



“TALKING IS TEACHING: TALK, READ, SING”

The “Talking is Teaching: Talk, Read, Sing” campaign aims to motivate parents to talk, read and sing more with their babies in order to build vocabulary and reduce the “word gap.” A large body of research shows how talking, reading and singing with young children every day helps them learn, and benefits their physical and emotional health.

As members of a health care team, you are a trusted resource for families and communities. Your encouragement will go a long way to raise awareness about the word gap and provide valuable knowledge to families about ways to support their children’s healthy development.

Below are suggested ways for you to talk with families about this campaign:

THE TOTE BAGS

- I am so happy to tell you that you will receive a “Talking is Teaching” tote bag today with valuable information on ways you can communicate with your baby to help their brain develop. Your doctor or MA will tell you more about it during your visit!
- I am so excited to share this “Talking is Teaching” tote bag with you. It's full of things your doctor will go over with you that can help your child learn better, and improve the way he (or she) communicates with you.
- This tote bag has tools for you to take home and use with your baby every day – a book, a guide from Sesame Street, and baby clothing and a blanket with suggestions for things to talk about and questions to ask your child.
- Talking is teaching. When you talk, read and even sing with your baby – even though she can’t use words yet – she is really learning from you and you’re helping them become smarter and happier.





MORE TIPS FOR PARENTS & CAREGIVERS

- Talk with your baby about anything and everything. When they coo, coo back. When they smile, smile back.
- Sing with your baby during everyday activities like bathing, eating and getting dressed.
- Read a book to your baby 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 baby about them.
- You are your child's first teacher. The more words your baby hears from you, the better prepared she will be to learn.
- Everywhere you go, talk about what you see. Point out the world to your child. A stop sign, a traffic light, or a tree might seem boring to you, but it's a whole new world for your baby, so tell them about it!
- Singing songs and telling stories to your baby helps him bond with you, and helps his brain develop.
- Babies whose families talk, read, and sing with them every day become stronger readers and bond more with their families than babies who don't have that experience.
- Hugging, laughing, and sharing close moments helps your baby bond with you, and helps her brain develop. The more words she hears from you and other caregivers— and the more positive experiences she has with you -- the better prepared she will be to learn.



*Learn more about our campaign at www.talkingisteaching.org,
and about Too Small to Fail at www.toosmall.org.*