

Meeting Families Where They Are: Leveraging Spaces to Advance Early Learning and Literacy

July 21, 2020



Meeting Families Where They Are

Housekeeping Tips

- ✓ Introduce yourself in the Chat box
- ✓ All attendees are participating in Listen Only mode
- ✓ Post your questions in the Q&A box
- ✓ Webinar is being recorded & will be made available
- ✓ Please take the brief evaluation survey posted during Q&A



@readingby3rd



@CampaignforGLR

#GLReading

#LearningTuesdays

Upcoming GLR Learning Tuesdays Webinars:

PARTNER WEBINAR

Relationships Matter: Partnering With Families to Support Early Relational Health
Tuesday, July 28, 3 p.m. ET/12 p.m. PT

PARTNER WEBINAR

Connecting Digital Deserts: Some Promising Early Solutions
Tuesday, August 4, 3 p.m. ET/12 p.m. PT

PARTNER WEBINAR

Strategies for Addressing Chronic Absenteeism in Rural Communities
Tuesday, August 11, 3 p.m. ET/12 p.m. PT

PARTNER WEBINAR

Closing the Gap: Addressing Learning Loss During COVID-19
Tuesday, August 18, 3 p.m. ET/12 p.m. PT

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Announcing! New Funder to Funder Webinar Series

FUNDER TO FUNDER With the J.B. and M.K. Pritzker Family Foundation

Supporting Children and Families in Earliest Years

Tuesday, July 14, 12:30 p.m. ET/9:30 a.m. PT

**Part of GLR Week 2020*

FUNDER TO FUNDER With the Heising-Simons Foundation

Family and Community Math: An Essential Part of an Early Learning Strategy

Tuesday, July 21 12:30 p.m. ET/9:30 a.m. PT

FUNDER TO FUNDER With the Buffett Early Childhood Fund and Foundation for Child Development

Investing in the Early Educator Workforce

Tuesday, July 28, 12:30 p.m. ET/9:30 a.m. PT



Agenda

- **Welcome, Introductions**
- **Setting the Context for Today's Discussion:** Reflections from the Brookings Institution
- **Featured Presentations:** Two models for how informal places and spaces can be turned into immersive learning opportunities for young children and their families
 - Playful Learning Landscapes
 - Too Small to Fail
- **Discussion with Speakers and Engaging with Attendees**
- **Closing Thoughts**

Introductory Question

What is your earliest memory of talking, reading, singing or playing as a child?

Featured Speakers



Helen Shwe Hadani,
Ph.D.

Fellow
Brookings Institution



Brenna Hassinger-Das,
Ph.D.

Assistant Professor,
Psychology Dept.
Pace University



Jane Park Woo

Director
Too Small to Fail

Brookings Institution

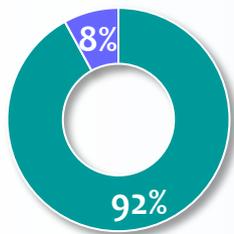


Helen Shwe Hadani, Ph.D

Fellow - Global Economy and Development, Center for Universal Education
Fellow – Metropolitan Policy Program, Anne T. and Robert M. Bass Center for
Transformative Placemaking

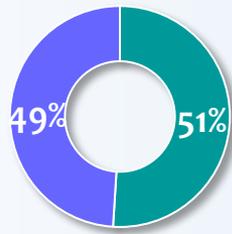
Projected Learning Outcomes by 2030

LOW INCOME COUNTRIES



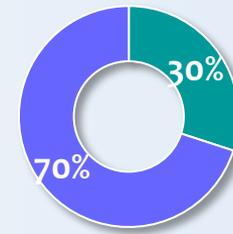
264 million school age children by expected learning outcomes

MIDDLE INCOME COUNTRIES



1,142 million school age children by expected learning outcomes

HIGH INCOME COUNTRIES



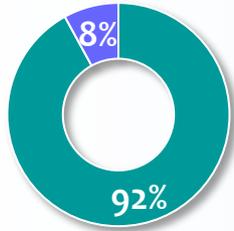
198 million school age children by expected learning outcomes

■ Will learn minimum secondary-level skills

■ Will not learn minimum secondary-level skills

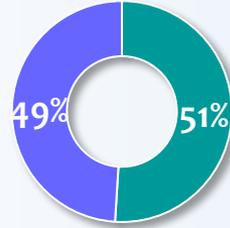
In the U.S. we are failing 1/3 of our children

LOW INCOME COUNTRIES



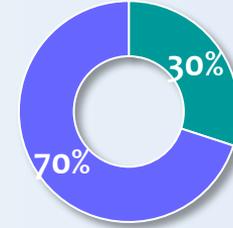
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HIGH INCOME COUNTRIES



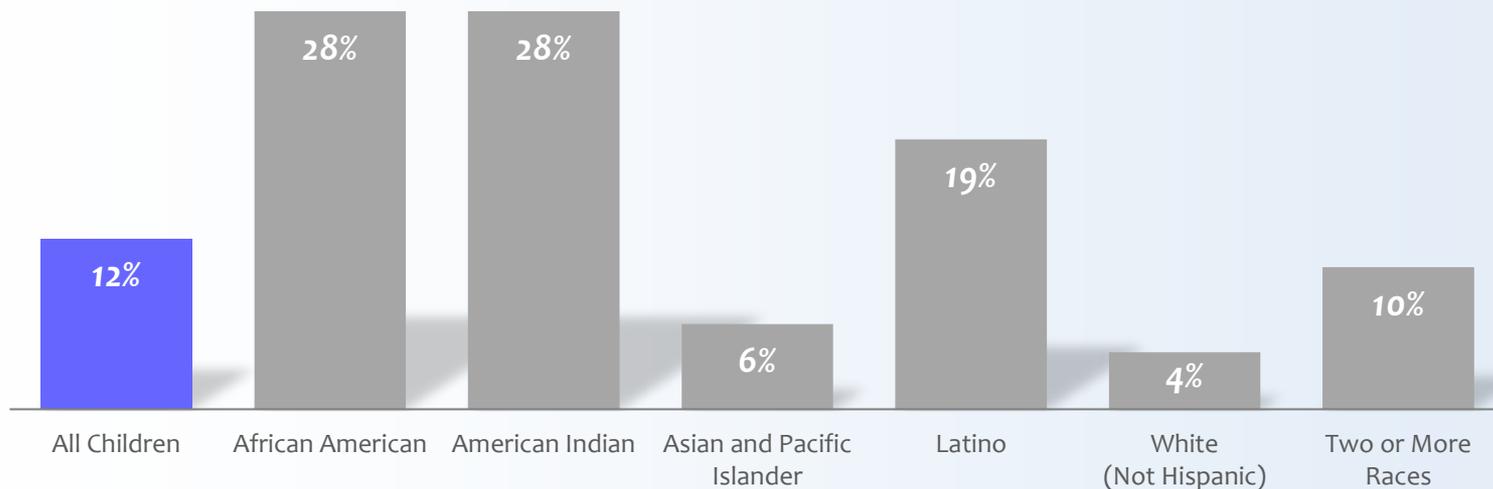
198 million school age children by expected learning outcomes

