**Evaluation of a Language and Literacy Enhancement Program**

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**Abstract**

Collaborating with the Urban Child Institute (UCI), a local non-profit agency focused on early childhood development, general pediatricians from the University of Tennessee (UT) Le Bonheur General Pediatrics plan to evaluate UCI’s Touch Talk Read Play initiative. This message introduces families to simple ways adults can interact with their young children to promote language development, early literacy, social and emotional development, and kindergarten readiness.

A secondary aim is to evaluate if participation in more than one literacy enhancement program provides better results than participation in only one literacy enhancement program. Other literacy programs that will be evaluated for their additive effect are Shelby County Books from Birth and Reach Out and Read.

**Methods**

We will conduct a mixed method study, using quantitative [Ages and Stages Questionnaire (ASQ)] and qualitative [(Literacy Enhancement Survey (LES)) measures to provide a descriptive evaluation of the impact of Touch Talk Read Play and other community level early language interventions on children’s language development and literacy environment.

Parents and children will be recruited at an UT Le Bonheur General Pediatrics office visit. Parents will participate in face-to-face interviews (LES). The LES assesses the child’s and family’s participation in each program, the child’s literacy environment, the ease of implementation of these programs for the family, and family satisfaction with participation in these programs.

Baseline and 6-month follow-up ASQs and LESs will be used to determine baseline and change in language development and literacy environment in children exposed to Touch Talk Read Play. We will also use the measures to compare children exposed to multiple programs to those exposed to only one program.

Historical data suggest that at least 80% of participating families will have been exposed to Reach Out and Read and approximately 50% will be enrolled in Shelby County Books from Birth. We expect fewer families will have been exposed to Touch Talk Read Play prior to this evaluation.

**Literacy Enhancement Survey**

1. How old is your child? _____years _____mo
2. Within the last 6 months did you sign up to receive books in the mail from Shelby County Books from Birth?
3. Have you ever received a boost from Books from Birth in the last 6 months?
4. On a scale of 1-5, how satisfied have you been with the books from Birth program?
5. How many total books has your child received through Reach Out and Read and Play?
6. Has your child received books in our clinic through the Reach Out and Read and Play program in the last 6 months?
7. Have your reading habits with your child changed over the last 6 months?
8. Do you read for your own enjoyment and/or to get information on a regular basis? If yes, how often?
9. In the past 6 months have you visited the library with your child?
10. Within the last 6 months did you sign up to receive books in the mail from Books from Birth?

**Early Literacy Programs**

**Touch Talk Read Play Brochure**

**Top 5 Reasons to Participate:**

1. **Books:** Get free books to help you read with your child.
2. **TALK:** Simple ways to promote healthy social and emotional development.
3. **READ:** Easy steps on how to help your child develop early literacy skills.
4. **PLAY:** Learning activities indirectly addresses the word gap through play and leisure.
5. **TOUCH:** Babies learn through touch.

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