easiest, most important way to do this is by speaking together in your home language every day. Enjoy sharing fun stories, poems, rhymes, and songs from your own childhood.

READ

- **Cuddle up and read together every day.** It's never too early to inspire a love of reading, so try to make reading a part of your daily routine like nap time or bedtime. Your child loves the feeling of being close to you and sharing a story together. If you don't feel comfortable reading, feel free to make up your own story about the pictures you see in the book or about your day together.
- **Read anywhere you are.** Pack a book in your bag so you can read it together wherever you are like the bus, store or park. You can even point to and read words that are all around you—on street signs, in stores, and around the neighborhood.
- **Make book reading fun and exciting.** Try to ask "Who? What? When? Where? Why?" questions along the way to encourage your child to talk about what's happening in the story. You can also use different voices and gestures to act out the characters or story.
- **Allow children to read the same books over and over.** It's natural for children to want to keep reading the same books. Sometimes they have a favorite book, sometimes it is comforting and familiar for them to hear over and over, and sometimes the story relates to an experience they're having. Each time, try to point out new words, ideas, or pictures and talk about them together.



USE THE WORD "ENORMOUS" INSTEAD OF "BIG"

TOO SMALL TO FAIL



PLAYTIME ACTIVITIES SHEET

For curious, young minds, playing is learning. Playtime is fundamental to your child's early development, helping hone her cognitive, social, and emotional skills. Opportunities to play are everywhere! Here are a few ideas to integrate play into your daily routine with your toddler:



While getting ready in the morning, let your child explore your closet (or theirs!).

Playing dress up, or even exploring the different colors and textures of the fabrics in your closet, can be exciting.



Turn reading time into playtime.

Have your child look at the pictures and tell the story. Act out the stories together as you read aloud or have her retell the story using her favorite toys.



Involve your toddler in meal preparation.

Give your child kid-friendly pots, pans, and other kitchen props so he can play chef while you make dinner. Describe spoons and vegetables to your child and encourage him to smell, touch, and even taste the ingredients you're using.



Go on a scavenger hunt while out on a walk.

Help your child look for birds, benches, trees, bushes, and other common outdoor features. Encourage your child to explore the texture of leaves, rocks, and gravel. Describe the shapes and colors of the things you see.



Sing a song about toes, fingers, and noses during bath time.

It can be repetitive and simple, like "wash your toes, wash your nose." Couple singing with a game where your child pours water on the body parts mentioned in the song.



Play a game of "I-Spy" while shopping together.

Choose a color and/or shape and challenge your child to point out as many objects that fall into that category as he can. Build your child's vocabulary by describing any unfamiliar or new objects that he encounters.

Every moment together is an opportunity for role play—all it takes is imagination. While waiting at the doctor's office, your child can play the doctor and you can introduce yourself as the patient. Pretend you have a stomachache or a headache and ask your child for a cure. You can encourage your child's role play in many other settings like restaurants, grocery stores, and subways.

TALKING IS TEACHING: TALK, READ, SING

PARENT TIP SHEETS

PLAY TIME

Play time is a perfect time to share rhymes and songs! Encourage children to jump, move, and dance around as you say or sing these together.

Ring Around the Roses

Ring around the rosie, a pocket full of posies,
Aches, aches, we all fall down!
Mother Goose Nursery Rhyme

Five Little Monkeys

Five little monkeys jumping on the bed,
One fell off and bumped his head.
Mama called the doctor, and the doctor said,
"No more monkeys jumping on the bed!"

(Repeat with four, three, two, one...)



NAP TIME

Rhymes and lullabies can help soothe children before naptime. As you read or sing, hold children close and use a soft and gentle voice.