■ Will learn minimum secondary-level skills

■ Will not learn minimum secondary-level skills

Racial and ethnic disparities persist among children living in high poverty neighborhoods

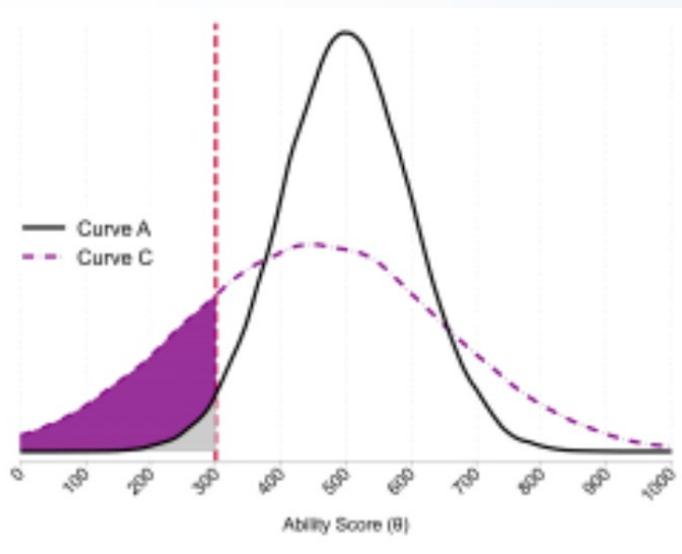
Children Living in Concentrated Poverty by Race, 2013-2017



Source: U.S. Census Bureau, 2013-2017 American Community Survey

The Challenge

Learning loss due to COVID-19: Evidence points to widening education inequality (see Curve C).



Loss of instructional time has differential impact

Curve A: Pre-Covid

Standard distribution of children's learning outcomes, with children below 300 (in grey) behind grade level.

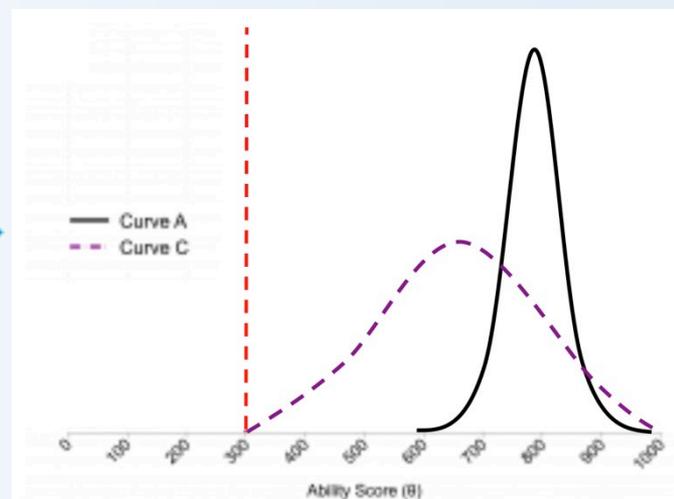
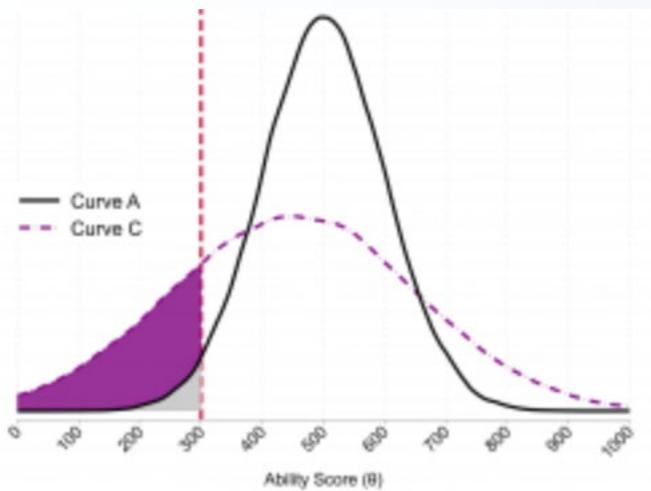
Curve C: Post-Covid

Widening of the distribution of children's learning outcomes with many more children left behind while some children pull ahead.

