



TALK WITH ME BABY

Georgia's Language Nutrition Strategy to Bridge the Word Gap

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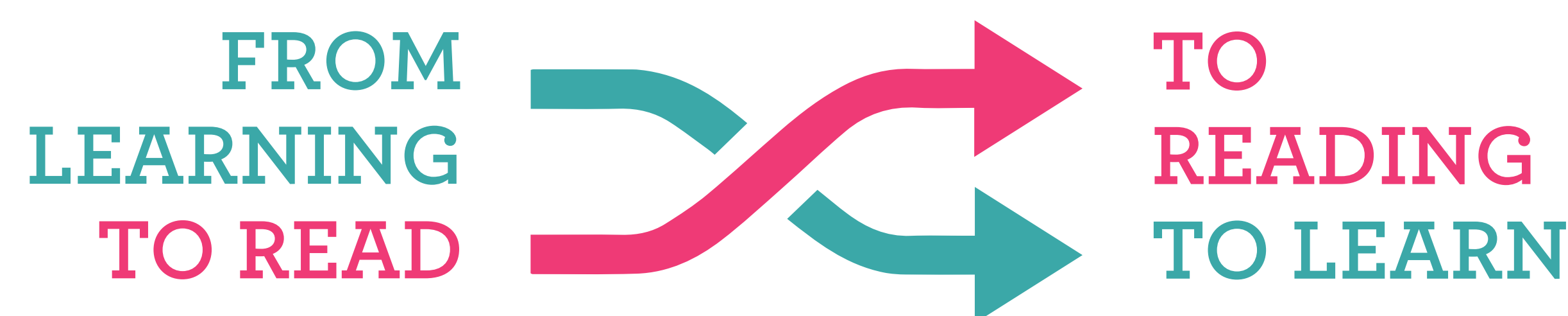
BACKGROUND

85% of Brain Growth Occurs in the First 3 Years of Life



Just as a baby requires a steady supply of food to develop a healthy body, healthy brain development in babies requires language nutrition—a steady delivery of language through words and conversation.

- Early childhood represents a critical period for brain development.
- Brain development is shaped by environmental experiences.
- The single strongest predictor of a child's vocabulary at age 3 is the quantity and quality of words spoken with the child in the first three years of life.
- Vocabulary at age three is a robust predictor of 3rd grade literacy.