Star Light, Star Bright

Star light, star bright,
The first star, I see tonight
I wish I may, I wish I might
Have this wish, I wish tonight
Mother Goose Nursery Rhyme

Are You Sleeping? (Frère Jacques)

Are you sleeping? Are you sleeping?
Brother John, brother John? Morning bells are ringing!
Morning bells are ringing! Ding, dang, dong,
Ding, dang, dong.
French Nursery Song



TALKING IS TEACHING: TALK, READ, SING PARENT TIP SHEETS

DIAPER TIME IS TALK TIME

Talk, read, and sing with your children—right from the start. It builds young brains and prepares them for success in school and in life.

Diaper time is a perfect opportunity for you to bond, talk, sing, smile, and giggle with your baby. Here are fun, simple tips to keep in mind to help you make small moments—like diaper time—big!

- **Connect.** Look your baby in the eye and smile as you change her diaper—your loving expression lets her know you care.
- **Share back-and-forth conversations.** Even if your baby doesn't say words yet, listen to the sounds he makes and respond.
- **Use words to describe what you are doing.** You might say, "Now, I'm lifting your tiny feet up, up, up...and now I'm putting them back down, down, down."
- **Tune into your baby's feelings.** You might ask, "How do you feel?" Use words like happy, sad, or tired.
- **Play peek-a-boo with your baby.** Make it fun and silly.
- **Sing together.** Sing "Heads, Shoulders, Knees, and Toes" as you point to your baby's body parts.
- **Make up a fun song.** Your baby loves to hear her name so try adding it to the song.
- **Count together.** As you speak, wiggle your baby's toes or fingers. Your gentle voice and touch helps him feel loved.



Encourage your friends, family, and community of parents and caregivers to promote children's early brain and language development by sharing special diaper-changing moments on social media with #DiaperTimeTalkTime.

For more tips and information on the benefits of talking, reading, and singing with your baby, please visit talkingislearning.org. These materials are made available through your local diaper bank. Visit nationald diaperbanknetwork.org to learn more.

DIAPER TIME SONGS



Hang this up somewhere you often change your baby's diaper to remind you of fun ways to talk, sing, and play.



WHEELS ON THE BUS

Wheels on the bus go round and round
Round and round, round and round
The wheels on the bus go round and round
All 'round the town

The wipers on the bus go swish, swish, swish
Swish, swish, swish, swish, swish, swish
The wipers on the bus go swish, swish, swish
All 'round the town



HEADS, SHOULDERS, KNEES, AND TOES

Head, shoulders, knees, and toes,
Knees and toes.

Head, shoulders, knees, and toes,
Knees and toes.

And eyes, and ears, and mouth,
And nose.

Head, shoulders, knees, and toes,
Knees and toes.



_____'S DIAPER TIME ROUTINE

Our favorite song to sing together is: _____

Our favorite game to play during diaper time is: _____

LET'S KEEP TALKING, READING, AND SINGING!

TALKING IS TEACHING: TALK, READ, SING PARENT TIP SHEETS



SING WITH YOUR BABY

Your baby loves to hear your voice, and singing together can help strengthen the bond you share with him or her. Singing songs can also help support your baby's early brain and language development! Here are a few tips to make the most out of singing together:

- Take time to look into your baby's eyes and sing directly with him or her.
 - You can sing at bedtime, at bath time, at playtime, during family visits, or even during daily activities like riding the subway, doing laundry, or taking a walk.
- Singing the same song over and over can help calm your baby and make him or her feel safe.
- Sing a song you remember or make up new words to a song you know.
- Is your baby being fussy? Singing silly songs or making silly sounds can help calm your baby (and yourself!).
- Here are some ideas for words or topics you can include in your lullaby:
 - Your baby's name
 - The names of people who love your baby
 - Your baby's favorite toy
 - Your dreams and wishes for your baby
 - Words related to nature (e.g., the stars, the moon, animals, etc.)
 - What did you and your baby do today? What will you do tomorrow?
 - Your favorite things to do together
 - Things you love about your baby



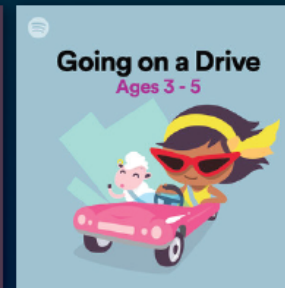
These tips were created in partnership with Carnegie Hall

Visit soundcloud.com/carnegiehalllullaby to listen to lullabies parents and caregivers have created for their babies. For more tips and resources, please visit talkingisteaching.org.