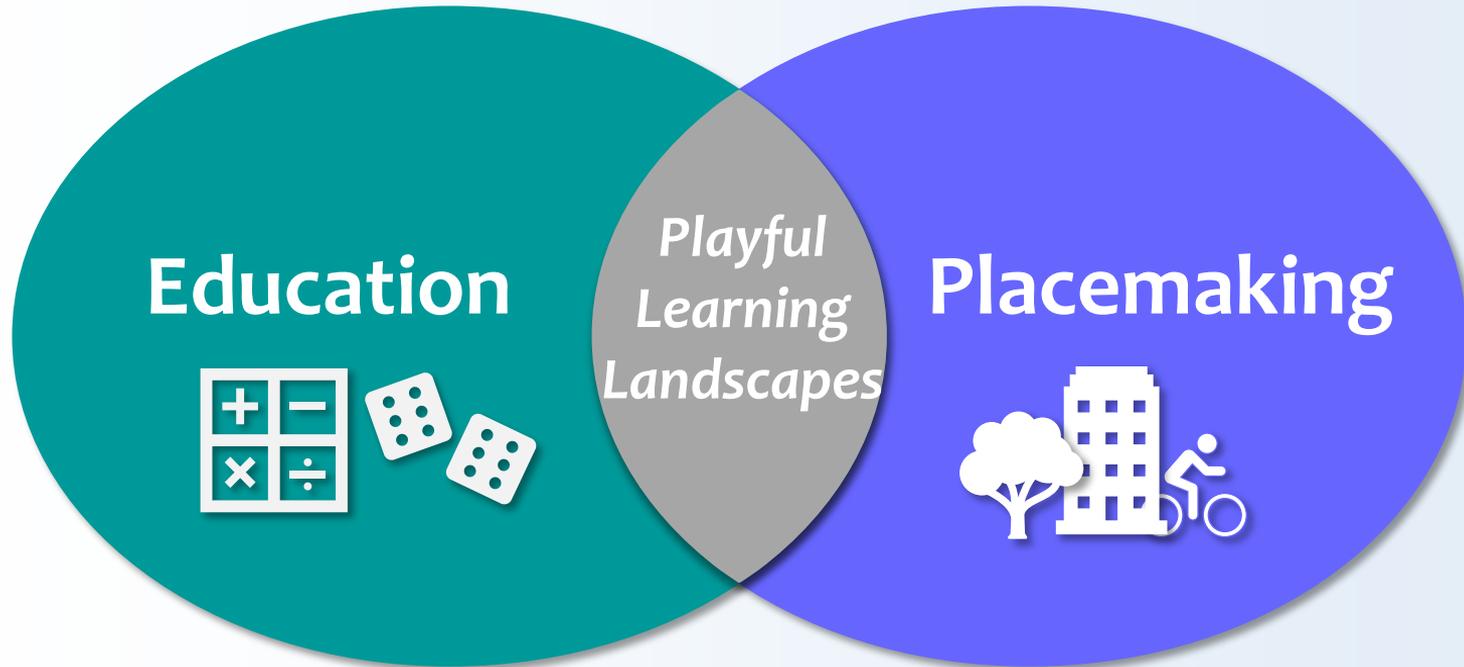
The Goal

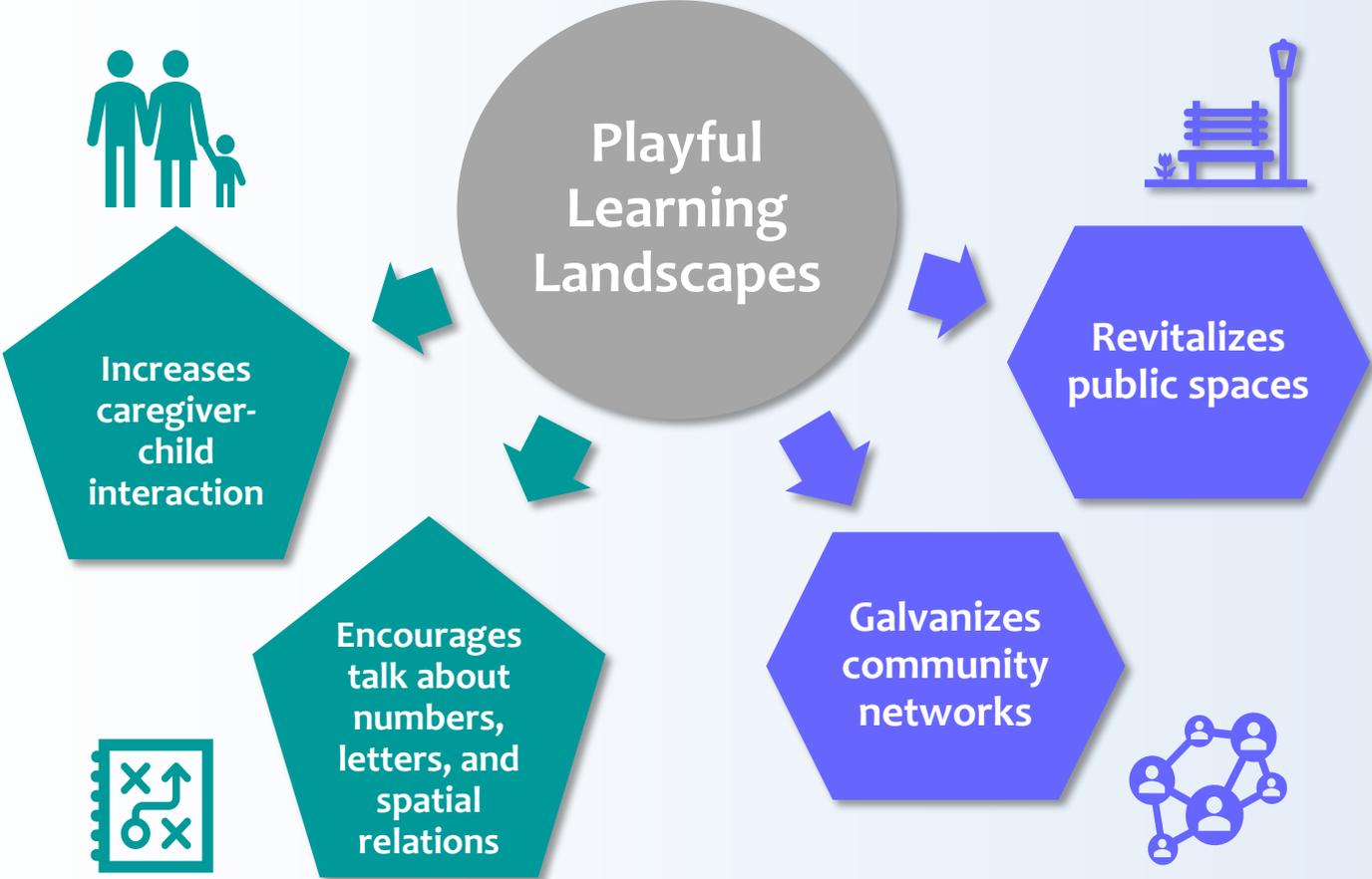
Scale Leapfrog Approaches To:

1. Short-Term: Bring all learners to proficiency
2. Long-Term: More equitable and broad learning outcomes is the new normal



Expanding opportunity through

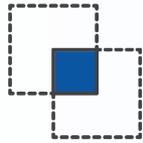




Playful Learning Landscapes at Brookings

A joint venture between:

B | Center for
Universal Education
at BROOKINGS



ANNE T. AND ROBERT M. BASS CENTER FOR
TRANSFORMATIVE PLACEMAKING

Scaling PLL in Philadelphia

October 2019

Philadelphia Playful Learning Landscapes:

Scaling strategies for a playful learning movement

Jenny Perlman Robinson

B | Center for
Universal Education
at BROOKINGS

A path forward: PLL City Network

Brookings plans to launch a City Network to address:

- Ever-growing interest in PLL in cities across the U.S. and globally
- Interest in peer learning across these places
- Demand for centralized and neutral logistical support



“Children are a kind of indicator species. If we can build a successful city for children, we will have a successful city for all people.”

