

WORDS BUILD A BABY'S BRAIN

Did you know there is a **30 million word gap**?

No way! There aren't even 30 million words in our language.

Actually, it's the number of words a child **HEARS** before age 4.

But they are hearing lots of words during their screentime.

It's not recorded words, it's the human interaction that is important.

Important? **Why?**

- **85%** of a child's brain is developed by age 4.
- Brains need social interaction to grow.
- **WORDS build BRAINS**

It's the **QUANTITY** of words and the **QUALITY** of words that build strong brains

Children who enter kindergarten hearing fewer words are **UNLIKELY** to catch up to their classmates with larger vocabularies.

So I just need to **TALK** to my child...
I already do that.

It's talking WITH your child.

Have conversations – back and forth interactions - even with a newborn baby. They are all listening, even if they can't talk yet.

Ok I get it, but how do I have a conversation with a young child or baby?

TURN OVER AND SEE >

TRY THE FOUR T'S

(ADAPTED FROM THIRTY MILLION WORDS:
BUILDING A CHILD'S BRAIN)

TUNE IN: Notice what your child is focused on and talk about it. Respond when a child tries to talk or make sounds – including when a baby cries or coos.

TALK MORE: Explain day to day routines, such as diaper changes and tooth brushing. Use details: “Let Mommy take off your diaper. Oh, so wet. And smell it. So stinky!”

TAKE TURNS: Keep the chat going. Respond to your child's sounds, gestures and words – and give them time to reply to you. Ask lots of questions that require more than yes or no answers.

TURN OFF: Reduce the amount of screen time your child receives. Replace it with talking, singing, or reading.

OTHER TIPS:

- **Positive, supportive talk.** Use positive words and a pleasant tone. “You are sooo smart!”, “That’s good!”, “You’re right!”, “YESSS!”
- **Read to your child.** Even babies benefit. We recommend 20 minutes each day!

Show us what you are doing and inspire other parents to join in! Post a picture or video of you and your child doing any of the activities above. Use **#WordGapCLE** when you post!

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The Literacy Cooperative
1331 Euclid Avenue
Cleveland, Ohio 44115
216-776-6180

#WordGapCLE

www.literacycooperative.org