

Talk, Read, Play, Sing

SHARING THE "TALK, READ, SING, PLAY" MESSAGE WITH YOUR
ORGANIZATION/COMMUNITY

Talking points re: Early Childhood Research:

- Did you know—If you change the first five years of life, you change everything!
- The research is clear. Development starts very early. Brains are built over time. And the capacity for change decreases with time.
- In the first few years of life, 700 new neural connections are formed every second. Neural connections are formed through the interaction of genes and a baby's environment and experiences, especially the "serve and return" interaction and relationships with the important adults in their lives, as when talking, reading, playing, singing directly.
- These connections build the brain architecture for a lifetime. It's the foundation upon which all later learning, behavior, and health depend.
- 80% of a child's brain is formed by age 3. So, there is urgency and motivation for you to seize the opportunity.
- By 3 years, there can be a 30 million-word gap between children from a language-rich environment and a language-poor environment. This gap leads to a gap in early vocabulary and kindergarten readiness.
- The best indicator of a child in jail by 18 is the number of vocabulary words he has by kindergarten.
- "Investing in children during the early years is the best economic investment a community can make." -- Arthur J. Rolnick, PhD, Senior Vice President and Director of Research (Retired) Federal Reserve Bank of Minneapolis
- And Talk, Read, Play, Sing is an important key message that is positive; simple to understand; not take much time or money (10 seconds?); can be repeated in almost any setting; is backed by research, promotes resiliency by building strong relationships which can lessen the impact of adverse childhood experiences.
- Goal is to use trusted messengers (appropriate employees) to get this message out to parents, using the talking points on the following page.