*-- Mayor Enrique Peñalosa
of Bogotá, Colombia*

Playful Learning Landscapes



Brenna Hassinger-Das, Ph.D.
Assistant Professor, Psychology Dept.
Pace University

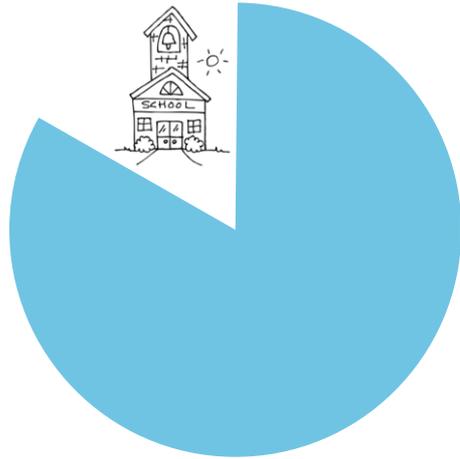


Brenna Hassinger-Das, Ph.D.

Assistant Professor
Pace University



Where Do Children Spend Their Time?



80%

We developed ways to:

- **Spur playful learning, physical activity, and caregiver-child interaction in everyday places**
- **Partner with cities, communities, and families**



Design Principles

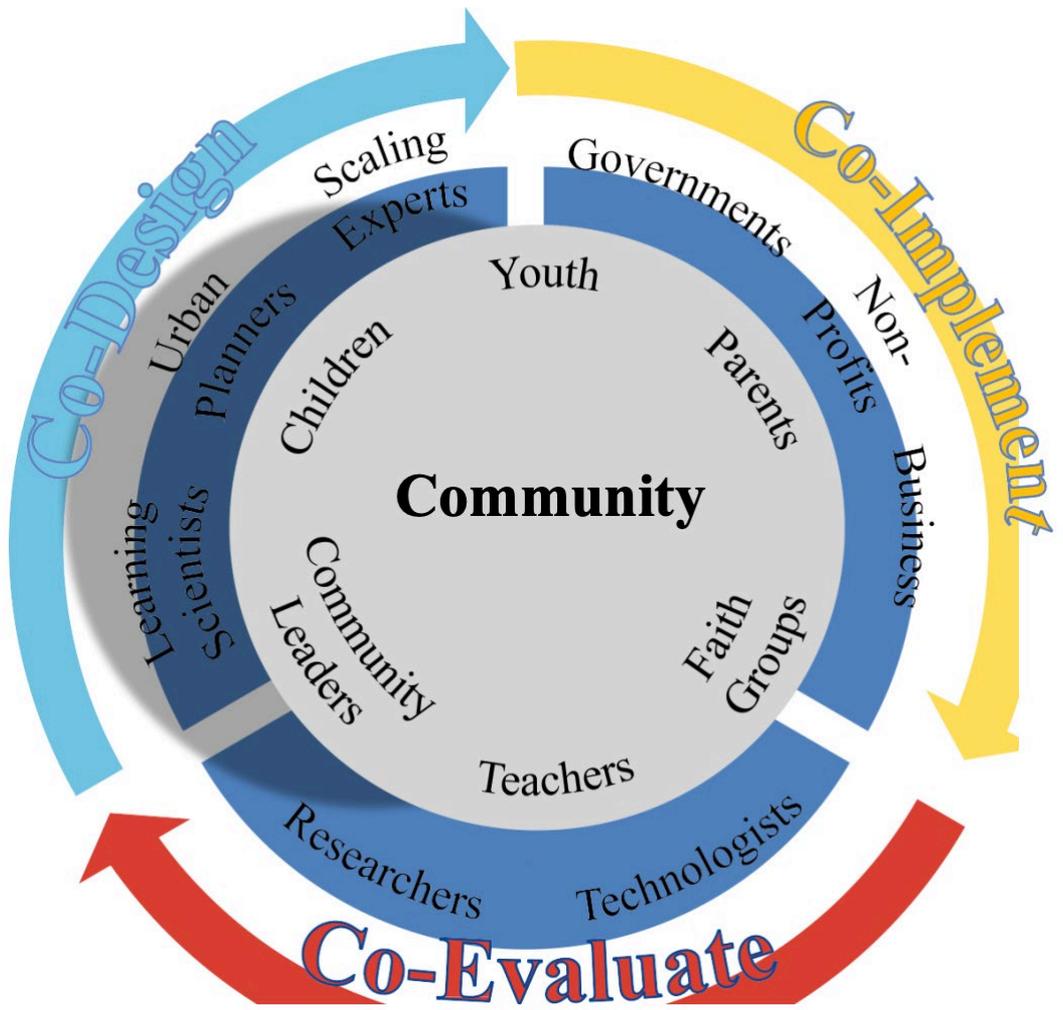
INTEGRATED

INTRIGUING

INTUITIVE

INTERACTIVE

HU
ME



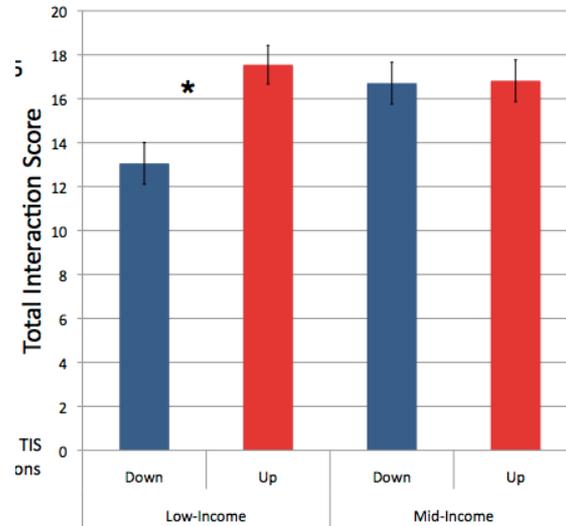
Language & Interaction in the Community

We partnered with supermarkets to transform them into **children's museums!**



In collaboration with Fresh Grocer

thefreshgrocer



Language & Interaction in the Community

And in **South Africa...**



UNIVERSITY OF THE
WITWATERSRAND,
JOHANNESBURG

