

*Making Small Moments Big for Children's Early Brain
Development: The Clinton Foundation & Too Small to Fail*

November 17, 2020



Presenters



Chelsea Clinton
Vice Chair
The Clinton Foundation



Patti Miller
Chief Executive Officer
Too Small to Fail
The Clinton Foundation



Jane Park Woo
Director
Too Small to Fail
The Clinton Foundation

Presenters



Brian Wallace
Executive Director
LaundryCares Foundation



Shannon Riley-Ayers
Senior Program Officer
The Nicholson Foundation



Akshara Vivekananthan
Assistant Director, Education
United Way of the
Greater Lehigh Valley

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Clinton Foundation

Create Economic Opportunity

- *Clinton Global Initiative*
- *Clinton Development Initiative*
- *Clinton Climate Initiative*

Improve Public Health

- *Clinton Health Matters Initiative*
- *Alliance for a Healthier Generation*
- *Too Small to Fail*

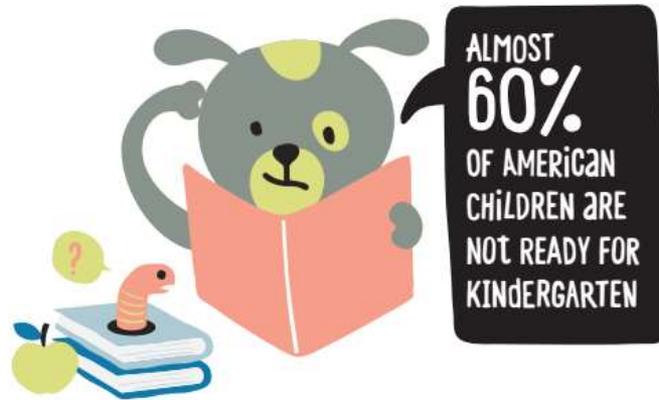
Inspire Civic Engagement and Service

- *Clinton Presidential Center*
- *Clinton Global Initiative University*
- *Presidential Leadership Scholars Program*



The Issue

If every child is too small to fail...



Then why are so many children not ready for school?

The Issue

IT'S NOT JUST THE
NUMBER OF WORDS



IT'S THE QUALITY OF OUR MOMENTS
TALKING, READING & SINGING



IT'S HOW OUR CHILDREN
LEARN HOW TO LEARN

Meeting Families Where They Are



Our Reach



5,000
laundromats



63,000
pediatricians



751
playgrounds



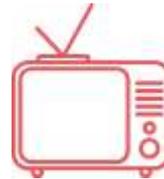
1,233,360
children's books



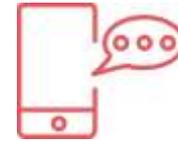
32
community
campaigns



500,000
Spotify
downloads

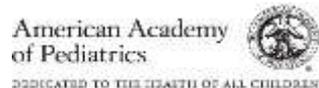


806 million
impressions on
Univision

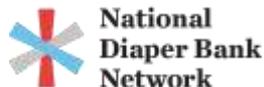


145,000
text message
subscribers

Leveraging Partnerships



CARNEGIE HALL



Too Small to Fail's Strategies

1

Harnessing the
Power of
Media

2

Building Local
Community
Campaigns

3

Transforming
Spaces into
Language-Rich
Environments

HARNESSING THE POWER OF MEDIA:

Univision Campaign



806+

Million Audience
Impressions Since 2014

- » **Entertainment Programs:**
Reality Show & Telenovela
- » **Public Service Ads:**
Television & Radio
- » **News Coverage:**
Local & National
- » **Local Events & Outreach:**
20+ local stations
- » **Resources for Parents:**
Online & Text

HARNESSING THE POWER OF MEDIA:

Spotify



Free family-friendly playlists available at:

www.TalkingIsTeaching.org/Spotify

The screenshot shows a Spotify playlist interface. On the left, there's a playlist cover for 'Playtime Ages 3-5' featuring cartoon bears and a dog. The main area displays the playlist title 'Playtime' and a description: 'Fun music and easy brain-building activities for your family's playtime. For more activity ideas, check out Too Small To Fail, Woom, and ZERO TO THREE.' Below this are 'PLAY' and 'FOLLOW' buttons. A table lists the first three songs in the playlist.

