

Too Small to Fail - “Talking is Teaching: Talk, Read, Sing” & Update on Partnership with First 5 California



Too Small to Fail

A Joint Initiative of the Clinton Foundation and Next Generation

Primary Goals:

1. MAGNIFY ATTENTION

Raise awareness about the importance of language-rich parenting.

2. MOTIVATE ACTION

Help parents and caregivers talk, read, and sing more with young children

Engage businesses and community leaders to commit to closing the word gap.



“Talking is Teaching: Talk, Read, Sing”

Our campaign’s **3 components** to motivate behavior change:

1. Trusted messengers
2. Environmental prompts & paid media
3. Tools to facilitate change



PAID MEDIA



Bus Ads



THE TOOLKIT



Baby Clothing Line

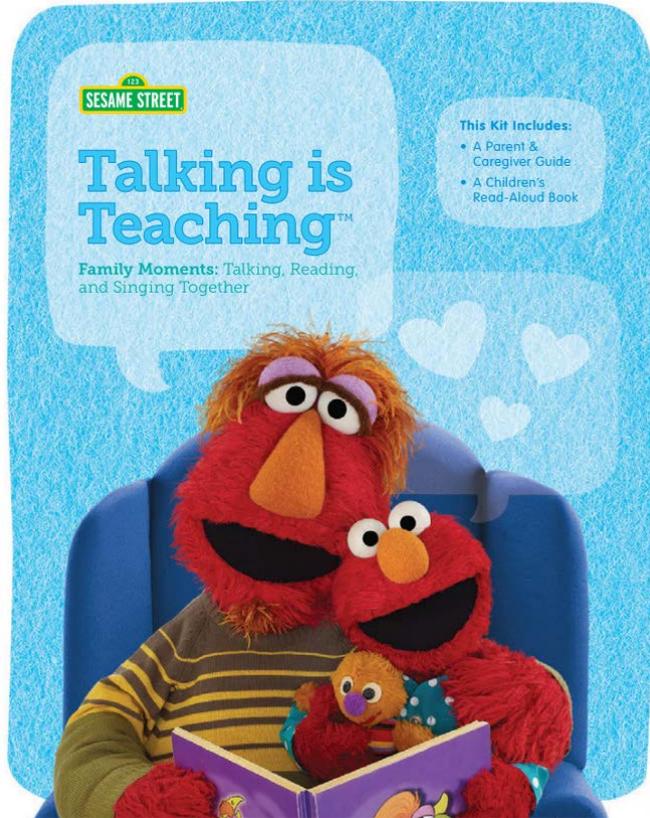


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**TALK
READ
SING**
TALKING IS TEACHING.ORG

Sesame Street “Talking is Teaching” Guide



A Peek Into Parenting: James is in his favorite place: Mommy's lap! And they've just started reading.

Mom asks, "Can you help me turn the pages?" James excitedly grabs at and turns the pages before Mom has even had a chance to read the words! But that's OK. The experience is more important than finishing the story. So Mom talks about the pictures on each page. She doesn't worry about reading all the words.

Read About It: Invite your child to get involved each time you read together ("I see a dog on this page. Where's the dog?"). And don't be surprised if your child wants the same book again and again. Reading the same thing many times is great for building language.

Choosing a Book as Your Child Grows:

Babies love sturdy board, cloth, or plastic books. Look for simple rhymes, repeated text, and colorful pictures.

Toddlers might be interested in books about animals, trucks, or food. They also may like to see kids doing familiar things such as playing and going to bed.

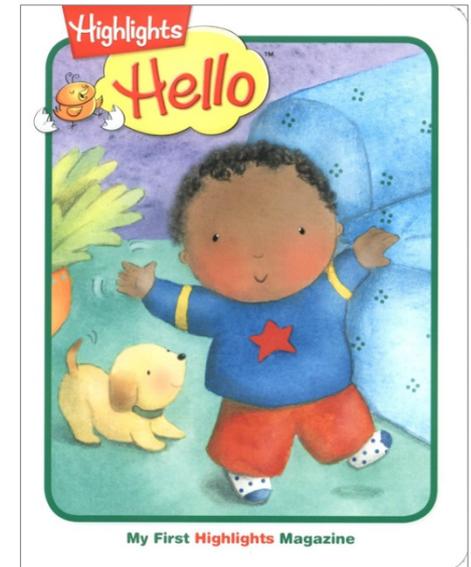
Older children like books with simple text that is easy to remember. Counting books, alphabet books, and search-and-find books are also great choices.



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TALK READ SING
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Books & Music CD