“LET’S SING TOGETHER” SPOTIFY PLAYLISTS POSTCARD TO SHARE WITH FAMILIES

LET’S SING TOGETHER SPOTIFY PLAYLISTS

Singing together can boost children's early brain and language development. So we've partnered with Spotify to create fun music playlists for everyday family moments. Our playlists feature celebrity hosts, including Tyler Perry and Martina McBride, who share ideas for ways parents can talk, read, and sing with their children. Enjoy these tunes and have fun singing along together!



Listen to these playlists and more at:
[TALKINGISTEACHING.ORG/SPOTIFY](https://www.talkingisteaching.org/spotify)



Healthy Food Songs



Fruit Salad
The Wiggles

Let's Talk about Healthy Foods! by Too Small To Fail



"MEAL TIME IS TALK TIME" SOCIAL MEDIA GRAPHICS

MEAL TIME IS TALK TIME

AT THE GROCERY STORE
OR DURING MEAL TIMES,
MAKE FUN FOOD RHYMES
LIKE "BANANA FANANA"!



#MEALTIMETALKTIME
TALKINGISTEACHING.ORG

MEAL TIME IS TALK TIME

TALK ABOUT HEALTHY FOODS!
USE WORDS LIKE "SWEET,
CREAMY, CRUNCHY" TO
DESCRIBE HOW FOOD FEELS,
TASTES AND SMELLS.



#MEALTIMETALKTIME
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#MEALTIMETALKTIME
TALKINGISTEACHING.ORG

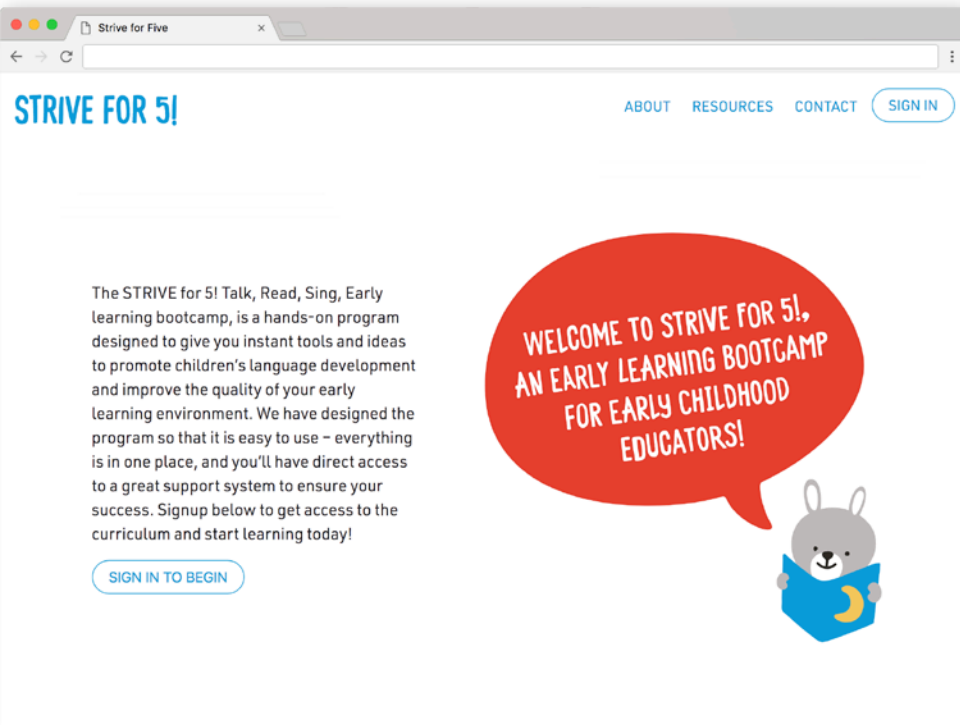
MEAL TIME IS TALK TIME

SHARE FUN CONVERSATION
DURING MEAL TIME.
ASK QUESTIONS LIKE: "WHAT
WAS THE SILLIEST
PART OF YOUR DAY?"



