Research backing the Talk, Read, Play campaign:

   a. The number of words a child hears from birth to age 3 has a direct correlation to their level of vocabulary upon entering Kindergarten:

<table>
<thead>
<tr>
<th>Children in...</th>
<th>These children heard...</th>
<th>Words per year...</th>
<th>By age 3, these children had a vocabulary of...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher Socioeconomic families</td>
<td>2,153 words per hour</td>
<td>11 million</td>
<td>1,100 words</td>
</tr>
<tr>
<td>Middle Socioeconomic families</td>
<td>1,251 words per hour</td>
<td>6 million</td>
<td>750 words</td>
</tr>
<tr>
<td>Lower Socioeconomic families</td>
<td>616 words per hour</td>
<td>3 million</td>
<td>500 words</td>
</tr>
</tbody>
</table>

2. Juniper Gardens Children’s Project at the University of Kansas
   a. Strategies for Promoting Communication & Language of Infants and Toddlers
   b. When parents & teachers use specific strategies to promote communication & language (for example, being responsive to children, labeling what the child is doing, etc), young children talk more & score higher on early literacy readiness tests.

3. American Library Association Interviews
   a. Common parent response: “I did not think it was very important to talk to my child UNTIL my child could talk to me.”

4. Frank Porter Graham Child Development Institute
   a. Family Life Project
   b. Parents who learn about the importance of talking with & interacting with their children will then speak more frequently to them.

This research tells us that:

1) If parents speak more often to their children when they are infants/toddlers, those children will have a bigger vocabulary at age 3
2) If we give parents or childcare providers specific strategies to promote communication with young children, those children enter school with bigger vocabularies & score higher on literacy tests
3) Parents don’t always know that they need to start talking to their babies early.
4) If we tell parents about the positive impact of talking more often to their children, parents are more likely to do so.