

## **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 Babies Need Words campaign and additional resources to promote early childhood development, including additional posters available in 11"x17" and 22"x28" sizes, visit <http://www.ala.org/alsc/babiesneedwords>.

**A limited number of preprinted Babies Need Words posters are also available from Salt Lake County Library Services.**

**Salt Lake County Library Services also provides free early literacy workshops for parents, caregivers, and community partners. For more information, or to request resources, please email Heather Novotny at [hnovotny@slcolibrary.org](mailto:hnovotny@slcolibrary.org)**