

## Babies Need Words Every Day: Talk, Read, Sing, Play



By the time children from low-income families reach the age of four, they will have heard thirty million fewer words than their more advantaged peers. Babies Need Words Every Day: Talk, Read, Sing, Play is a national, public awareness initiative created to help bridge the Thirty Million Word Gap.

Developed by the Association of Library Service to Children (ALSC) this campaign has begun with a series of accessible, instructive posters to help inform parents and primary caregivers about the vital importance of talking with their babies. Featuring artwork by children's illustrator Il Sung Na and filled with rhymes, songs, and other playful ideas for sharing words with babies, these posters are available as free downloads and are designed to be placed above changing tables in libraries and other public buildings.

As part of the campaign, ALSC also offers book lists that spotlight the best titles to encourage early learning concepts, as well as a ready-to-use tool kit for inviting local media and other community partners to join in the effort to bridge the 30 Million Word Gap.

The Babies Need Words Every Day: Talk, Read, Sing, Play campaign is just one more way that libraries offer essential support for lifelong learning to the diverse families in their communities. For more information about the campaign and additional resources to promote early childhood development, visit <http://www.ala.org/alsc/babiesneedwords>.