Language & Interaction in the Community

And in **Brownsville...**



PLAY-AND-LEARN SPACES

CECIL B. MOORE BRACH
FREE LIBRARY OF PHILADELPHIA



Credit: The Free Library of Philadelphia

Free
LIBRARY OF
PHILADELPHIA

Design: Studio Ludo,
DIGSAU

PLAY-AND-LEARN SPACES

CECIL B. MOORE BRACH
FREE LIBRARY OF PHILADELPHIA

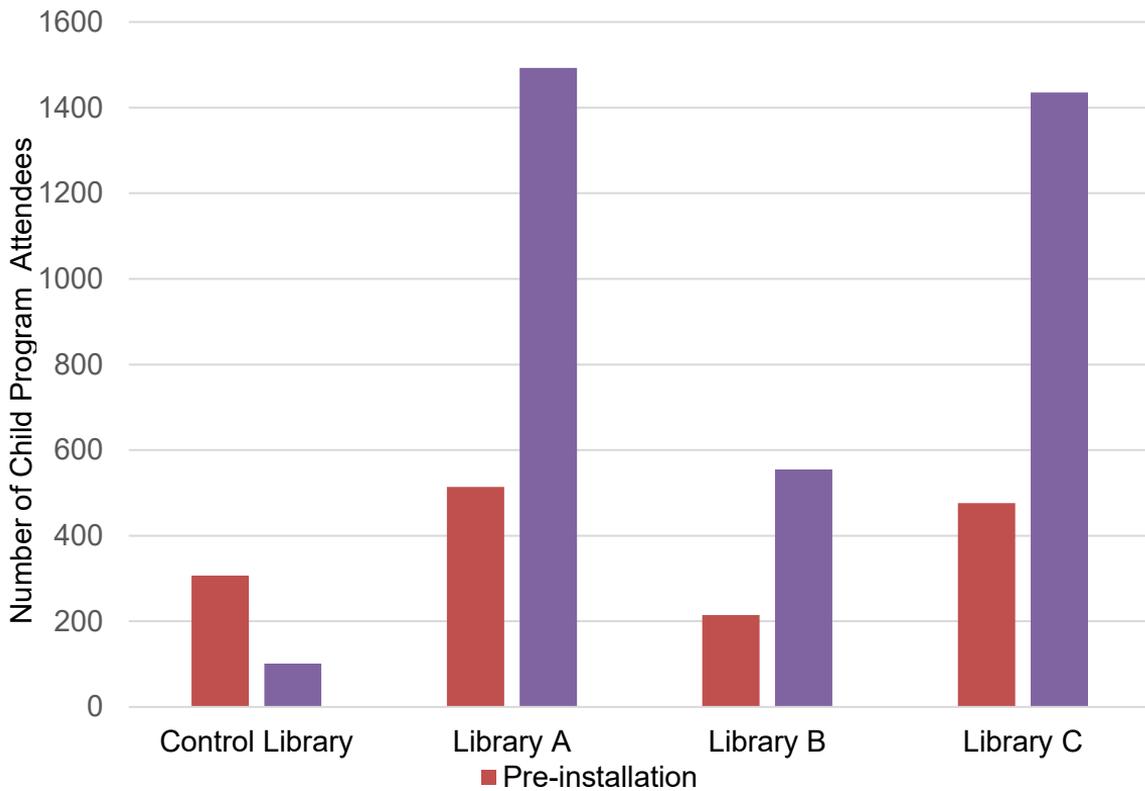


Credit: The Free Library of Philadelphia

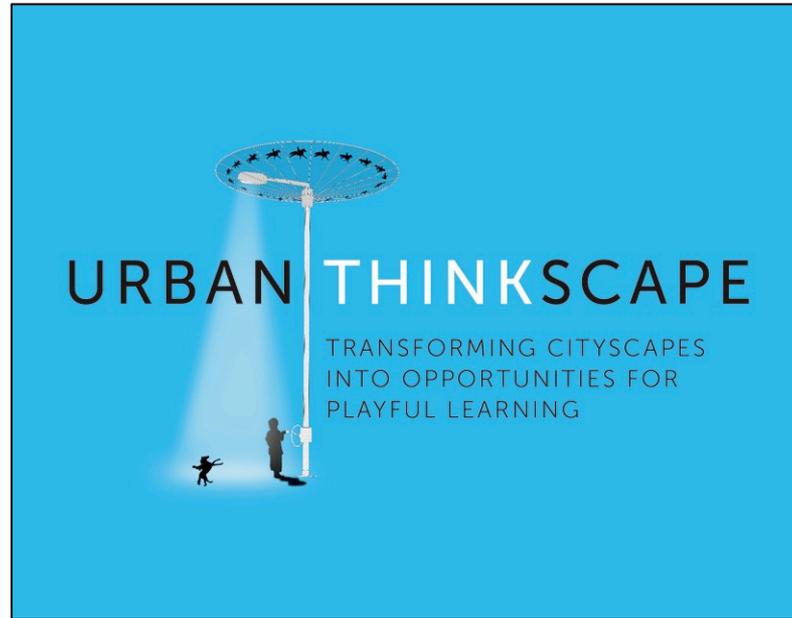
Free
LIBRARY OF
PHILADELPHIA

Design: Studio Ludo,
DIGSAU

Library Program Attendance



We partnered with community organizations to create playful learning at a bus stop







L

LANCASTER AVENUE BUSINESS DISTRICT

WELCOME TO BELMONT

LANCASTER AVENUE BUSINESS DISTRICT



BELMONT

LANCASTER AVE



PLAY



LANCASTER
WELCOME TO BELMONT
INCOIN HIGHWAY

BUSINESS DISTRICT

BELMONT

HISTORIC LANDMARKS

- 1. [illegible]
- 2. [illegible]
- 3. [illegible]

COMMUNITY HISTORY

[illegible text]