SONG	ARTIST	ALBUM
+ Tyler Perry Intro	Various Artists	Tyler Perry - Playtime
+ Everything is AWESOME!!	Tegan and Sara The Lonely Island	The Lego® Movie (Original Motion
+ Let's Build a Tower	Various Artists	Tyler Perry - Playtime

Created by: **spotify4kids** • 38 songs, 1 hr 28 min

On the right, there's a smaller version of the playlist cover with the text 'SMALL TO FAIL' and 'Playtime Ages 3-5'.

TOO SMALL
TO FAIL



Too Small to Fail Communities



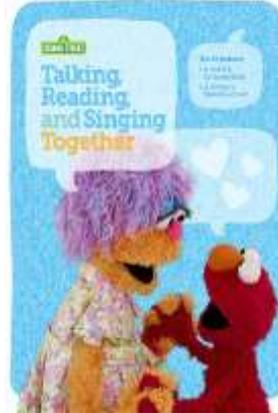
1. Trusted Messengers



- » Families **rely** on trusted messengers for support, information and guidance
- » Trusted Messengers are in a **unique position** to share literacy messages and let families know the **power of their words and interactions** with their children
- » Ultimate goal: Trusted messengers deliver messages as part of their daily routines in the spaces they work in

BUILDING LOCAL COMMUNITY CAMPAIGNS

2. High Quality Tool & Resources



BUILDING LOCAL COMMUNITY CAMPAIGNS

3. Environmental Prompts



TOO SMALL TO FAIL



Michigan Statewide Campaign

- » **Partnership** with Michigan's Department of Education and Great Start Collaborative
- » More than **60 MI counties** have joined the campaign.
- » Counties are implementing their own unique campaign using our messaging, resources and tools.



**TOO SMALL
TO FAIL**



Transforming Spaces into Language-Rich Environments



Playgrounds



Hospitals



Laundromats



WIC Clinics



Diaper Banks



Family Courts

**And more
to come!**

Transforming Playgrounds

BEFORE



AFTER

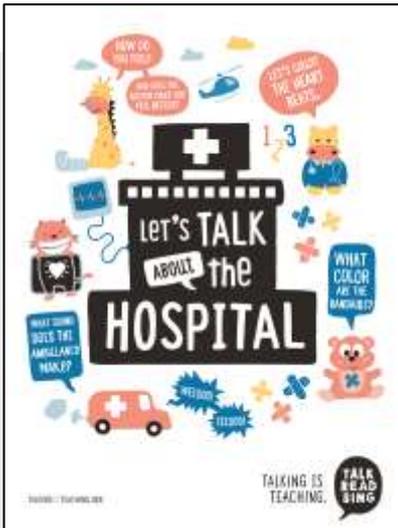


Transforming Playgrounds



Over 710 playgrounds across the country have integrated “Talking is Teaching” themed messages and panels

Transforming Hospitals



A pilot initiative in two Bay Area Hospitals—UCSF Benioff Children's Hospital Oakland and Zuckerberg SF General Initiative is now in 12 hospitals across the country

Transforming Laundromats

BROOKLYN, NEW YORK



Before



After

Transforming WIC Clinics



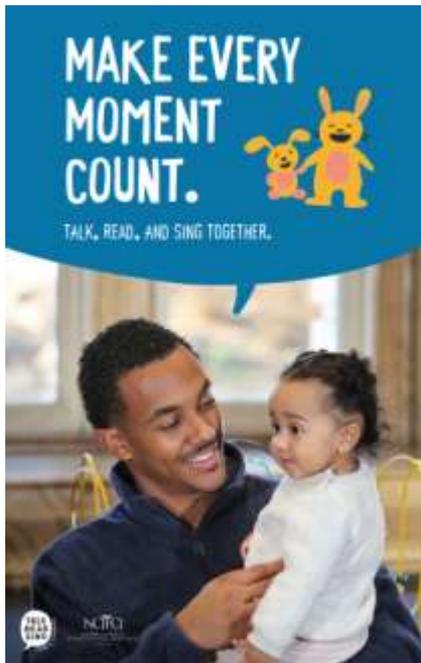
- » **Partnering with Baltimore WIC clinics** to examine impact of transforming waiting rooms into literacy-rich environments.
- » **COVID Response:** The study is on hold due to COVID-19. In the meantime, a supplemental study is underway to determine the current needs of families during this time.