#MEALTIMETALKTIME
TALKINGISTEACHING.ORG

Strive for 5! Early Educator Program



StriveForFive.com

Free 5-week online professional development program to promote playful learning & literacy-rich environments

- 14 training hours towards CDA Credential (or CDA renewal) in Subject Area 8



Talking is Teaching: Talk, Read, Sing

Promoting Children's Early Brain and
Language Development through WIC
Clinics in Alameda County





How



Started in AC

- Previous TRS distribution
- HMG & WIC relationship
 - LTSAE
- Interest in reconnecting



Materials & Translations



Talking is Teaching Tool Kits for English-Speaking Families

TRS Project & WIC

- Start 12/1/18
- 1300 bags
- Focus on 6 month SM visit
- Connects with the **Look for a Book** class!
- 2 Parts-
 - Bag sharing & survey Dec-Jan
 - Follow up evaluation and book gift March-April



Training- Exploring the Bags



TALKING IS TEACHING.ORG



Think about it...

TALKING IS TEACHING

TALK
READ
SING

Think about a family you will be seeing when the baby is 6 months old at their SM.

Which item do you think would be the most useful for families to encourage talking, reading, and singing at mealtime?

Choose that item, hold it in your hand. In groups of 4, share why you chose this item.

Talking Points-Make it your own!



Your Turn!

Role Play in trios

WIC Staff

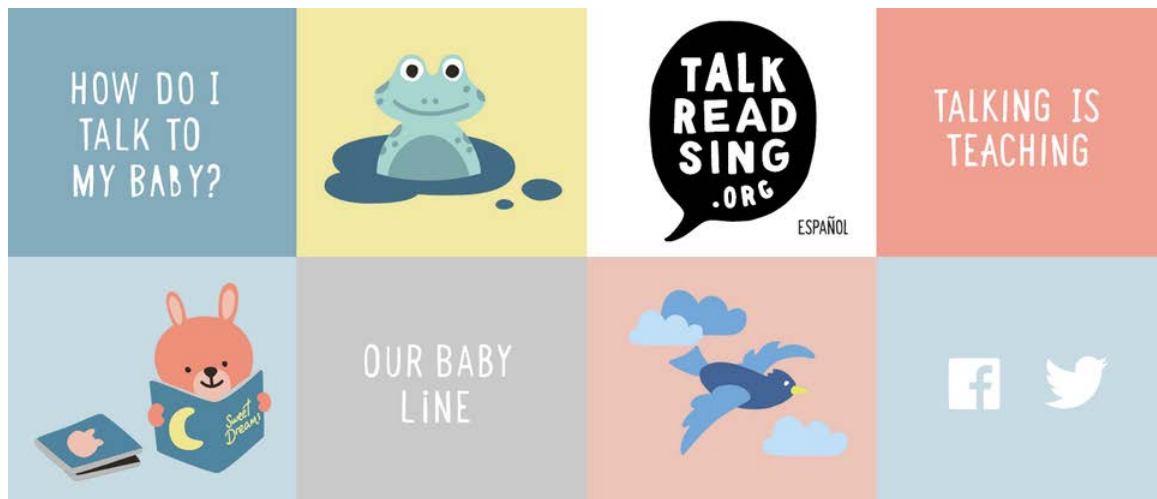
Parent

6 Month Old Baby

WIC Staff: introduce the bag

Parent and Baby: How would you receive it?

