



Eliminate the 30 million Word Gap!

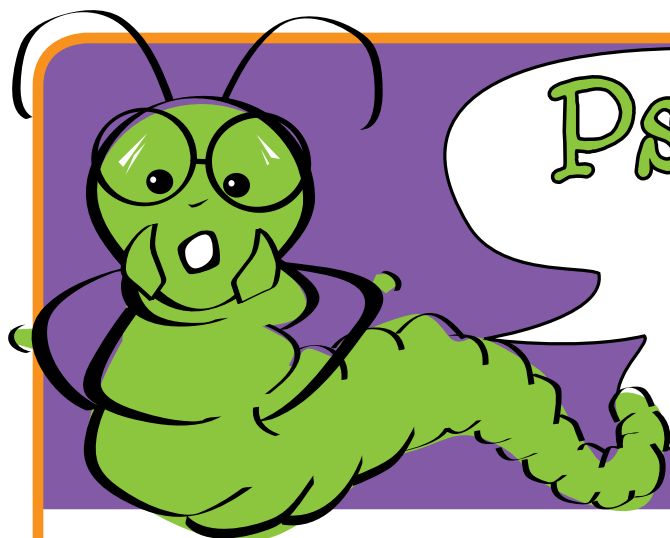
Research on early literacy and the 30 million word gap...

- **The brain develops most during the first years of life.** Children's early experiences have a big impact on their future ability to learn.
- The **amount of different** words children hear by age 3 is directly related to how well children can read at age 9.
- **Important** to children's future success is the amount of **praise** they receive.
- **Differences in families' language use and amount of praise are huge** and children's patterns of talk come to match their parents.
- Research shows that by age 3 children in more talkative families will have heard **30 million more words** than children in less talkative families – **a 30 million word gap!**
- And children in more talkative families will also have received **400,000 more encouragements** than children in less talkative families!
- By age 3, children from the most talkative and encouraging families scored approximately **25 points higher on IQ tests** than children from the least talkative and encouraging families.
- **These are lasting differences.** Children's scores on vocabulary, language, and school tests at age 9 showed a strong connection with their word use at age 3 and **an even stronger connection with the talking and praise they had received from their parents when they were very young.**

What happens in the early years can set the path for a child's entire life. To close the 30 million word gap be sure to talk more, listen more, read more, and praise more!



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Psssst....

Your child's success
is as easy as

1. talk 2. listen 3. read

Give your child the GIFT of a great start
and close the 30 million word gap!

It's EASY and FREE! Here's how ...

- Talk together a lot! To be good readers children need to know lots of words and what they mean.
- Tell family stories.
- Encourage conversations.
- Listen and ask questions.
- Teach nursery rhymes.
- Have fun with books, use different voices, have your child act out stories.
- Spend time at the library together, go to story times.
- Sing songs and make up rhymes.
- Read to your child everyday – not just picture books, but signs, shopping lists and labels too.
- Play, laugh, and have fun with your child.
- Go to the park.
- Show you care with hugs and attention.
- Encourage effort and trying hard, but give help when needed. Children feel good when they succeed!



Literacy Empowers All Families



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