talkreadplay
with your child every day

Brain Building for Trusted Messengers

During the first few years of life, a child's brain builds a foundation for learning that will affect how the child learns to communicate, read, and understand new ideas. But the brain doesn't do this all on its own. It depends on input from parents and others in the form of focused, loving interactions and conversations. More of these interactions means a stronger foundation for learning. When parents talk and respond more to their babies, those parents have an enormous positive impact on the brain development, vocabulary growth, school readiness, and future academic success of their children. In other words, how (and how much) parents engage with their children in those early years will impact the child, their schools, and the community for years to come.

That's why Every Child Thrives has teamed up with community partners to create TalkReadPlay. TalkReadPlay is a community awareness campaign designed to teach parents about the science of early brain development and help them create more brain building opportunities with their babies and young children. As one of the most trusted influences in a young parent's life, you can teach and help parents change their behavior more effectively than almost anyone else. We're hoping you'll join this effort to empower parents to build their children's brains and prepare those children for a lifetime of success through early learning.

How you can help

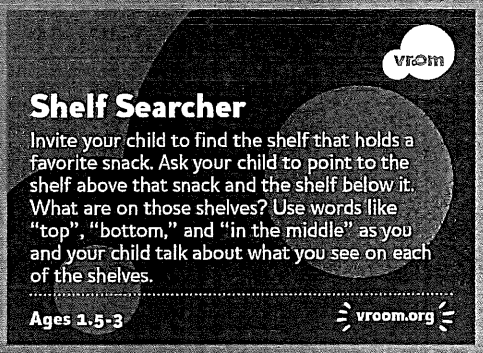
- Spend just a minute with parents talking about the science of early brain development and the importance of talking and responding to children to help their brains grow. There are talking points on the back of this sheet.
- Make TalkReadPlay materials (i.e. flyers and posters) available in your facility.
- Encourage parents to visit talkreadplaywi.com to download the free Daily Vroom app.
- Reinforce TalkReadPlay brain building during all interactions with parents.

Brain Building Tool: the Daily Vroom App

Daily Vroom is a free mobile app that provides tips and reminders to help parents have fun brain building interactions with their children. Parents simply enter their children's names and ages, then the app gives parents daily age-appropriate activities they can do to with each child.

Each tip was created by a team of early childhood experts and vetted with parents. Each tip also has a "brainy background" that explains the science of brain development and the theory behind the activity. There are thousands of tips—a new one for each day of a child's first few years of life.

Example Vroom Tips



Brainy Background

It may seem like everyday shopping, but you're helping your child learn to focus, to pay attention to details, and to learn words that describe spatial relationships, like "top," "bottom," and "in the middle." Children learn these concepts best while they are engaged in meaningful and fun activities.

For more activities like these, check out the free Vroom mobile app!

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Brain Building Talking Points

Here are some talking points you can use to guide your conversations with parents about the science of early learning and using the Vroom app.
It should take less than 2 minutes to cover every point here.

The science of early learning

- Learning starts the moment your child is born.
- Unlike other organs in our bodies, the brain isn't fully developed when we're born—92% of brain growth happens in the first 5 years. That means a huge amount of development happens at home before your child enters school.
- How a brain grows depends on what you put into it, and **words and interactions with caring adults are the brain's primary building blocks.** For example, the more conversations your children are a part of, the more ready they'll be to learn as they grow, and the better they'll do in school.

Download the Daily Vroom App

- Talking with your kids like this can feel a little strange and uncomfortable at first—especially with younger children who may not be able to respond yet. But there's a free app that can help you learn to do this until it becomes natural and easy. It's called Daily Vroom.
- It works by sending you daily tips with brain building activities for you and your child.
- Visit talkreadplaywi.com to download the Daily Vroom app. It's free.
- All you have to do is put in your child's name and age and you'll get daily notifications with age-appropriate tips or activities.

You already have what it takes

- It doesn't matter what your own background or education is, you already have what it takes to build your child's brain—just talk more!
- It won't take extra time to add in some brain building into everyday routines with your kids. Talk more with your children and ask them questions . . .
  - » At mealtimes — talk about what they're eating or talk through the steps while you prepare their meal.
  - » At bath time — talk about the different colors or shapes of bath toys or bubbles.
  - » On a walk — talk about the shapes of the trees or buildings.
- Make your child's mind stretch. Even if you think they're too young to understand, their minds are building a foundation for learning everything from math to communication to reading.
- It's very important to talk in your native language—the language where you are most comfortable and have the biggest vocabulary.
- This isn't just about learning to talk—you're actually building the connections in their brain that will help them learn languages and think later on.
- Don't do all the talking! Listen, acknowledge, and respond to your child's words and actions. Think of it like a game of tennis—you serve, your child returns, and the conversation bounces back and forth.

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