

Too Small to Fail

Tackling the Word Gap



**TOO SMALL
TO FAIL**



 Next Generation



The 30 Million Word Gap: It's not just the number of words

	CHILD 1	CHILD 2	CHILD 3
NUMBER OF WORDS HEARD	13 MILLION	26 MILLION	45 MILLION
NUMBER OF QUESTIONS/HOUR	5	20	40
AFFIRMATIONS VS. PROHIBITIONS	5/11	12/7	32/5
NUMBER OF WORDS IN VOCABULARY	2,000	12,000	20,000

We can reduce this gap by talking, reading and singing thirty minutes a day.

New research has found that by age 2, a 6 month gap in language development is apparent. The vocabulary that a child has by the age of 4 is one of the best predictors of how they will do in school.

TSTF Broad Campaign Goals

1. MAGNIFY ATTENTION

Raise awareness among influencers and families about the importance of language-rich parenting.

2. MOTIVATE ACTION

Give parents, grandparents, and caregivers tools and reminders in their everyday lives to help them talk, read, and sing more to young children.

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

Motivating Action: Cities Strategy

“TALKING IS TEACHING: TALK, READ, SING”

The tagline is a simple, memorable, unifying theme for Too Small to Fail messages

Key Components of Cities Strategy

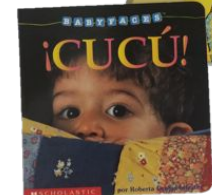
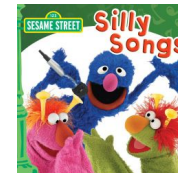
- Targeted Media Campaign
- Partnerships with Community Touchpoints
(doctors & hospitals, faith- & community-based organizations)
- Intervention & Testing
- Genuine engagement with the business community

Criteria for Selecting Cities

- Strong Commitment to Investing in Early Childhood
- Lead Partner on the Ground
- Interest in Testing Out Intervention



Tools for Parents and Caregivers



Oakland Pilot: “Talking is Teaching: Talk, Read, Sing”



Oakland Pilot: 6000 Totebags...Where did they go?

- 90 Days
- 6000 Tote Bags
- 20 Partners
- 2000 Families @
- One Citywide Baby Shower
- Five PSAs
- 70 Billboards, Bus Shelters & Posters
- 3000 books....

...City full of Smiles,
Priceless!



Special thanks to First 5
Alameda, Rainin Foundation
and Safe Movers!

Bananas~Eastmont Wellness Center~
Comprehensive Allergy Services~Bay Area
Pediatrics~ Highland Hospital Pediatric
Clinic~La Clinica de la Raza, Inc., San
Antonio Neighborhood Health
Center~Laurel Pediatrics~Lifelong Medical
Care~ New Day Pediatrics~DPH~Brighter
Beginnings~Family Child Care~EBAC~
MUA~La Clinica~ Lotus Bloom~OPL~SA
Booth Center~Unity Council~HOCs at
Highland and Alta Bates & Alliance Help
Me Grow~Fairyland~City of Oakland
Parks/Early Head Start

Oakland Hospital Strategy

Key Components of Hospital Intervention:

- Communications plan with contextualized prompts all around the hospital
- Pediatricians deliver tools & messages at newborn and 18-month well baby visits
- FIND Program for those who need additional services




UCSF Benioff Children's Hospital
Oakland



Will it Work? Evaluation



Big Questions to be answered qualitatively and quantitatively:

- Can a public health approach change behavior?
- Who are the most effective messengers?
- Do some tools have more yield than others?
- How are clinical interventions supported by community messages?
- Process/Formative questions Outcome measures: Did families engage in more language rich interactions with their young children?

Next Up



- Post Pilot: Planning for ongoing community wide work
- Word Gap Campaign Road Map and resources
- Convening for cities with burgeoning-ongoing campaigns
- Capacity-building webinars for cities
- Expanded creative: grocery carts, event collateral, placemats

Magnify Attention: Hollywood Strategy & Media Partnerships

Hollywood Strategy

- Integrating Model Behavior and Messaging into Television Shows

Aired to date:

Orange is the New Black (Netflix)

The Fosters (ABC Family)

Royal Pains (USA)

Parenthood (NBC)

In discussion:

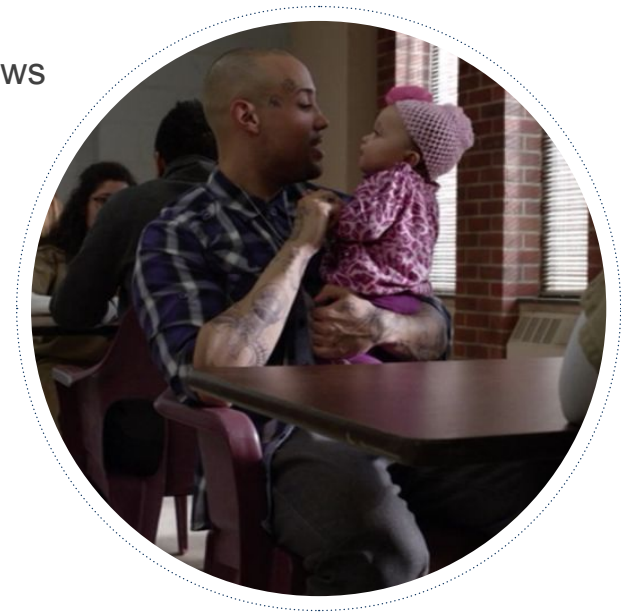
Baby Daddy (ABC Family)

The Voice (NBC)

- Celebrity PSAs & Viral Videos

Building Key Media Partnerships

- Univision, OWN, *Essence* and others



Hollywood Message Integration – The Fosters (ABC)