3 min practice



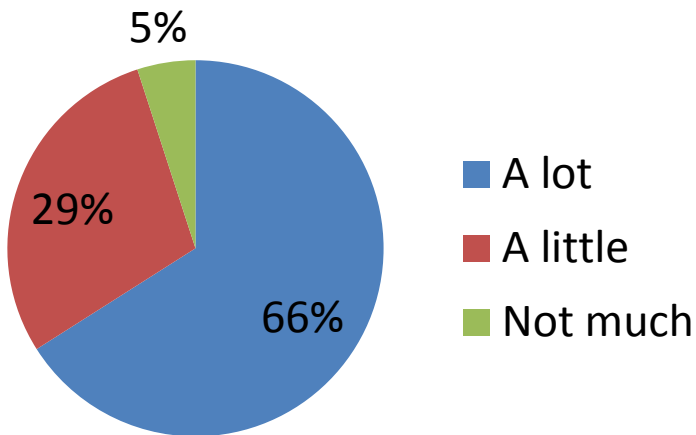
Planning with all staff

- Built in time to brainstorm with all staff at the training for logistics planning
- Evaluation component
- Team building and buy-in
- Agreed to check-in with sites after 1 month

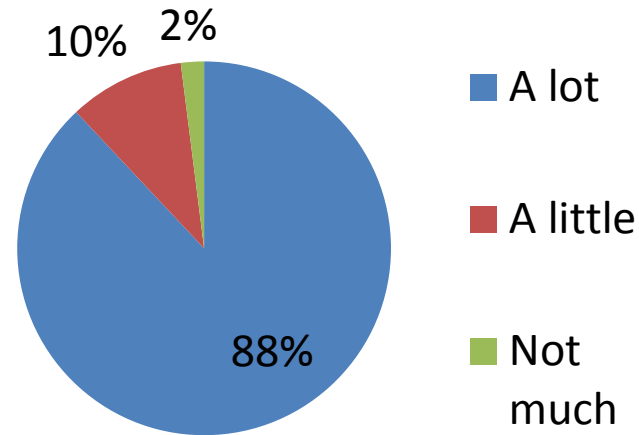


How much did you know about the importance of *talking, reading and singing* with your child? N=539