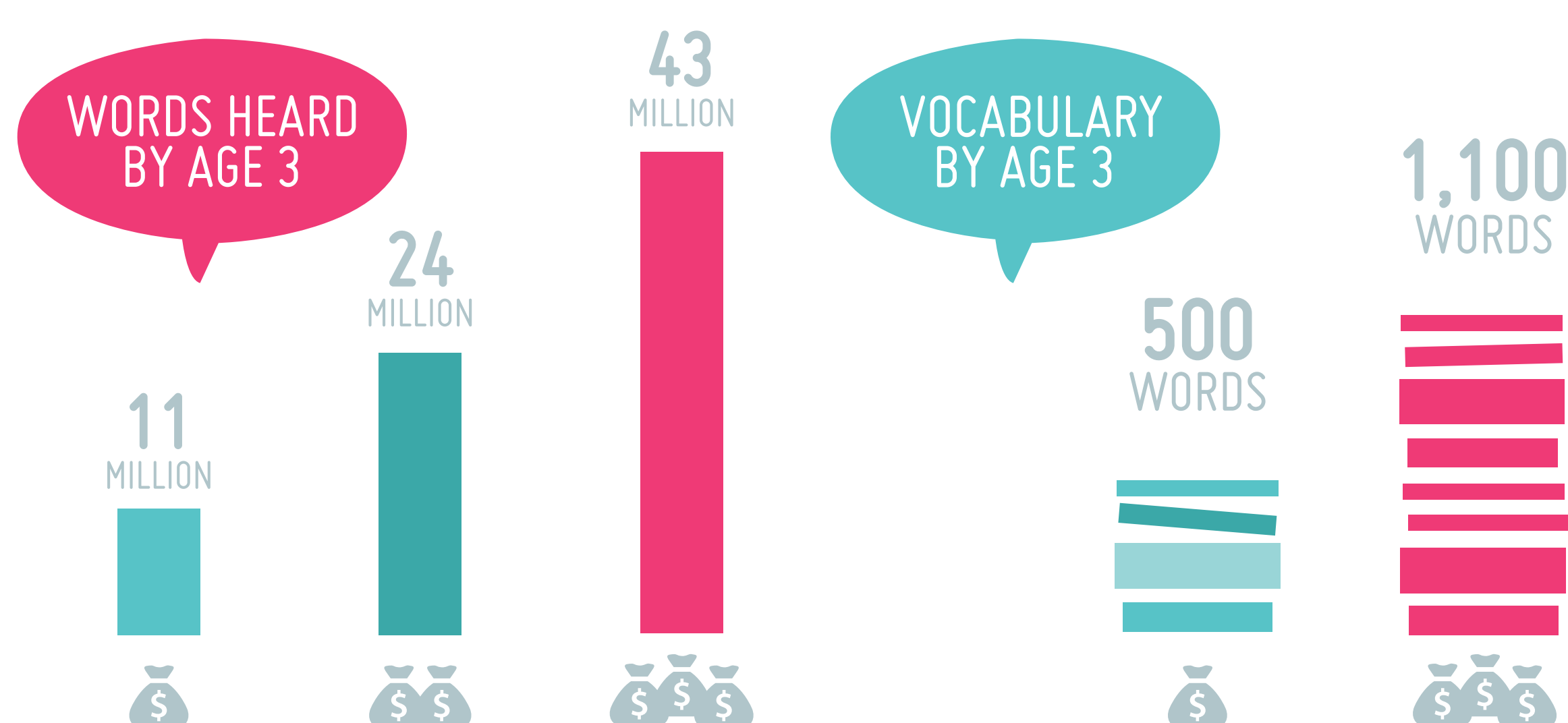


- Third grade literacy is an important indicator of future academic success.
- Third grade marks a time when students transition from learning to read to reading to learn.
- Students who cannot read proficiently by the end of third grade are FOUR times more likely to drop out of school before high school graduation.

34%
of fourth graders in Georgia can read proficiently at grade level

21%
of fourth graders from low-income families can read at grade level

30 Million Word Gap → Early Vocabulary Gap



BY THE AGE OF 3, HIGH-INCOME CHILDREN HAVE DOUBLE THE VOCABULARY OF LOW-INCOME CHILDREN

LANGUAGE NUTRITION INTERVENTION

Purpose: To increase the capacity of parents to deliver language nutrition to their children by integrating language nutrition coaching as a core competency across large scale workforces.

Wide-Reaching Integrated Strategy

Population Level

- Increase public awareness
- Website, phone apps, videos
- Resource kits for all babies born in 13-county metro Atlanta area

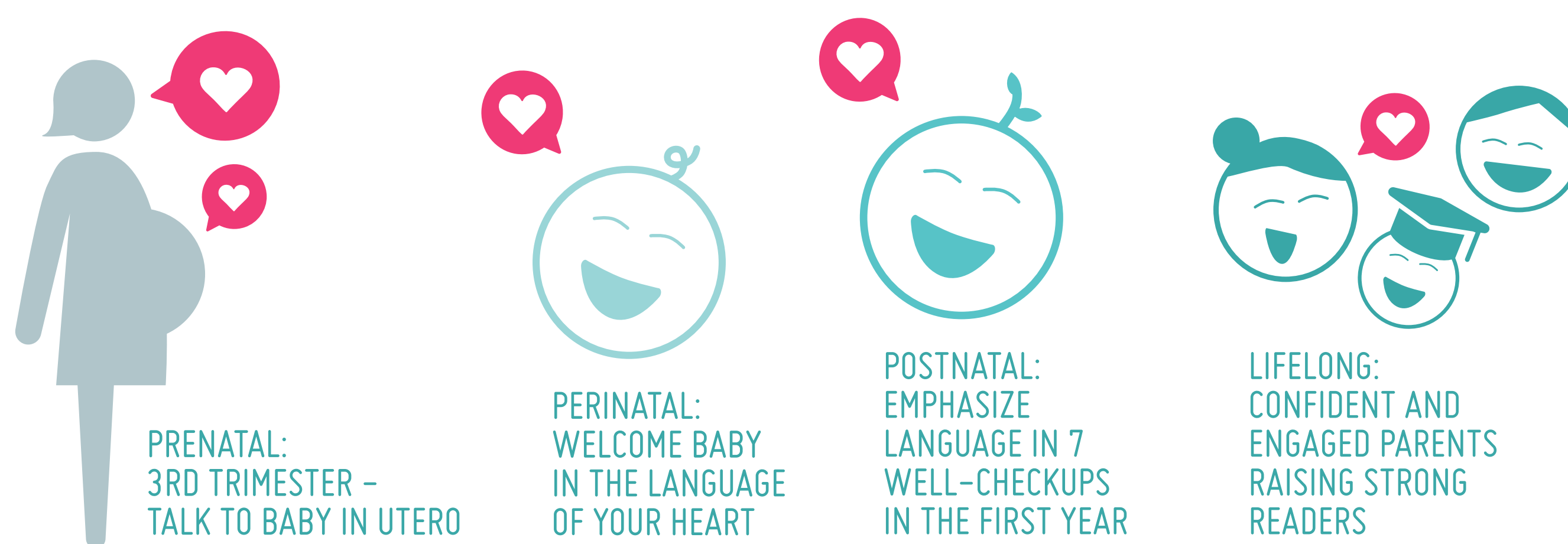
Community Level

- Design and implement a curriculum to train nurses, WIC dietitians, and early childcare providers to educate parents
- Help preschool educators teach language and vocabulary