40
SPEED LIMIT



L

LANCASTER AVENUE BUSINESS DISTRICT

LANCASTER AVENUE BUSINESS DISTRICT

WELCOME TO BELMONT



BELMONT

LANCASTER AVE



LANCASTER AVE

PLAY







More Community Partnerships

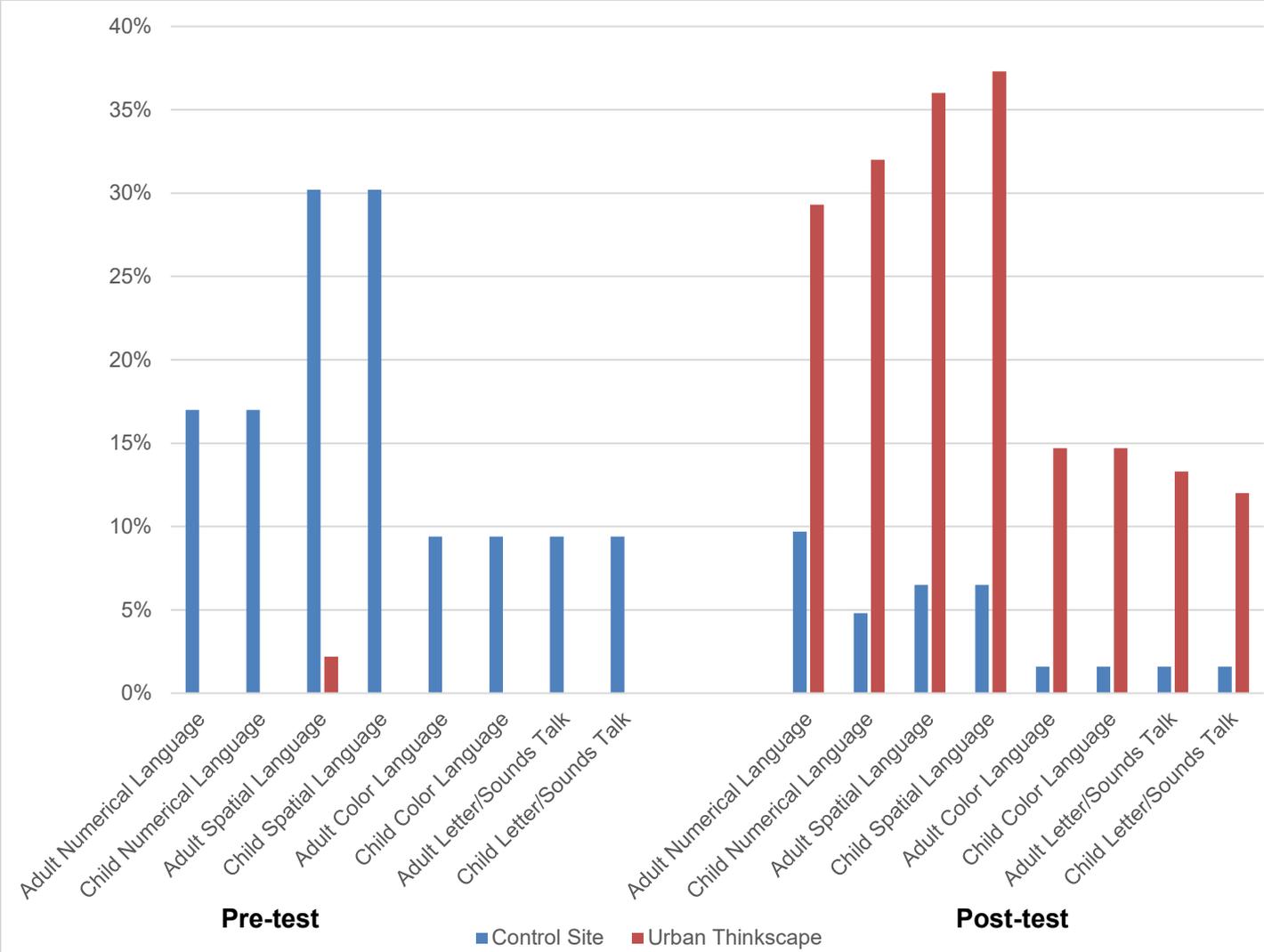


Community Data Ambassadors



**PUBLIC
WORKSHOP**





Reflection

- Playful Learning Landscapes aims to address the educational, physical activity, and psychological needs of today's families.
- Lessons from across the Playful Learning Landscapes initiative
 - Importance of city, community, and family partnerships
 - Balancing design principles with opportunities for innovation by individual partners



Too Small to Fail



Jane Park Woo

Director

Too Small to Fail



Creating More Equitable Access to Early Learning Environments



Jane Park Woo
Director, Too Small to Fail
Clinton Foundation

Marian Wright Edelman

Education is for improving the lives of others and for leaving your community and world better than you found it.



The Issue

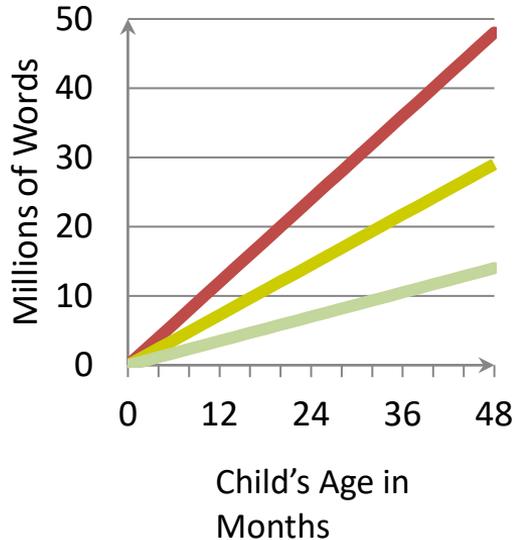
IF EVERY CHILD IS TOO SMALL TO FAIL...



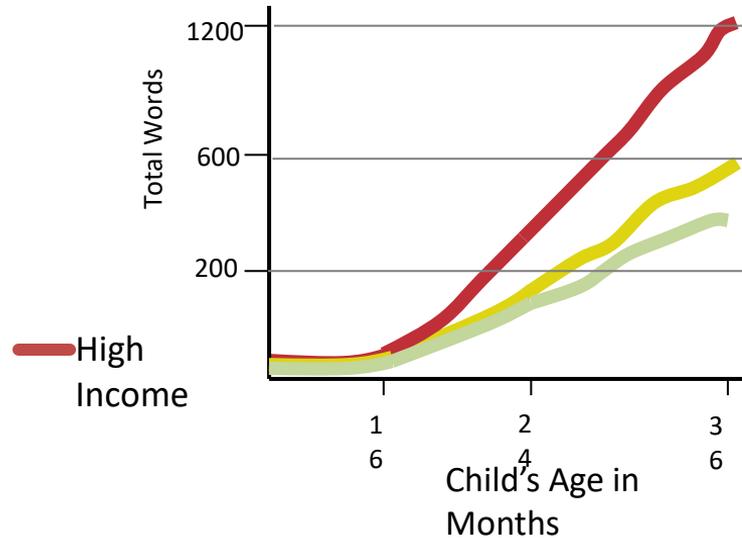
THEN WHY ARE SO MANY CHILDREN NOT READY FOR SCHOOL?

Research: A Strong Base

Number of Words Addressed



Number of Words Learned



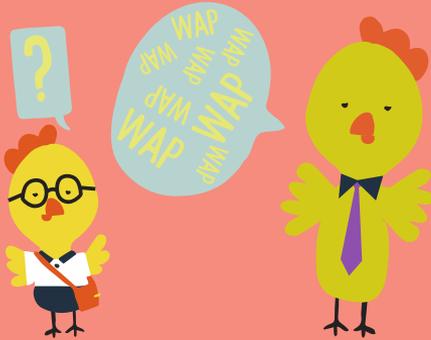
Source: Hart & Risley (1995)

SO SMALL
TO FAIL



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

How do we make them happen more often?