Before this Visit

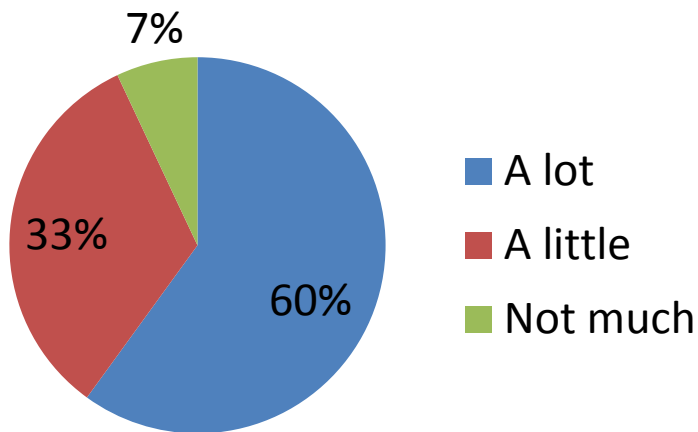


After this Visit

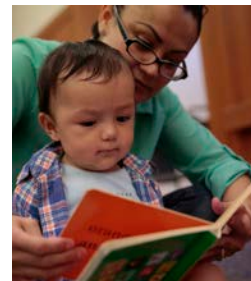
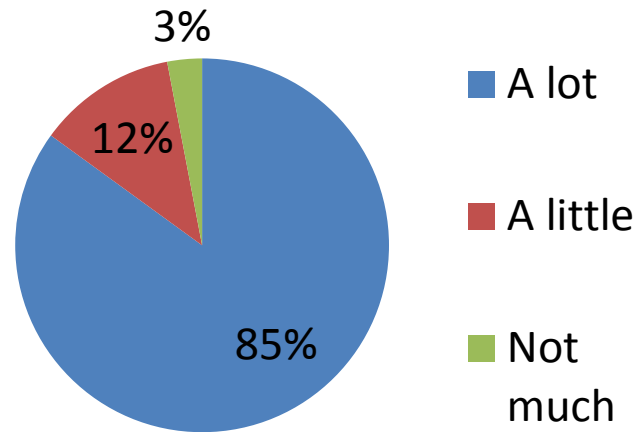


How much did you know about the importance of *talking, reading and singing* with your child about healthy eating? N=539

Before this Visit



After this Visit



WIC Center Parents Report



- 81% planned to talk more often with their child
- 80% planned to read more often
- 76% planned to sing more often
- Most parents felt they would use the bib and book more than other items in the bag



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Baltimore County, Maryland Department of Health and Human Services & Baltimore County Public Library WIC Intervention

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Youth & Family Engagement
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Baltimore County Public Library



**BALTIMORE COUNTY
PUBLIC LIBRARY**

Baltimore County Early Childhood Advisory Council (ECAC)

- In Maryland: State ECAC and Local ECACs in all Maryland counties and Baltimore City
- The purpose of the ECAC is to coordinate efforts among early care and education programs.
- Our local ECAC researched national early literacy programs and selected Too Small to Fail as the program we would use for consistent messaging across our programs.
- The Talk, Read, Sing messaging and the free resources in English and Spanish matched goals of all of our programs.

Foundation for our Partnership

The information and resources that are shared with families meets the highest goals of the WIC program and is applicable to all families that WIC serves.

Focus on the First Years Bag

- ECAC project
- Bags were given to providers in a targeted community (most at risk)
- Two WIC sites were provided bags for their staff to give to families at the 4 month visit.
- Bags included books, early learning toys, literacy information and county resources.



Baltimore County Public Library Visits to WIC

- Started as a pilot at one WIC site
- Librarians visited 2 times per month
- Expanded to all seven Baltimore County WIC sites
- Librarians from our 19 branches share a rotating schedule visiting the 7 WIC sites
- In the first full year, 2017, librarians engaged with approximately 1,200 children and parents



Baltimore County Public Library WIC Visits

- Librarians engage with families who are waiting for WIC appointments
- A free book is offered to each child/family
- Impromptu story reading is offered with literacy tips
- A literacy bag is offered that contains:
 - Too Small to Fail Resource Sheets
 - Early literacy resources
 - Free books
 - Library card applications and information
 - All materials provided in English/Spanish



Parent-Child Conversation Signage at WIC



Too Small to Fail Posters
English and Spanish

Parent-Child Conversation Signage at WIC



Early Literacy Nooks at WIC

- Modeled after centers at the library
- Book nook contains books from the library
- Librarians refresh the books each month when they visit
- WIC staff are not responsible for loss or damage of books



Early Literacy Nooks at WIC

- Basic furnishings include:
- A colorful children's rug to define the space
- A storage couch that can hold a parent and child to read together, storage bins for learning toys
- Book holder
- Child sized table and chairs



Early Literacy Nooks at WIC



Funding for furnishings and toys provided by a local grant through
our ECAC

Funding for books provided by the library

Early Literacy Nooks at WIC



First Nook was placed at the Towson WIC several years ago in a building that the library shared with WIC

Two Nooks have been added recently to the Essex and Dundalk WIC sites, additional 4 sites will get a Nook in next few months

Outcomes

- Families visited a public library for the first time
- Families got a public library card for the first time
- Families visited one of the libraries early learning spaces (Storyville – 2 locations or Play & Learn Centers in all 19 branches)
- Families attended a story time at the library
- Families learned about the family summer reading program and free summer lunches for all children and attended throughout the summer

