85% of Brain Growth Occurs in the First 3 Years of Life

Just as a baby requires a steady supply of food to develop a healthy body, healthy brain development in babies requires language nutrition—a steady delivery of language through words and conversation.

- Early childhood represents a critical period for brain development.
- Brain development is shaped by environmental experiences.
- The single strongest predictor of a child’s vocabulary at age 3 is the quantity and quality of words spoken with the child in the first three years of life.
- Vocabulary at age three is a robust predictor of 3rd grade literacy.

Purpose: To increase the capacity of parents to deliver language nutrition to their children by integrating language nutrition coaching as a core competency across large scale workforces.

Wide-Reaching Integrated Strategy

**Population Level**
- Increase public awareness
- Website, phone apps, videos
- Resource kits for all babies born in 13-county metro Atlanta area

**Community Level**
- Design and implement a curriculum to train nurses, WIC dietitians, and early childcare providers to educate parents
- Help preschool educators teach language and vocabulary

**Individual Level**
- Educate parents why they should talk with their babies
- Coach parents how to talk with their babies

- 80% of low-income children are seen by WIC dietitians.
- Approximately 1/3 of children ages birth to three attend early childhood education programs.
- 99% of expectant/new parents are seen by nurses.
- Nurses care for babies at 9 checkpoints between the third trimester and 12 months.

30 Million Word Gap → Early Vocabulary Gap

BY THE AGE OF 3, HIGH-INCOME CHILDREN HAVE DOUBLE THE VOCABULARY OF LOW-INCOME CHILDREN

**Logic Model**

Desired Results
- Increase number of clinical environments and parents who deliver language nutrition.
- Improve cognitive trajectory and promote parent-child attachment.
- Increase percentage of Georgia children reading by the end of third grade

Indicators
- Participation measures and satisfaction measures
- Treatment fidelity measures and process level measures
- Pre-school classroom environment measures
- GLK metrics and School Climate Index
- Standardized assessments and Georgia Kindergarten Inventory of Developing Skills

Activities
- Classroom/webinar instruction of nurses
- Clinically based coaching of parents by nurses in hospital and outpatient settings
- Targeted multi-media campaign of program mission
- Development of curriculum and program materials
- Caregivers delivering language nutrition in home language

**Evaluation**

Randomized Control Trial

**Implications**
- Program with a universal design
- Disrupt the cycle of poverty
- By 2015, all 1,000 babies born in Atlanta will receive Talk With Me Baby
- By 2018, Talk With Me Baby will extend across Georgia to reach 130,000 babies each year

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