Text4baby



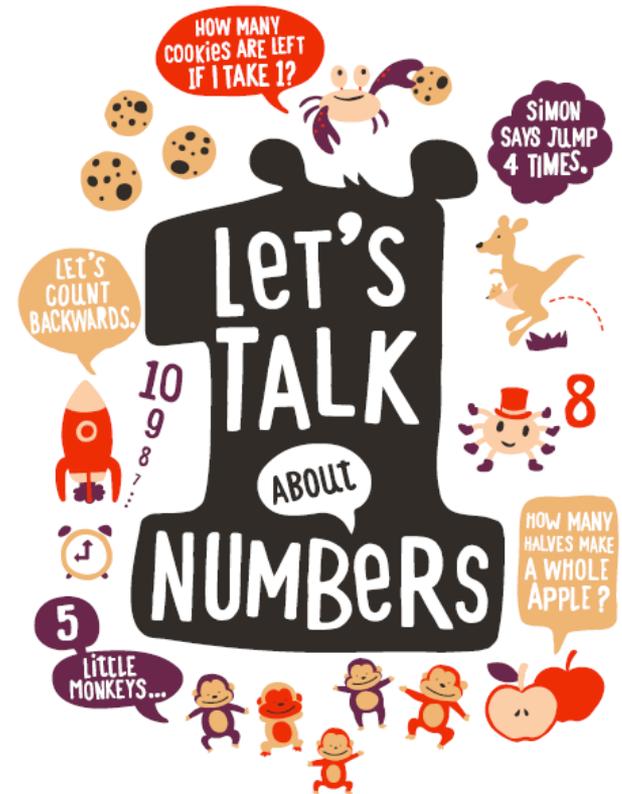
Oakland Campaign

UCSF Benioff Children's Hospital Oakland

- Primary Care Clinic intervention and participation in research study
- Hospital-wide communications

Community-wide Strategy

- Build on the lessons learned from the 90-day pilot and bring this campaign to families not reached by the hospital strategy.



Evaluation

Tulsa Campaign

Community Touch-points:

- Faith Leaders & Churches
- Family Practice Clinics
- Labor and Delivery in Hospitals
- Child Care Providers
- Reach Out and Read
- Grocery Store Strategy



Fresno Campaign

- Strong partnership with COE and school districts
- Operated out of and with support from Granville Homes
- Multiple agencies involved



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Will it Work? Evaluation at UCSF Benioff Children's Hospital Oakland

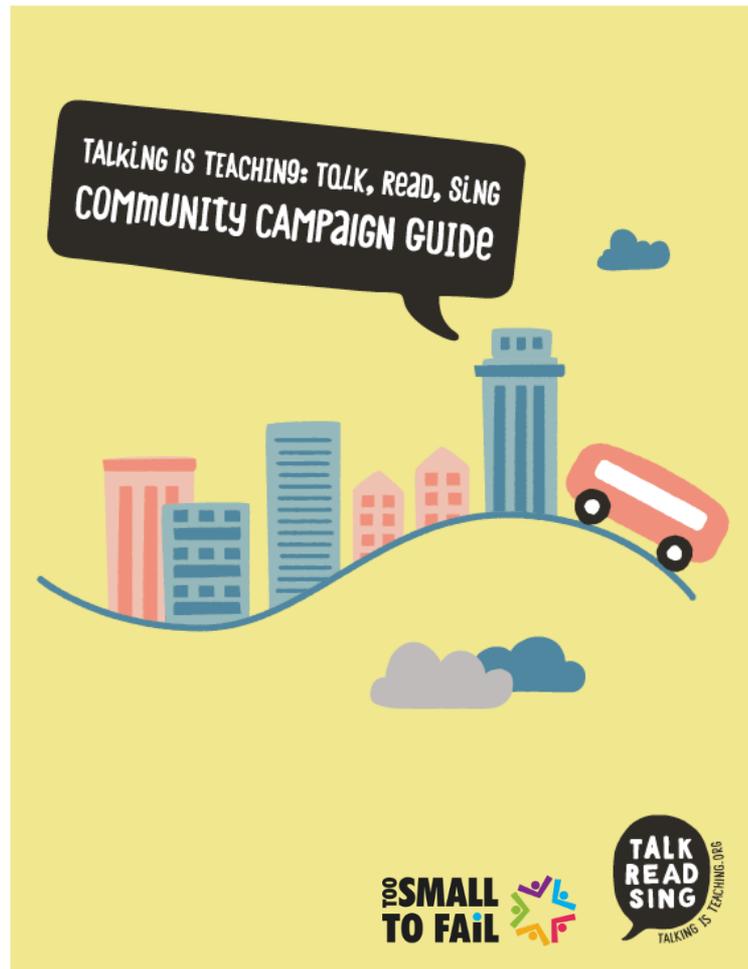
With the UCSF Philip R. Lee Institute for Health Policy Studies



Big questions to be answered:

- What does the model entail (documentation)?
- What were implementation challenges and opportunities?
- What messages resonated most with families?
- Do some tools have more yield than others?
- Did families engage in more language rich interactions with their children?

The Community Campaign Guide



- Not “one-size fits all” approach
- Intentionally integrated into existing efforts
- Intended to enhance, not duplicate, existing efforts

Too Small to Fail + First 5 California

Goal: Support local word gap campaigns across the state (and country), leveraging and amplifying existing initiatives, materials and messaging.

Too Small to Fail + First 5 CA To Date:

- Announced partnership and hosted a workshop at February Summit
- First 5 CA shared PSA's for use by other Talking is Teaching campaigns across the country, beginning with Tulsa
- First 5 CA pushed out Community Campaign Guide to local commissions
- Too Small to Fail gave webinar to local commissions through First 5 Association



Too Small to Fail + First 5 California

Potential Options for Support to Counties:

- Exploration of funding opportunities
- Special section of TSTF Community Campaign Guide web page exclusively for local commissions
- Light TA and webinars
- Guidance about developing regional hubs for ordering TSTF materials
- Guidance from First 5 Alameda, representatives from Fresno campaign, and shared learning opportunities for commissions undertaking local TSTF word gap campaigns

Too Small to Fail + First 5 California

Outcomes:

- Increase in parents talking, reading and singing to children from birth
- Shared experiences/lessons learned
- CA as trailblazing state on tackling the word gap



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