Transforming Family Courts

- » **Partnership** with Milwaukee's Office of Early Childhood Initiatives to transform the first children's court waiting area
- » **Launched** in January with Chelsea Clinton
- » **COVID Response:** Working with the National Council of Juvenile and Family Court Judges (NCJFCJ) to explore opportunities to reach families through virtual court appointments



Waiting Room Posters



Testimonial

“

My daughter just loves this space. She loves to read and spell with the magnets. Before this was here, the kids would all just run all over the place, or just wander around ... now they have something to do. This literacy corner gives them some focus, and development, which is important. Kids need constant development.

- Parent

”

Transforming Social Service Agency Waiting Areas

A pilot study to reach families through social service agency waiting rooms in six California counties. Scheduled to launch on March 18 with Governor Newsom.

GOAL: Reach families with messages and tools to talk, read, and sing with their young children at CA Social Services appointments.

Two Strategies:

1. Social Services staff talks with families about early brain development, available services, and distributes materials.
2. Waiting rooms transformed into literacy rich environments.



HARNESSING THE POWER OF MEDIA:

Univision Text Campaign

143k

Hispanic parents have subscribed since 2015

2x

Subscribers are **twice as likely** to talk, read, sing vs. national average

94%

Believe they can make a “great deal of difference” preparing their children for kindergarten

64%

Regularly follow activity suggestions and prompts

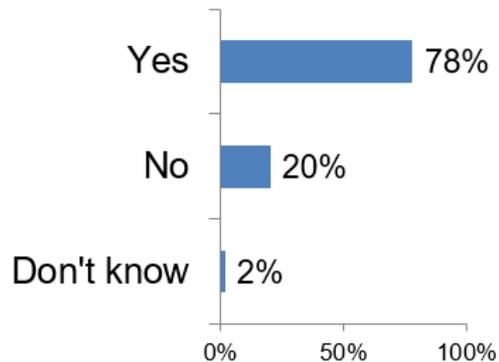


SO SMALL
TO FAIL



Hospital Strategy: Early Literacy Intervention Evaluation

Do you talk, read, and sing with your children more?



Location: Zuckerberg San Francisco General Hospital

Purpose: To assess the effects of early literacy intervention on caregivers' knowledge, attitudes and behavior

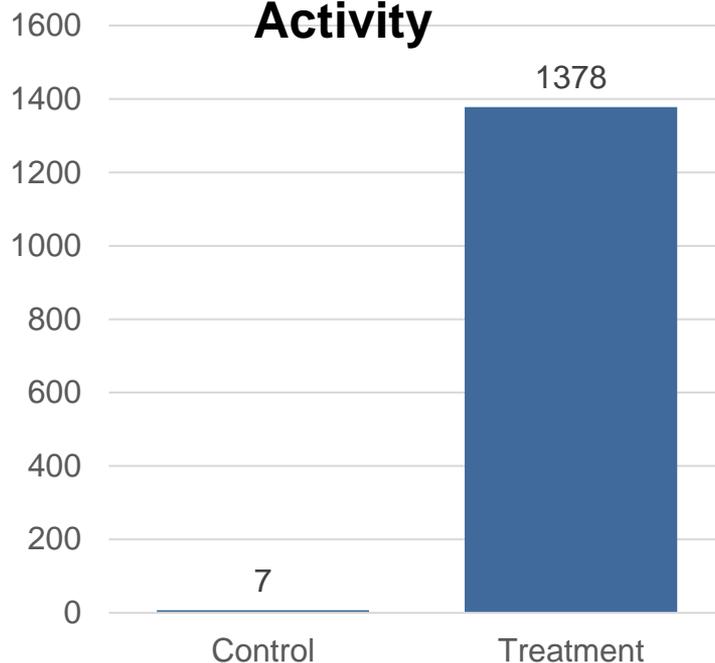
78% of parents reported talking, reading, and singing with their children more.

"This program for me has been one of the important moments of my life... now we [as parents] get involved with them in their learning and for their development."

Laundromat Strategy: Evaluating 20 Chicago Laundromats

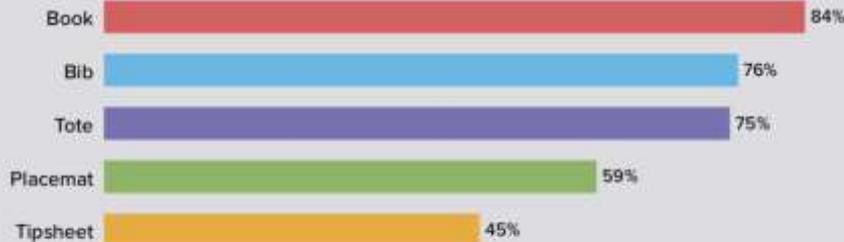
- » Children engaged in **~200 times more** literacy activities in treatment laundromats compared to control laundromats
- » The average stay per child was **47 minutes**

Literacy-Related Activity



Alameda County WIC Evaluation

Parents continued to use Talking is Teaching materials few months after their meeting with the WIC Center provider



Source: WIC Center parent survey 2, N=231.