Successful Practices

- Librarians reported that visits to WIC clinics have proven to be one of the most successful ways to introduce families to the public library
- Many families are new to our community and country
- Many families were unfamiliar with what the public library has to offer
- Families connected on a personal level with individual librarians- built relationships
- Families readily accepted books, resources and library cards

How WIC Benefits



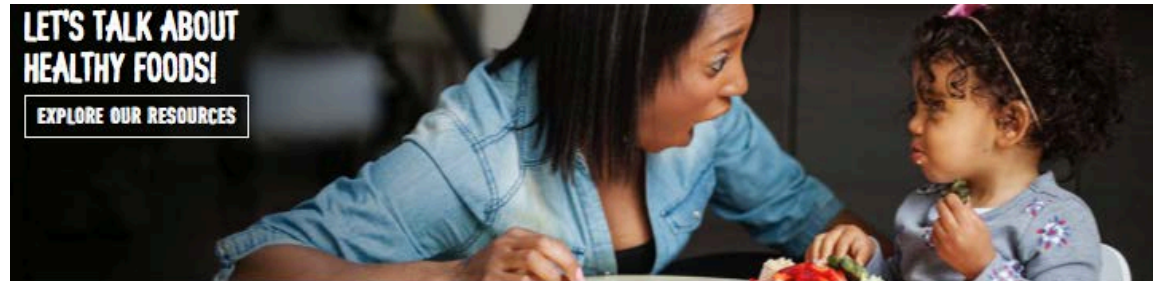
How WIC Benefits

- Provides a child centered, family-friendly environment at our clinics.
- Helps to engage the children on a one to one or in a group while parent or caregiver takes care of WIC business.
- Source of information and resources to our WIC participants, helping to connect them to the community.
- Participants report that the library is a safe public space, friendly for networking.
- Books provided by Maryland WIC at future appointments are well received and may encourage program participation.

Lets Team Up...Call to Action!

- Identify community partners
- Determine partner contributions, commonality and shared vision.
- Partnership agreement= MOU, know what the expectations are from each partner from the start.
- Begin small, pilot the project.
- Structure from the start and build along so as to outlast the grant funding.
- Every WIC clinic can play a role, even by starting with small steps.
- Share FREE “Talking is Teaching” resources with families.

To access free resources, please visit: www.TalkingIsTeaching.org/WIC



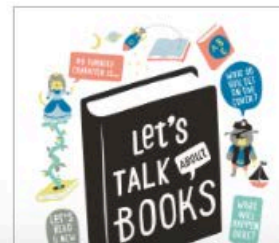
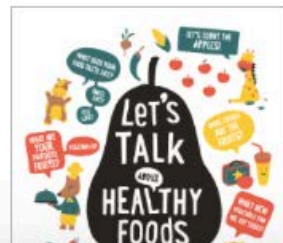
**LET'S TALK ABOUT
HEALTHY FOODS!**
EXPLORE OUR RESOURCES

FREE EARLY LITERACY RESOURCES FOR WIC PROVIDERS

Healthy nutrition combined with language-rich activities like talking, reading, and singing supports children's early brain and language development. When you talk with your children about nutritious foods, you're helping to build both their vocabulary and healthy eating habits! That's why we're partnering with the National WIC Association and Scholastic to share tips on how to make the most of everyday moments—like grocery shopping and meal time—to talk, read, and sing about healthy foods. **Download our resources below.**

POSTERS & PLACEMATS

Print posters & placemats with conversation prompts about food, play, feelings, and books to spark conversations during meal time and anytime. To access all "Talking is Teaching: Talk, Read, Sing" posters in English & Spanish, [click here](#).



LET'S TALK!

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**"ANYONE WHO DOES ANYTHING
TO HELP A CHILD IS A HERO TO ME"**

MR. ROGERS

SIMPLE THINGS CALLED LIFE

THANK YOU!