FOR FAMILIES, WE ARE MAKING
THESE SMALL MOMENTS BIG
(INCREASE VALUE)



FOR COMMUNITIES, WE
ARE CREATING THE SPACE
WHERE THEY CAN HAPPEN
(INCREASE OPPORTUNITIES)



Our Reach



5,000
laundromats



63,000
pediatricians



Over 500
playgrounds



Over 1 million
children's books



29
community
campaigns



500,000
Spotify
downloads



725+ million
impressions on
Univision



100,000
text message
subscribers

Leveraging Partnerships



Talking is Teaching: Talk Read Sing

Spaces Approach



Meeting Parents Where They Are



Hospitals



Grocery Stores



Playgrounds



WIC Clinics

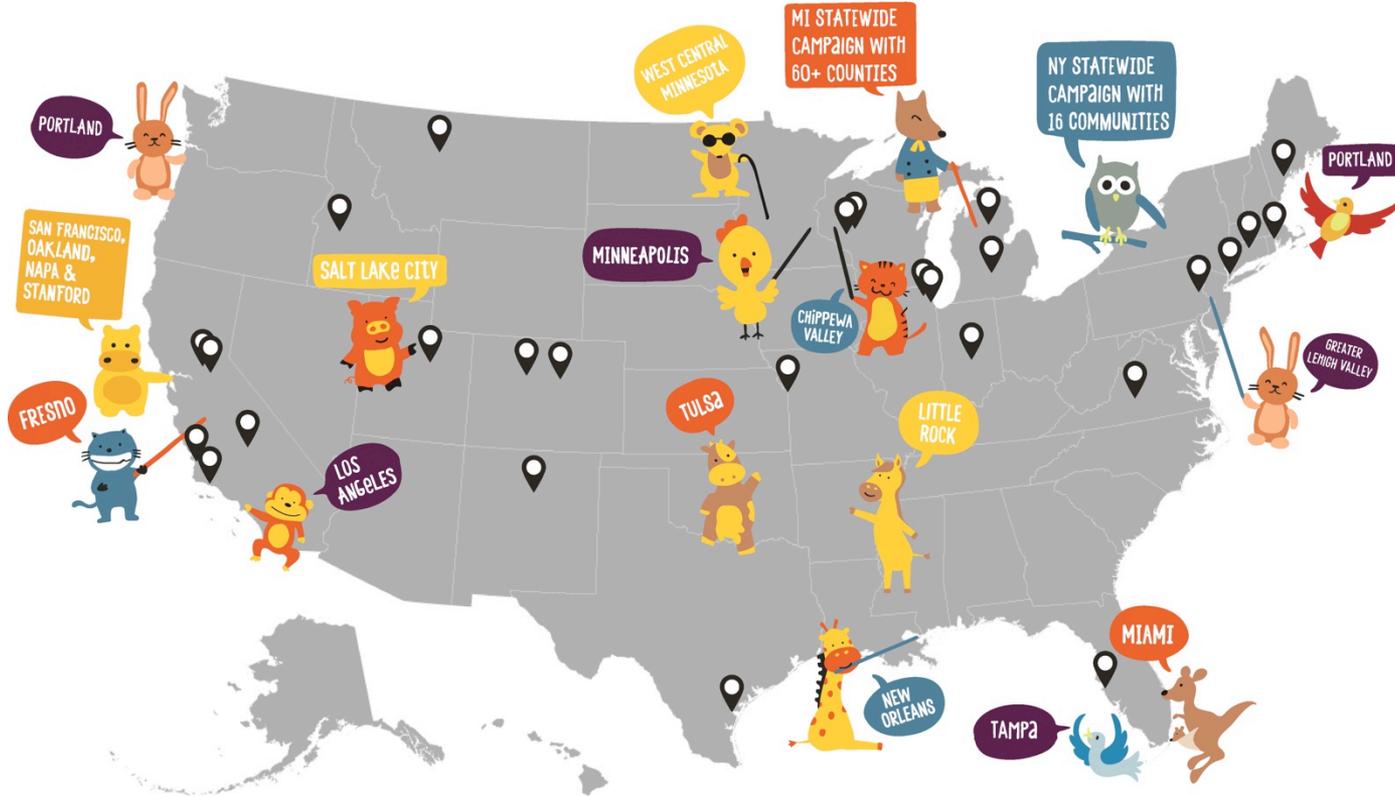


Laundromats



Diaper Banks

Talking is Teaching Campaign Map



Posters and Prompts for the Environment

LET'S SING TOGETHER!

**TWINKLE, TWINKLE
LITTLE STAR**

TWINKLE, TWINKLE LITTLE STAR,
HOW I WONDER WHAT YOU ARE.
UP ABOVE THE WORLD SO HIGH,
LIKE A DIAMOND IN THE SKY.
TWINKLE, TWINKLE LITTLE STAR,
HOW I WONDER WHAT YOU ARE.

*I WONDER
WHAT YOU ARE!*

*TWINKLE,
TWINKLE*

Singing is a fun way to boost children's brain and language development.
Clap, dance, and move your bodies as you sing along!

The poster features a central blue speech bubble with the title and lyrics. Surrounding it are various space-themed illustrations: a yellow star with a face, a blue rocket, a grey owl on a branch, a crescent moon, and several musical notes and stars.

LET'S SING TOGETHER!

**ROW, ROW,
ROW YOUR BOAT**

ROW, ROW, ROW YOUR BOAT,
GENTLY DOWN THE STREAM.
MERRILY, MERRILY, MERRILY, MERRILY,
LIFE IS BUT A DREAM.

*MERRILY,
MERRILY*

Singing is a fun way to boost children's brain and language development.
Clap, dance, and move your bodies as you sing along!

The poster features a central blue speech bubble with the title and lyrics. Surrounding it are nautical-themed illustrations: a blue bear wearing a hat and vest, a yellow boat on a blue stream, a sailor in a white uniform, a wooden ship's wheel, a blue anchor, a red sailboat, and several musical notes.

Posters and Prompts for the Environment

**MAKE EVERY
MOMENT
COUNT.**



TALK, READ, AND SING TOGETHER.



**TALK
READ
SING**

NCITCI
NATIONAL CENTER FOR
IMPROVING CHILDREN'S
TECHNICAL INSTRUCTION

ORCI
OCCUPATIONAL
RECORDING CENTER
INSTITUTE

**LOVING HUGS AND
WORDS BUILD
YOUR BABY'S
BRAIN.**



TALK, READ, AND SING TOGETHER.



**TALK
READ
SING**

NCITCI
NATIONAL CENTER FOR
IMPROVING CHILDREN'S
TECHNICAL INSTRUCTION

ORCI
OCCUPATIONAL
RECORDING CENTER
INSTITUTE

Posters and Prompts for the Environment

IT'S NEVER TOO EARLY
TO READ BOOKS WITH
YOUR CHILD.