94% of parents reported doing something different with their child since meeting with a WIC Center provider

96% of parents reported using at least one of the toolkit materials



Laundries Connecting Communities

















TALK, READ, SING IN THE LEHIGH VALLEY

AKSHARA VIVEKANATHAN



Using Our Platforms



- Talk Read Sing in the Lehigh Valley, a pillar of our local grade-level reading campaign Lehigh Valley Reads
- Powered by United Way of the Greater Lehigh Valley and Lehigh Valley Public Media, our local Public Broadcasting Station



Marketing



📍 Lahigh Valley Reads Rebooted

United Way GLV
@UnitedWayGLV

TEXT 📱 'Consejos' to 26262 & receive weekly text messages in Spanish on how to engage with your children in fun & simple ways 📖 ✍️ 🧒

For more information: qoo.ly/393iiv #LIVEUNITED @Univision @2SmallToFail @LVReads2025



LEARNING BEGINS AT BIRTH

LVReads.org/TalkReadSing

TALK
READ
SING

Engaging our Trusted Messengers



- Lehigh Valley Early Childhood Coalition
 - Childcare
 - Behavioral Health Services
 - School Districts
 - Health Networks
 - Community Organizations
- Further Opportunities in our High Need Areas
 - Central Allentown
 - Southside Bethlehem
 - West Ward of Easton
- Creative & Engagement Strategy



Feelings in the time of COVID-19



WHAT MAKES YOU HAPPY?



TODAY I FELT...



LET'S TALK ABOUT FEELINGS

- Name your child's feelings with them to help them learn to identify them.
- Use characters from songs and books to teach your child how to reflect on others' feelings.
- Show your child ways they can manage their emotions. Take a deep breath. Go for a walk.
- Talk to your child about their day to help them self-reflect on their feelings.

LEHIGHVALLEYREADS.ORG



Opportunities within Our Impact Goals



- United Way of the Greater Lehigh Valley's Impact Goals: Education, Food Access, Emergency Services, and Healthy Aging

HABLA, LEE, CANTA CONSEJOS

ACTIVIDADES DE INVIERNO QUE AYUDAN A TUS HIJOS A APRENDER

- Traza letras en la nieve
- Usa malvaviscos y forma letras para tu chocolate caliente
- Inventa una cuento con galletas de muñecos de pan jengibre
- Ve a la biblioteca y busca un libro clásico de invierno como la de Frosty el muñeco de nieve
- Si está nevando o haciendo mucho frío haz yoga o juega Simon dice



CHOCOLATE CALIENTE

- 2 tazas de cualquier tipo de leche (vaca, almendra, coco, avena etc.)
- 2 cucharadas de chocolate caliente en polvo
- ½ cucharadita de extracto de vainilla

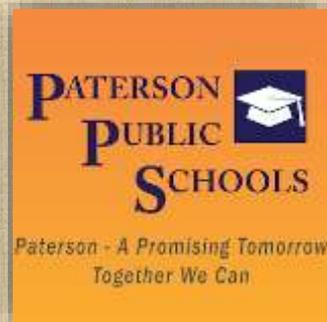
En lugar de azúcar ponle miel de abeja o miel de maple.

¡DISFRUTA!

