



because... we NEED to talk!

# Time2Talk2Baby: A Study of the Effectiveness of a New Audio Coaching App for Parents

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A Project Selected for the Bridging the Word Gap Research Collaborative



## PROJECT AIM      SAMPLE      INSTRUMENTATION

To investigate **Time2Talk2Baby's** effect on 0-3 year-olds language development over a 6-month period as reported by the **LENA™ DS** and in reference to parents' level of access, dose, and the duration of use of this new intervention.

At least 100 mothers will be recruited. Criteria for participation includes:

- Has a child ages 2 to 36 months
- Only one parent per household.
- Participants must have access to a smart phone or an email account.
- Participants must have permanent custody of the child (no foster parents)

All forms, surveys, and instruments used in the study will be administered orally over the phone to ensure that mothers who are low-level readers will be as informed as those subjects who read well.

- 1.)** Subjects will be asked to complete a **participation agreement** that details their rights and responsibilities, confidentiality assurances, and ways to contact the research team. A copy of the completed form will then be sent to them via text message or email.
- 2.) Demographic information** (age, ethnicity, marital status, and education level, etc.) will be collected for each mother/child dyad. In addition, researchers will ask subjects about their current health status and that of their child. A short depression screen will also be administered.
- 3.)** Questions that probe language use and literacy levels will be administered both pre and post study. Called the **Parents Engaging Baby with Language Survey (PEBLS)**, it is being developed specifically for this study. Questions will include mother's reading background, the type of reading materials in the home, their use of books and lapgames with their baby, etc.
- 4.)** The **LENA™ Developmental Snapshot** will be administered pre and post study to all mothers to assess their child's language development in relation to normative developmental markers/levels. The **LENA™ DS** evaluates both expressive and receptive communication skills of children ages 8 weeks to 3 years. Parents are asked questions regarding whether their child has or has not yet consistently demonstrated behaviors related to a range of oral communication skills. Responses are analyzed by the **LENA™ DS** software, and results are reported in graph form that provides both a developmental age as well as a standard score for the child.

## STUDY DESIGN

Subjects will be randomly assigned to treatment or control groups. Both groups will be administered the **LENA™ Developmental Snapshot** pre and post intervention to assess their children's receptive and expressive language development. Treatment subjects' use of the intervention will be tracked and recorded. Repeated measures of ANOVA will be used to look at change over time and group differences, controlling for a range of variables.

## RECRUITMENT OF SUBJECTS

A diverse array of community organizations will assist with subject recruitment. Many of them have helped recruit for past studies. Others are programs with which the authors interact regularly, and are willing to help promote the study and actively seek subjects. Ex: Early Head Start, Zero to 3 Safe Babies Team Court Project, Children's International

## THE INTERVENTION

Scan a QR Code and Listen!

Word: Family      Word: Remember      Word: Birth

**Time2Talk2Baby™** is an audio coaching app in development that will send parents of 0 – 3 year-olds daily reminders to talk, read, and sing to their child. Each (30 – 60 sec.) audio clip will provide suggestions for topics and techniques for engaging baby. While the app is especially targeting the 43% of adults in the U.S. that only have 4<sup>th</sup> grade or below reading skills, a successful one month pilot found that 94% (N = 66) agreed that ALL new parents would benefit from the program. Visit our crowdfunding site at: [www.startsomegood.com/words\\_to\\_grow\\_on\\_llc](http://www.startsomegood.com/words_to_grow_on_llc)

Scan a QR Code and Listen!

Topic: Starting w Books      Song: Itsy Bitsy Spider      Concept: Up and Down

## AUTHOR AFFILIATIONS

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## ABOUT WORDS TO GROW ON™

**Words To Grow On™** is a social impact company innovating ways to empower new parents, caregivers, and communities with knowledge and skills that will improve babies' development and potential in life - and disrupt, once and for all, the pervasive phenomenon of low literacy and educational inequality in the U.S.