Individual Level

- Educate parents why they should talk with their babies
- Coach parents how to talk with their babies

- 80% of low-income children are seen by WIC dietitians.
- Approximately 1/3 of children ages birth to three attend early childhood education programs.
- 99% of expectant/new parents are seen by nurses.
- Nurses care for babies at 9 checkpoints between the third trimester and 12 months.



COLLABORATIVE/COLLECTIVE IMPACT

Funded by the United Way of Greater Atlanta



EVALUATION

Logic Model

Desired Results

- Increase number of clinical environments and parents who deliver language nutrition
- Improve cognitive trajectory and promote parent-child attachment
- Increase percentage of Georgia children reading by the end of third grade

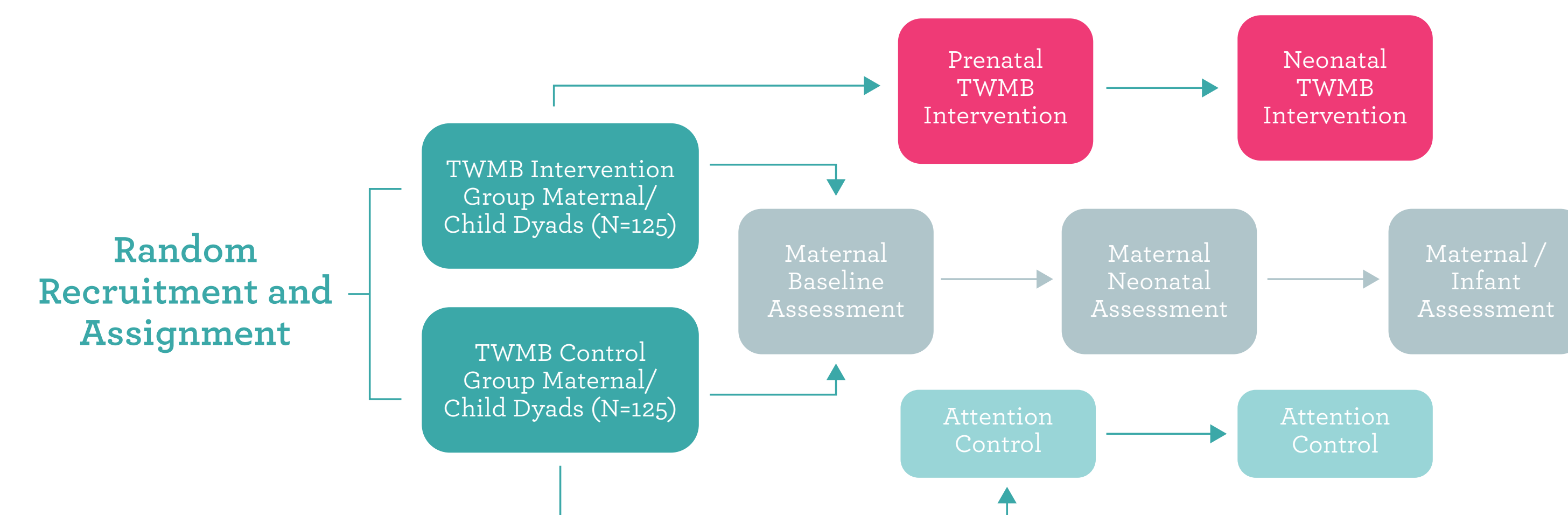
Indicators

- Participation measures and satisfaction measures
- Treatment fidelity measures and process level measures
- Pre-school classroom environment measures
- GLR metrics and School Climate Index
- Standardized assessments and Georgia Kindergarten Inventory of Developing Skills

Activities

- Classroom/webinar instruction of nurses
- Clinically based coaching of parents by nurses in hospital and outpatient settings
- Targeted multi-media campaign of program mission
- Development of curriculum and program materials
- Caregivers delivering language nutrition in home language

Randomized Control Trial



IMPLICATIONS

- Help bridge the word gap and close the nation's achievement gap
- Empower parents to be their child's first teacher
- Promote literacy success
- Public policy impact
- Sustainable, cost-effective
- Program with a universal design
- Disrupt the cycle of poverty
- By 2015, all 61,000 babies born in Atlanta will receive Talk With Me Baby
- By 2018, Talk With Me Baby will extend across Georgia to reach 130,000 babies each year