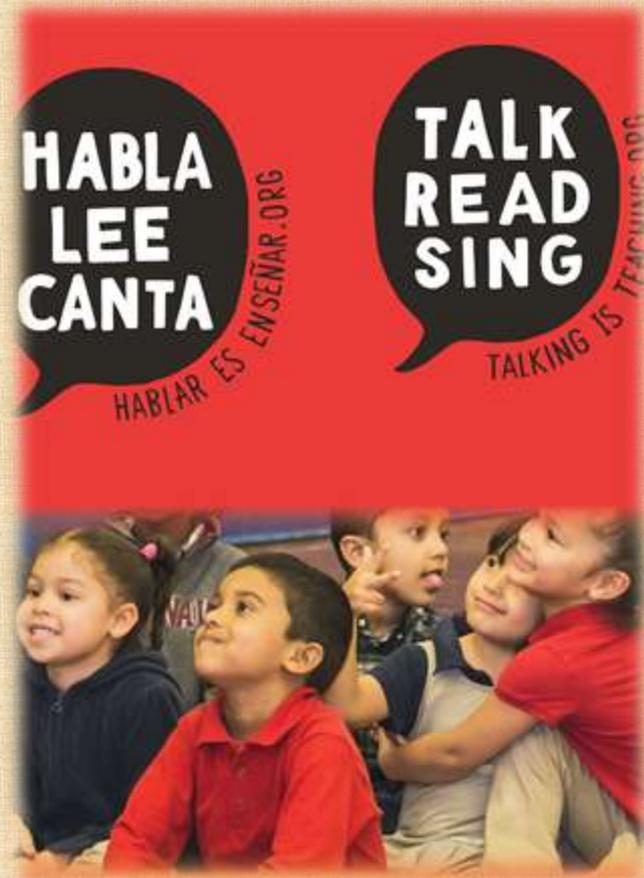
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LEE
CANTA

TALKING IS TEACHING.ORG





P A T E R S O N



Impact Exceeds Expectations

- 65 trusted messengers trained **online**
- Engagement on social media
- 500 tote bags assembled
- 300+ tote bags distributed



“We’re not just giving away free bags of books. We’re providing to parents the tools to begin a child’s success in school.”

Superintendent Eileen Shafer



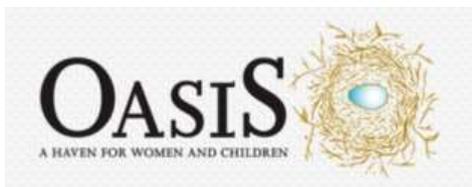
Funders

The Nicholson  Foundation

Changing Systems, Changing Lives

The HENRY & MARILYN
TAUB *Foundation*

TURRELL
FUND



Talking, reading,
and singing
builds early
relationships.

Family Read Play & Learn Spaces

1. Install and adopt a [“Family Read, Play & Learn” space](#) at a local laundromat. Contact the Coin Laundry Association at info@laundrycares.org to get connected with your local CLA-affiliated laundromat.
2. Partner with other community organizations to use the local laundromat as a channel for distribution of early learning resources (www.laundrycares.org/resources).



“We have a laundromat around the corner of our house, and we travel six blocks just to get to this particular one because of the literacy space” - Parent

Download the brochure
laundrycares.org/kits

In Between Spaces

SIDEWALK MATH



STORY TRAILS



COVID-19 Resources

“Talking is Teaching: Talk, Read, Sing” Indoor Activities Kit and Family Book Bundles

“Talking is Teaching: Talk, Read, Sing” Indoor Activities Kit

- English/Spanish
- Resources to help parents and caregivers talk, read, sing and play with their children while indoors
- TalkingTeaching.org/Indoors

Family Book Bundle with Scholastic

- Six books to promote family literacy and help families build their home libraries



Share Resources and Plan Your Talking is Teaching Community

1. **Download and share** free resources from TalkingIsTeaching.org and TalkingIsTeaching.org/Bundles
2. **Go to** TalkingIsTeaching.org/Communities to learn more about how to build a campaign in your community
3. **Contact us at** info@toosmall.org regarding interest and sign up for [office hours](#) to discuss any questions you may have about planning your campaign



THANK YOU!

**TOO SMALL
TO FAIL** 

Questions & Discussion

Upcoming GLR Learning Tuesdays Webinars:

PARTNER WEBINAR

Parent Coaching: A Key Ingredient to Parent & Child Success
Tuesday, November 17, 3 p.m. ET/12 p.m. PT

LEARNING LOSS RECOVERY CHALLENGE WEBINAR

Teaching Early Reading With a Digital Mindset
Tuesday, November 24, 3 p.m. ET/12 p.m. PT

LEARNING LOSS RECOVERY CHALLENGE WEBINAR

The Federal Role in Scaling High Dosage Tutoring to Address Learning Loss
Tuesday, December 1, 3 p.m. ET/12 p.m. PT

SAVE THE DATE: FUNDER TO FUNDER CONVERSATION

Policy Approaches to Reduce Child Poverty: William To Grant Foundation
Tuesday, December 15, 12:30 p.m. ET/9:30 a.m. PT

Please join us!

gradelevelreading.net @readingby3rd #GLReading #LearningTuesdays

