



AGENDA ITEM: 13
DATE OF MEETING: April 23, 2015
ACTION: _____
INFORMATION: X

TOO SMALL TO FAIL/FIRST 5 CALIFORNIA PARTNERSHIP DETAILS

SUMMARY

Kara Dukakis, MSW, will present on *Too Small to Fail's* "Talking is Teaching: Talk, Read, Sing" campaign and the recent *Too Small to Fail*-First 5 California partnership. The presentation will briefly review the longstanding and latest research on the word gap and the goals of *Too Small to Fail*. It will primarily focus on components of the ground campaigns in Oakland and Tulsa as well as Fresno, which began more recently. The presentation will include a description of the new "Talking is Teaching Community Campaign Guide" for local initiatives and will conclude with an update on the partnership between Too Small to Fail and First 5 California.

BACKGROUND

In 2014, *Too Small to Fail* (www.toosmall.org), a joint national initiative between the Bill, Hillary, and Chelsea Clinton Foundation, and the non-profit Next Generation, joined partners in Tulsa, Oklahoma and Oakland, California to launch its local community campaign titled "Talking is Teaching: Talk, Read, Sing." The campaign engages local business and community leaders, pediatricians, hospitals, faith-based leaders, librarians and other key messengers to deliver information and concrete tools to parents and caregivers about the importance of using everyday moments – like taking a bus ride, changing a diaper, or visiting the grocery store – to talk, read, and sing with children in order to boost early brain development and close the word gap. The roots of the Oakland campaign come from an effort by the Bay Area Council, Early Childhood Education Committee.

At the 2015 Child Health, Education, and Care Summit in February, *Too Small to Fail* and First 5 California announced a partnership to amplify each other's early brain development/word gap campaigns and to support First 5 county commissions to initiate or enhance their own efforts.