



TALK. READ. SING.®

Changing our children's futures. One word at a time.

**California Association of African-American
Superintendents and Administrators**
2016 Professional Development Summit

March 3, 2016



The first three years –
and the first three months of life –
are extremely important
for EVERY child



Knowing the facts is step one.

Billions of neuron connections happen in the first years for each baby **that last for life** .

More than **80%** of brain growth is completed by the time a child is **3 years old**.

Recent research even shows that the **first 3 months of life** are one of the most important interaction times for emotional development.

Making the most of a child's earliest months and years means making a difference in their lives forever.

The facts tell the story.

The vast majority of children who are behind at ages 3, 4, and 5 and then in kindergarten **will never catch up.**

These kids are more likely to drop out of school, become pregnant as teenagers, and **even go to jail.**

That's an unfair sentence to impose on a 3-year-old.

We can do better.



Brain strengthening is key.

Physical exercise makes **strong bodies**.

Mental exercise makes **strong brains**.

Direct and nurturing interactions between adults and children **ARE** mental exercise.

Talking, reading, and singing each day exercises babies' brains.



Talk, read, and sing in ALL languages.

Every language works.

**Two languages can be
better than one.**



Parents need credible expertise and resources.

We have a learning gap on that issue today.

We surveyed parents in Northern and Southern California.

Almost none of the parents in the research groups knew they could strengthen their child's brain by exercising the brain.

This has been a huge public health failure for us as a state and as a country.

Every parent needs to realize and understand the lifelong impact of their interactions with their children in those first key months and years.

This is why First 5 California launched the Talk. Read. Sing.® campaign.



What we have achieved.

A University of Chicago evaluation found:

60% of survey respondents could recall a First 5 California Talk. Read. Sing.® campaign TV ad.

74% of respondents who recalled an ad reported that the ads led them to talk, read, and sing more with their children.

*Why? Parents love their children and
parents want their children to do well.*

We are now working to achieve our overarching goal that more than 90% of new parents in California will know the positive impact of brain exercise during the first year of their child's life.

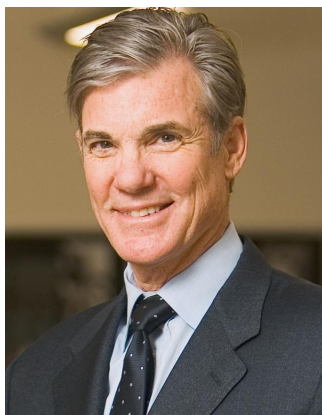


So what's next?

Continue using a multi-level strategy to pursue our overarching goal:

90% of new parents across California will know that brain exercise in the early years results in stronger brains.

Key California government officials are partnering with us on this statewide goal.



*Tom Torlakson
State Superintendent of
Public Instruction*



*Diana Dooley
Secretary of the California Health &
Human Services Agency*



New goals. New strategies.

What we want to accomplish:

- Build upon 2014 Talk. Read. Sing. successes and key learnings.
- Create a movement across California encouraging the mass spread of Talk. Read. Sing. knowledge and action.
 - Make “Talk. Read. Sing.” a birthright of every California child.

How we’ll achieve it:

Bring new and innovative tools, emerging media, and specialized partners to help solidify the messaging and reach audiences with even higher engagement. Three pillars of the campaign:

- Trusted sources and trusted messengers
- Urgency
- Functional tools and tips for parents

To learn more, visit: <http://www.first5california.com>

To watch our commercial, visit: <https://www.youtube.com/user/First5CA>

Make “Talk. Read. Sing.” grow.



Make Talk. Read. Sing. *YOUR* mission

Talk. Read. Sing.® It changes everything
vocabulary
reading
self-confidence
learning
futures