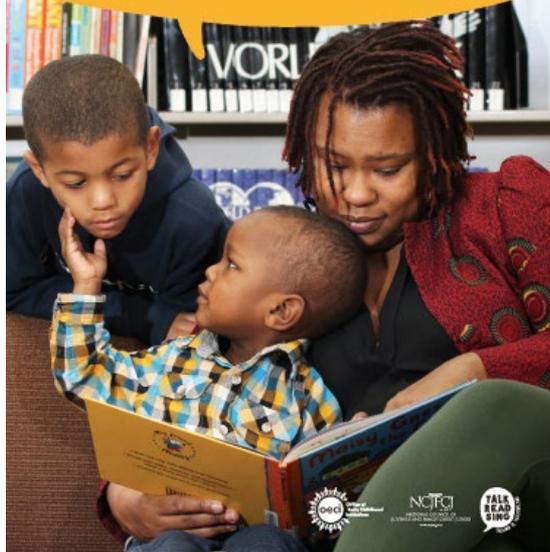
TALK, READ, AND SING TOGETHER.



TALK READ SING
NCTFCI
OBCI

SHARE SPECIAL
MOMENTS.

TALK, READ, AND SING TOGETHER.



TALK READ SING
NCTFCI
OBCI

Housing



Story Trails



Story Trails



Story Trails



In-Between Spaces



» Sidewalk Math

« Story Trails

Indoor Activities Toolkit



Available for free download:
www.TalkingIsTeaching.org/Indoors



56,000+ Indoor Activities toolkits and books delivered to families via the World Central Kitchen, laundromats and diaper banks.

NATIONAL PARTNERSHIPS

Laundromat Strategy



5,000

Laundromats Reached

- » 60 "Free Laundry Day" events held nationally
- » Launch of Laundry & Literacy Coalition
- » Pilot evaluations in New York City and Chicago
- » Developing strategy to scale through laundromats nationwide

Laundromat Transformations
Brooklyn, NY



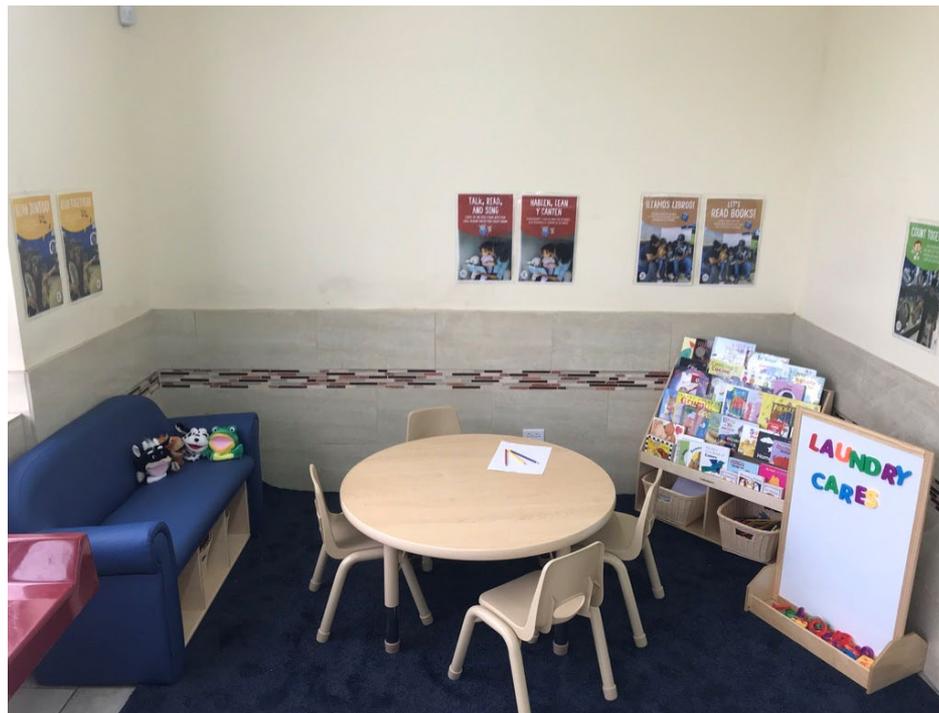
Laundromat Transformations
Brooklyn, NY



Laundromat Transformations
Chicago, IL



Laundromat Transformations
Chicago, IL



Laundromat Transformations
Queens, NY



Laundromat Transformations
Queens, NY



Laundromat Transformations
Queens, NY



Playground Strategy



Over 500 playgrounds across the country have integrated
“Talking is Teaching” themed messages and panels

SO SMALL
TO FAIL



Language-Rich Play Environments



Language-Rich Play Environments



Language-Rich Play Environments



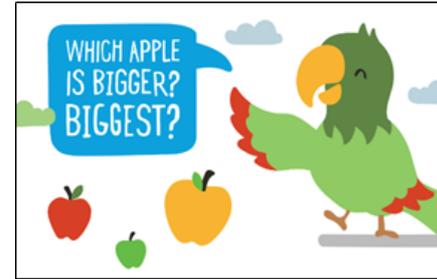
Language-Rich Play Environments



Language-Rich Play Environments



Grocery Store Learning Adventure



Diaper Changing Stations



Bus Shelter Signage



Billboards



TALK, READ AND SING
WITH YOUR BABY
EVERY DAY!

LEARN MORE AT TALKINGISTEACHING.ORG.

PARTNER LOGO

TALK
READ
SING



HABLEMOS
DE LOS CARROS

¿DE QUÉ COLORES SON LOS CARROS?

MI LUGAR FAVORITO PARA VISITAR ES...

¿CUAL CARRO ES EL MÁS GRANDE?

¡BIPI!

HABLA ES ENSEÑAR.

HABLA LEE CANTA.

HABLAR ES ENSEÑAR.ORG

Call to Action

1. Promote a culture of literacy in everyday spaces by surrounding children and families with early language and learning opportunities.
2. Use informal environments as “hubs” to create greater access to early learning resources like books and other print-rich materials.
3. Explore community partnerships to collaborate with local organizations, libraries, and civic groups that can serve as “trusted messengers” for children and families.

Marian Wright Edelman

“The future which we hold in trust for our own children will be shaped by our fairness to other people's children.”



Let's Talk!

Jane Park Woo

Director, Too Small to Fail

jparkwoo@clintonfoundation.org

www.toosmall.org

www.talkingisteaching.org/communities

**TOO
SMALL
TO FAIL**





THANK YOU!

**TOO SMALL
TO FAIL**



Meeting Families Where They Are

Questions and Discussion

Question to Participants

Respond in the Chat Box: What kinds of informal places are there in your community that could be transformed into spaces that support early child development and growth?

Please list where you're from, the place in your community that comes to mind, and why that space or place is a good candidate for this kind of transformation.

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